

3rd Annual Spring Sale

Our Immense Nation-Wide

WARD WEEK

SALE STARTS
SATURDAY APRIL 13th---ENDS SATURDAY
APRIL 20th---WATCH THE NEWS PAPERS

Ward Week! What is it? you ask. Briefly, it is a Sale—but what a sale it is! We really believe that never before will you have known a sale as great as this sale—the 3rd annual spring sale—NATION-WIDE WARD WEEK, which starts Saturday, April 13th and ends Saturday, April 20th! 7 Big Bargain Days with new and fresh bargains daily. Plan not to miss a single day. WATCH THE NEWSPAPERS and you'll see an array of bargains that will dazzle you. The SAVINGS ARE BIG! In this nation-wide sales event Ward's chain and department stores are concentrating in offering their customers the greatest bargains any store, anywhere, could offer you. We sincerely believe we have accomplished this. For months our expert buyers have combed the four parts of the country for the best, quality merchandise money could buy. As you know we buy for cash—our buying power is \$200,000,000—and buying for cash we obtain tremendous discounts which savings we pass on to you. Here before your eyes this advertisement unfolds a partial list of the bargains you can obtain at Ward's during this sale—and there will be plenty more. In short, study this page for the bargains... be at Ward's store, bright and early in the morning and we know that you'll more than be satisfied with the SAVINGS YOU MAKE. Come. Come. Come! We always reserve the right to limit quantities.

FIRST DAY VALUES
ARE THE BEST YET!

FOR WARD WEEK
**STYLISH SILK
FROCKS REDUCED**



\$6⁹⁵

Lovely flat crepes and prints... Styles for street, afternoon or business wear. Many are copies of costly models and feature the newest style tendencies. Sizes for women and misses.

Spring Coats
Also Priced Low

Tailored and fur trimmed coats. A very special showing. Sizes
\$00.00

**WARD WEEK BRINGS
SAVINGS ON SHOES**



Ladies' Slippers

A marvelous group of strap slippers and oxfords for misses and women. Sizes 2 to 8.
\$1.98

Children's Shoes

Sturdy built for boys and girls. A large group, both slippers and oxfords. Sizes 8 1/2 to 2.
98c

Men's Oxfords

Outstanding values in men's oxfords. Tans and blacks. New styles, all sizes. Priced very low for this sale.
\$3.98

**HOSIERY PRICES
CUT LOWER!**

Full Fashioned
Pure Silk Hose

79c

A host of colors. Sizes 8 1/2 to 10

Ladies' Rayon Hose 35c
Misses' Fancy Hose 29c
Ladies' Cotton Hose 25c

Easy Payments

On All Furniture, Tires, Stoves and Washing Machines

Only a small handling charge is added.

**Pure
Linen Damask
\$1.39 yd.**

72-inch bleached pure Irish Linen Table Damask in five popular patterns.
Piece Goods Section—Main Floor

**Men's Dress Shirts
75c**

Neckband and collar-attached styles. Neatly tailored of durable long-wearing fabrics in both plain colors and popular prints. REAL VALUE HERE!
Men's Section—Main Floor

**Silk Hose
\$1.39**

Full fashioned pure silk-thread hose in the service chiffon weight. These have the new French heel and are available in the newer light shades.
Women's Hosiery Section—Main Floor

**Brooms
29c**

Good quality five-stitched wire-bound straw brooms. Colored handles. Just 150 to go at this astounding price.
Basement Salesroom

**Lock
Steering Wheels
\$1.59**

Genuine Dill Armored Lock Wheels for Fords, Chevrolets and Pontiacs. Some tilt back; others spin free. Built-in Yale lock with two keys.
Auto Accessories Dept.—Basement

**Rockford Socks
8c**

Genuine Rockfords—famed for long and comfortable wear. You'll want to buy them in dozen lots when you see this value!
Men's Section—Main Floor

