Ward Bros.

IN RETROSPECT

PEOPLE...EVENTS...FASHIONS

1929-1987

APRIL, 1929.....Israel and Nathan Ward open their doors to the first customer of Ward Brothers. The store was 11 feet wide and 30 feet long. They carried both mens and womens clothes.....and had one clerk!

OCTOBER, 1929.....The stock market crashes.

In the meantime, Larry grows up, tagging along behind his father, Israel, at the store. Larry's first job: picking up pins off the floor.

1931.....The store expands. They take over the Hazzard Shoe Co. building next door, and the Exide Battery building on Park Street. They enlarge and beautify. Ward Brothers now stresses womens clothing as they found it more profitable than mens.

1933.....Milton Ward graduates from Bates College, gets his Masters Degree from Colombia University, and plans on teaching.

1934.....Ward Brothers new fur shop opens.

1936.....The store is again remodeled.

Milton returns to help his brothers. He takes over the newly enlarged Sportswear Department.

1938.....Larry enters Lewiston High School. On school vacations, Larry works at the store as errand boy, then in the stock and shipping rooms.

LATE 1930'S.....Ward Brothers is the first store in Maine to install fluorescent lighting.

New, Fresh Apparel From New York

Smart Clothes

WARD'S

Charge Accounts Invited

ANNOUNCE THEIR

OPENING

SATURDAY - - MARCH SIXTEEN

WOMEN'S DEPARTMENT

COATS AND DRESSES

DIRECT FROM NEW YORK THIS WEEK

Beautiful new coats — they're light, they're warm and extremely smart. Choose a furred model in rich browns, russets, blues or mixtures. Styled right and priced right.

SIZES FOR MISSES & WOMEN

Highly important this season is the color of your new frock. Gay bright splashes of prints are yours to choose or frocks of plain colors in pastels and high shades. The bows, flares, ruffles and tiers are popular.

SIZES FOR MISSES & WOMEN

We have a lovely showing—and most cordially invite you to our opening Saturday. We want you to look around and see for yourself. No obligation to buy.

MEN'S DEPARTMENT

Excellent new suits and topcoats in all the new weaves, mixtures and colors. Sizes for the young man as well as the older fellows. Smart styles and popular prices.

Come Look Around Tomorrow

WARD'S

Smart Clothes

Charge Accounts Invited

72 LISBON ST., LEWISTON OPPOSITE MUSIC HALL

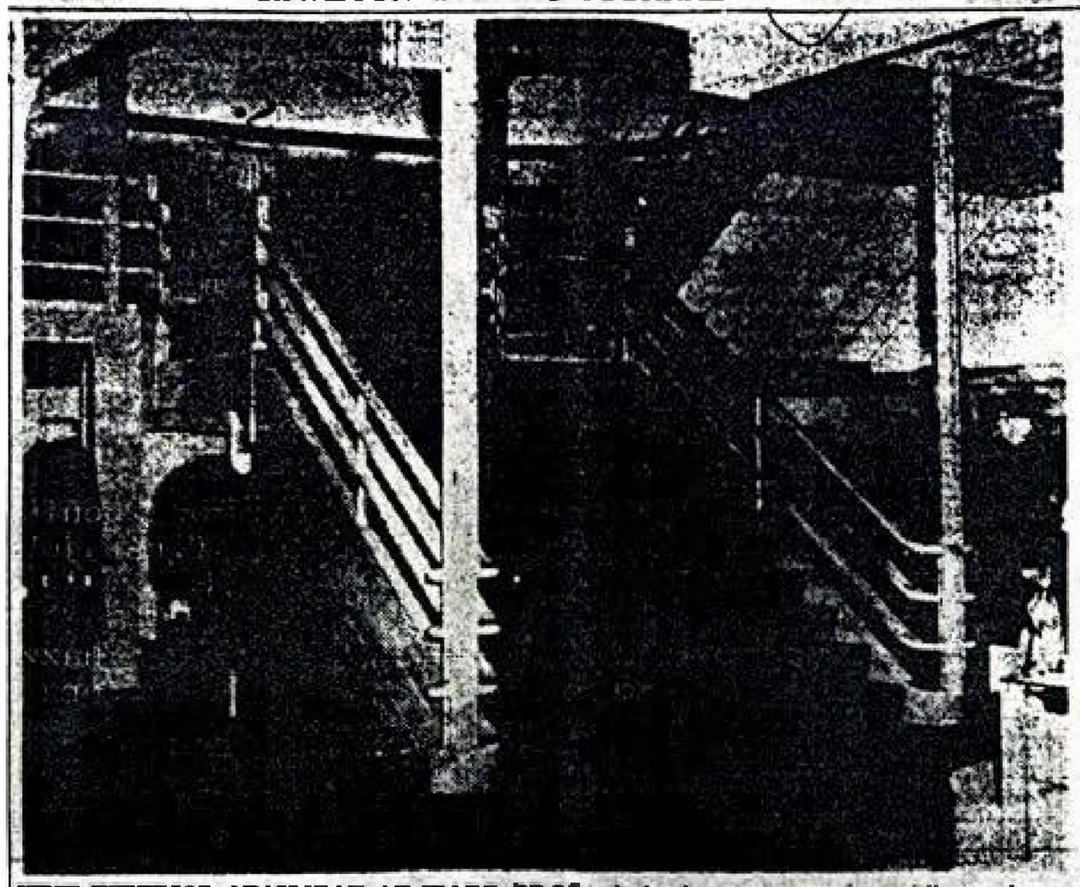
WARD BROS FIRST AD

APRIL, 1929

AUGUST 14, 1941
OPEN NEWLY ENLARGED & RENOVATED STORE. "...wide stairway that leads to a two level story...invite(s) loitering & we foresee them as a peacock-parade perch."
2nd Level: New millinery Dept. 3rd level: silk underwear & foundations...bridal frocks...office...women's lounge.

FIRST STORE IN MAINE WITH AIR CONDITIONING!
"It isn't until the outer doors are opened that the river smell is whiffed, bringing the realization that the air conditioning within banishes all foul odors in the interior."

LEWISTON EVENING JOURNAL 8/13/41 WEDNES



NEW INTERIOR STAIRWAY AT WARD BROS.—It leads to a mezzanine millinery department, and a slightly higher level where formal frocks and a new department are located.

Ward Bros. Open Renovated, Enlarged Store Tomorrow

Spaciousness and modishness are the qualities that first impress in the reopened and enlarged Ward Bros. store on Lisbon street. Formal opening takes place tomorrow (Thursday) with orchestra music to highlight the occasion, and a commentator to call attention to the new features.

The lower part of the store facade is unchanged, this including the display windows; but above them, rising two stories of white porcelain. Two entrances still give access to the store.

All merchandise on the ground floor is housed in wall recesses, except in the central portion of the store, where counters are backed against the main show-window, and therefor are completely out of the way.

Indirect and fluorescent lighting has been installed; the former where it can be most flattering to customers, and the latter, in show cases, because it excels in revealing the exact shade of colors. All floors are covered with quiet carpeting, the woodwork is in natural finish, simple, yet graceful in line; and over all, there is a two-foot border of light blue, whose lighting accounts the sky effect.

