

# BALL & CO'S. Introduction Sale Now in Full Swing

We Stirred the Town and Surrounding Country with the Exceptional Bargains Offered.

BECHTEL BROS. Stock, purchased at a Low Rate on the Dollar, supplemented by BALL & CO'S Big Stock from Toronto is Now Forced on Sale. A CLOUD BURST OF BARGAINS.

NEVER HAS THIS STORE HAD A MORE SUCCESSFUL SALE.

Never has this store entertained more pleased customers, because never has it before been able to offer such variety of selections at such remarkably low prices. The urgent command that half this stock be converted into cash quickly has led to price slashing seldom equalled.

Without regard for costs or profits we are determined to carry out our desire and hundreds of satisfied customers testify to the thorough-going honesty of our efforts. Just a few days remain, and they will be days filled with rushing business. They are days that bring golden chances to you. Come.

The Pins Knocked from under High Prices.

The Bargains are here—The Values are here. It will pay you to put in a year's supply.

When this Sale is over the greatest Dollar Saving opportunity in years will have passed. Don't miss it.

If Economy is the Question

Sally Forth Here

For Your Share in this Saving.

**Bold Type never told of Greater Saving Chances**

It will pay you to travel 50 or 100 miles to this sale—Such values are not likely to occur again in many years.

## Specials in Grocery Dept.

Redpath's Granulated Sugar, 100 lb. bag, introductory sale price, special **\$10.45**  
Sunkist Seedless Muscat Raisins, per pk 16c  
Sunkist Seedless Raisins per pkge ..... 14c  
Clarke's Pork and Beans, reg. 25c tin for 20c  
Aymer Tomatoes per tin ..... 15c  
Maple Leaf brand Niagara tomatoes, reg. 25c tin for ..... 20c  
Maple Leaf brand Standard Peas, tin, 12c  
Challenge brand prepared Cornstarch, reg. 15c, introductory sale price ..... 10c  
**SOAPS SPECIAL**—The following well known brands, Surprise, Comfort, Gold, Lifebuoy, Ivory, Fels Naptha, Fairy, 3 bars or cakes for ..... 25c  
**RICE SPECIAL**—Introductory sale price 10c per lb, regular 15c per lb.

Special Men's Heavy Boots, just the thing for farm and heavy work, sizes 10-11 only:

Reg. \$2.50 to \$3.00 ..... **\$1.98**  
Reg. \$4.00 to \$6.00 ..... **\$2.98**

Ball & Co. say, Right Judgment can only be arrived at through experience you know nothing of the advantages we offer unless you are a patron of our sale.

Boys' all Wool, Black and Navy Serges, all Wool and Wool mixed, fancy Tweeds, in knee pants and bloomers, single or double breasted, with or without belt, sizes 29 to 30, reg. \$9.50 to \$18, for **\$8.48**

Balance of Men's Winter and Fall Overcoats, to be sacrificed from 25 to 50 per cent. Be sure and see them.

Ladies' Fall and Winter Coats will also be sacrificed in many cases to 1/2 price to clear.

## CURTAIN RAISER FOR

**Friday and Saturday**

MAY 9TH AND 10TH.

**FREE**

Let us present you on the above dates absolutely free of charge any man's Hat or Cap, value \$2.00, one to each customer purchasing a Suit or Overcoat, no matter how low the price. First come, first choice as long as they last.

BE HERE WITH THE CROWD.

## "If Sterling Values Can Do It, We'll Keep You Busy in the Furnishing Dept."

While they last we will sell, and Ball & Co. always keep their word. Everything listed here is a genuine bargain, only possible at our Introduction Sale, and now for the interesting details.

Men's double thread, French yoke, Balbriggan Undershirts and Drawers, faced with good quality Sateen, Reg. price up to \$1.00, introductory **69c** sale price .....

Men's Cambric Shirts, Reg. **59c**

75c, and \$1.00, Sale Price .....

Men's Black Fur Felt Hats **\$1.98**

Reg. \$2.50 to \$3.50, Sale Price .....

Men's Shirts, latest patterns, Reg. \$1.50 to \$2.00, Sale Price **\$1.39**

Leather Label Overalls, Black and Blue-striped, Reg. value **\$2.25**

\$2.75 .....

## MILLINERY DEPT.

A Woman's Hat may make her look young or old; a becoming hat takes years from her appearance. We believe we can please you and the harder you are to satisfy the sooner you should come here. Call and view our beautiful collection.

