

Hits the Bullseye of Value

Ward's Golden Arrow Specials Have Made A Hit!

For a considerable time, Ward's Retail Stores have had, every week, an out-standing merchandise value which has been known as the "golden Arrow Special." The popularity of these specials has been so wide spread throughout the country that we have decided to hold a Golden

Arrow Jubilee week—featuring for this period—August 8 to 16, inclusive, these ten out-standing values (probably the most out-standing values in the country). There is a Golden Arrow Special every week. Get the Golden Arrow habit during Golden Arrow Jubilee Week! Shop at Ward's!

GOLDEN ARROW SPECIAL JUBILEE WEEK!

\$7.00 VALUE
FLOOR-O-LEUM RUGS



JUBILEE PRICE
\$4.98
Save 25% off
What an opportunity to buy all these beautiful rugs at the lowest price we have offered in years! These beautiful patterned rugs are a lovely addition to any home. They are made of the finest materials and are guaranteed to last for years. Hurry, while they last!

August 8 to 16, Inclusive

See and Hear This Astounding Golden Arrow Special!

The DICTATOR RADIO

\$69.95

Only \$2.00 Weekly
Complete and Installed



7 Tubes... All Electric... Double Screen Grid... \$125.00 value... Super-dynamic speaker...

Save 1/2! Here's a radio bargain so genuinely great it stands out even among the tremendous bargains of the Golden Arrow Jubilee! The DICTATOR set brings you every feature that makes for perfect radio enjoyment. 7-tube power... Double Screen Grid... Super-dynamic speaker. Hear and see this wonderful set TOMORROW! Its clear natural tones will thrill you with their beauty. Its rich, two-tone vibrant sound will captivate you on sight. This is such a remarkable value that our limited quantity cannot last long! Hurry for yours!

NEW EASY PAYMENT PLAN

\$25.00 VALUE
3-PIECE BED OUTFIT



JUBILEE PRICE
\$18.45
Save 25% off
Think of it! Three pieces of the finest quality bed linen, pillow and blanket, all at one price! This is a wonderful value. The bed linen is made of the finest cotton and is guaranteed to last for years. The pillow and blanket are also of the highest quality. Hurry, while they last!

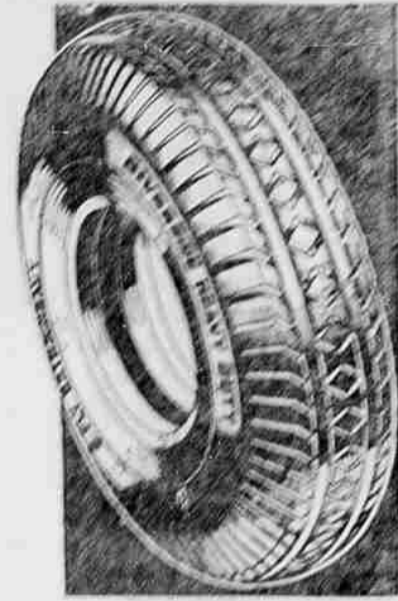
NEW EASY PAYMENT PLAN

NOW! \$125.00 VALUE!
2-PIECE MOHAIR SUITE!



JUBILEE PRICE
\$79.50
Save 35% off
Here is the opportunity of a lifetime! Buy this 2-piece Mohair Living Room Suite, at the lowest price we have ever offered in years! This is a Golden Arrow Special! The largest purchase we ever made on living room furniture makes this unusual value possible. The Haverport and Huttonback chairs are upholstered in the all-time favorite MOHAIR fabric, combined with extra quality fabric. This is a Golden Arrow Special! Hurry, while they last!

PURCHASE THIS GOLDEN ARROW SPECIAL ON OUR NEW EASY PAYMENT PLAN!



FREE TUBE!

WITH EVERY TIRE PURCHASE
Friday - Saturday

6-Ply, 4-Ply, Super-Service
RIVERSIDES — TRAIL BLAZERS

What a chance this is to stock up on all the tires and tubes you're going to need! You get big, rugged, "Vitalized Rubber" RIVERSIDES and TRAIL BLAZERS at the lowest prices in tire history! And in addition, you get a Riverside Tube with every RIVERSIDE Tire... a Trail Blazer Tube with every TRAIL BLAZER Tire. Don't let this opportunity slip away. Come in tomorrow!

Buy a Complete Set on Easy Payments

PURCHASE THIS GOLDEN ARROW SPECIAL ON OUR NEW EASY PAYMENT PLAN!

The New \$125 Value "Windsor"

Porcelain Gyrator

\$69.95

During This Sale Only
While Stock Lasts

10-Year Guarantee
30 Days Trial



This Golden Arrow Bargain brings you every last minute modern mechanical feature — genuine Enroll Wringer, Green Porcelain Tank, Over-size Motor, New Tri-vane Agitator! Six to eight-dish capacity, no center post to tangle dainty clothes. Buy now! There is only a limited quantity in this great Golden Arrow Event! See the "Windsor"! It's the world's greatest Washing Machine Value! Better built than most washers costing \$125 or more! Save 1/2 and more—now!

\$5.00 DOWN \$6.00 MONTHLY

MONTGOMERY WARD & CO.

1101-3 Washington Ave. Phone Main 18 La Grande, Ore.

Hits the Bullseye of Value

\$1.95 VALUE! WOMEN'S
HOSIERY



JUBILEE PRICE
\$1.04
Never before have we offered at such a low price, 5-gauge, Chiffon and Service silk, great top flow at such a low price! Reinforced toe and heel, extra toe cap. You save almost 50%!

NEW EASY PAYMENT PLAN

Regular 50c to \$1.00 Values!
DAINTY LINGERIE



JUBILEE PRICE
49c
Slippery of fine rayon — gowns, chemises, flatter sets, panties, sleep-ers, and vests in pastel shades of flesh, peach and tulle. Assortment of sizes! See them! Buy them at Ward's! All sizes! Savings of almost 50%!

NEW EASY PAYMENT PLAN

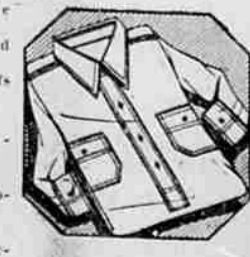
\$3.50 Values! WORK SHOES



JUBILEE PRICE
\$2.14
An unusual GOLDEN ARROW SPECIAL value. Men's plain toe work shoes with these features:
1. Oak tanned water proof, double soles.
2. Scaled and sewed construction.
3. Roomy last for comfort.
4. Smooth leather insoles.
Save 1-3 or More!

NEW EASY PAYMENT PLAN

\$1.00 WORK SHIRTS
JUBILEE PRICE 74c



13 Features:
1 High Grade Chambray.
2 Full 26 inches in length.
3 Principal seams triple stitched.
4 Rounded pockets and cuffs.
5 Interlined collar and cuffs.
6 Deep cut arm-holes.
7 Large, roomy sleeves.
8 Two big buttoned-through pockets.
9 Unbreakable buttons.
10 Roomy cuffs for two-fisted men.
11 Double shoulder yokes.
12 Continuous Non-rip facing in sleeves.
13 Sizes to fit all men.

Big, burley work shirts, coat style, full cut and made of Ward's strong, wear-resisting chambray — tested for its durability. Warrants every man the utmost work shirt satisfaction.