Stairway, Interest Focus

Once inside, interest naturally gravitates toward a wide stairway that leads to a two-level story heretofor unopened to the public. The stairs have been designed to make them easy, and they are. In fact, they invite loitering and we foresee them as a peacock-parade perch. They seemed built for that, and the first thing they suggest is a fashion show. For the present lay-out of stairway and upper levels in this store seems ideal for such an undertaking.

The same wall finish and lighting prevails upstairs as down, and the millinery department is an inviting spot just at the stair top. Some half-dozen vanity tables, with chairs both sides, await those who would try on hats in comfort, and there are mirrors along a jaunty circular rear wall, behind which additional stock is concealed. Hat displays are few and spaced to show them off away from the disturbing influence of other creations, but these are the super hats that need personal attention.

Against the left wall, there is a hat bar, so-called, where more plebeian hats are stacked and the customer may daily at will trying on as many as desired.

New Department

A few steps higher in the third store level, where a new department has been installed—silk underwear and foundation garments. Nearby is the main office with customer window, and an entrance nearby leads to a new women's lounge for public use, all done in coral and blue; and, beyond that, are a large alteration room, the clerks' courtroom, and the office-interior.

Continuing the half-circle around the front of the office, there are wall recesses where evening and bridal frocks are displayed; the recesses alternating with fitting rooms, closed by linen crash draperies.

Returning to the millinery department, and down again to the main floor, one finds street and informal dresses at the right, and wholes and fur coats at the left, much as they have been before, only the coat department occupies one entire side, clear to the entrance door. Over on the other side, at rear, there are office windows same as in the past—you can pay bills both upstairs and down—and near the entrance on that side, the sportswear has been grouped, and there are new floor display boxes for sweaters and blouses.

Bags and stockings are on the opposite wall and facing the stairway.

It isn't until the outer doors are opened that the river smell is whiffed, bringing the realization that the air-conditioning within banishes all foul odors in the interior. "Of course, it wasn't installed for that, but the boon can't be overlooked, together with the comfort it affords when shopping on hot days.

The Owners

The brothers who name the store are Israel, Nathan and Milton Ward, all of Lewiston and Auburn. They have been directing this business the past 11 years, and were engaged in a similar line here some years before that. For the present, national defense requirements haven't interfered, and their display rooms are filled with fresh fall stock and back-to-school outfits.—Charlotte Michaud.

Scanning the

BRUNSWICK—Cecile Landry of Lisbon Falls suffered an arm injury when an automobile, police said, was operated by Armand R. Bruno, Fort Williams soldier, in which she was a passenger, collided with another car driven by Howard Bisson of Brunswick.

MEXICO—School authorities at Wolfeboro, N. H., have announced the appointment of Robert Jordan of Mexico, son of Mr. and Mrs. Linwood Jordan, as manual training instructor in the junior high school there.

BOWDOINHAM—G. A. Libby of Westbrook was named by the school board to principalship of

Veterans, Auxiliaries

Canadian Legion-Auxiliary

The Canadian Legion and Auxiliary will meet Sunday at 7.30 p.m. at 282 Main street, Lewiston, in regular monthly session. Final arrangements will be made for the convention that will take place at Lewiston, Aug. 22-24.

OLIVER AGAINST DRAFT EXTENSION

WASHINGTON —AP— Two of Maine's three Republican representatives — Mrs. Margaret Chase Smith and Frank Fellows—cast their votes in favor of an 18-months extension of army service last night.

Rep. James C. Oliver voted against the bill, which was adopted by the dramatic margin of a single vote.

Brick Wall
and
General
Masonry
For The New
WARD'S
WARD BROS

Congratula
TO
WARD BR
We Are
Pleased
That We Were
Chosen To
Redecorate
This Modern Store

NOW . . . the new

WARD'S

WARD BROS.

. . . keeping step

DEPARTMENTS

- DRESSES
- CLOTH COATS
- FUR COATS
- MILLINERY
- SPORTSWEAR
- HOSIERY
- UNDERWEAR
- FOUNDATION GARMENTS
- HANDBAGS
- COSTUME JEWELRY

The re-opening of the new Ward Bros. store marks another step in the progress of a retail establishment that got its start in a fifteen foot store twelve years ago. Twelve years that have seen many changes . . . changes in style trends . . . changes in service and ideas and changes in customers' needs.

We think we have kept step with this continual march of progress. But one thing has not changed. In the beginning our policy was to give our customers honest value and complete satisfaction. Your continued patronage is proof that this policy is sound and we intend to maintain it whatever happens . . . no matter what other changes we have to make in the future.

We want you to visit our store Thursday or sometime this weekend. You'll enjoy pleasant relief in contrast to the dust and noise that you've found here during the past six weeks.

Nothing has been left undone. Everything is "ship shape" and we will be proud to have you see it.

YOU'RE INVITED—
RADIO BROADCAST
FROM WARD BROS.
NEW STORE THURS.
AUGUST 15
2 TO 2.30 P.M.
Complete Program
W C O U
JOE FENTON
and his orchestra

"Ward Bros. Is Air Cooled For Your Shopping Comfort"

72 Lisbon St

Opposite Music Hall

1941-2....Milton leaves to serve his country.
1942.....Larry graduates from Lewiston Highschool & enters Bowdin College. He leaves in freshman year to join the service. Became radio operator. Was technical sergeant on B24 bombers & flew 40 missions in the South Pacific.
1944.....Milton killed in Germany in WWII.
1945.....Larry returns from war. Enter Bowdin College on accelerated war years plan.
1947.....MARCH...STORE IS ENLARGED.
New Park Street Entrance. FIRST STORE IN LEWISTON TO ENLARGE BEYOND THE REAR ALLEY TO PROVIDE CUSTOMER ENTRANCE ON PARK ST.

New Fur Storage Vault. "...with a large gas fumigating chamber..." and "...suction machine which beats & cleans each garment."

DAY MORNING JULY 2 1945

FIGHT PARK STREET BLAZE—The above picture was snapped as Lewiston firemen were extinguishing flames of unknown origin at the rear of an unoccupied house at 53 Park Street, yesterday afternoon.

Considerable damage resulted when fire broke out in a vacant house at 53 Park Street, yesterday afternoon. The cause is unknown but it is believed the blaze was started by prowlers. The building, recently bought by Ward Bros., clothing company, was vacated about two weeks ago. It is to be demolished and a warehouse built in its place.

The blaze evidently started in the basement, came out through a window at the rear, went up the wall of the house and spilled the roof under the shingles. Flames spread rapidly in the old two and half story clapboard structure, and caused a considerable start when the department was called at 4:00 P.M.

After the firemen had returned to Central Station they were called back at 5:10 when the fire rekindled in the walls, but it was soon extinguished. The building reportedly is not insured.

LEWISTON EVENING JOURNAL LEWISTON MAINE

MARCH 12, 1947

New Enlarged Ward Brothers Store Opens Thursday Morning

Ward Brothers, one of Lewiston's and Auburn's leading women's apparel shops for over 18 years, formally opens its new enlarged store Thursday.

