

NEW BUILDING ERECTED HERE

Continued from Page Ten
C. B. Stone, assistant manager, comes to Olympia from Pendleton, Ore.
Ward's Olympia store employs about 20 men and 30 women of this city. But a greatly increased sales force will be necessary during the opening week because of the many thousands who are expected to visit the new store.

George E. Everett, president of Montgomery Ward & Company, explains that there is no intent to injure the small store owners. "Our experience has been," he says, "that wherever we have located local merchants have benefited. Every town has been stimulated as a trade center and the regular trading radius has been increased to 30 and 35 miles, whereas formerly it was only from 10 to 15 miles.

"We are selling in our chain stores merchandise that is not handled in a national way by any other concern. But such a store as ours does offer an opportunity to our regular customers to actually judge the quality and value of the merchandise far more accurately than is possible from a catalogue description. No attempt has been made to overshadow local merchants."

This departure in merchandising by the oldest mail order house has not developed overnight. There are more than 1500 cities above 5,000 population in the United States and the company plans to locate stores in these communities as rapidly as possible.

"As the result of careful study and research," continued President Everett, "we have reached the conclusion that there is a definite need for the type of chain store we are operating. The present national chains have developed their business chiefly through the sale of groceries, textiles, drugs and 5-and-10-cent goods. We are selling in our chain, merchandise that is not handled by any other concern in a national way. The principle lines we are offering include furniture, stoves and ranges, sporting goods, house furnishings, tires, radios, electrical equipment, farm supplies and furnishings in addition to the regular dry goods lines. Not all of the 33,000 catalogue items are carried in the local store, but everything sold locally in the store has been carefully selected to answer the needs of this community."

ADVERTISING GAINS SHOW BUSINESS GOOD

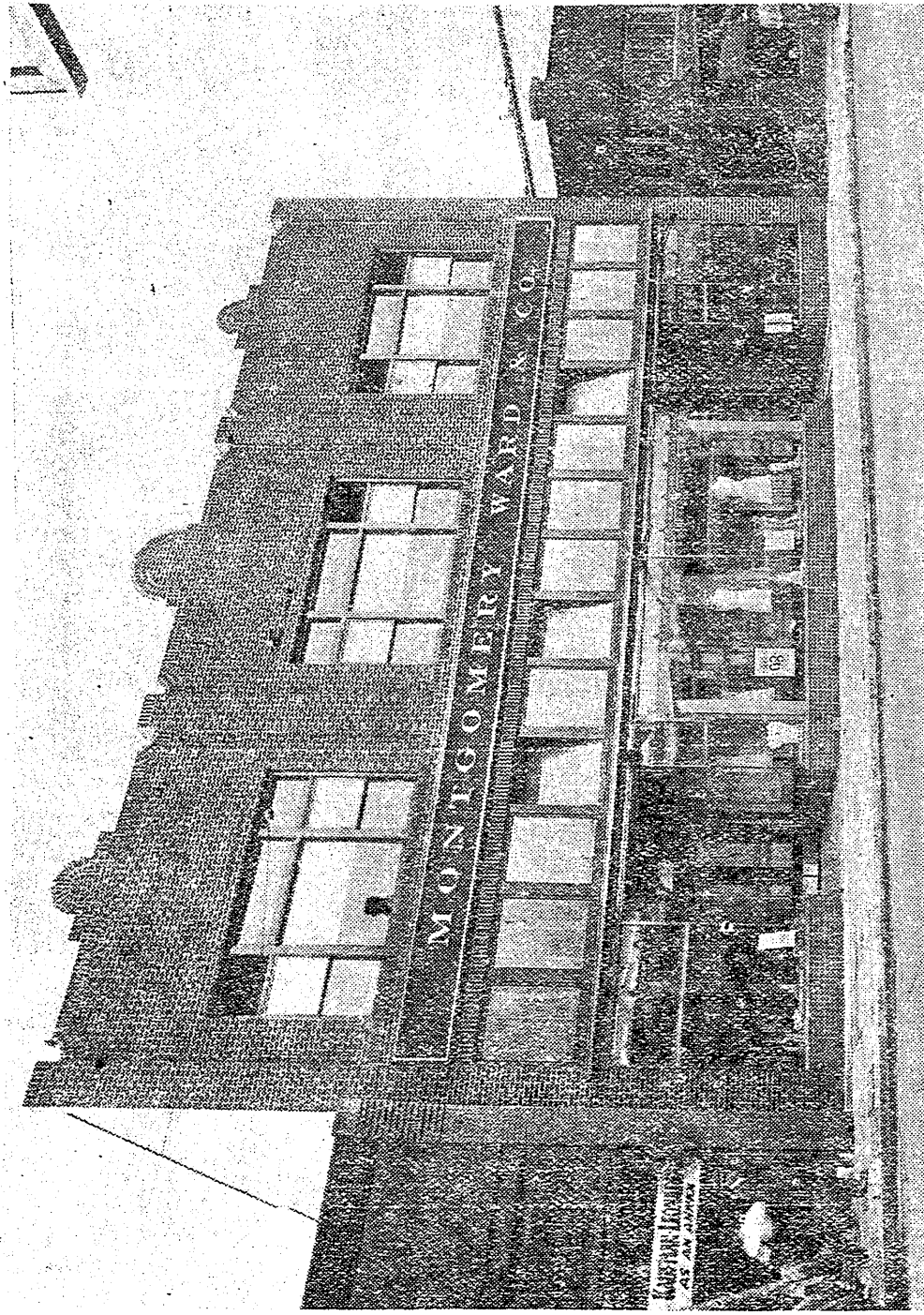
NEW YORK, Aug. 22.—(LP)—Business activity throughout the United States, as gauged by the volume of newspaper advertising, is greater today than in midsummer of 1928, according to figures just made public by Sales Management Magazine. Newspapers of the 62 largest cities published 189,431,731 lines of advertising in June, a gain of 5 per cent over June of last year.

