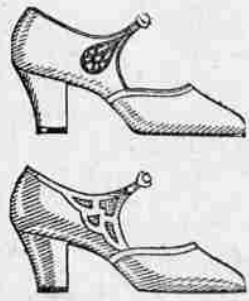


WARD'S 60th ANNIVERSARY **SUMMER SALE!**

Think of it! 500 stores that BUY as one. 500 stores that SELL as one! No wonder Ward's can BUY better quality merchandise at lower prices. No wonder we can SELL better quality at lower prices. And here's proof—here's Ward's great Summer Sale—bringing huge stocks of new summertime needs to ten million families from Main to California—bringing wanted merchandise from the greatest factories in the world at the lowest prices in a generation. Ready after months of preparation—months of selection. Compare, buy, save.

Your feet will feel as
Smart as they look in
Foot Health Shoes



Kid One-Straps
and Ties

\$3.98

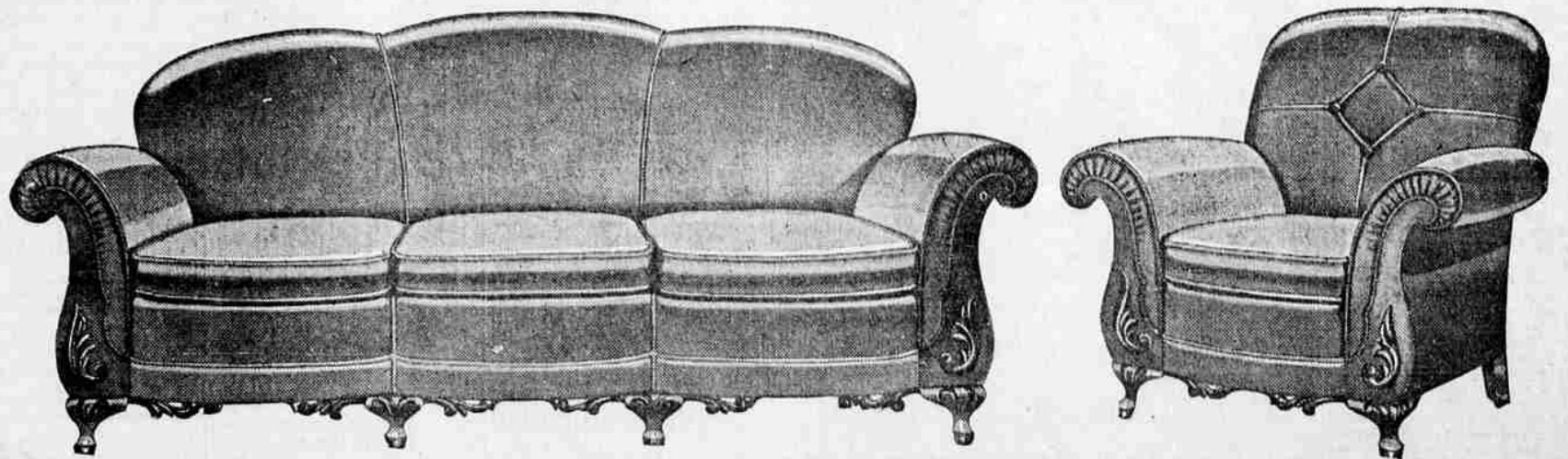
Summer foot aches end like magic in a pair of "Foot-Healts!" It's all due to their famous comfort features—the built-in arch, metatarsal supports, combination lasts and Good-year welt construction. Come in! See how perfectly they fit!

House Dresses

In advance; new spring styles.
\$1.00 Values

77c

Gay flowered and pin-dot prints, smart polka dots and fancy checks; every one a suggestion of spring itself! Smart new styles in fast color prints that will stand many tubbings. Pleated and flared skirts, princess, waist coats and surplice styles with set in sleeves. Becomingly trimmed with pert pique collars and ties, dainty frills, tailored bows and buckle belts. Sizes 14 to 52.



2-Piece Living Room Suite

Only an Event Like Ward's Summer Sale Can Offer Such a Value!

Big Size! Comfortable! Luxurious Upholstery!

