

550 STORE BUYING POWER SAVINGS! HURRY!

LES OF THE SALE

hours from 8 A. M. to 8:30 P. M.

Golden Rule Policy of "Satisfaction Guaranteed or your Money applies to our Nation-wide Summer Sale.

salespeople and extra wrappers in addition to our regular well-d personnel insure you prompt and efficient service.

ases will be held for future delivery, if desired.

rgains advertised will be sold only while quantities last. It is impossible to duplicate these low prices later.

at these Double Saving Prices you may make purchases on Budget Plan of Easy Payments.



**CANVAS SHOES**

Double Saving Price

\$ 1.65

Bargains for all the family. A typical value. Extra wear and service.



**WORK SHOES**

Double Saving Price

\$ 3.98

Better shoes can't be bought at \$4.50. Flexible, soft, roomy, rugged. Special!

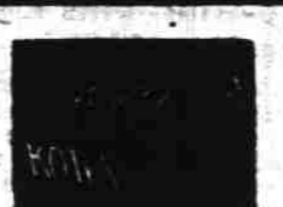


**HOUSE PAINTS**

Double Saving Price

\$ 2.29

Amazing that such fine quality paint can be priced so low! Great Coverage!



**KOTEX**

Double Saving Price

4 Boxes for \$ 1.00

New improved models for greater comfort. Sanitary.



**GARDEN HOSE**

Double Saving Price

\$ 4.65

Hi-Test Hose—extra heavy, seamless. You can't equal this bargain... anywhere!

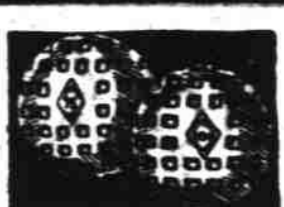


**TABLE LAMPS**

Double Saving Price

\$ 1.19

Smart pottery bases. Colorful parchment shades.



**GOLF BALLS**

Double Saving Price

49¢

Official size, guaranteed against cutting. Great for distance.



**TURKISH TOWELS**

Double Saving Price

21¢

Replenish your stock at these special prices. Double loop weave, plain or bordered.



**Unbleached MUSLIN**

Double Saving Price

9 1/2¢ yard

Extra strong, good quality. Here's a fine chance to buy at Double Savings!

# SUMMER SALE

thrifty people everywhere. Retail Stores... and marshal all of the Season—A SUMMER SALE!... the level of the prices that mean... are now cut to

give you a DOUBLE SAVING! Stock up on Summer needs now! Our same, popular Budget Plan of EASY PAYMENTS prevails—even at our Double Saving prices. You'll save hundreds of thousands of dollars on hundreds of thousands of quality items. Come early! Many of these bargains will sell out quickly! Your dollars will do double duty at Ward's Double Saving Summer Sale.

to May 24, inclusive

hundreds of Unadvertised Bargains

## Frocks from New York!

Glowing New Prints... Sheer New Materials

... The Finest Styles

**\$6.88**

Straight from New York we have brought these new Summer Frocks!... Brought them because we know you want FIRST HAND SUMMER FASHIONS now... AT THE BEGINNING OF THE SEASON!...

Every famous-accepted style is represented in this group! Capes... boleros... the slender belt. The best materials... printed and plain silks... fluttery chiffons... georgettes and rayons.

**Hurry to Try Them On! Hurry to Buy!**

**HOUSE FROCKS**  
77¢ Double Saving Price

**HOME FROCKS**  
\$ 1.44 Double Saving Price

We have rack upon rack of these smart house frocks! New... every one of them! Brought here particularly for this sale. Modern smart looking HOUSE FROCKS... the kind you have always paid much, much more for! Colorful prints... Sizes 34 to 44 and extra sizes.

Here they are by the dozens... the scores... the hundreds! Cotton broadcloth HOME FROCKS bought especially for this sale. STOCK UP ON THEM NOW... Buy enough for the summer... the year around. Printed in clear high polka dots and fancy prints. All sizes. Be here early tomorrow!

a Bargain!

## ATOR SHIRTS

5 Double Saving Price

you \$40 at its regular price than ever! By act- cleaner and quicker, and summery fabrics.

\$6.00 Monthly

## 9 x 12 Axminster Rugs

Priced to Make You Buy and Save!

Here's the finest Axminster Rug you could find to sell at this price. The patterns are adaptations of Turkish and Oriental designs developed in rich colorings of blue, sapphire blue and soft mauves. See them Saturday! You'll want Yours at once!

\$5.00 Down \$5.00 Monthly

Double Saving Price \$ 29.75



# MERY WARD & CO.

## An Exposition of Style—Setting New Standards of Value

### Broadcloth Shirts

Fine White Shirts, Never So Low Priced

Double Saving Price

**\$1.48**



Men, this is the most outstanding shirt event held in recent years. New features, fine fabrics, smart roomy tailoring. Every shirt at a DOUBLE saving!

Starts Tomorrow

Starts Tomorrow

### Union Suits

See Them! You'll Say They're Bargains!