**Wool Blankets
\$5.50**

66x80 pure wool double blankets. Four-inch block plaid designs in six choice colors. Sateen bound ends.
Domestic Section—Main Floor

**Rayon Shorts
55c**

Women's tailored Rayon Shorts with cuff knee. Choice of flesh, peach, Nile and orchid.
Lingerie Section—Main Floor

**Delco
Ignition System
\$5.50**

Genuine Delco Ignition, complete for use with Ford coil.
Auto Accessories Dept.—Basement

**Tea Sets
59c**

Imported seven-piece Japanese Tea Sets with quaint floral design.
Crockery Section—Second Floor

**Aluminum
Saucepans
50c**

Set of Three
Durable, sturdy aluminum sauce pans in sets of three at the usual price of a single pan. The range of sizes makes this item a necessity in every kitchen.

**Silk Parasols
\$3.98**

One lot of silk Parasols reduced for clearance. All of the popular shades are represented. Formerly priced as high as \$8.45.
Main Floor

FOR WARD WEEK
MEN'S 2-PANT SUIT
Values to \$24.75

\$14⁷⁵

Exceptional Values—Correctly
Styled. Sizes 34 to 44.

Another Large
Group Now
\$19⁷⁵

Finest Fabrics—Styles for Men
and Young Men.

Men's Hats

Dress Styles—Fur
Felt... All Sizes **\$2.98**



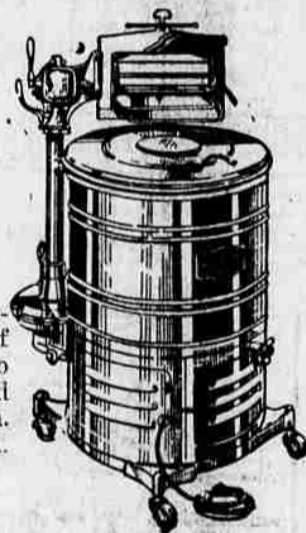
**THE FAMOUS GYRATOR
ELECTRIC WASHER**

Now Priced at
\$91⁵⁰

Save \$60 to \$80

The Wardway Gyrator contains all the best features of machines selling for \$120 to \$180 and is two years ahead in performance and design. Ask for a demonstration.

Guaranteed for
10 years, too!



**RIVERSIDE TIRES
AT LOW PRICES**

Every known
TIRE
Guarantee
Surpassed



FIRST QUALITY
GUARANTEED FOR LIFE
AND 16,000 MILES

29x4.40 16,000 miles	\$6.15	Combination Offer
29x4.75 16,000 miles	8.33	
30x4.50 16,000 miles	7.10	
30x4.75 16,000 miles	8.65	
30x5.00 16,000 miles	8.85	

29x4.40 Balloon Tire with Moulded Circle Tube — **\$7.25** for

**ODD FURNITURE IS
CUT TO BEDROCK**

Oil Opaque Window Shades in the 36x6 size. Choice of either green or buff. WARD WEEK SPECIAL **59c**
Ivory enameled iron beds in the single size, complete with spring and mattress. A regular \$20 value. WARD WEEK SPECIAL **\$15**
Double bed mattress; built up with layers of new springy No. 2 felted cotton liners. French Imperial roll edges, machine tufted body **\$8.65**
Restful steel coil bedsprings, constructed with 99 deep resilient coils, crosstied with small helical coils. Automatic stabilizers prevent sidesway. Double bed size **\$9.65**
Our finest Dayenport reduced during this sale — Taupe colored Angora Mohair upholstered with reversible cushions. This piece is built up on a hardwood frame and is constructed with wire coil spring seat and back. Reversible cushions filled with Nachman spring units. Serpentine front style, welted seams. Reduced to **\$100**

MONTGOMERY WARD & CO.

117 South Central

Phone 286

Medford, Ore.

THESE ARE JUST A FEW OF THE ROUSING BARGAINS

Store Hours

Daily
8 a. m. to 6 p. m.
Saturday
9 a. m. to 9 p. m.