The figures also indicate a general high level of prosperity throughout the country with no marked regional depression. Only 12 of the 63 cities reported a decrease in advertising, and these were widely scattered through the east, middle west and south.

INMATE DRIVES CAR

SMITH CENTER, Kan., Aug. 22 (LP)—One inmate spends over the hill to the Smith county poor farm in a motor car. A tangerine suit Arthur Nelson, county clerk, a bill for "repairs and labor on dependent's car, \$21.50."

NEW RETAIL STORE HERE



The new retail store of Montgomery Ward & Company at 317-319 Fourth avenue, will be formally opened Saturday. This building, Montgomery Ward & Company, who occupy it under a long term lease.

Years of Experience Dictate How Company Can Best Serve Customers

Fixtures and Equipment of Store Assure Visitors of Utmost Comfort and Pleasure While Shopping; Olympia Firms Do Building Work and Local Sales People Will Be Employed by Company

The outgrowth of years of experience, the new Montgomery Ward and Company business edifice on Fourth avenue east is a masterpiece in building construction.

The building itself, its fixtures and even the interior color combinations are standard of Montgomery Ward and Company, proved the best possible equipment to serve the needs of the mail order organization. Manager C. A. Carew declared. The new store will be formally opened Saturday.

Sixty by 113 feet in dimensions, with full basement, two stories and a mezzanine, the reinforced concrete structure is one of the largest store buildings in Olympia. It is said to be the first store in the city with full basement devoted to sales space. The modern structure is especially strongly constructed to permit addition of another story whenever the need for extension arrives. A brick front adds to the attractiveness of the structure.

Casco Owns Building
Phillips and Newell, one of the leading contracting firms in this section, erected the building. The Casco Company, Millard Lenon, president, is the owner. The institution is mainly local as it was built by a local firm with virtually all materials furnished by local stores and it will employ local salesmen and women almost exclusively, Manager Carew pointed out.

Fixtures for the store were built by the Grand Rapids Store Equipment Company especially for Montgomery Ward and Company. The interior arrangement is a development of the Montgomery Ward and Company research department and is expected to minimize the overhead expense and still offer the greatest possible convenience to patrons of the firm. Wide aisles will make travel within the store exceptionally easy. Merchandise is to be so arranged that 85 per cent

of all the goods will be within reach of the customers, so that they can make personal examinations.

Comfort Assured
Following out the company's policy of providing every possible comfort for its patrons a completely equipped women's rest room has been built on the mezzanine.

Colors Attractive
The basement floor will be divided into sales space for such merchandise as tires and other automobile accessories, light and heavy hardware, household furnishings and farm equipment. A modern ventilating system in the basement will give a complete change of air every five minutes.

The first floor will contain the dry goods department, section for radios, men's furnishings and clothing de-

We Extend Our Heartiest CONGRATULATIONS

the
**MONTGOMERY WARD
and COMPANY**

Dunlap Dollar Store
R. H. SMITH, Manager

WITH BEST WISHES

From

Olympia Sand & Gravel Co.

501 North Columbia

Telephone 7

THAT'S WHY SO MANY STAY AT 25 SO LONG

ROCHESTER, N. Y., Aug. 22 (LP)—Girls who do not marry before reaching the age of 25 stand an excellent chance of becoming old maids, according to statistics made public here by the Metropolitan Life Insurance company.

At 20, the figures show, a girl has a better chance to marry than a man, but at 25 conditions are reversed. As the years increase, the chances of marriage for the man increase, while those of the girl decrease, the record revealed.

A HEARTY WELCOME to Montgomery Ward & Co.

We are proud of the part
we enjoyed in the finishing of your new home.

C. R. HARRIS PAINT CO.
CONTRACTORS
205 West State :: Telephone 47

THE WASHINGTON VENEER COMPANY

Is pleased to furnish materials and heat for the new
Montgomery Ward & Company Building

Retail Department
Phone 1700
Heating Department
Phone 1740

GREETINGS AND BEST WISHES

—TO—

Montgomery Ward & Co

IN THEIR NEW LOCATION

We Consider it an Honor to Have Been Chosen as the

Contractors

for This Beautiful New Building

Phillips & Newell
CONTRACTORS