

HURRY! SEVEN MIGHTY DAYS OF 550 STORE BUYING

RULES OF THE SALE

1. Store hours from 8 A. M. to 8:30 P. M.
2. Our Golden Rule Policy of "Satisfaction Guaranteed or Money Back" applies to our Nation-Wide Summer Sale.
3. Extra salespeople and extra wrappers in addition to our trained personnel insure you prompt and efficient service.
4. Purchases will be held for future delivery, if desired.
5. All bargains advertised will be good only while quantities will be impossible to duplicate these low prices later.
6. Even at these Double Saving Prices you may make purchases under Ward's Budget Plan of Easy Payments.

 <p>LISTERINE \$1 size Double Saving Price 63¢ Ideal astringent and antiseptic. You save money here.</p>	 <p>FLASH LIGHT Double Saving Price \$ 1.49 Throws light 500 feet! Heavy bulb-eye lens. Off flash and steady switch. 2 cells.</p>	 <p>PEBECO PASTE Two 50c Tubes for Double Saving Price 58¢ Another big saving for the home!</p>	 <p>GINGHAM Double Saving Price 12 1/2¢ yard Buy it at this price! Lovely colors and smart new checks and plaids. 32 inches wide.</p>	 <p>COASTER WAGON Double Saving Price \$ 3.69 All-steel, built to stand hard use! Heavy double disc steel wheels.</p>	 <p>PEPSODENT Tooth Paste Double Saving Price 29¢ Regular 50c size! Buy now—while you can save. Nationally famous quality.</p>	 <p>RUBBER TEA APRON Double Saving Price 19¢ Genuine rubber. Daintily decorated with handkerchief pocket.</p>	 <p>SHEETING Unbleached Double Saving Price 35¢ Longwear quality! For double beds, 81 inches wide. Buy in this sale!</p>	 <p>LUNCH KIT With Vac. Bottle Double Saving Price \$ 1.19 "American Maid" kit. Complete with vacuum bottle.</p>
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It Starts Saturday!... WARD'S Nation-Wide

SUMMER

Ask About the Big Prize Contest
Write a slogan about the new Anti-Oxidant built Riverside Tires. 200 prizes—three automobiles—a Packard, a Buick, and a Ford—and 197 Riverside Tires! A few simple words may make you a winner.

NEW PERCALES
Double Saving Price
15¢ yd.
Make the children's toga—and your own—of these popular printed fabrics. So practical, too. 36 inches wide.

WARD-O-LEUM
Running foot, 6 ft. wide
Double Saving Price
19¢
Water-proof and stain-proof. New designs and colors.

ALARM CLOCKS
Double Saving Price
98¢
Think of getting this guaranteed alarm clock for less than \$1. New pastel colors with gilt decorations. 1-day movement.

SMART HANDBAGS
Double Saving Price
88¢
They lend chic to your summer costume! New styles and colors. Big value.

GILLETTE BLADES
Double Saving Price
78¢
Here's a "keen" bargain for the men! Get a big supply at this immense saving! Buy now! New style.

WINDOW SHADES
Double Saving Price
49¢
Water Color opaque shades, so much in demand today. Good quality, 36 in. wide. Easily cleaned.

UNDERWOOD TYPEWRITERS
Double Saving Price
\$ 46.50
Reconstructed—not merely rebuilt! You'll get speed and long years of service. Buy now!

An Exposition of Style-Setting New Standards of Value

Pure Silk Hose
Full Fashioned
Double Saving Price
88¢
Chiffon and Service
You actually save 65¢ on every pair! Our 550-Store buying power makes it possible! Pure silk—from top to toe, dainty French heels. All the popular Summer Shades
Starts Tomorrow!

Summer Hats
—Proclaims a New Chic for You
Double Saving Price
\$1.44
What an opportunity to buy several hats for your summer ensembles! Lacy straws and braids in piquant upturned brims, or with floppy brims that serve as sunshades!
Starts Tomorrow!