Extensive reconstruction planning has resulted in one of the most attractive and modern shopping centers in the East, with space and decor seldom found even in the more important stores in the metropolitan areas.

No special program has been planned for this formal opening but three local models—Mrs. Lawrence Haddock, Miss Betty May and Miss Briggs, will be on hand to display smart new Ward Brothers' creations.

The building itself has been enlarged and extends back to Park Street with an entrance and two large display windows on that street.

Fur Vault

Outstanding among the new services that Ward Brothers is offering is the new fur storage service and expansion of the fur department to include designing, restyling and repairing.

All work in this department will be under the direction of a head furrier and a staff of ten people.

The fur working room and the storage vault are adjacent and construction in both rooms is fireproof cement and steel and a heavy steel door with a time lock protects the entrance of the storage vault.

A large gas fumigating chamber in the fur work room, just at the right of the entrance to the vault, demoths all fur coats submitted for storage prior to their being placed in the vault. In addition to this demothing at the time the coat is stored, all the furs stored in the vault undergo regular weekly fumigation.

Alongside the gas chamber is a suction machine which beats and cleans each garment as it lies on a heavy wire and metal tray. A vacuum like suction removes the grit, loose hairs and moth eggs as the beating loosens them.

MR. ISRAEL WARD

These two services are included in the storage fee and each garment sent to Ward Brothers for storage undergoes these treatments.

An additional fur cleaning service is given on order. This work is done in a "cleaning drum" which hold 14 garments and thoroughly cleans and renews each fur garment or neckpiece.

New Departments

Some new lines of merchandise have been added including belts, gloves and scarves. The hosiery and the costume jewelry departments, suspended during war-time shortages, has been resumed and the blouse department has been enlarged.

These departments together with a sports-wear and beach-wear department, a cosmetic counter and a handbag department are all found on the first floor of the store on the Lisbon Street side.

Dresses, suits, coats furs and millinery are found on the second floor which opens out onto Park Street. On the mezzanine are the lingerie and bridal shops and evening gowns.

The office too has been moved to the second floor and is finished in a smart knotty pine.

Wood work throughout the store is of natural birch and on the first floor blue grey walls are complemented by the deep pile rosewood carpet.

The spacious second floor is carpeted in grey and the walls are soft rose. Chairs, divans and circular settees built around supporting posts are upholstered in a smart linen print of lime, grey, rose and black.

Flourescent lighting is used throughout with built in spotlights for special displays and lighting effects.

Knotty pine is used again in the 22 dressing rooms. Seven of these are on the first floor and 18 of them on the second.

Tots and Teens

A new department for tots and teens will open in July. This will be housed in the rear on the first floor and will feature complete outfits for children from one to seven years and from 7 to 14 years.

The original Ward Brothers opened in 1928 under the management of Israel and Nathan Ward. The shop was small and employed only one clerk. On four different occasions in the past eighteen years the store has been enlarged to taking care of the rapidly expanding business and on Thursday morning the Ward Brothers personnel, 78 in number, will be on hand for the formal opening.

SEPT, 1947:
CHILDREN'S DEPT. OPENS.
"...clothing for boys to the age of six years in addition to infants needs and clothing for girls to the age of 14."

SEPT 10, 1947

LEWISTON-AUBURN MAINE LEWISTON EVENING JOURNAL

New Children's Department Opens at Ward Bros. Thursday

Fashion conscious children and their mothers will have a new shopping center in Lewiston when Ward Brothers' new children's department formally opens its doors Thursday morning.

Thoughtfully located on the first floor the shop is easily accessible to the smaller tots who will be brought to be outfitted and its location at the rear of the store provides it with the necessary seclusion that will help both mothers and the salesladies to keep the young shoppers' minds on the business at hand.

Mrs. Hazel Garlington, manager of the new department, comes to Lewiston from Spartanburg, South Carolina. For the past twenty years she has been associated with some of the largest department stores of the South acquiring experience in buying, selling and management.

Assisting her is Miss Regina Simard of Lewiston, who has had three years experience locally in selling children's clothing.

The department will feature clothing for boys to the age of six years in addition to infants' needs and clothing for girls to the age of 14.

The department is particularly proud of its complete layette display. There are plenty of those all important diapers and in addition the department will carry bassinetts or "carrying baskets" as you will, bathinettes, tiny auxiliary chairs and sterilizers as well as various accessories to make baby more beautiful and a group of colorful gadgets to keep him amused.

In the boys' department they have sturdy play clothes and just now have a fine display of winter clothing, and some smart looking sweaters.

For girls there are dresses and coats of all types, styles and materials, knitted gloves and mittens and smart hats. Blacks and sweaters are also some accessories.

The setting is attractive with colorful painted lighted panels over the display racks. Mother Goose characters and some "small fry" figures frolic over the glass and bars of music familiar to all who know their nursery rhymes add a delightful touch.

READY TO WORRY
AT 9 A.M.

WARD'S
WARD BROS

Announcing the "birth" of a New Department...

Ward Bros. Invites You

to visit our new gem of an Infant's and Children's Department. In a setting quietly dramatic...an atmosphere serene and unruffled. A shop with the niceties of appointment you'd expect...things that make it a pleasure to shop at Ward's.

Everything complete from Layettes to Children's sizes 7 to 14.

JUNE, 1948
Larry receives degree from Bowdin. Spends summer at the University of Paris, France, studying French.

FALL, 1948
Larry joins Ward Bros. Takes over sportswear department.

TO RECEIVE DEGREE—Lawrence Jacob Ward, son of I. M. Ward of 29 Franklin Street, Lewiston, will be among 180 men to be graduated from Bowdoin College today. Ward, who will receive the degree of Bachelor of Arts, did his major work in the field of biology. During World War II he served in the Army Air Force as a radio-operator-gunner on a Liberator bomber in the Pacific area. This Summer he plans to attend the University of Paris and to return home in the Fall. While at Bowdoin Ward was a member of the student council and on the dean's list. A member of Zeta Psi fraternity, he was active in interfraternity athletics and was leader of the Polar Bears orchestra.

LY SUN LEWISTON-AUBURN MAINE MONDAY MORNING DECEMBER 13 1948

WARD BROS. EMPLOYES GIVEN PARTY—Employes of Ward Bros. were given their annual Christmas party, Sunday evening, in the Coral Room at the DeWitt Hotel. The top picture shows a general view of the 75 attending. Below, left to right, at the head table are Bernie Chaplin, Miss Regina Levesque, Nathan Ward, Mrs. Justine Gayton, Mrs. Aurore Marcotte, Mrs. Israel Ward, Israel Ward, Miss Mary Butler and Mrs. Mildred Morrill.

Dinner was served to the group, after which there was an exchange of gifts with Henry Reidman and Emilio Ouellette sharing the duties of Santa Claus. Musical and dramatic specialties were presented by Mr. Ouellette, Miss Marie Michaud, Mrs. Cora Thibodeau and Chester Whittemore, and the evening ended with general dancing.

UNDERWEAR
MEZZANINE FLOOR

WARD'S
WARD BROS
DIAL 4-7371

There's No Time Like The Present....

