

# HOUSE-WARMING WEEK

New Store Located at  
117 S. Central Ave.

Celebrating the Opening of a

New Store Located in  
Leverette Block

## MONTGOMERY WARD & CO. STORE

### Saturday, Sept. 15<sup>th</sup> MEDFORD, ORE.

WE WANT YOU TO BE OUR GUEST ON THAT DAY

GOOD NEWS. WARD'S TO HAVE A STORE IN YOUR VICINITY. AND THIS IS A PERSONAL INVITATION TO YOU AND YOUR FAMILY TO BE OUR GUESTS ON OPENING DAY.

You will want to see this store. Now, different than other stores. Merchandise will be spread before you that up to this time you have seen only by picture in our big catalog. You will find many things you have long wanted at prices that make them real bargains.

YOU WILL FIND VALUES LIKE THESE IN OUR NEW STORE

You know what values you have gotten whenever you have bought from Wards. Here in stock for immediate delivery in our new Store are thousands of articles—here for you to actually inspect and compare with anything you have ever seen anywhere. Only a few of the items can be shown in this ad. They merely indicate what you will find

Come on opening day. It will be a great event. Come and see our new Store and let us greet you. We do not urge you to buy, if you do not care to. Come and look: It is your Store—a Store for friends of Wards'. We have appreciated your friendship of the past. Now we want to serve you even better.

in our new store. You will find articles for home, farm and personal use. Conveniences at prices that make them necessities. Come and see what we offer friends of Wards'. We have appreciated your friendship in the past. Now we expect to serve you even better.

#### Ward's Famous "Western Field" REPEATING SHOTGUN



Our Lower Price **\$29.95**  
Has shooting qualities of a \$50 gun. Extra well made. Perfectly balanced and shoots accurately. Stands as much use as any gun ever built; 12 gauge.

Holds six shells. Receiver: Matted drop forged carefully milled, solid steel. Barrel: High pressure compressed carbon steel, blued and highly polished. Bored especially for smokeless powder. Black walnut stock. Hammerless action. Guaranteed free from defects in material and workmanship.

RED HEAD SHELLS—DuPont smokeless powder, heavy field loads, hard hitting; 12 gauge. Size 5 or 6, box of 25—**96c** Only. Buy these by the case at case prices.



#### COVERALL HOUSE PAINT

32 Weather Resisting Colors  
At Factory to You Prices



Coverall House Paint looks better and wears better than most paints selling for as much as \$3.00 to \$3.50 per gallon.

Coverall House Paint is made of Pure Linseed Oil, White Lead and Zinc, the basis of all good paints.

Guaranteed to satisfy if applied as per directions.

1-Gallon Can. **\$2.35**  
Per Gal.  
5-Gallon Can. **\$11.65**  
Per Gal.

#### Radio Superslate Asphalt Roofing

GUARANTEED FOR 17 YEARS



Actual weight 85 to 90 lbs. per roll. Choice of Red, Green or Black.

Rolls are 32 inches wide, 40 1/2 feet long; enough to cover 100 sq. ft. 1 1/2 galvanized roofing nails and liquid asphalt cement packed in each roll. Ward's Low Price, **\$3.20** only, per roll.

See our complete line of roofing—and roofing supplies, roof cements, etc., and save money at Wards.

This roofing is Western made. Approved by Underwriters' Laboratories, Inc. for fire insurance companies.

#### FINE SILK HOSE



Full Fashioned, special pair  
Medium weight; 1 1/2 to 1 3/4 inch to narrow hem. Newest colors. Sizes 8 1/2 to 18.

Special pair Made to sell at **\$1.39**



Biggest Value Sheep Lined Coat Ever offered. Full 36-inch length; genuine Australian Merino wool lining; wind-proof and water-resistant. Molekin cloth that will stand hard service.

Regular Size **\$9.45**  
Extra Size **\$11.45**

#### Silk and Wool Tweeds



A good light weight for all coats, suits and dresses.

Green and blue patterns, 54 in. wide. Splendid value at yard **\$1.35**

#### MEN'S WORK SHIRTS



Lowest Price in 12 years now, at each **69c**

A fine quality blue chambray work shirt, cut full, and well made—two pockets and double yoke. Sizes 14 1/2 to 17. Regular **\$1.00** value.

#### MEN'S DRESS SHIRTS



Made to sell for **\$2.00**. Choice, at **\$1.49**

Newest rayon, madras—Printed percales or white broadcloth, sizes 14 1/2 to 17. Collar attached style.

#### MEN'S FANCY HOSE

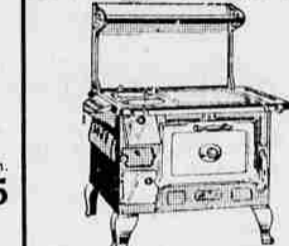


Woven Rayon patterns pair **32c**

Rich silky rayon in newest patterns, and colors. Heel and toe reinforced to resist wear. Sizes 9 1/2 to 11 1/2.

#### WINDSOR 'BUFFET' RANGE

With Griddle Top  
A Popular Western Model



Cash Price **\$73.95**  
Easy Payment **\$81.95**

This convenient buffet range is offered in New Spring Green, French Gray, Turquoise Blue or New Ivory Tan in enduring enamel, or in plain nickel trim with black Japan finish. Ideal for the small family, an excellent baker, cooker and fryer. Ivory tan finish in stock for immediate delivery.

