

Ward Manager



C. D. Bean, manager of Montgomery Ward's Medford store, has accomplished wonders in organization and promotion during his 13 months in this city. During his residence here, Mr. Bean has become identified with business, civic and fraternal activities and has taken an aggressive part in the life of this community. Under his personal direction, the Ward store here has featured local personnel and has established a sales record that has placed Medford high on the list of coast Ward stores.

Mr. Bean, familiarly known as "Joe," had this to say when questioned as to Ward's plans for the store-wide sale starting tomorrow: "We are ready for a record business during the next few days and I am convinced that improved conditions plus the exceptional values we will offer will spell success for our Ward Week event. Added sales forces and quantities of specially purchased merchandise assure excellent service to sales crowds and values that will long be remembered."

Ward Department Heads

What the best-dressed tots are wearing is the question fond parents are always concerned with, and Ethel George, head of Ward's Infant Wear Department always has just the right answer. Ethel has headed this important department for some time, backed by years of experience in filling the needs of kiddies.

oppositional shairidra shdu shrdi hwe I had the opportunity of preparing such a fine array of infant's apparel and accessories for a Ward Week sale as this season." Ethel George says. "Many lovely and useful items will delight those who visit my department this week. I wish to especially call their attention to the many new items especially appropriate for gifts for baby or little brother and sister."

Viola Tolleson isn't happy unless she is showing some Ward patron the outstanding features of the famous Wardway washer.

Viola is thoroughly convinced that Wardway offers the very peak of value and she has succeeded in impressing on scores of southern Oregon people that she is right. She is also head of the toilettes section of Ward's store.

"It is an easy matter for me to demonstrate the superior features of the Wardway washer," Viola Tolleson says. "This fine washer operates so smoothly and does its job so thoroughly that one demonstration usually sells. I'm looking forward to demonstrating Wardways during Ward Week!"

Sara Puhl, known by her hundreds of southern Oregon friends as "Sally," heads the dry goods department at Ward's. For several years, Sally has served southern Oregon people at this well known Medford store.

"Ward Week merchandise in my department offers a wonderful selection for those who attend this year's Ward Week sale," according to Sally Puhl. "Never before have we shown such colorful materials at such surprisingly moderate prices. Of course we have a great stock for this special event, but values are outstanding. I suggest that southern Oregon people shop early during this sale to be assured of getting exactly the materials they want."

Since one woman naturally knows what other women prefer, Ward's has turned the Houseware department over to Florence Thomas, and this charming young lady has successfully built one of the most successful departments of its kind in the entire system of Ward stores on the Pacific Coast. Those who want to see what's new in houseware will thoroughly enjoy a trip to this department during Ward Week.

"Probably because I've always been interested in everything in the kitchen is the reason I enjoy selecting

houseware for my department," Florence says. "This year I've had a wonderful opportunity to choose merchandise that combines utility with beauty, and I know that shoppers who attend our Ward Week sale won't be disappointed. The prices, too, are surprisingly moderate."

Land Goes Begging
EL PASO, Texas.—(UP)—Six acres of valuable Rio Grande valley land can't find an owner. State officials, wanting a strip of it for widening a highway, could find no owner, but discovered an unrecorded deed for

the property to one J. Archuleta, who died without heirs.
First Radio Exhibited
PHILADELPHIA.—(UP)—A reproduction of the first radio outfit made by Dr. Heinrich Hertz 47 years ago,

and with which he discovered "Hertzian waves," is on exhibit at the Benjamin Franklin memorial here.
Revolution in Curriculum
ISTANBUL.—(UP)—The most important department in the new Turk-

ish university is the "Institute of Revolution," designed to teach the youth of Turkey to be real republicans. No undergraduates will be given a degree from the university until he has received a "revolution certificate."

Rock in Mule's Jaw
OKEMAH, Okla.—(UP)—S. D. Lowe of Van Oss operated on one of his mules and removed a 12-ounce rock from the animal's jaw. Veterinarians said the rock grew there because of excessive lime in the mule's body.

New Journalism School
DETROIT.—(UP)—Wayne University of Detroit will have a complete journalism school when the fall semester opens. Albertus Darnell, dean of the college of liberal arts, announced.

When all America goes Shopping!

WARD WEEK



Begins Tomorrow

Lasts Through Saturday April 21

Come see the Ward Week values! And buy the things you need and want... and save more money than you ever dreamed of saving! For this is Ward Week—Ward's great Spring Sale, in 500 stores, in 46 states! And nothing has been left undone to make it a money-saving event you'll long remember.

Come—Buy Now, Save More!

Cheesecloth
Ward Week Value Priced!
Unbleached cream color; 10 x 6 mesh. Standard grade. **3c** yd.



Prints
Low Ward Week Price!
Popular Silvania prints. New patterns, tub-fast colors. **13 1/2c** yd.



Bedspreads
Ward Week Low Priced!
80x105 in. rayon and cotton spreads in gay colors. **1.39**



Muslin
Ward Week Value!
Slightly starched in a 36 in. wide. **10c** yd.