No Present More Lovely Or Acceptable Than

Exquisite Christmas Lingerie

$4.98

Give Her A Personalized

HALF SLIP

With Her Very Own Initials

Here's a gift-perfect pre-Xmas scoop! Our French seamed petticoat boasts a panel of IMPORTED lace on which is appliqued (in lush rayon satin) your very own monogram! Your choice of blue trimming on white or on pink rayon crepe...or, if you prefer, pink on blue...small, medium, large.

OPEN MONDAY NIGHTS UNTIL 8:45

WARD BROS ADVERTISING
June 2, 1950

COAT DEPARTMENT

SHOPPING REMINDER . . .

If you're not slender . . .
If you're hard to fit . . .
If you take a large size . . .

WARD BROS.

has the coat for you and a wonderful selection priced from $24.90 to $39.95.

WARD'S
WARD BROS

ACCESSORIES—
STREET FLOOR

"The smartest in town"

Sheer

Nylon Gloves

for summer sheers
for graduation
for June weddings

NEAT . . . TRIM . . .
DAINTY . . . LOVELY!

White, Black, Beige,
Powder Blue, Pink

$1.98

$2.50

$2.98

BRAS—MEZZANINE FLOOR

WARD'S
WARD BROS
DIAL 4-7371

Strapless Is The Style

'SURPRISE!' BRA

Left—Revolutionary New

Long-Line Strapless

So glamourous to look at, it's hard to believe this new bra can actually create so much figure beauty. Designed with a revolutionary new feature, the Hold-'n-Mold uplifts, stays up, molds your diaphragm—in fact, does everything a "Surprise!" Bra with straps will do! And it's wonderfully comfortable to wear!

$4.98

Right—

Strapless Bandeaux

So artfully fashioned that even in the hand you can see the glamourous lines it will create for you! Of snowy white nylon with a froth of nylon net, delicately boned to make your young figure more beautiful than ever. Strapless, yet every bit as secure and caressingly comfortable as your favorite strap style "SURPRISE!" BRA. Sizes 32 to 38—B and C cups.

$3.50

"Remember, We Won't Let You Wear It Unless It Fits Well"

SUIT
DEPARTMENT

WARD'S
WARD BROS
DIAL 4-7371

WARD BROS. believes the best
$25 fashion investment
for summer is

a handmacher Weathervane Suit

Only $25 but you look like a

"Cool Million"

We like its fabric,
We like its fit . . .

WARD BROS ADVERTISING
June 2, 1950

SPORTSWEAR
STREET FLOOR

WARD'S
WARD BROS
DIAL 4-7371

Shorts that are...

"OURS ALONE"

$2.98

Our "Rolands" little boy shorts of sturdy sanforized mercerized twill—guaranteed perfect fit....for your summer play. Adjustable waistband....zipper back closing....real coin pocket. Size 10-20. Colors: White, Navy, Green, Brown, Red, Maize, Light Blue, Black, Grey.

MAIL ORDERS FILLED

WARD BROS., 72 Lisbon Street, Lewiston.

Please send me ..... pr. Shorts at $2.98.

Size ..... Color .....

Name .....

Address .....

☐ Charge ☐ Check ☐ Money Order

SPORTSWEAR
STREET FLOOR

WARD'S
WARD BROS
DIAL 4-7371

for beach... for play...

Our Crewneck, Fleece-Lined

Pull-over

Only
$2.98

Every once-in-a season we comb the sportswear market for a "special" item we believe you will like. Here's a long sleeve Fleece-lined pullover with crew neck and two patched pockets. At home over a swimsuit or with shorts or pedal pushers. Smart with a skirt. By Gerland. Sizes Small-Medium-Large. Colors: White, Maize, Blue.

MAIL ORDERS FILLED

WARD'S
WARD BROS
DIAL 4-7371

A New Ward Bros. Service!

FREE PARKING

For All Ward Bros. Customers

At

SPOFFORD'S CALSO PARKING LOT

Bates Street, Next to Fire Station

Simply Tell Attendant You're Going Shopping at Ward Bros.

FEB, 1952
"PORTRAIT OF SPRING 1952"

Feb. 27, 1952 —Staff Photo by Philbrick

AT BENEFIT STYLE SHOW. Pictured above are three of the attractive models in the Heart Fund style show presented, Tuesday evening, at the Lewiston Armory. Mrs. John D. Clifford 3rd, left, models a suit of flannel grey wool with a smartly belted full jacket accented with striped taffeta. Mrs. Lawrence E. Haddock, center, wears a suit of butternut beige with a mink-dyed squirrel jacket and a hat of wheat colored straw. Mrs. Anthony Karabakos, right, appears in a silk bird print fashioned with a cummerbund and a red jersey jacket with large cutted sleeves. All clothes were from Ward Brothers.

There are two distinct sides to the picture in this year's portrait of Spring. The straight, slender silhouette as well as the full-skirted feminine one were demonstrated in the showing of next season's fashions at the Heart Fund style show and bridge party, Tuesday evening, at the Lewiston Armory.

Whichever silhouette one chooses she will find a variety of materials from which to make a selection. Most of the suits modeled were of light-weight wool or gabardine, while dresses were shown in a delightful variety of taffetized and satinized cottons, faille, taffeta, crepe and silk shantung.

The colors displayed were soft and conservative for the most part, and were accented with greyer shades in accessories. Different tones of beige and muted brown dominated the showing of suits and coats while the traditional Spring navy blue took on a more sophisticated note in the crisp crisp new off-the-shoulder cocktail dresses and short evening gowns.

An unusual and striking ensemble was a grey stole suit of light weight wool with a padded peplum and a straight skirt, center-pleated in back. The stole and jacket were both lined with iridescent green. Also very attractive was a short cardigan-style topper of pink poodle cloth over a soft blue crepe suit with an accordian pleated skirt.

Outstanding among the dresses was an off-the-shoulder cocktail gown of navy silk taffeta with lace-trimmed neckline accented with rhinestone jewelry, and an antique taffeta green afternoon dress with a stiffly full skirt made up of shirred panels, three-quarter sleeves and wide neckline.

The coats were full and flattering and appeared in neutral colors with collars and cuffs in a slightly different tone. Many were lined with striped taffeta or shantung and were modeled with suits or dresses designed to match or harmonize.

The monotone type of ensemble was at its best in a sand-colored coat trimmed with touches of black, fashioned with slash pockets and wide sleeves and worn over a suit of the same color with a peplum jacket, balloon sleeves and gently flared skirt.

A few sports clothes of sailcloth and ticking were shown, the newest feature being the toreador trousers which are destined to replace the pedal pushers of previous seasons.

Spring formals were as frothy and colorful as those of the Fall and Winter. The strapless ballerina gown is still in style and the popular materials are layers of net over taffeta. These gowns with matching stoles were modeled in white, cotillion blue, pink, seafoam green and red.

The climax of evening was the display of costumes for an all-white Spring wedding with gowns for all members of the bridal party. The bridesmaids wore ballerina gowns of organdy and nylon net and the bridal gown, also in the ballerina length, was of lace and nylon net over satin.

