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Because Montgomery Ward & Company Buys in Huge Quantities for its 500 Retail Stores Throughout the United States, Our Prices Save You Money.

So no Matter What You Plan to Purchase, Whether it be Smart Fashions or Fine Furniture . . . Think *FIRST* of Ward's!

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

Montgomery Ward & Co's RETAIL DEPARTMENT STORE

East 14th Street and 29th Avenue

Oakland, California

Whitthorne & Swan

Oakland's Popular-Priced Department Store

THE HIGHEST QUALITY possible for the price you pay is the aim of Whitthorne and Swan. During this transitional period this policy has been adhered to strictly.

IT WILL PAY YOU TO SHOP AT WHITTHORNE AND SWAN.

Washington St. at 10th and 11th.

Phone LAKESIDE 7200