

Ward's Big Retail Store, the Home of Original Low Prices, Is Conveniently Located on Main Floor

Bathrobe Blankets
\$3.95

Fine quality blankets in choice colors and patterns. Of good heavy weight and each is large enough for making one bath robe.

Girls' School Sweater
\$2.98

A sweater knit of part wool yarns. A neat, attractive, Tuxedo style sweater in seal brown, buff and navy. A big value.

Good Outing Flannels
18c Yd.

Standard quality outing flannels in both light and dark colors and of the very best patterns. 27 inches wide. Big savings.

Children's School Hose
50c Pr.

An English ribbed hose of heavy weight, knit from mercerized yarns in colors of brown and black. A good wearing hose.

Women's Silk and Wool Hose
\$1.89 Pr.

Knit of wool and artificial yarns in the favorite tweed effect. Color combinations of black and brown. Extra values.

Heavy School Hose
27c Pr.

A hose of unusual quality at a very low price. Colors of black and brown. Heavy ribbed and reinforced heels and toes.

A demonstration of big savings shown in the low prices offered in

To get to this store, take a Depot-Morrison or North and South Portland car and get off at 27th and Thurman streets.

Our store hours are from 8:30 A. M. to 5 P. M. Cafeteria on the fourth floor is open to visitors each day from 11 A. M. to 2 P. M.

Remarkably Big Values in TOWELS

For bathroom and general uses.

Extra Heavy Turkish Towels 69¢

Extra size towel, 26x54 inches, full bleached and of very heavy weight. Hemmed ends. A big value.

Unbleached Turkish Towels 39¢

A good heavy weight towel well woven of double threads. Hemmed ends and 46 inches long.

All-Linen Huck Towels 35¢

Extra quality towels in a special offering. 36 inches long, full bleached and with colored border.

Three-piece Bath Set 95¢

Set is of one towel and two wash cloths. Fancy weave of blue and white or pink and white.

Fancy Turkish Bath Towels 47¢

Good quality towel of a fancy weave in different colors. Space in border for monogram. 34 inches long.

Extra Special! Tea Towels, Doz. \$1.44

A big bargain in these tea towels. 36 inches long and of striped cotton toweling. Very fine.

The Duck Season Is Now On and Here You Will Find Dependable Guns at the Lowest Prices

These standard quality guns at Ward's low prices are typical of the big savings that await you at this store. Selecting your gun here assures you of the best and at a low price. You save.

12-Gauge Single-Barrel Shotgun \$9.75

A three-piece, take-down model shotgun with blue forged steel barrel, safety rebounding lock and black walnut grip stock.

Lefever Double-Barrel Shotgun \$29.25

Every sportsman knows the value of this well-known gun. Here it is at a lower price than elsewhere. 12-gauge with 30-inch barrel.

Winchester Repeating Shotgun, \$42.10

1897 Model, 12-Gauge. Take-down style in both 30 and 32-inch barrels. This popular, pump action gun shoots hard and fast and is a favorite with those who have used it. Ward's low prices make a saving for you.

Winchester Hammerless Shotgun, \$48.20

1912 Model, 12 Gauge. A gun that is chosen for its hard hitting, fast shooting qualities. It has a quick, easy action that is so essential for duck hunting and is perhaps the bigger favorite among duck hunters.

Oregon Blankets at Ward's Low Prices

Bigger values and savings are here for the thrifty housewife who will need heavier bedding now that it is cooler nights.

All-Wool Silver Gray Blankets \$5.95

An all-wool blanket in a rich, silver gray, size about 66x80 inches. Soft and fluffy, warm and durable, a blanket at a low price that will give good long service. An extra value.

All-Wool Gray Blanket \$7.25

An all-wool blanket of gray woven with colored stripe trim. 66x80 inches in size and finished with stitched ends. A blanket value that would be higher priced than at Ward's.

6-Pound Brown Wool Blanket \$8.75

A beautiful blanket of semi-wool mixtures. Of all wool, very soft finish and a blanket that will give years of service. Another big blanket value found only at Ward's.