The audience was particularly appreciative of the pretty little junior models and the attractive washable play and party clothes they modeled.

The stage decorations provided a most appropriate setting and consisted of a red and white backdrop with lace-edged hearts of chiffon velvet, bouquets of Spring flowers on tall plant stands, a green carpet around the stage and platform and ferns around the edge of the stage.

Mrs. Roselle Coury Fortier acted as commentator, and music was provided by Bert Cote who played a Hammond organ. All clothes and accessories modeled were from Ward Brothers. Before the style show, a film showing how clothes are made was shown.

DRESS DEPARTMENT

WARD'S
WARD BROS
DIAL 4-7371

Designed for the figure
5 feet 5 inches and under

"Two-Timer"
(Our Tweencraft

Sunback
Bolero
Dress

Washable spun rayon
in a linen like weave

$16.95

Off-again, on-again bolero makes this summer dress perfect for career girls at work or play. Specially styled, you know, for the shorter figure, to eliminate costly alterations. Colors: Green, Navy, Luggage and Pink.

1951

Nov. 12, 1951

Lawrence Ward, Ann Brodell Are Married In New York City

Lawrence J. Ward, son of Israel M. Ward of 28 Franklin Street, Lewiston, exchanged marriage vows with Miss Ann Brodell, daughter of Mr. and Mrs. Alexander Brodell of Malverne, L. I., N. Y., in a ceremony performed at 1:15 Sunday afternoon at the Spanish and Portuguese Synagog, New York City.

Rabbi Gerstein officiated at the service, for which there were no attendants. The double-ring service was used. About 80 guests attended an informal reception held in the vestry of the synagog following the wedding.

The bride wore a powder blue silk gabardine suit with velvet trim and matching velvet hat, and carried a bouquet of mixed flowers.

Mr. and Mrs. Ward have left for Bermuda on a wedding trip, and upon their return will reside at 12 Wakefield Street, Lewiston. For traveling, the bride wore a grey flannel full-skirted suit with navy accessories.

The bride is a graduate of Radcliffe College and has been assistant editor of the Great Neck (N. Y.) News.

Mr. Ward, a graduate of Lewiston High School and Bowdoin College, is associated with his father and uncle in the management of Ward Bros. store. He served with the U. S. Air Force in the Pacific area during World War II.

Attending the wedding from Lewiston-Auburn were Mr. and Mrs. Israel M. Ward, Susan Ann Ward, Nathan Ward, Miss Mae Ward, Mr. and Mrs. Hyman Merson and children, David and Norma Lee, Mr. and Mrs. Shepard Lee, Mr. and Mrs. Allan Bean and Mr. and Mrs. Gerald T. Applebaum.

DEC. 19, 1951

Photo by Post-Standard Studios, N. Y.

WEDDING IN NEW YORK—Mr. and Mrs. Lawrence J. Ward, who were married in the Spanish Portuguese Synagog in New York City, went to Bermuda on their wedding trip. Their future home will be at 12 Wakefield Street, Lewiston. The bride is the former Ann Brodell, daughter of Mr. and Mrs. Alexander Brodell of Malverne, Long Island, N. Y. Mr. Ward is the son of Israel M. Ward of 28 Franklin Street, Lewiston.

WARD'S
WARD BROS
DIAL 4-7371

Ready Tomorrow, at 9 A. M.

The Suit Sale You've Been Waiting For
The Suit Sale You Will Long Remember

SALE OF Better Suits

Odds and Ends — Broken Sizes

at

$29.95

Regular
$45 to $55

AND

$39.95

Regular
$55 to $69.95

Junior Sizes — Regular Sizes
Half Sizes

This sale will appeal to women who are used to wearing better things—to women whose budgets won't permit them to buy these suits at regular prices.

Other Suits Reduced in This Sale

SUITS Regularly $98.00 NOW $69.95
SUITS Regularly $69.95 to $79.95 NOW $49.95

Of Course Not Every Suit in Stock is Marked Down But You Will Find Over 150 Sale Suits to Choose From

Every Suit from our regular stock
Every Suit a current fashion
Every Suit 100% Pure Wool
Every Suit backed by Ward Bros. guarantee

NEED WE SAY MORE

Seldom . . . a sale of this character—Catch an early bus—drive in with your friends. Just so you're here at 9:00 Tomorrow, Tuesday.

We promise you that you won't be disappointed

And you know that Ward Bros. Never Exaggerates

WARD'S WARD BROS. Silver Anniversary

WARD'S
WARD BROS

Dial 4-7371

THISTLEDOWN SWEATERS BY

Serben

For sheer flattery . . . and solid comfort. A single button coat sweater . . . with ribbed waistline and yoke. 100% virgin wool . . . moth-proofed. in smooth, new Fall colors. Sizes 34 to 40.

$8.95

"Select Your Gifts At Ward Bros. This Christmas"

1953

OCT. 14, 1953

Say Store Wants to Purchase Park Hotel; Build Parking Lot

Ward Bros. Inc., 72 Lisbon St., large Lewiston women's apparel shop, is reportedly negotiating for purchase of the Park Hotel and an adjacent building, it was learned last night.

An official on the firm said he could not comment on the report and he suggested inquiries be made at the store today.

It is said the store, which has an entrance on Park Street as well as Lisbon Street would raze any purchased buildings and establish a parking lot. The hotel property extends from Park to Middle streets and the adjacent building, owned by John McCarthy, also takes in a similar area.

According to reports, the First Auburn Trust Company and the Manufacturers National Bank have most of the equity in the hotel property.

A parking lot at the site would do much to relieve the serious parking problem in the city.

DEC. 8, 1953

Ward Bros. Purchase Hotel Property for New Parking Lot

Park Hotel property at Park, Oak and Middle streets and the McCarthy property at 48 Park St. have been purchased by Ward Bros. for a parking lot, it was disclosed last night by Israel Ward, company president.

Mr. Ward said the deal was completed yesterday with the Auburn Savings Bank and the company has taken possession. He said deeds in the transaction will be recorded shortly but he declined to reveal the purchase price. He said it was a "good-sized sum."

According to Mr. Ward, the company plans to start demolishing the hotel and adjoining property next spring. It does not want to begin at this time because of the nearness of winter.

One deed in the transaction was filed yesterday at the Androscoggin County Registry of Deeds. This was a quit-claim deed from the Auburn Savings Bank to Samuel Isaacson of Lewiston and covered part of the claims on the hotel property.

The property purchased by Ward Bros., a women and children's apparel store, is within two lots of the property now used by the company for a parking area.

The property bought from John E. McCarthy of Lewiston starts at 48 Park St. and runs through to Middle Street. The Ward Bros. Store at 72 Lisbon St. runs through to Park Street and virtually backs on the property just purchased. It is one of Lewiston's largest and best-known stores.

