

### Ceremony to Mark Ward's Opening Here Wednesday

The 30th anniversary of the Medford Montgomery Ward company store in its newly remodeled building will be marked by a ribbon-cutting ceremony Wednesday noon with Mayor John Snider and Chamber of Commerce President Otto Frohnmayer participating.

The store at South Central ave. and Eighth st. will have been in Medford 30 years this October.

A reopening sale will be held from Wednesday noon until May 24, according to Medford Manager Joe Materie. Several contests are planned for store patrons during the first days of the sale, he added.

Carnations and tickets for the "Wishing Well" will be given away to everyone entering the front doors, where hostesses will be stationed, the manager said. Key cases will be given to people who visit wading pool and playground equipment display in the store parking lot, he added.

The lot is located at the rear of the building on Bartlett st. An entrance has been made from the parking lot to the store for easy customer access, Materie said.

**Demonstration Planned**  
Several demonstrations during reopening are planned. Cooking by Bev Lyons of the California Oregon Power company, Shopsmith tools, Sunbeam appliances, sewing machines, auto seat covers, paint, fishing fly-tying and outdoor barbecue demonstrations will be given, Materie noted.

Total cost of the remodeling will run about \$150,000 according to the Medford manager.

The store is the firm's first one on the west coast to complete a remodeling program in 1958, Lee explained. He said the company is presently attempting to either remodel, rehabilitate or rebuild all branch stores.

Work on the Medford store building started last October and has continued through the past seven months. The store has remained open for business.

A new feature in the building is a complete installation of air-conditioning throughout. Eight units which are capable of cooling a total of 90,000 feet of air per minute have been installed on the roof of the building. A store-wide system of fluorescent lighting which furnish two to three times more light is also new. The building has been repainted and repapered throughout also, according to Roy Lee, Montgomery Ward official from the Oakland regional office who supervised the work. Assisting him was Al Thies, of the same office.

All departments in the store have been changed by moving, enlargement or reduction of the size of the volume of sales warrants, Materie said. Considerably enlarged are the drapery and curtain departments, baby and girls' clothing and the fashion departments. Several new fitting rooms have been constructed, he said.

New displays for bathroom equipment have been built in the store. A service station has been opened directly behind the store on Bartlett st. with the old service station location at the rear of the building turned into a larger shoe department, he explained.

Montgomery Ward officials present for the opening will be Western Regional General Manager E. E. Peterson, Oakland; Merchandise Manager G. D. Ward, Oakland; and District General Manager W. R. Burk.

### Reservations Open For Barbecuers

Reservations may still be made for the chicken barbecue training school to be held in Medford Friday, May 23, from 9:30 a.m. until 3 p.m.

Representatives from any organization or group in the area may attend the school which will include approximately three hours of instruction with the balance of the period devoted to the actual barbecue by trainees. Lunch will be the chicken barbecue.

A minimum registration of 25 is necessary to hold the school. Interested persons should contact the extension office in the county courthouse prior to May 15. Registration fee will be charged to cover the cost of the dinner plus a manual.

Black was once the standard color for automobiles. Now only a small percentage of passenger cars are black.

# YOUR NEW WARDS

MEDFORD, OREGON PHONE SP 3-7301

**GRAND OPENING HOURS**  
WEDNESDAY .....12 Noon to 9 p.m.  
THURSDAY .....9:30 a.m. to 9 p.m.  
FRIDAY .....9:30 a.m. to 9 p.m.  
SATURDAY 9:30 a.m. to 5:30 p.m.

# GRAND OPENING SALE!

**GRAND OPENING  
12 NOON  
WEDNESDAY**

WED. MAY 14 through SAT. MAY 24. Come in...see our newly remodeled store. Demonstrations going on all day, every day. Values galore!

**FREE! carnations!**

For the first 500 women in our store on Wednesday, May 14.

**FREE! balloons!**

Plenty of balloons for the children. Just ask for one.

**FREE! door prizes!**

Valuable prizes every day. Nothing to buy in order to win.

**NEW! LIGHTING.** Modern as tomorrow. Designed to make your shopping easier!

**NEW! AIR CONDITIONING.** Shop in cool comfort on the hottest summer day!

**NEW! TIRE SERVICE STATION.** Modern equipment for your convenience!

**NEW! PARKING FACILITIES.** Our parking lot is directly behind the store.

**NEW! EXPANDED DEPARTMENTS.** More merchandise and better selections!

**NEW! DECORATIONS and FIXTURES.** You'll enjoy your shopping more at Wards!

...and don't miss the **WISHING WELL**



**WHATEVER YOU WISH FOR CAN BE YOURS!**

Just fill out a Wishing Well Entry Blank and deposit it in our Wishing Well. You can wish for any one item of merchandise in the entire store. Wishing Well blanks will also be used for daily door prize drawings.

**SAT., MAY 17, 4:30 P.M.**

That's the date of the big drawing. That's the date you can win your heart's desire. Come in and fill out an entry blank... you do not have to be present to win.



Here are some of the People at Wards—Plus Many More Not Pictured Who Will Be Happy To Serve You

**TOP ROW, LEFT TO RIGHT:** Marie Tennant, Boys Clothing Manager; Floyd Robertson, Building and Plumbing Manager; Carolyn Russell, Credit Manager; Marjorie Lehman, Cashier; Myra Therp, Receiving Department Manager; Ken Stinson, Display Manager; Warren Parks, Service Department Manager; K. H. Shultz, Assistant Manager; J. J. Materie, Manager.

**MIDDLE ROW, LEFT TO RIGHT:** Jackie Newland, Invoice Records Manager; Grace Wright, Credit Office; Jackie Simcox, Catalog Department Manager; Gladys Doherty, Fashion Manager; Val Chapman, Women Sportswear Manager; Mary Maldivan, Yard Goods, Towels, Bedding Manager; Ora Collins, Hosiery, Linens, Footwear Manager; Olin Bannard, Infants Wear, Children's Fashions Manager; Marie Stewart, Shoe Department Manager.

**BOTTOM ROW, LEFT TO RIGHT:** Lloyd Parsons, Mens Furnishings Manager; Pearl Holman, Draperies Manager; Ellison Kelly, Electrical, Hardware, Lawn and Garden Manager; Edna James, Housewares Manager; Bing Anderson, Paint Manager; Elmer Richardson, Sporting Goods Manager; Raymond Putney, Furniture, Rug Manager; Leo Mott, Appliances Department Manager; Claude Cartwright, Auto Accessories and Tire Manager.

## OPENING DAY SPECIALS!



**3.91**  
LOVELY NYLONS  
15 denier, 60 gauge. 3 pair per customer to the first 500 customers!



**88¢** each  
1.98 value! Drip-dry!  
Crisp, cute sleeveless blouses at a price that's out of this world. Solids, prints, colors!



**88¢**  
1.49 DACRON PANEL  
42" by 81". Dacron marquisette... practically no ironing.



**3.44**  
6.98 FOLDING CHAIR!  
Tough, plaid Saran plastic on a sturdy steel frame. Finish is weather resistant. Sale!



**3.99**  
REGULAR 5.79!  
White or colors, in single gallon or 5 gallon cans. A buy!



**1.66**  
2.98 TACKLE BOX!  
2 cantilever trays. Size 13 1/2 x 6 1/2 x 6 overall. Lid locks. Waterproof construction.

REMEMBER — WARDS OPEN AT 12 NOON TOMORROW — REMEMBER!