Here is one of the most remarkable values in living room furniture you have ever seen. A big luxurious davenport and a large man-size chair. Upholstered in rich angora mohair with fashionable reversible cushions. Frame is beautifully carved. Inner construction made to our own specifications. Only at Ward's can you get such beauty, such comfort, such construction and such a low price. See this suite tomorrow! \$5 Down, \$6.50 Monthly, Small Carrying Charge on deferred payments!

\$59.95

100 New Summer Dresses

Just Received Especially for This Sale
For Sport and Dress Wear

\$5 Values

\$2.88

Women's
and
Misses'
Sizes



What value! You'll be delighted with the newness and smartness of these dresses, made of plain washable crepes, printed flat crepes, new rough crepes that are so popular right now—and you will more than wonder how we can sell them for \$2.88. All new patterns, new spring shades and new styles, with more than 100 dresses from which to choose.

Riverside Mate Prices Cut Again

8th Riverside Reduction
in 4 Years!

Another Riverside triumph! First came six smashing reductions leading the field of quality tires. Then came a new low price for 6 ply tires—the 6 ply Riverside Mate at 4 ply prices. Now comes the EIGHTH reduction—even lower Riverside Mate prices on most 6 ply and ALL 4 ply sizes—and every Riverside quality tradition is upheld. Made by one of the world's largest tire companies.



Riverside Mate	6-PLY	4-PLY
28x4.40-21	\$5.75	\$3.60
28x4.50-20	5.00	3.89
28x4.75-19	6.60	4.64
28x5.00-19	6.95	4.85
28x5.25-18	7.65	5.55
31x5.25-21	8.15	5.99
29x5.50-19	7.80	6.26
31x6.00-19	7.86	
32x6.00-20	8.10	

Prices Cut On Many Sizes Not Shown.
Prices Even Lower In Pairs.
FREE TIRE MOUNTING AT ALL WARD STORES

UNLIMITED GUARANTEE



In a choice of colorful finishes
5-piece
BREAKFAST SETS
\$13.95

\$17.95 was our low price in 1929 OAK is receiving a lot of attention these days—and no wonder when it's built into sets as smart as this one. It's in silver blue, green, or fawn—with harmonizing color motifs. You will like the compactness of the drop-leaf Table.

Coil Spring Day Bed and Pad



In 1929 they were
Fast Sellers at \$24.95

\$19.95

Enjoy the convenience of an "extra" double bed by night, and a comfortable couch by day! The metal frame is finished in baked-on brown enamel—and the mattress is covered and flounced in cretonne.

CLUB CHAIR

Fine
Tapestry
\$16.95

\$24.95 Value
Bargain—ready to convert your home into a new place of comfort. In all-over tapestry—spring filled cushions.

NEVER BEFORE...SO MANY FINE FEATURES, SUCH STYLE IN AN OCCASIONAL CHAIR

\$5.95

Fine moquette back with genuine Mohair seat. Broader seat, full 22", higher back; upholstered in fine materials. Frame in rich mellow walnut finish.

Talk About Style and Quality . . .

That's What You Find in These . . .

Huntington Park SUITS

You Rarely Get So Much
For Twice the Price . . .

\$17.95

Extra
Trousers
\$4.49

In other words HUNTINGTON PARK QUALITY begins with the selected Woolen Fabrics from which they're tailored. Tailored to resist the attacks of your hardest wear! Correctly styled, and so painstakingly stitched they hold that style! Look at Huntington Park from any angle . . . quality of fabrics . . . careful workmanship . . . style distinction . . . it's all packed into the thrifty, low price! Select yours today!

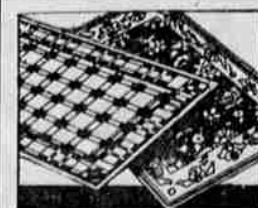


5-PIECE DINETTE SUITE

\$27.95

\$3 Down, \$5 Mo., small carrying charge

Here is a beautiful little 5-Piece Dinette Set finished in genuine walnut. Table is 34x52 closed—34x66 extended. Chairs upholstered in good-looking tapestry.



Easy-to-Clean 9x12-ft. Rugs \$3.49

Lighten summer work with new easy-to-clean Ward-O-Leum Rugs! Gay patterns on glossy stainproof surface!



Upholstered! Easy Rockers \$8.95

In 1929 you'd have paid \$11.95! Rich walnut finish with velour seat. Seat is removable, filled with springs. Very comfortable.

MONTGOMERY WARD & CO.