Silver Anniversary EDITION

THE LEWISTON DAILY SUN AND LEWISTON EVENING JOURNAL WEDNESDAY, APRIL 21, 1954

Ward Brothers, 25 Years In Business One Of Finest Women's Shops Anywhere

Store Is Known Coast To Coast

By ROSE O'BRIEN

Ward Brothers of Lewiston, Maine, is recognized in the highly competitive women's merchandise business as one of the finest small city women's specialty shops in America today. Buyers and wholesalers may be hazy as to the exact location of Lewiston, but they know that Ward Brothers store is located there. In the women's retail business world, Ward Brother is known from Maine to California.

And this is the story of the men who believed so firmly in the future of their hometown that they kept plowing their profits back into their business to build this store. There were four of them, the three brothers, Israel, Nathan and Milton, who was killed in action in World War II, and Israel's son, Larry, now a member of the firm. They traveled devious routes to enter the women's specialty shop business. Israel, known to everybody in Maine either as Mr. I., was a wireless operator, Nathan was a graduate accountant. Milton held his Master's Degree in English literature from Columbia and planned to be an English professor, while Larry, the youngest, started his business career as a toddler picking up pins.

First Store

Just 25 years ago this month the Ward brothers opened their first store. "It was 11 feet wide and 30 feet long," Nathan Ward recalled with a grin. "In those days we carried both men and women's clothes. We had one clerk. We all did the buying, the selling, the bookkeeping and the dusting." Today there are 82 people on the payroll and during the Christmas season the figure jumps to 90 or 95.

The store was Israel's idea. He was in his senior year at Edward Little when the first World War broke out. War was declared April 6, 1917 and Israel left school and enlisted in the Army. He served more than two years, went to France with the Second Division.

Discharged from military service in February, 1919, his parents, eager to have their children educated, wanted Israel to go back to high school but like so many veterans he was restless. He couldn't visualize himself settling down to another year of high school after 2½ years in the Army. So he took a Civil Service job and went to Washington as an office clerk. That job still wasn't the answer so he enrolled in night school in Washington and began studying to become a wireless operator.

Turning Point

Upon his completion of his wireless course he signed up with the United States Merchant Marine and served 2½ years as a wireless operator on board the Merchant Marine ships. Then trouble started on the docks and shipping jobs became scarce, so Israel returned to Auburn and looked around for a job.

He didn't recognize it at the time, but he was at a turning point in his life. Despite the dock trouble, he could have signed on for another [illegible] job, but the [illegible] that later was to assert itself so strongly led him back to his "hometown" of Auburn. He soon found a job at the Cortell Store in Lewiston. He went to work in the men's clothing department.

But the old wanderlust restlessness was still in his bones, so after six months of business, he went back to the sea. The love of the sea has never left him, but he realized that the dock trouble was still brewing and would affect his future were he to stay with the Merchant Marine. He made his decision. His future was in Maine, so back to Auburn he came, in 1925, and once again went to work for Cortell's. He stayed there six years.

Planned To Go To Guatemala

In the meantime his brother Nathan had graduated from Edward Little in 1922 and was majoring in business administration at Boston University. Upon Nathan's graduation from BU in 1926 he planned to specialize in accounting and with that in view he went job hunting. He was all set to sign up for a job as accountant with the United Fruit Company and ship out to Guatamala when his brother, Israel, appeared in Boston. Israel talked Nathan out of the plan and persuaded him to return to Lewiston-Auburn.

"Even then," declares Nathan. "Israel had the idea—the hope, I guess I should say—that some day we might be able to go into business together."

Nathan found a job in Lewiston with the Boston Shoe Store, soon was offered the position of assistant manager with the probability of working up to become manager. It was the late 20's. The stock market was spiraling, the boom was building up.

There was a small store on Lisbon Street, the Band Box, operated by a family that had recently purchased a tourist home and decided to go into that business. The Ward brothers heard of the store opening on the street. They decided now was the chance to take their long awaited gamble. In April, 1929, they went into business. In October the stock market crashed.

There was one advantage in operating on a shoe string. The stock market crash of '29 could not affect them. The Ward Brothers had nothing to lose. Everything they had was in their business.

Remember?

You don't have to tell any woman who can remember back 25 years about that first Ward Brothers store. The women, even though they might have been teenagers in those days, remember that store. Even then, when the entire stock of that little 11 x 30 store would be lost in the big Ward Brothers store of today, there was something about the merchandise in that store that women have never forgotten.

Next door to that store was the Hazard Shoe Store. About a year later that store went out of business. The Wards either had to pick up that store or stand the chance that another dress shop might move next door. The dep

See HISTORY Page 3A Col

NATHAN A. WARD

ISRAEL M. WARD

LAWRENCE J. WARD

History

(Continued from Page 1A)

was deepening. Business conditions were on the skids. But Israel and Nathan Ward had a deep abiding respect for the future of Lewiston-Auburn. Unhesitatingly they enlarged their dress shop. They began stressing the women's wear department. They found that men were reluctant to come into a store that carried women's wear and there was no question about the women coming in. Nobody could have kept the women out of Wards.

Planned to Teach

In 1933 their brother, Milton, graduated from Bates College. He was not going into the store. He went to Columbia University, took its Master's Degree and passed the Regent Examinations in New York State. He was going to teach English literature—he thought.

Ward Brothers' store was expanding so fast that Milton had to come back and give his brothers a hand. He took over the newly enlarged sportswear department. He never got around to teaching. No sooner did World War II break out than Milton, just as his older brother had done in World War I, was in it. He saw three years of service and rose to the rank of a lieutenant in the Infantry when he was killed in action in Germany in the spring of 1944. His death was a blow that is still obviously felt by the family. Milton was survived by his wife and an infant son, six months old at the time of Lt. Ward's death.

Israel's son, Larry, virtually grew up in the store. His father's shadow, he tagged along wherever his father went and usually his father was at the store. Like all youngsters, Larry, at times could get in the way especially on Sundays when his father was trying desperately to check stock and young Larry was underfoot. It was then Larry got his first job in the store. He picked up pins.

"They made me feel very important," Larry recalls. "They told me that the vacuum cleaner would get broken if it picked up pins and they would send me searching the floor. I'd spend hours, scuffing around that carpet, trying to track down every last pin on the floor. That's how I started here. Picking up pins."

Lewiston High Grad

Larry is the only member of his family who went to Lewiston High. The others are all loyal Edward Little alumni. It leads to difficulties during the intensely sports battles. Larry is the lone LHS rooter.

Following his graduation from Lewiston High in 1942 Larry entered Bowdoin as a member of the class of '46, but left in his freshman year to enter military service. He had always been interested in radio, because of his father's deep interest in wireless, and it was only natural that he became a radio operator. He was a Technical Sergeant on B-24 bombers, flew 40 missions in the South Pacific. At the close of the war he returned to college, went through on the accelerated war years plan and graduated from Bowdoin in 1948. One summer was spent in Paris at the Sorbonne where he studied French.

During his high school vacations he worked in the store, beginning as an errand boy, moving up through the stock and shipping rooms, learning the mechanics of a steadily growing merchandising business.

In 1946 the Ward Brothers were forced to enlarge again. During the war years they could make no improvements, because of government regulations, but their expanding business necessitated larger quarters. In 1951 they had taken over the Eddie Battery building on Park St. and now, in '46, they decided to build their new store the entire block width, from Lisbon to Park Sts.

