

# A Sale That Will Open Your Eyes--Read!

In an Amazing Selling Event Montgomery Ward & Co. Offer in Our Bargain Room Seasonable Merchandise at Far Below Our Generally Acknowledged LOWER PRICES

*Many Items Actually and Visibly Less Than Wholesale Cost*

## Hundreds of People

—every day discover that in the City of Portland there IS a great store where low prices reign supreme—where they can be provided with fresh, clean, new, needed merchandise of every description at a range of prices to suit every purse—where they can feel in its highest sense that glow of satisfaction which comes with the possession of some new article representing **actual value received** for the money expended. And NOW—

## Even Greater Values Are Offered

—We invite—in fact, we urge you to compare our prices with any others' you may have available. We have already done so and we feel certain that the merchandise in this sale is offered to the people of Portland in most cases at Less Than Its Actual Replacement Value at Wholesale Today. All we ask is that you visit our Bargain Room—see the merchandise—and then judge the saving for yourself.

### OFFERING UNPRECEDENTED VALUES IN. A BLANKET SALE



An unusual event that will be welcomed because of its timeliness (these nights are pretty cold), and because the special sale prices we have made on these items present an opportunity for extremely worth-while savings. Many are reduced to 1/2 price.

#### Nashua Staple Plaid Cotton Blankets

64x76 Inches, Weight 3 Lbs. **\$2.98**  
72x80 Inches, Weight 3 1/2 Lbs. **\$3.35**

Strongly woven from American cotton in a soft, fleecy finish; medium size black-checked patterns in pink, blue, gray, or tan; neatly stitched. A wonderful value.

#### Fleecy Down Cotton Blankets, 70x80 Inches, 3 Pounds

A sturdy blanket with a soft, fleecy finish, combining warmth and durability. Mottled and mounted on dust-proof self-acting spring rollers. Your choice of white, gray or tan. **\$2.65**

#### Fleecy Crib Blankets, 30x40 Inches

Made of finest quality cotton, Cortez finish, neatly stitched edges. Your choice of pink and white, or blue and white, in three patterns. Teddy Bear, Kitten, or Floral. **75c**

#### White Crochet Crib Spreads

40x60-inch. Hemmed square; splendid quality **\$1.25**

#### White Crochet Bed Spreads

70x80-inch. Hemmed square; an inexpensive spread that will launder well **\$1.95**

#### Plain Oil Opaque Cloth Window Shades

36 inches wide—6 feet long. Carefully made of the best machine made oil opaque cloth and mounted on dust-proof self-acting spring rollers. Your choice of dark green, dark olive, or buff. Complete with slat, brackets and nails, ready to hang. Priced at **95c**

MAIL ORDERS FILLED

### DOMESTICS Drastically Reduced!

**27-Inch Standard Dress Gingham**  
A good quality cloth in a very attractive line of patterns. **24c**  
10 YARDS FOR **\$2.35**—yard

**36-Inch Standard Percale**  
All fresh, clean stock; attractive patterns on light and dark grounds. **17c**  
10 YARDS FOR **\$1.65**—yard

**27-Inch Printed Flannelette**  
A serviceable printed cloth, fleeced on one side; suitable for house dresses, kimonos, etc. **25c**  
10 YARDS FOR **\$2.45**—yard

**27-Inch Fancy Outing Flannel**  
Heavy quality. Our best quality fancy outing flannel. **25c**  
10 YARDS FOR **\$2.45**—yard

**27-Inch Plain Outing Flannel**  
A cloth of good weight that sold for more than double what we now ask. **19c**  
10 YARDS FOR **\$1.85**—yard

**81-Inch Unbleached Sheeting, Yard 54c**  
Good standard quality. **10 YARDS for \$5.35**

**81-Inch Bleached Sheeting, Yard 59c**  
Good standard quality. **10 YARDS for \$5.85**

**36-Inch Unbleached Muslin, Yard 13c**  
Medium heavy quality. **10 YARDS for \$1.25**

**36-Inch Bleached Muslin, Yard 15c**  
Good standard quality. **10 YARDS for \$1.45**

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**36-Inch All-Wool Storm Serge,**  
An ideal cloth for school dresses, waists, etc. All popular dark shades in stock. A wonderful offering, yd. **98c**

