



# To the People of The East Bay

Make our Retail Department Store Your Headquarters  
for Complete Satisfaction in Buying. Carefully Selected  
salespeople give you prompt and intelligent service.

*Compare Our Prices and Quality. See for Yourself Ward's Remarkable Values.*

## Montgomery Ward & Co's RETAIL DEPARTMENT STORE

*When You Think of Quality at Low Prices "THINK FIRST OF WARD'S"*

East 14th Street and 29th Avenue

Oakland, Calif.

# Whitthorne & Swan

**Oakland's Popular-Price Department Store**

Quality for quality,  
Whitthorne and Swan's prices  
are always as low or lower  
than any in Oakland.

**Washington St. at 10th and 11th**

**Phone Lakeside 7200**