Store Another First

They were the first store in Lewiston to make this expansion move, thus giving Park St. beautiful store front display windows. Ward Brothers had scored firsts in many store improvements. In the late '30s they were the first store in Maine to install fluorescent lighting. A few years later they were the first store in Maine to offer the delightful convenience of an air conditioned store to their summer shoppers. Now they were going to give Lewiston a through-block store.

Again, as always in the years of business, the profits were plowed back into the store. They were given dire warnings. The store will be too big.

What will you do about that second floor? It isn't high enough for an elevator and people don't like to walk upstairs. Listen, listen, listen, said the whispers. Conditions are always bad after a war. Be careful. Go slow.

But the Wards went ahead. The second floor expansion was planned carefully, plus a mezzanine for a complete lingerie department and bridal salon. To do away with the stair problem the Park Street entrance opened flush with the sidewalk and a gradual, almost ramp-like staircase led to the second floor from the Lisbon Street entrance.

There was no need to worry. Even men, who ordinarily never invade a woman's shop, even during the Christmas shopping season, visited the store, curious to see what all the ladies were raving about. Even to this day men do not object to waiting for their wives shopping at Wards because Wards have placed comfortable, deep upholstered divans at vantage points on the beautiful second floor. The soft pink and gray coloring scheme, the enclosed ceiling lights, give the effect of a spacious, well appointed living room rather than of a busy shopping section. Once again the Wards' belief in the future of Lewiston-Auburn was justified. Their store grew and so did their business.

State Wide Patronage

The State of Maine shops at Wards. Watch the mail come in, listen to the long distance telephone. "Fort Kent calling. Mr. L Wants to talk to you personally. About a coat."

"Nathan, what about that call you put into California for that dress? The New York outorder wants it tomorrow. Coming in on air express and she'll have it? OK. What about that special white evening gown? The girl said she had to have it immediately. Going out on the special noon delivery? OK."

Larry is checking the special information service sent from the headquarters maintained in New York by Wards. This information gives them the latest trends, the newest ideas, the "hottest" fashion news. Stand in a corner of Wards, watch the operations of a big speciality shop dedicated to please fashion-wise women. The pressure, the tension, is terrific.

Hobbies

Larry Ward loves it. His hobby, at present, is his job. He loves meeting the public, serving them, pleasing them. He loves the rush, the competition of the business world, nowhere greater than in the women's retail ready-to-wear business. In charge of the sportswear department, Larry thoroughly enjoys the give and take of the merchandise business world, watching the style trends, seeing new ideas catch on, learning to keep just one jump ahead of what the public wants.

His father and his uncle, 25 years in the hurly-burly world of retail business, admit that business does not relax them. For Mr. L there is his hobby of the wireless. He loves the ocean, he likes sports, he has dozens of interests, but his eyes sparkle when he talks of the old days when he was a Morse Code "sparks". His eyes sparkle too, as he recalls the small group who rigged up one of Lewiston's earliest wireless sets in the old Jordan High School on Wood and Nichols St.

"Remember Principal Pierce of Jordan High?" Israel Ward will say. " He was a real wireless pioneer. One of the first around here. There was a group of us—oh, about seven or eight." He stops and calls off the names, one by one. "We had a set over in the high school laboratory. One of us had to man it each night. You can't imagine what it was like, all by yourself in the high school top floor, working on that wireless, trying to pick up "hams" maybe as far distant as Puerto Rico.

Early Radio Days

"We lived on Newbury St. and I'd get up, even in the dead of winter, and walk over the railroad bridge and up to Jordan High to go on the 2 a.m. till 8 a.m. shift and then go to work all day. We didn't have much equipment. Now everything is done mechanically and almost everything is voice. In those days it was Morse Code.

"We had quite a scheme to change the alternating electric current to direct current. We rigged up a line of pickle jars, filled them with washing powder and when the current went through the jars we'd be able to change it to DC. Sounds wild now. I guess it was, but we had a great time. I've got a commercial radio receiver now, equipped to pick up ships calling at sea, and I love to listen, but I don't get the kick out of it I did on those nights, all by myself, there in the high school, with everything dark and quiet and that wireless crackling perhaps to reach New Jersey or California. To reach New Jersey or California for men in the '20s would be like talking to the moon today. Especially on that set of ears up at Jordan High."

At heart Mr. L is still a "sparks."

The Fisherman

Nathan is the fisherman. Once he thought he was "in" the exclusive sail fish club of Panama Bay. To be a member you have to bring in one of those elusive, fighting sail fish. When Nathan felt the tug that day on his line he was certain he had a sail fish. He played it carefully and then, after about a three hour battle, his guide got a good look at the fish. It wasn't a sail fish. It was a shark. Usually the method is to bring them close enough and shoot them, but the guide had left the gun on shore. So they brought him in on a hand line and killed him, then towed him over to the school of sharks hungrily swimming around the small boat.

He's followed the fish into tropical waters, but give him his choice of fishing country and Nathan Ward says Moosehead. To him there is nothing anywhere on the globe, to compare with Moosehead Lake. The Ward Brothers are great Maine boosters. They like everything about the state of Maine. But to Nathan Ward there is nothing like Moosehead Lake.

"I've been lots of places," he says with quiet conviction. "I've seen plenty of beautiful, famous country. But there's nothing, anywhere, to compare with Moosehead Lake. It's the most beautiful spot on earth."

And remember the slogan that has become famous in the State of Maine, "Ward Brothers Do Not Exaggerate!"

Mink Cape Top Prize For Wards Contest

Wards is sharing its birthday celebration with its friends.

More than $1,000 dollars worth of merchandise including a lovely mink cape will be awarded to winners of two contests held, sponsored by the Lisbon St. store as a part of its 25th anniversary celebration.

Winners will be selected daily and the daily winners also will be eligible for the grand prize, the $500 mink cape, to be chosen at the conclusion of the contest.

Participants are asked merely to find incorrectly spelled words appearing in Ward Bros. advertising.

There will be five separate contests and winners of contest number one will be eligible for the grand prize to be drawn at the conclusion of contest No. five on Tuesday afternoon, May 4, at 2 p.m.

Fifteen winners will be selected for each of the five contests.

Contestants are asked to visit Wards' store, pick up as many entry coupons as they wish, fill them out with the contest words, correctly spelled and drop them into the drum which will be found on the store's main floor. Today's misspelled word will be found on page 16 of this edition.

Going Up

How to get people to climb stairs. That was the big problem when Ward's enlarged their store and added the second floor. It was not high enough for an elevator and they had to have stairs. So they made the flight of stairs leading from the Lisbon St. entrance as attractive as they possibly could, a lure to the second floor. And for all their trouble, the stairs never posed a problem to one single customer. Nobody once, has ever mentioned them.

WARD'S WARD BROS. Silver Anniversary

Staff Photo by Wardwell

LOOKING UP AND DOWN—A view of the mezzanine and the street floor of Ward Bros. taken from the second floor

Feminine Trend For Coats And Suits

By EDITH THAYER

Suits for 1954 are particularly teching, their rounded lines in tune with the feminine trend for spring and the varied collection at Ward Bros., includes something to please the most discriminating shopper.