Ward's Super Shoe Values

Below are mentioned two typical shoe values. Picked at random, they are fair examples of the big savings that are found at all times at Ward's. Try these two and convince yourself of their worth.

Boys' Heavy Hi-Top Shoe \$2.29

Sizes 9½ to 13½. This is the shoe that found so much favor a year ago among mothers who wanted a good, sturdy shoe for their boys. This year it is lower in price and is selling just as well as then. It is a shoe of heavy brown leather, has good heavy soles and is made in a good, comfortable last.

Girls' School Shoes \$2.39

Sizes 11½ to 2, at \$2.39. Sizes 2½ to 5½, \$2.85. Every school girl will like this shoe for its style and good wearing qualities. Is made of black gunmetal leather, has a medium weight sole and a low walking heel. An extra big shoe value, low priced.



OFFERING NEW FALL OVERCOATS

that possess individuality in style and quality, and within the bounds of reasonable costs, featuring true clothing economy, made possible by

Ward's Lower Prices

New arrivals in Fall and Winter overcoats enable us to tell you a story of bigger values and bigger savings in selecting your new Fall coat. Well tailored garments they are, of the best colors and for quality of materials, they are uncomparable at our lower prices. Here are three big values.

Big Values in These Wool Overcoats \$16.50

These are coats that men and young men will readily acknowledge as the best values they have seen. Wool fabrics of browns and greens in beautiful self checks and plaids, made up in an attractive style with a convertible collar, with an all-around belt, and yoke-lined. Well tailored and a good fitting coat, all that could be desired, and at such a low price that for service and style there is no comparison with others for value. Take Monday forenoon as a half-holiday and come out and get yours. The savings will pay you.

All-Wool Double-Breasted Coats \$20.00

An ulsterette style coat in a nice green heather mixed fabric of all wool. Double-breasted style, yoke lined and with large roomy pockets. A value that will be appreciated at first sight by men who appreciate good style and quality at a very low price.

Full Lined Wool ULSTERETTES \$22.50

A beautiful coat of brown and blue in beautifully colored heather mixed fabrics. Coat is full lined, has a convertible collar and a half belt. Unusual value in regard to tailoring and quality—a coat that will give more than one season's wear. You save.

Children's Grass Rockers \$3.75

A substantially built, attractive rocker for the little ones. Made just the same as the grownup's, has wide arms and finished in natural color.

Overstuffed Rockers \$24.75

A comfortable, leather upholstered chair. Upholstered in artificial brown Spanish leather, has spring seat and wide, comfortable roll arms. Of sturdy build.

Overstuffed Rocker With Tufted Back \$29.95

A luxurious, comfortable chair at a low price. Made with a deep cushioned, spring seat, wide roll arms, and comfortable back. Upholstered in brown Spanish leather. A substantial chair at a low price.

Buffet Bargains

Mastermade buffets have no equal for true value at a low price. These two buffets are two bargains for quick Monday sales.

Golden Oak Buffet \$31.75 Golden Oak, Special \$38.85

Flowered Tapestry

Overstuffed Davenport Set

This set, luxuriously comfortable, upholstered in good wearing tapestry, will be appreciated for the wear and comfort it will bring to your home in the years to come. Extra value, low priced.

Davenport \$69.50 Rocker \$34.65 Arm Chair \$33.65

Girls' Rubbers, 11 to 2...70¢ Child's Rubbers, 4 to 10½...59¢ Boys' Rubbers, 1 to 6...85¢

Solid Values in our Furniture Bargains

Queen Anne China Closet \$61.75

Finished in a dark walnut; has three adjustable shelves and is with glass doors and sides. Matches the buffet below.

Queen Anne Dining Table \$48.85

Design matches the buffet above. Has 48-inch top, is of sturdy build and a beautifully designed table. Extra value.

Queen Anne Dining Chairs \$10.85

ARM CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Queen Anne Dining Chairs \$6.95

STRAIGHT CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Queen Anne Dining Chairs \$4.95

STRAIGHT CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Queen Anne Dining Chairs \$4.95

STRAIGHT CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Colonial Design Gateleg Table \$28.85

A most practical table for use where space is limited. Finished in a dark mahogany, substantially built and a big value at this low price.

