

IOWA HISTORY

At Shipley-Black's You Will Find a World of Big Values That Will Make Money in Your Pocket

COMMUNITY DAY

Summer Dresses

of different designs, exquisite, in every style, French, American, hand-made, etc. Now is the time to get the summer dress with the touch to fall and new wardrobe a saving.

Do You Know That our highest price on any summer dress is \$19.50

SILK DRESSES

A wonderful range of values up to \$50.00 in satins, crepes, tulle, rayon crepe, cotons, etc.

\$19.50

Silken Hosiery

of Quality and Satisfaction

Stocks of silk, rayon, cotton, and wool hosiery. All styles, all colors.

\$2.75, \$3.25, \$3.50, \$3.75, \$3.95 and up

Wash Fabrics

of Prices That Speak Economy

Stocks of wash fabrics, all styles, all colors.

\$1.00, \$1.25, \$1.50, \$1.75, \$2.00 and up

Interesting Lingerie Prices

Stocks of lingerie, all styles, all colors.

\$1.25, 65c, 85c, \$2.95

Handkerchiefs

Stocks of handkerchiefs, all styles, all colors.

\$2.00, 15c

COMMUNITY DAY

The Special Bargains That Offer as a Magnet

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|---|-----|---|--------|
| Stocks of silk, rayon, cotton, and wool hosiery | 75c | Stocks of silk, rayon, cotton, and wool hosiery | 30c |
| Stocks of silk, rayon, cotton, and wool hosiery | 15c | Stocks of silk, rayon, cotton, and wool hosiery | 30c |
| Stocks of silk, rayon, cotton, and wool hosiery | 25c | Stocks of silk, rayon, cotton, and wool hosiery | 30c |
| Stocks of silk, rayon, cotton, and wool hosiery | 25c | Stocks of silk, rayon, cotton, and wool hosiery | 40c |
| Stocks of silk, rayon, cotton, and wool hosiery | 15c | Stocks of silk, rayon, cotton, and wool hosiery | 50c |
| Stocks of silk, rayon, cotton, and wool hosiery | 15c | Stocks of silk, rayon, cotton, and wool hosiery | 50c |
| Stocks of silk, rayon, cotton, and wool hosiery | 40c | Stocks of silk, rayon, cotton, and wool hosiery | \$4.00 |
| Stocks of silk, rayon, cotton, and wool hosiery | 15c | Stocks of silk, rayon, cotton, and wool hosiery | \$4.00 |

COMBATS

Stocks of combats, all styles, all colors.

\$2.00

Granite Department

Stocks of granite, all styles, all colors.

\$5.75

Shipley-Black Co.
WEBSTER CITY, IOWA

Iowa Town's Merchants Offer Specials

Small cities and towns in Iowa were looking for any methods that would entice farmers and residents living in nearby towns to travel a few miles to take advantage of bargains in the spring of 1922. The world war had ended a few years previously and farmers were hurting. Merchants knew it would take a tantalizing event to spur people to come to town to buy their products.

Webster City had hit on an idea that worked to attract shoppers to its stores. For nine years the city's business owners had sponsored a "Community Day." The tenth year promised to be a "real bang up" event. The city's merchants were making a "strenuous effort" to "extend their trade territory" at this year's promotion. They were doing so by pricing as low as possible to attract new customers.

Thirty-one merchants had signed up to participate, and they were determined to make the 1922 Community Day equal to—if not superior to—the previous ones. The store owners promised to offer products and services in which "quality, value, and low prices" combined to appeal to shoppers from as far away as 20 miles in all directions from Webster City.

The "largest list of bargains ever" was being offered this time. In previous years each merchant was limited to offering one special. However, at the 1922 Community Day they could promote up to three specials per business. This innovative idea had resulted in a total of over 80 special sales available throughout the city. It constituted the "largest list of bargains ever offered at one time by Webster City merchants."

On June 1 the "Friendly Town's Community Day" event advertised these outstanding deals:

At August F. Mueller's hardware store shoppers could purchase a three-quart covered aluminum sauce pan for 89 cents (usually selling for \$1.40), a white enameled pie tin for 27 cents (a 50 cent value), and a 12-quart heavy aluminum dish pan for \$1.19 (regularly \$3).

Lehnhard's clothing store bargains included Union suits (one-piece long underwear) for \$1, athletic Union suits (no sleeves, knee length) for \$1, and men's gloves \$1. This was a real deal as typically a Union suit cost anywhere between \$1.50 and \$2.15.

Sheldon Brothers' Grocery ran a special on three different kinds of canned fruit. Red pitted cherries and red raspberries in heavy syrup sold for 31 cents per can. A one-pound jar of black raspberry preserves went for 38 cents.

Karges' Hat and Dress Shop advertised ladies' and misses' trimmed hats in a good variety of dark and bright colors for \$3.95. While handmade ladies' hats with "genuine horse hair" went for a little more—\$5.95. New silk dresses in printed crepes, cantons, crepe de chine, and taffetas were priced at \$19.95.

Automobile businesses also offered bargains for car owners. Leach Auto Company would drain a crank case and put in fresh oil for 20 cents per quart. Hanson & Tyler Motor Company was selling "positively new" tires for \$12.65. (They promised to never sell "seconds".) The Synder-Kayser Company, a Ford "authorized sales and service" dealer, offered a sedan for \$660. It had all the comforts and conveniences "that go along with an enclosed car." It was equipped with an electric starter, demountable rims, and non-skid tires. Synder-Kayser promised it was "without doubt the greatest value ever offered in a motor car."

Sources

"The Tenth Community Day List of Offerings Worth While," *Webster City Freeman*, May 29, 1922.

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