Hats trimmed to suit your taste. Some extra specials during Introductory Sale—Beautifully and exquisitely designed Hats in the latest New York styles in Trimmed Hats, all the Rage, you cannot afford to miss this great saving in price, regular sold up to \$8.00 each, **\$3.98** Sale Price .....

Another line of Beautifully Trimmed Hats, regular price **\$2.49** \$5.00 each, Sale Price .....

Untrimmed Shapes, we will close out at just Half of the Regular Price.

## Ladies' Silk Waists

High Necks in black silk, regular up to \$4.50 each, Sale Price .... **\$1.98**

## LADIES' WASH WAISTS.

Assorted materials in plain black and fancy colors, also white, regular values up to \$1.50 each, Sale Price each ..... **48c**

## PACKED AND JAMMED WITH PLEASSED CUSTOMERS

Hundreds of pleased patrons revelled in the gorgeous outlay of superior merchandise, laden but happy under the biggest bevy of bargains ever presented to the shrewd conservative shoppers hereabouts. Bargain after bargain, bundle and bundle left our store on the opening days. Every tongue in town and surrounding country has been set to wagging and bragging, ever rejoicing at being able to partake of our wonderful bargains. Hundreds, yes thousands of walking, talking advertisements in Waterloo and surrounding country sing praises of our store and our prices. Bigger and better bargains await you during the balance of the sale. Come.

## Ladies' Corset Covers

Nicely trimmed with lace and embroidery, worth up to 50c each, Sale Price ..... **29c**

Ladies' Silk Ankle Length Hose, in black or white, and in all the leading shades, regular price up to \$1.00 a pair, Sale Price ..... **69c**

## We will Blaze a Trail Through the Tangled Meshes of High Prices

Distance should not stand in your way, it will surely pay you to be here daily, rain or shine.

### R. R. FARE PAID

To customers within a radius of 25 miles purchasing \$25 or over. Present Return Coupon.

**We Realize it is Human Nature to be Sceptical**

We are a race of unbelievers. Our forefathers would scarcely have believed that to-day express trains would cross the plains of our country where they travelled in prairie schooners; that electric lights would supersede candles, or automobiles, oxen, that people would fly like birds—but we of 1919 have seen and must believe. Now, when we tell you that this sale is the biggest and greatest of the kind, we back that with our reputation, and your money back on any purchase if you want it.

**Meet Ball & Co. Face to Face**

## Mark the Date!

Let nothing keep you away. This will be the biggest and most important selling event this Town and surrounding country has ever seen. A sale so broad and comprehensive in its character, so pronounced in real values, so emphatic in quality that it will attract marked attention. Have you ever heard of a sale in Waterloo where the policemen were required to keep the crowd back. That's what is going to happen here. We have already engaged the policemen and with every new day the interest will increase. The crowds will grow larger. The good news is now reaching thousands and thousands of homes where newspapers and posters are read. The people will flock here like flies around a honey jar. The whole store is your hunting ground. Bargains greet you at every turn. Nothing is reserved. Stock must be reduced. We will sell the goods at prices that will force the clearing out of half this stock in a few days' time.

## Don't Miss the Place!

## Read Ball & Co.'s Iron-Clad Guarantee

We positively guarantee every article purchased at this store is just exactly as advertised or your money refunded without a whimper. We are here to stay. Our avenue to success is dependent on how we treat the public.

**OUR TERMS ARE STRICTLY CASH**

**BALL & CO.**

Successors to

**Bechtel Bros. - Waterloo, Ont.**

Men's Soft Hats, all shades, Reg. \$2.50 to \$5, Sale price ..... **\$1.98**

**LADIES' RAIN COATS**, also Men's, Boys' and Girls. The balance of this stock to be closed out at sacrifice prices.

**Hurry! Hurry!**  
Look on the Bargain Counter—Many articles will be found here at less than half prices which are not advertised in the papers.  
Positively in a few days this sale closes—after that you cannot buy this merchandise at these wonderful savings. After that you must pay more money. Anticipate your needs for months to come. Buy as you never bought before and you will save as you never saved before. But you must decide quickly, you must hurry, there are just a few days more.

These prices hold good until further notice. Come every day.

**NOW, IT'S UP TO YOU GOOD PEOPLE FOR SEVEN DAYS**

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-131 King Street.  
in—57 King Street East.

**D., LIMITED**  
Adelaide St. West, Toronto

**S. A. Brubacher**  
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