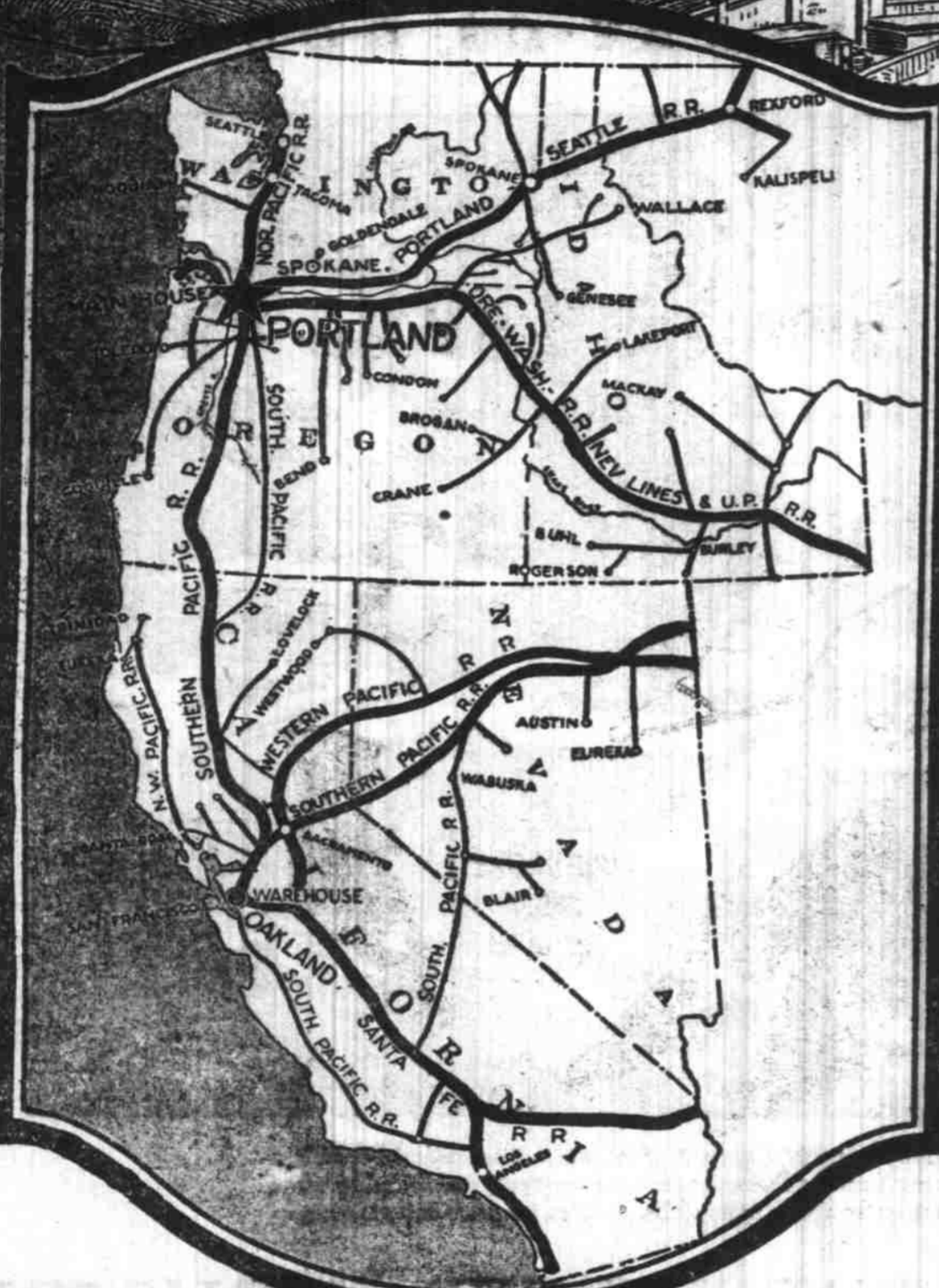


Montgomery Ward & Co.



When in
Portland
Visit Us
at
27th & Vaughn
Streets



New Complete Pacific Coast House of *Montgomery Ward & Co.* Now at your Service

HERE is great news for the people of the Pacific Coast! In the past Montgomery Ward & Co. has carried only a limited line of goods at Portland. Your confidence in The Original Mail Order House, expressed in thousands of orders, has caused us to build at Portland a Main House, — we have just opened our new, complete Portland store, the largest building on the Pacific Coast! The new Portland store means *greater* service, quicker delivery and even more worthwhile savings on almost everything for your home, workshop or farm.