Here's the Famous New Screen Grid AIRLINE 9
\$74.50
COMPLETE WITH TUBES.... NOTHING ELSE TO BUY
Here's a superb Radio—a value only Ward's 550-Store Buying Power could bring to you! Hear it tomorrow! Its rich, natural tone—its Volume—its Distance Power—its knife-edge Selectivity—will sell the Set to you at once! See its beautiful Console Cabinet of fine walnut veneers, hand-rubbed to a dark rich finish. It will add beauty as well as enjoyment to your home!
FREE INSTALLATION
OUR AIRLINE RADIOS ARE REDUCED

Girls' Frocks
Double Saving Price
98¢
Dainty frocks... smart frocks! Frocks with all the fashion details of big sister's. Made of soft all silk pongee or flowered dimity in engaging designs. Hurry to get yours. These values won't last long. Sizes 7 to 14.

Play Suits
Double Saving Price
49¢
Little girls will enjoy playing in these... Mothers will delight in this saving price. Two separate garments of fine firm khaki jean cloth. Sizes 2 to 6.

Here's good news—live news—for thrifty people everywhere! 550 Montgomery Ward & Co. Retail Stores unite their tremendous Buying Power and marshal all their forces for the Greatest Sale of the Season—A Nation-wide, DOUBLE SAVING SUMMER SALE! We've priced bargains down below the level of the thriftiest purses!... Our every-day prices that mean a generous saving to you ALWAYS—are now cut to give you a DOUBLE... needs now! Our PAYMENTS... prices. You'll save hundreds of thousands! Many of these bargains will do double Summer Sale.

Look for the Hundreds of Unadvertised

200 Frocks from New

Glowing New...
Straight from New Summer Frocks!... want FIRST HAND... AT THE BEGINNING... Every famous accessory group! Capes... bo... materials... printed... georgettes and...
Hurry! Hurry!
HOUSE FROCK
77¢ Double Saving Price
We have rack upon rack of smart house frocks! New... every one of them! Brought particularly for this sale. Modern smart looking HOUSE FROCKS... the kind you always paid much, much for! Colorful prints... 34 to 44 and extra sizes.

Refrigerators
Pre-eminent Bargains at
Double Saving Price
\$ 11.45
40 lb. ice capacity
This bargain comes right when you need it. Save money, be ready for summer with this new refrigerator. Hardwood. Top icer... enameled steel lining.

Bike Bargain!
A Hit with Dad too!
Double Saving Price
\$ 29.45
Boys, here it is! The fast, safe, easy riding Hawthorne Flyer... none other! Completely equipped, ready to go. Show Dad this low price and he'll race you to Ward's!

Lawn Mowers
A History Making Bargain!
Double Saving Price
\$ 8.95
Were this price a cent lower, we'd call it a day and GIVE you this genuine Lake-side DeLuxe Lawn Mower. Light in weight, easy to push and quiet. Hyatt roller bearings.

Here IS a Bargain!
GYRATOR WASHERS
\$74.95 Double Saving Price
The Gyrator saved you \$40 at its regular price. Now it's lower than ever! By actual test it washes cleaner and quicker, and it's kind to light, summery fabrics.
\$5 Down, \$6.00 Monthly

Men's Watches
Double Saving Price
\$ 12.48
Tonneau shape with leather strap, or Square shape with flexible mesh wristband. Luminous.

Boys' Union Suits
Double Saving Price
59¢
"Commander" brand—just like Dad's. Guaranteed not to rip. Buy a supply at this low price.

Boys' Play Suits
Double Saving Price
59¢ ea.
Here's good news for every mother! Well made suits in trim little styles. Buy now! 6 to 16 years.

Boys' Blouses
Double Saving Price
50¢
Strongly made. Coat style. Mothers—buy a supply for summer at this low price!

MONTGOMERY WARD