### MEN'S — WOMEN'S — CHILDREN'S UNDERWEAR and HOSIERY

Price Reduced to a Minimum

#### Mercerized Cotton Hose

All made of the finest long staple cotton in the best possible manner. Prices slashed to the limit. We know of no other place where you can find values to equal these, at anywhere near these prices. Men's sizes 9 1/2 to 12. Women's sizes 8 1/2 to 10 1/2. Children's sizes 6 to 10.

Men's	Women's	Children's
Black, Brown, Navy, Gray, Pr.	Colors Black or White. Pr.	Color Black. Pr.
<b>39c</b>	<b>49c</b>	<b>39c</b>
You Can Buy One Pair or as Many as You Wish		

**1500 Women's Winter Weight Cotton Union Suits**  
Lightly fleeced. Made of a splendid quality of combed cotton yarns in three styles. High neck and long sleeves, Dutch neck and short sleeves, or low neck and no sleeves.

Sizes 34, 36, 38 Inch Bust **\$1.00** | Sizes 40, 42, 44 Inch Bust **\$1.25**

#### 1200 Child's Waist Cotton Union Suits

A popular garment for your child at a way down price. Closely knitted of fine quality cotton yarn with reinforced tapes over the shoulders with buttons and supporter tapes attached. Lightly fleeced on the inside. Sizes 2, 4, 6, 8, 10 or 12 years. Not offered for years at the low price of **89c**

#### 450 Infants' Nearly All Wool Vests

Made of the very finest grade of Australian Wool with just enough cotton added to prevent shrinking. Lengths 10, 12, 14, 16 or 18 inches. **98c**

#### 1000 Child's Flannelette Sleepers

Made of good quality flannelette and made right in every way. Some are without feet and others made with feet. All worth a great deal more than the low price we are asking for them. Sizes 2, 4, 6 and 8 years. **95c**



#### 600 Women's Flannelette Gowns

Full length, wide sweep, good full size. Made right of good quality cloth. One of the best values at the lowest price in this special sale. Sizes 34 to 44-inch bust. **\$1.35**

#### 150 Child's All Zephyr Wool Slip Over Sweaters

A most wonderful value at our very low price. Colors, American Beauty or Turquoise Blue. Sizes 28 to 34-inch bust. **\$3.65**

#### 200 Men's All Wool Worsted Jerseys

At a price so low you will easily see this is a tremendous bargain. Colors, Dark Gray, Navy, Maroon or Brown. Sizes 34 to 44. **\$2.85**

#### 175 Men's Part Wool Jerseys

Splendid wear and a very good value. Colors, Dark Gray, Navy, Maroon and Brown. Sizes 34 to 44. **\$2.45**

## Sensational Underpricing on SHOES—A SALE!

### FOR ALL THE FAMILY

#### Women's Dress Shoes—Special

A splendid assortment of high cut shoes in brown or black leather; high or low heels. Wonderful value. **\$3.85**  
Regular price is \$6.25—Special price for this sale

#### Women's Comfort Shoes—Special

Kid finished leather house shoes, made with rubber heels and cushion insoles. Regular price is \$3.89—**\$2.35**  
Special price for this sale

#### Mens Gunmetal Shoes

You effect a real saving on these high-grade shoes; English last or medium wide toe. Regular price is \$5.25—**\$3.25**  
—Special price for this sale

#### Men's Goodyear Welt Work Shoes

A soft, comfortable brown elk blucher with the army toe. Splendid value. Regular price is \$6.98—**\$4.25**  
Special price for this sale

#### Men's Goodyear Welt Dress Shoes

Black and mahogany veal dress shoes made on the medium English last. Regular price is \$6.89—**\$4.65**  
Special price for this sale

#### Boys' and Girls' School Shoes

**\$1.95 to \$2.25**

Shoes designed to withstand the most severe usage. It would be hard to even imagine shoes at a lower price than this.

