

Hurry! Only One More Day! Store Hours 8:00 A.M. to 8:30 P.M.

Saturday—Last day of Golden Arrow Jubilee Week! Last day of the seven-day drive for 1,700,000 new customers. And what a drive it has been. But our organization was ready! Our merchandise—our values—our service facilities—and our salespeople were keyed to the job as never before. Frankly to induce 1,700,000 new customers to shop in Ward stores this week—WE HAVE BEEN OFFERING MANY SPECIAL OUTSTANDING BARGAINS. These values remain on sale tomorrow—THE LAST DAY OF THE DRIVE. To these new customers who have become Ward customers during this event, we pledge our utmost in value giving and satisfaction. To our old customers, we pledge the continuation of our usual values and service. We extend this LAST DAY buying and saving invitation to our old friends as well as our new friends. We want EVERYBODY within trading distance of a Ward store to take advantage of these exceptional values.

COME — SEE — BUY — AND SAVE! SATURDAY IS THE LAST DAY.

**a Drive for
1,700,000
NEW CUSTOMERS**

Saturday..Last Day Ward's 3rd Golden Arrow JUBILEE WEEK!

The Speed With Which
They've Sold Proves
Their Worth!

Chiffon Hose

88c



FULL FASH-
IONED, all
dtk, dull fin-
ish. Picot
tops. French
seals. Variety
of new shades

See for Yourself These Out-
standing Jubilee Values!

Rayon Lingerie!

2 for **\$1.00**



Bloomers,
Step-ins,
Vests, Pan-
ties! Of run-
resistant ray-
on. Lace-
trimmed and
tailored sty-
les.

Spring Dresses



Direct from
New York in Time
for Easter!

\$5.99

Last Day Values!

One look at them will con-
vince you that they are extra-
ordinary values, worth several
dollars more than \$5.99! Smart
frocks that proclaim their 1931
origin by their tiny print designs
on dark backgrounds, and their high
shades in flat crepes!

New Style Features!
Dresses (some with clever
jackets) in the new molded
lines, with deep pleats and
low-placed flares . . . puff
and bell-shaped sleeves . . .
tailored and fancy collars. In
blue, black and other shades
with contrasting colors and
prints. Women's and Misses' sizes.



New Rugs for New
Customers at New Low
Jubilee Prices!

9x12 Axminster
\$29.95

A great LAST DAY spe-
cial! ALL WOOL, SEAM-
LESS Rug of firm weave
with deep, rich pile. Lovely
Oriental and floral patterns
in soft jewel-like colors.
9x12-foot size.



One Glance and You Know
These Are Real Bargains

Men's Overalls

\$1.10

Our popular Pioneer Brand.
Of white-back blue denim
—mill shrunk. Big pockets,
triple-stitched, rust-proof
buttons. High or low back
styles.

Every four seconds
somebody buys a

RIVERSIDE

29 x 4.40
Balloon

\$4.95

Here's why: Riversides have been giving
satisfactory service for 20 years. Millions
are in use. They're backed by an unlim-
ited guarantee. They're FIRST quality
tires—and prices are the lowest in history
—compare for yourself!

Riverside 4 Ply	6 Ply Heavy Duty
29 x 4.40 . . . \$4.95	29 x 4.40 . . . \$7.15
30 x 4.50 . . . \$5.09	30 x 4.50 . . . \$7.49
31 x 5.25 . . . \$5.53	31 x 5.25 . . . \$8.25
32 x 5.50 . . . \$6.00	32 x 5.50 . . . \$8.63

All Other Sizes at Equal Savings!

41st Golden Arrow Special

Beginning Tomorrow—and Continuing for a Limited Time Only—
Shoes for Boys and Girls



GROWING GIRLS' PATENT ONE-
STRAP with center buckle. Solid
leather soles, nature shape last.
BOYS' BLACK CALF OXFORD
with oak leather Goodyear welt
soles; metal heel clickers.

\$1.49



Misses' One-Straps, Only **\$3.49**

Smart one-strap pump in black patent leather with center
buckle. Solid leather sole and inner sole. Sizes 11 1/2 to 2.



Another New Lot Just Un-
packed for Last Day Selling

New Hats

\$2.95

Just arrived from New
York! They're new—they're
simple—they're different—
they are exclusive! Beauti-
fully styled in latest mat-
erials and new spring colors.

Compare These Values!

Spring Curtains!



59c

Panels, 6-Pc.
Cottage Sets,
Ruffled and
Crisp—Cross
Sets in mar-
quisette and
dotted scrim.



6,000,000 Pairs Sold in
1930! Proof of Ward's
Great Values!

Men's Work Shoes

\$2.39

A REAL value! Mahogany
color retan uppers, oak
leather soles, solid leather
heels. Riveted reinforce-
ments, moccasin stitched
too. A Last Day bargain!