#### THE GLOPHONIC WINDSOR PARLOR HEATER



At a Saving of **\$15 to \$25** at Wards'

Cash Price **\$39.95**  
Easy Payment **\$43.95**

\$5 Down and \$5 a Month  
This small size oblong type heater will heat 2 or 3 rooms comfortably even in zero weather, designed to burn either coal or wood. Its humidifying principle supplies moist healthful air at all times. Outer cabinet of steel in beautiful Walnut enamel finish to match the finest furniture. Built throughout for years of efficient service. See our complete line of Stoves, Furnaces and Heaters.

#### OUR GREATEST WARD-O-LEUM RUG VALUE

9x12 ft. size with full bordered design. Priced at a Big Saving. Each, from

**\$5.95 each to \$9.95 each**

Ward-O-Leum Rugs in exquisite patterns, marvel for wear, beautifully colored, satin and water-proof. Attractive floral pattern on extra grade felt base. 9x15 ft. size **\$11.25**

See our complete line of Rugs and Floor Coverings at Low Prices.

#### SMART HOUSE DRESSES



Made to sell for **\$1.98**

Our price

**98c**

Made of mercerized broadcloth. Plain and fancy woven ginghams, printed charmeuse, foulard, pongette, rayon. Wonderful clever designs, sizes 34 to 46, 98c each.

#### All Silk Satin Face Crepe



All silk, finest quality weave ever seen for this price; lustrous face, dull crepe back.

Here in Swiss Rose, Lucerne blue, Mt. Vernon green, honeydew, Castilian red and black for opening day, price per yd. **\$1.79**

#### CRINKLE BED SPREADS



Fast colored stripes on permanent crinkle cotton weave, border at sides. Scalloped edges. Seamless end reversible, wash perfectly.

Opening SPECIAL Each **\$1.98**

#### Turkish Towels



Size 22x24 Double Thread Special, each **23c**

Big soft, fluffy, heavy weave of exceptional service. Bleached pure white, neatly hemmed. The greatest value at the price anywhere. Worth 49c.

#### Children's School Hose



UNUSUAL BARGAINS  
Mercerized Ribbed Cotton Hose in black, brown or tan; sizes 5 1/2 to 9 1/2. Knit from two-ply mercerized cotton yarns, in derby ribbed style, as strong as though two separate heavier yarns were knit together. Firmly reinforced heels and toes. Our price, per pair **27c**. Another splendid value in combed cotton, same colors and sizes, featured at pair **23c**

#### Esmond Crib Blankets



Size 36x50. Opening Sale price, each **\$1.49**  
Remarkably low priced, for a genuine Esmond. Fine, soft, warm, light weight, nap finish. Lock stitched edges. Pretty pink and blue plaids.

#### CHILDREN'S DRESSES

Made to sell up to \$2.00  
Choice at, only **98c**

Beautiful Wash Dresses of ginghams, broadcloths, plain and fancy printed linens, foulards, pongette. Two other bargain groups at **\$1.49** and **\$1.98**.



**Montgomery Ward Co.**  
Satisfaction Guaranteed or Your Money Back

NEW STORE—117 SO. CENTRAL AVE. MEDFORD, OREGON  
Open Saturday Till 9 P. M.

#### NOW! MORE MILES for Your Money Than Anyone—Anywhere—Ever Offered.

**RIVERSIDE**  
New Unconditional Guarantee  
for **16,000 Miles**  
Former Guarantee 12,000 Miles

—AT STILL LOWER PRICES

Again Ward's lead! With still lower prices on the Most Complete Line of Guaranteed Tires and Tubes in America, with the strongest mileage guarantee ever written—the lowest prices ever known in tire history—tires guaranteed puncture-proof—a New, Liberal "Pay as You Ride" Purchase Plan.

16,000-Mile Riverside Tire and Tube Combination			
29x4.0 Balloon and Gray Tube, straight-side only	20x3 1/2 P. O. S. Clin. Cord and Brown Tube, both	\$8.05	\$7.10

Riverside Full Oversize Wardwear Full Size			
Size	Tire	Tube	Full Size
10,000 Mile Wardwear Tire and Tube Combinations	28x4.75	\$ 8.00	\$ 7.80
	29x4.40	\$ 8.75	\$ 8.50
	29x4.75	\$ 9.25	\$ 9.00
	29x4.50	\$ 7.65	\$ 7.50
	29x4.75	\$ 9.50	\$ 9.00
	29x5.00	\$10.15	\$ 9.60
	29x5.25	\$11.35	\$ 9.40
	29x5.75	\$14.75	\$13.50
	31x4.95	\$11.75	\$ 9.40
	31x5.00	\$10.45	\$ 8.75
	31x5.25	\$11.75	\$ 9.70
	32x5.75	\$15.10	\$13.50
	32x6.00	\$15.15	\$13.10
	32x6.25	\$16.65	\$15.00
	33x6.00	\$15.40	\$13.30

Formerly guaranteed for 12,000 Miles, NOW—**RIVERSIDE UNCONDITIONALLY GUARANTEED FOR 16,000 MILES**

of satisfactory service under all conditions. There are no "ifs" or "buts"—no time limit—you are the judge. Unless you receive this service, we will replace your tire with a brand new Riverside, charging you only for the actual mileage you received, or repair the tire free of charge.

**Easy Payments** You can now "Pay as You Ride" on orders of tires and tubes amounting to \$25.00 or more. Add 10% to our new low direct-to-user prices, 1/3 down, balance in 3 equal monthly payments.