

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

\$6.95 Value!  
Floor-O-Leum Rugs



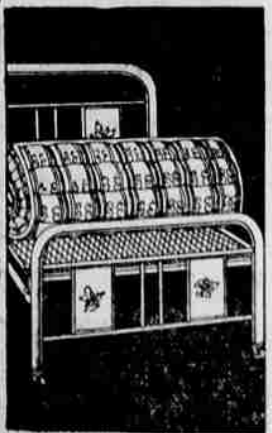
JUBILEE PRICE  
**\$3.98**

Save 40%  
What an opportunity to buy all first quality Rugs at the lowest price we have offered in years! Thick enamel paint printed on a heavy felt base assures longer wear, is stain-proof and water-proof. Newest floral and tile patterns, attractively bordered in harmonizing colors.

Sizes 9x12

New EASY PAYMENT PLAN

\$22.50 Value!  
3-Piece Bed Outfit



JUBILEE PRICE  
**\$18.45**

Save 1/2 or more!  
Think of it! Three pieces—full size Bed, Spring and Mattress, all-steel Bed in ungrained walnut finish, with two decorated panels. The 45-lb. all-cotton Mattress has roll edge, and colorful art ticking cover. The spring is most resilient. The Golden Arrow Jubilee price is, to our knowledge, the lowest ever quoted on an outfit of this high quality!

New EASY PAYMENT PLAN

Now! \$125.00 Value!  
2-Piece Mohair Suite!



JUBILEE PRICE  
**\$87.00**

Save 1-3 or more!  
Due to the tremendous demand which we had last week for this 2-Piece Mohair Living Room Suite, we are repeating this offer during the Golden Arrow Jubilee Week! The largest purchase we ever made on Living Room Suites makes this unusual value possible. The Davenport and Button-back Chair are upholstered in 100% AN-GORA MOHAIR combined with velour. Spring-filled reversible cushions of multi-colored moquette. Antique mahogany frame.

Only \$9.00 Down  
\$2.00 Weekly

### August 8 to 16, Inclusive

See and Hear This Astounding Golden Arrow Special!

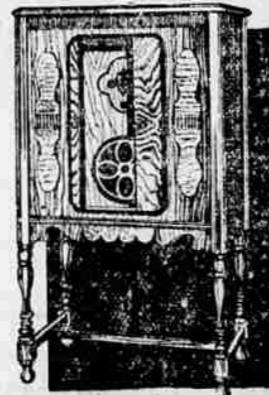
## THE DICTATOR RADIO

7 Tubes . . . All Electric . . .  
Double Screen Grid. It's a  
\$145.00 Value . . . Super-  
dynamic Speaker . . .

**\$64.50**

Only \$2.00  
Weekly

Complete and Installed



Save 1/3! Here's a radio bargain so genuinely great it stands out even among the tremendous bargains of this 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 walnut veneer cabinet will capture you on sight. This is such a remarkable value that our limited quantity cannot last long! Hurry for yours!

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



## FREE TUBE!

With Every Tire Purchase

### FRIDAY AND SATURDAY

6-Ply, 4-Play, Super Service

### Riversides and 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

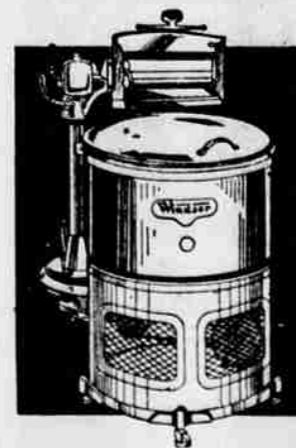
During this Sale Only  
While Stocks Last

**\$64.50**

10-Year Guarantee  
30 Days Time

This Golden Arrow Bargain brings you every last minute modern mechanical feature—genuine Lovell Wringer, Green Porcelain Tank, Over-size Motor, New Tri-vane Agitator! Six to eight-sheet capacity, no center post to tangle dainty clothes. Buy now! There is only a limited quantity for this great Golden Arrow Event! See the "Windsor"! It's the world's greatest Washing Machine Value! Better built than most machines costing \$125 or more! Save 1/3 and more—Now!

\$5.00 Down \$6.00 Monthly



# MONTGOMERY WARD & Co.

117 South Central

Phone 286

Medford, Oregon

\$1.95 Value! Women's

Hosiery  
JUBILEE PRICE  
2 pr. \$2

Never before have we offered at such a low price, 45-gauge Chiffon and Service silk, picot top hose at such a low price! Reinforced toe and heel, extra toe cap. Sizes 8 1/2 to 10. You save almost 1/2!



New EASY PAYMENT PLAN

Regular 50c to \$1.00 Values!

### Dainty Lingerie

JUBILEE PRICE  
2 for \$1

Lingerie of fine rayon-gowns, chemises, dance sets, panties, step-ins and vests in pastel shades of flesh, peach and silk. Assortment of sizes! See them! Buy them at Ward's! All sizes. Savings of almost 1/2.



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. Nailed and sewed construction.  
3. Roomy last for comfort.  
4. Smooth leather insoles.  
Save 1-3 or more!



New EASY PAYMENT PLAN

\$45.00 Full Enameled  
Gasoline Range

JUBILEE PRICE  
**\$34.95**

Save one-third or more on this marvelous Gasoline Range! Never before has a full enamel Gasoline Range been sold at so low a price. See it! Buy this Golden Arrow Special now!  
ITS FEATURES:  
1. Green and tan full porcelain enamel finish.  
2. Finest cast iron construction.  
3. Roomy oven and broiler.  
4. Large utility drawer concealed manifold.  
5. Best value we have ever offered in gas ranges.



\$5.50 Down  
\$5.00 Monthly

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