MAIL ORDERS FILLED



## Substantial Savings on Furniture

#### Sanitary Wood Beds

Latest style wood beds with steel rail construction. Unusually good workmanship. In Ivory Enamel or Mahogany finish. Corner posts 1 1/4 inches square. Plain stylish design, suitable for any type bedroom furniture. **\$9.75**  
Ivory Enamel or Mahogany. Price

#### Dining Chair

This is made of seasoned oak with full box seat. Well braced and has real leather seat. One piece back post. Finished in Golden Oak. **\$3.95**  
Price for this sale only

#### Massive Overstuffed Rocker

Fully upholstered. High back and padded wings insure utmost comfort. Spring seat and hardwood frame. **\$15.75**  
Price for this sale only

#### Fibre Rocker

At the price we are now selling it, you cannot afford to be without it. Hardwood frame and tough fibre in pleasing brown finish. **\$4.98**  
Price for this sale only

#### Cedar Chest

Old Colonial design, with scroll feet, finished in natural color and highly polished. Has brass lid trimmings, a sliding tray and reliable lock. Full length is 46 inches, width is 18 inches, height 18 1/4 inches. **\$12.50**  
Sale Price

#### Mattress Specially Priced

Will wear well and is soft and comfortable. Thick layer cotton felt top and bottom and fine cut excelsior center. **\$5.95**  
Price for this sale only

A complete line of high-grade furniture is displayed in our first floor salesroom, at the lowest prices consistent with the quality offered.

## Heavy Steel Heaters

equipped with Duplex grate for burning wood or coal. Heavy cast iron top and base, plain doors, nickel deflectors and top rim. Large swing top permits use of chunks or large lumps of coal. Dimensions of body 20x15x18. Regular Price, each \$32.50. BARGAIN ROOM **\$22.50**  
PRICE

## Light-Weight Steel Ranges

with roll door warming oven. White enamel firebox door, oven door, reservoir check and splashback. Nickel legs and base strips. Duplex grate, for burning wood or coal. All outside castings are plain and therefore easy to keep clean. Waterfront can be furnished if desired at an extra cost of \$5.50. Four gallon reservoir can be furnished if desired at an extra cost of \$6.00. Regular **\$59.50**  
Price, each \$79.75. BARGAIN ROOM PRICE

## AUTO OWNERS!

### Unequaled Prices on Standard Equipment

We have a limited quantity only of these standard items of car equipment which will be sold at the prices shown; no sales to dealers at these prices, and we reserve the right to limit the quantity sold to any one customer.

1000 Champion X Spark Plugs, each	<b>45c</b>	1000 Porcelains, each	<b>25c</b>
200 Adamson's Universal Vulcanizer, each	<b>\$1.15</b>	500 Sets Cork Face Transmission Lining, set	<b>65c</b>
35 Only 6-8 Volt William's Silver Ray Spotlight, each	<b>\$4.95</b>	250 Ford Back Curtains (oval-plate glass window), each	<b>\$3.98</b>
100 Only Genuine Simplex Grease Guns, each	<b>\$1.75</b>	250 Fibre Case Tubular Flashlight (complete with 2-cell battery), ea.	<b>75c</b>

IF IT IS NOT CONVENIENT TO COME TO OUR STORE—SEND YOUR ORDER BY MAIL

# Montgomery Ward & Co.

Satisfaction Guaranteed or Your Money Back

Our Store Is Open to Customers From 9 A. M. Until 4:30 P. M. We Close at Noon Saturday

CHICAGO

KANSAS CITY

PORTLAND, OREGON—27th and Vaughn Streets

ST. PAUL

FORT WORTH

About Deliveries  
—If desired your purchases will be delivered to your door for a small additional charge. Ask for full details at the store.