Remnants
Ward Week Value Priced!
Percale, pique, broadcloth, linen, etc., suitings, shirtings. **10c** yd.

Oilcloth!
Ward Week Value!
Heavy, 46-inch, table oilcloth. Clear, easy to clean patterns. **25c** yd.

Sheets
Low, Ward Week Priced!
81x99 Long-wear sheets of pure bleached cotton. Values! **85c**

Pillow Cases
Ward Week Value!
Famous Long-wear 42x36 inch bleached cotton cases. **22c** each

America's Greatest Sale!..



House Frocks
At Ward Week Savings!
Colorful print in women's sizes 14 to 32. **59c**



Bib Aprons
Ward Week Special!
Fruit-of-the-Loom percales in many cute styles. **25c**

House Frocks
Low, Ward Week Price!
Adorable cotton prints in sizes 14 to 32. Values! **79c**

New Hats
Ward Week Special!
Spring and summer styles. An exceptional offer. **69c**

Silk Dresses
Ward Week Special!
Fresh new styles direct from New York this week. **3.95**

Many Specials Un-Advertised!

Wardoleum Rugs
Save Now... Our Regular \$5.89 Grade!
Yes, the 9x12-foot size! Price goes up after Ward Week! Brand new felt base rugs, waterproof and stain-proof. Easy to clean. **\$5.39** 9x12 ft.



Chair Value
Ward Week Special!
6 and 9-foot widths. Stain-proof and waterproof. 84 yd. **27c**



Chair Value
Ward Week Special!
Unfinished—ready to paint. Sturdy hardwood. Each. **88c**



Coil Spring
Ward Week Special!
Double deck—with 90 big, deep coils! Special at **7.88**

Come Every One of these 9 Big Days

Silk Hose
54c
A Typical Ward Week Value

If there are better hose at this price, we haven't seen them! Full fashioned pure silk! Cobwebby chifbons and trim service weights! Stock up while the price is down!

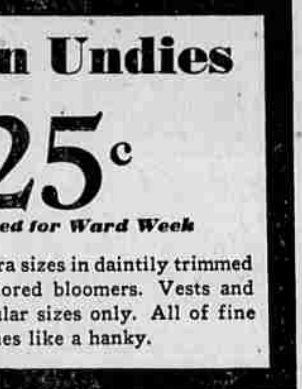


Modess
Ward Week Special!
Soft, easily disposable. Highly sanitary. **10c**



Rayon Undies
25c
Low Priced for Ward Week

Regular and extra sizes in daintily trimmed panties and tailored bloomers. Vests and shorts in regular sizes only. All of fine rayon that washes like a hanky.



Taffeta Slips
Ward Week Priced!
Rayon taffeta, full 48 inches long, 4 V necks, bodice tops. **50c**



Anklets
Ward Week Special!
Fancy cotton. White, colors. Children's sizes. **10c** pr.

Fancy Socks
Save in Ward Week!
Rayon over cotton in men's sizes 10 to 11 1/2. **12c** pr.

Ladies Hose
Ward Week Special!
Women's full fashioned hose. Service weight. All sizes. **49c**

Silk Pongee
At Low Ward Week Price!
12 Momme weight; 33 in. wide. Natural tan; washable. **15c** yd.

Held in 500 Cities in 46 States!

Play Shoes
Ward Week Special!
\$1.00 pair
Ward Week Priced
"Footshape" last shoes designed for growing feet. Brown and elk shoes for boys and girls.



Sports Shoes
Ward Week Special!
79c
Ward Week Reduction
Grand all round sports shoes of smoke elk with crepe rubber soles, Brown trim.

Big Blankets
Save in Ward Week!
Staple cotton in gay plaids 70x80 ins. Pastels. **59c** ea.

Look for Them on Every Floor of the Store!



Overall Sale!
69c
Ward Week Work Value

Wards husky Wardwear is famous for long wear! 2:30 denim—three seam style! Triple stitched and bartacked against strain! Stock up at real savings!

Boys' Overalls 39c

WorkShirts
Ward Week Special!
Men! Here's a value for Ward Week! Blue chambray. **45c**

Easy Payment Plan makes Buying still Easier!

Mens Shirts
Ward Week Special!
White, blue and latest new Spring patterns. **69c**

Work Pants
Save at Ward's!
Strongly made and bartacked! Neatly striped—save! **1.00**

Undershirts
Ward Week Special!
Men's Athletic shirts! Swiss rib cotton! Sizes 34 to 44! **19c**

Waist O'errals
Ward Week Special!
Boys' heavy elastic waist hand overalls. Sizes 8 to 16. **59c**

Unionsuits
Ward Week Value!
Men's summer weight! Cool ribbed cotton! 36 to 46! **65c**

Fine Shorts
Ward Week Savings!
Fancy broadcloth—elastic side inserts! 30 to 42! **21c**

Work Socks
Save in Ward Week!
Ribbed-top, gray mixed cotton. Men's large sizes. **9c**

MONTGOMERY WARD

117 So. Central Telephone 286