WE have brought this great mail order house 2,200 miles closer to you. Look at the map and see how Portland is located in reference to railroad and shipping facilities—the center of five great trunk lines, numerous electric lines, and is a shipping point for ocean transportation!

This will mean that you will have high quality goods in quicker time and at lower cost to you than ever!

**Satisfaction Guaranteed
or Your Money Back**

The most modern facilities have been supplied for handling your order. The eight story building contains 12½ acres of floor space. Its receiving platform can accommodate 18 freight cars a day.

A branch post office sees that mail orders are properly dispatched. A thousand trained employes will help us live up to our primary business standard—"a square deal for the customer."

Do YOU Know—

THAT Montgomery Ward & Co.'s new Portland house is the largest concrete structure of its kind on the Pacific Coast?
That 25,000 cubic yards of concrete have been used in its construction?
That the giant store is eight stories high, in addition to the basement, and contains twelve and a half acres of floor space?
That a thousand persons are ready to give you greatest service when your order is sent us?
That 18 carloads of merchandise can be shipped from the Portland plant in a single day?
That a branch United States post office in the big store takes care of all orders sent by mail—thus insuring quickest delivery on goods purchased from Montgomery Ward & Co.?
That the new plant is located on a ten-acre tract, the highest elevation of the former Lewis and Clark Exposition Grounds?
That the Oakland warehouse is used for the shipment of heavy merchandise to California and Nevada points—saving YOU a great deal in freight?
That there is always a welcome waiting YOU at the big store—we want you to feel AT HOME in our big store.

**We Want You to Visit Us
When You Are in Portland**

YOU are invited to visit our new home. We want you to take a complete tour of this huge building with an official of the company, who will explain all points of interest and show you how rapidly orders are handled.

We want you to see our retail store, where articles described in the catalog can be seen just as they look in the book. We want you to feel at home with us at our new home — for your confidence helped to build it.

Goods Now Handled at Portland—

- | | |
|------------------------|----------------------|
| Shoes | China ware |
| Dry Goods | Clocks |
| Dress Goods | Trunks and Traveling |
| Silks | Bags |
| Hosiery | Auto Tires and Sup- |
| Underwear | plies |
| Knit Wear | Sporting Goods |
| House-Dresses | Phonographs |
| Men's and Boys' Cloth- | Stoves and Furnaces |
| ing and Furnishings | Paints and Wall- |
| Baby Accessories | paper |
| Curtains, Drapes and | Roofing and Wall |
| Shades | Board |
| Rugs, Carpets and | Hardware |
| Linoleums | Farm Implements and |
| Beds and Bedding | Machinery |
| Household Utilities | Harness and Saddles |

**"Money Saved Is
Money Earned"**

Thousands of worthwhile bargains in every line of merchandise are offered by the big, complete store. The price of all goods has been cut to the utmost. The merchandise is of highest quality.

We will send you on request our new General Catalog, No. 94, quoting new, low 1921 prices on nearly everything you wear or use. Regardless of cost to us, all goods are sold on a new low 1921 basis.

2200 Miles Nearer You Save

in Sending Your Orders Here

THE new Portland Montgomery Ward & Co. store brings the markets of the world to your very door. It means shorter hauls and a big saving.

Freight shipments from Portland reach any part of Oregon or Washington in from one to three days. Idaho shipments are completed in from two to six days; California, three to seven days; and Nevada, seven to ten days. Express shipments from Portland reach any part of Oregon or Washington in one to two days. Idaho shipments take two to three days; California, two to four days; and Nevada, three to five days. Parcel post shipments require about the same length of time as express shipments.

Warehouse at Oakland, Cal.
For the benefit of our California and Nevada customers, we have established a warehouse at Oakland, California. A complete line of heavy merchandise is carried in stock at Oakland and whenever a saving in time and transportation charges can be effected your order will be shipped from Oakland.

Montgomery Ward & Co.

Satisfaction Guaranteed or Your Money Back

PORTLAND, ORE.

CHICAGO - SAINT PAUL - KANSAS CITY - FORT WORTH