Double Saving Price

**73¢**



The summer's biggest buy in cool, nain-sook underwear for men. Every suit is full, roomy... and guaranteed not to rip. All sizes. "Commander" brand.

Starts Tomorrow

Starts Tomorrow

On account of the magnitude of this sale

and our desire to give all of our friends a chance to take part in this great event we reserve the right to limit quantities on all items offered for sale.

### RADIO "B" BATTERY

Double Saving Price \$ 1.79

Dependability at low cost! Long life, excellent service. 3x8 size.



### Ice Cream Freezer

Double Saving Price \$ 2.45

Here's the biggest Ice Cream Freezer bargain. Strong construction, double action dasher.



### MEN'S TIES

Double Saving Price 69¢

Smart Spring styles in fine quality silk. Stripes and all-over patterns included.



### BABY WALKER

Double Saving Price \$ 2.33

Just the thing for strengthening small boys. Folding steel handle for pulling or pushing. Buy NOW!



### WORK SHIRTS

Double Saving Price 79¢

For long, hard wear! Blue chambray. Roomy reinforced at all strain points.



### ATHLETIC SHIRTS

Double Saving Price 39¢

Sizes 14 to 17 Popular styles and materials. Fine for real comfort and wear. Priced specially low. For men and boys!



### MEN'S HOSE

Double Saving Price \$ 1.00

Fancy Silk and Rayon. Knit of pure thread silk. Stripes, all-over patterns. 40¢ value!



### Nation-Wide Summer Sale!

### Bed-Mattress and Spring

Complete for, \$19.95

Here's an outstanding value for every home-maker! All steel ivory enameled bed, decorated center panel, Link Fabric Spring, and a 45-lb. all felted cotton mattress with floral art ticking. You can't find its equal elsewhere! BUY NOW—while you can save Double!

### Bedroom Suite, 3 pieces

\$89.00

Easily Worth \$125.00

Our 550-Store buying power brings you this great bargain in a charming Poster bed, Chest of Drawers and French Vanity. New style and new beauty, walnut veneer in combination with fine woods.

Buy now—in this Nation-Wide Sale—and pay on the Budget Plan. Only \$9.00 Down and \$8.00 Monthly.

### A 550-Store Buying Power Value!

## 2-Piece Suite



2 Magnificent Pieces **\$69.50** Double Saving Price

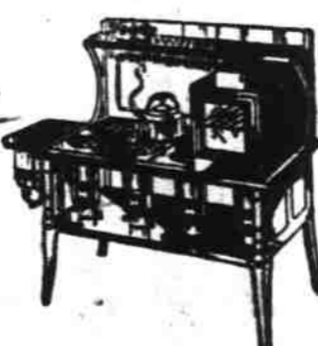
You can't duplicate this Living Room Suite value anywhere! Only the tremendous Buying Power of 550 Stores could possibly bring you such an elaborate suite at this DOUBLE SAVING price. The large roomy Davenport and comfortable Lounge Chair are beautifully upholstered in dusky taupe and Blue Jacquard velvet—an artistic color ensemble. See it tomorrow! Buy it NOW! You save DOUBLE!

**ONLY \$7.50 DOWN**

Enjoy This Suite Now!

\$7.00 Monthly!

### Triplex Oil Range



Double Saving Price \$ 29.95

Terms \$5 Down \$5 Monthly

The summer sale goes into the kitchen! Famous Triplex—a modern stove at a BIG saving! Roomy, cooking top, warming shelf.

### Windsor Gas Ranges

Double Saving Price \$ 77.95

Terms \$5 Down \$5 Monthly



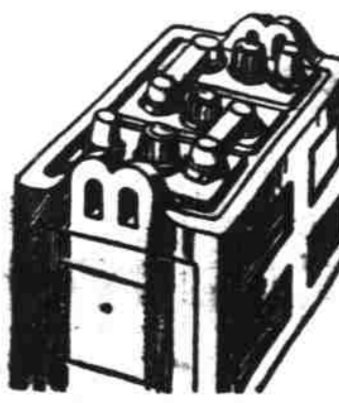
Housewives—a special for you! Full enameled gas range with 5 burner cooking top and extra roomy oven. See it tomorrow! Buy now!

### Riverside Batteries

Record Saving Plus \$1 Allowance

Double Saving Price \$ 6.29

Motorists! This is your bargain! It dwarfs the biggest previous battery values you've met anywhere. And how these 1 1/2-year guaranteed River-sides will pep up your motor!



### ELECTRIC FANS

Double Saving Price \$ 3.49



A welcome bargain. Black lacquer finish. Costs less to run than an ordinary light bulb!

### OIL STOVES

Double Saving Price \$ 7.95



Just imagine! A leg-type model, 2 burners, 2-qt. tank. Zaponed in black and blue. You save here!

### SLIP-ON AWNINGS

Double Saving Price 99¢



Ideal for your car! Slip into place. Fringed striped duck. For size 18 1/2 to 24 inches.

### TIRE TESTER

Double Saving Price 99¢



Test your tires—be repaid with added mileage! A dependable nickel-plated gauge at this low price!