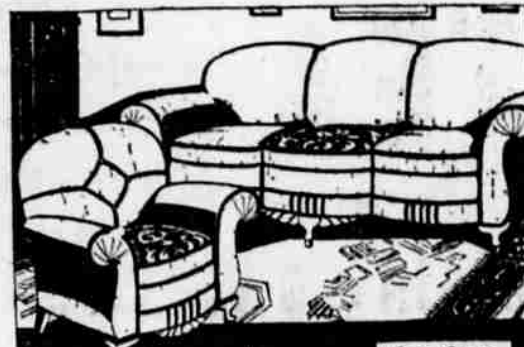
Last Day Tomorrow!

Colorful New

Spring Cretonnes!

yd. **17c**

Colorful Cre-
tonnes in
floral pat-
terns. Firm
weave. LOW
PRICED for
spring deco-
rating.



A Jubilee Special!
2-Piece Suite
\$54.95

Any. Only
\$1.50
Weekly

\$5 Down, Small Carrying Charge

Smart because it's style-right . . . amazing because
it's specially LOW PRICED! 76-inch Davenport
with a Button-back Chair in rich velour. Reversible
cushions in harmonizing tapestry, mahogany finish
frame. LAST DAY at this low price! Buy your new
living room suite NOW!

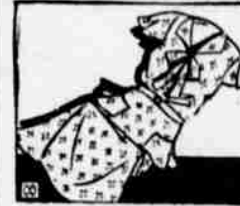


A Special Value!
3-Piece Suite
\$69.95

Any. Only
\$1.75
Weekly

\$5 down, Small Carrying Charge

Only the Last Day of Jubilee Week could bring
such an outstanding value! Full size Bed . . . spa-
cious Chest . . . with a graceful Vanity, In combin-
ation walnut, with two-tone Oriental wood fronts.



Values Like This Have
Won Us Many New
Friends!

New House Frocks

69c

A LAST DAY special
Frocks in gay summery
prints. Flare and pleated
skirts. Sleeveless or short
sleeves. Buy now and
Save!

Think Of It!—Bleached

Hemmed Sheets!

ea. **95c**

3 for \$2.49
Of strong,
firm weave,
bleached
snowy white.
Size 66x90
ins.; best
L.C. wear
quality.



Think Of It! Ward's
Bought 100,000 Shirts
For This Sale!

Men's Shirts

\$1.00

3 for \$2.85
Men's Broadcloth shirts in
plain and fancy patterns
and all whites. Stay-Rite
collars, Pearl buttons, box
centers, square-cut tails.
Double pre-shrunk.

Large 20x40 Inch

Cannon Towels

ea. **19c**

3 for 50c
Heavy double
loop weave—
in white with
fancy colored
borders.

Values Like This Make
1,700,000 New Friends for
Wards

Ward's Bought 250,000
Yards! You'll Have to Hur-
ry to Get Yours!

5-Piece Linen Set

\$1.00

Luncheon Set,
white, or with
colored bor-
ders. Cloth
52x52 inches,
4 napkins.

Colonial Prints

15c

Guaranteed
FAST COL-
ORS! Dainty
floral, gay
dot and print
patterns.

Spring Coats

In the Rough
Woolens Wanted
for Easter!

\$11.00

Specially Priced!

They're the smartest models
for wear right now and
they're scheduled as the lead-
ers for late spring and early
summer! Because fabric
prices are unusually low . . .
because we bought them most
advantageously, we are able
to offer New Spring Coats at
this very low price!

New Styles! New Fabrics!
They herald spring with their
smart belted waistlines, clever
sleeves, and fabric scarfs! The
basket weaves, sports tweeds,
and wool crepes are the new-
est fabrics and they come in
black, navy, and two-tone
mixtures. Women's and
Misses' sizes.

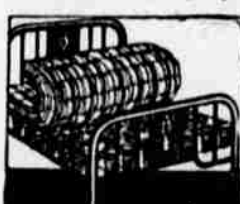


A Revelation in Value—
Comfort — and Savings..

Spring Mattress

\$14.95

INNERSPRING low priced
for Jubilee savings! Resil-
ient springs in many lay-
ers of all-felted cotton. Sa-
teen ticking cover, with
taped edge. A big Last Day
Special!



Special 3 Pieces at Little
More Than the Price of 2.

3-Piece Outfit

\$27.85

Sturdy METAL BED with
decorative panels . . . 99-
cent SPRING . . . 45-lb.
roll-edge felt and cotton
MATTRESS covered with
durable art ticking. A Last
Day offer!

Another Radio Scoop by the
World's Largest Radio Retailers!

Lafayette—New

Airline Radio!

Licensed by RCA . . . Equipped With
7 National Union Tubes

Complete with Tubes
and Installed

\$57.85

Small Carrying Charge

Outstanding new features!
Tone Control, Triple
Screen-Grid, Illuminated
Dial, Utah Dynamic Speak-
er, Smart modern cabinet
of Walnut and Oriental
Wood Veneers. Hurry!
Only a limited number left
at this special low price!



MONTGOMERY WARD & Co.

211-229 MAIN ST.

PHONE 384

KLAMATH FALLS, ORE.

Still Plenty of Splendid Values! Come—Buy and SAVE!