Queen Anne Walnut Buffet \$78.75

A beautiful buffet in walnut, just as illustrated. Is 60 inches long, substantially made and very well finished. The compartments are roomy and conveniently arranged, and for extra value at a low price, this is an unusually big saving.

Queen Anne Dining Table \$48.85

Design matches the buffet above. Has 48-inch top, is of sturdy build and a beautifully designed table. Extra value.

Queen Anne Dining Chairs \$10.85

ARM CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Queen Anne Dining Chairs \$6.95

STRAIGHT CHAIRS To match the above table. Substantially built and have Spanish leather seats.

Queen Anne Dining Chairs \$4.95

STRAIGHT CHAIRS To match the above table. Substantially built and have Spanish leather seats.

The Best Rugs at Ward's Low Prices



Bigger Savings Offered in RUGS

In choosing rugs at Ward's, you have a large assortment of different patterns and sizes to select from, rugs that you will appreciate for the beautiful patterns and extreme low prices. We quote a few prices on different styles and sizes.

Tapestry Rugs

9x12 feet...\$19.50 9x12 feet...\$21.75 8½x10½ ft. \$23.50 9x12 feet...\$22.95 7½x9 feet...\$15.95 9x12 feet...\$25.95 8½x10½ ft. \$23.00 9x12 feet...\$25.75 9x12 feet...\$21.95

Velvet Rugs

8½x10½ ft. \$22.80 9x12 feet...\$37.90 9x12 feet...\$29.75 9x12 feet...\$25.25

Wilton Velvet Rugs

9x12 feet...\$36.25 8½x10½ ft. \$33.95

Axminster Rugs

9x12 feet...\$32.95 9x12 feet...\$34.75 8½x10½ ft. \$39.95 9x12 feet...\$38.50 8½x10½ ft. \$33.95 9x12 feet...\$38.95

Rag Rugs

Of neat patterns and colors, well woven and of good wearing qualities. A good rug for bed or bathroom floors. 9x12 feet, fringed ends, for...\$13.75 30x54 inches, fringed ends, for...\$1.65

Children's Coats

Neat attractive styled coats for the little ones, the right weights for cooler days' wear and in fabrics and colors that identify them as coats of individuality. And, then, mothers will appreciate the low prices.

Cheviot Coats \$5.98

A smart styled coat, as illustrated, is well tailored and in colors of navy and brown.

Chinchilla Coats \$5.25

A heavy weight coat of wool chinchilla. Made in a double-breasted style with belt and full lined. Colors of gray and navy.

Montgomery Ward & Co.

If you live out of town SEND FOR THIS BIG BOOK

Mail the Coupon to-day

Out-of-Town Customers Should Send for Our New Fall Catalogue

Customers who live out of town and cannot visit this big store personally, should send for our new fall catalogue and avail themselves of our low prices by making their selections right at home and shop with us by mail.

Our new, big, Golden Jubilee catalogue is now ready for mailing and is yours for the asking.

Mail Orders Shipped Within 48 Hours.

We announce a new perfected service for you. After a year's usage and study, originating and testing new systems and comparing expenses we have perfected a new system that makes certain a very quick and satisfactory service to you.

Practically every order that reaches Montgomery Ward & Co. this morning will actually be shipped and on the way to you within 48 hours after it reaches us.

Lowest prices, better merchandise and now a better service. Try it, we intend that "Montgomery Ward & Co. the oldest mail order house in today the most progressive."

MAIL THIS COUPON TODAY

TO MONTGOMERY WARD & CO., Dept. M. & A., PORTLAND, OREGON.

Please mail me my free copy of Montgomery Ward's Golden Jubilee Catalogue.

NAME _____ ADDRESS _____

Montgomery Ward & Co.
Satisfaction Guaranteed or Your Money Back
27th and Vaughn Streets, Portland, Oregon

Adjustable Luggage Carrier \$2.20

Very substantially made and black enamel finish. Are adjustable up to 50 inches and clamp to running board and held in place by three strong clamps. A convenient auto accessory, low priced.