The perfectly plain suit seems to have disappeared almost completely and in its place is the costume suit, with something about the cut of the jacket or a bit of dressmaker detail to make it distinctive.

Skirts remain slim for the most part, but there are a few princess suits with their shorter, snugly-fitting jackets and full skirts from beneath which peep colorful can can petticoats. Turn-back cuffs, push-up sleeves, peplums and unusual trimming are a few of the details featured.

Three-piece ensembles are becoming increasingly popular and it is easy to see why, especially when one looks at such an attractive outfit as the one which has been displayed in the window—a brown bolero suit with full, high-waisted skirt and figured crepe blouse in two shades of brown. This idea is also used again this spring with the more conventional suit.

A mixture of silk and wool is the newest addition to the list of suit materials this year and should prove popular, since it can be worn year-round, says Mrs. George Conway, manager of the suit and coat department. There's also a different treatment of cotton, and Ward's has a youthful princess suit of navy brocaded cotton which, while simply styled, could take its place proudly with the more elegant silks and wools.

This doesn't mean the good old worsteds, wools and gabardines have disappeared. They're still available in all sizes and prices. And if you're seeking something in the upper brackets ask to see some of the suits which are very wisely kept in the stock room to prevent their becoming shopworn through over-handling.

High Style

One five-way navy gabardine suit with a slim skirt has a matching French cape, very short, which hangs loosely around the different looking costume. Also included is a navy and white polka dot ascot.

The ever-popular Handmacher and Glenhaven suits at moderate prices are available in colors solid and patterns to suit all tastes.

Coats, Long and Short

Looking over the display of coats one finds the shorties are still to be found, some of them a little shorter this year, in poodle cloth which was so popular last year and in such classic fabrics as Forstman and Worumbo wool.

In the long, loose coats, which have lost their extreme fullness and are thus sealed more closely to the figure, light shades of blue have been greatly in demand by women of the Twin Cities, with navy and beige tones also popular. Melon has been a leading color in shorties.

While these full coats remain the big seller because of their adaptability for all costumes and all occasions there are still some women for whom the fitted coat has a strong appeal and for this group Ward's has some really different styles. Most of these are fashioned of a silk and wool mixture, with the comfortable Dolman sleeve and full, flaring skirt.

One particularly smart coat in this group features the bloused back, which has been introduced by Christian Dior. It's in navy, as is another in silk alaine with a dramatic stand-up collar and extremely stiff skirt.

Custom-Sized

A joy to the woman who is five feet five and under is the custom-size coat which has been designed to flatter the shorter figure. Coming from good houses, in all sizes, their fullness has been modified to just the right degree and neck treatments are different and good looking.

And of course you may want to try one of those magic spring-and-summer coats which can be put in your washing machine. If so, they're available in ice cream shades. In fact, whatever you're looking for in the coat line seems to be available this spring.

MISS VIOLET RODERICK — has the "inside" information on local shoppers as trained corsetier, and heads her department.

MRS. ETHEL BROWN — buyer for and head of the lingerie department.

MRS. THERESA TARDIF — head of the sportswear and accessories department on the store's main floor.

MISS KAY MOREY — has sent many a bride down the aisle looking her very best. She is consultant for bridal gowns and formals.

MISS LOUISE HAYDEN

Miss Hayden, a graduate nurse, and her staff of three even provide a small baby-sitting service, for many mothers leave their children to play at the green school table in the department while shopping in other parts of the store.

Buyers Acquire Their Knowledge The Hard Way

Buyers are made and not born. There is no school, no college, no training institute that can train a merchandise buyer quite as well as that old standby, the school of experience, the school of hard knocks. Such is the claim of Nathan Ward who has served as buyer in one of his store's busiest departments.

The buyer's classroom is the sales floor, the buyer's teachers, the customers, and the buyer's curricular, the business of trading and the study of human relations he points out.

Every buyer is agreed that merchandising experience, actual working experience, is the best and only valuable training for the sales woman who wants to climb the ladder to the buyer's position.

Training, isn't of course, the entire story. Actually there isn't a buyer who hasn't an inborn fashion sense but the training is essential because buying must be done on an entirely impersonal basis and consequently the buyer must submerge her own desires and choices in order to make a better over-all selection.

Here is a tremendous responsibility for of course it is the buyer who brings stock into the store—stock that must be attractive, stock that must appeal to the customer and bring her back as a satisfied shopper.

To accomplish that the buyer must learn basic principals of merchandising, proper evaluation, what is salable in the community and how much can be sold, filling the racks with a popular dress, making it available in quantity in every size isn't intelligent merchandising. On the other hand in the inexpensive dress line and even what is known to the trade as the moderate priced field, $19.95 to $39.95, some duplication in style is unavoidable. However, buyers are careful to select a variety of colors in a variety of sizes and quantity in all sizes is limited.

The Buyer Goes to Market

For the unknowing who look upon the buyer's market trip as a vacation, getting away from it all, being entertained lavishly by the various commercial houses—consider for a moment just what the buyer's schedule is.

The dress buyer, for example, makes more trips to market than any other buyer. There are four major showings annually. Spring Summer, a combined Fall and Winter Show, and what is known to the trade as a "cruise show," which has surplanted the holiday fashion show popular a few years ago. The items purchased at the cruise show are those which brighten wintertime fashion display with warm weather wear. Southbound shoppers get most of them but a lot of others wind up in the summer-time wardrobes of the stay-at-homes. Usually the buyer spends four days at market. Miss Regina Levesque, buyer of dresses and gowns, points out. During this time she attends an average of three shows daily. Working in conjunction with a representative from the buying office in New York, she views as many as sixty models at show, making notations, as to number, style, color, fabric of those garments which particularly interest her.

At the close of the day she retires to her hotel to sort out the notes, evaluate selections and to make choices of preferred models seen that day. These frequently need further revaluation of course before the four-day trip is over.

The buying office maintained in New York by the store gives invaluable service. It is in constant contact with the market and with the store. It takes care of special orders when the local buyer can't get to the city. Its representative aids in eliminating a number of items for the buyer at show time by getting a consensus of the retail buyers' opinion which helps to avoid getting stuck with what is known to the trade as "a pup" or "a dog." The term refers, incidentally to a fashion item that isn't acceptable. Frequently, there is no obvious reason for the item's lack of success and often it is smart, ultra, eye catching and believe it or not, it often winds up as a window display. When a fashion item has eye appeal it attracts attention to the window display, thereby paying for itself in advertising.

So difficult is the task of eliminating "pups" from any line of clothing that sometimes a board of appraisers is asked to check the items being offered by a house before it begins to cut for market.

Handmacher, the suit house, is one of these, Israel Ward told us. A panel of fashion experts, designers, merchandising men from representative areas of the country view the Handmacher line before it is given general showing. The aim—to ascertain that every suit offered will be a success when it hits the market. From a concensus of panel members' opinions, are chosen the little Handmacher suits which will go to market.

In addition to the quarterly show trips the women's wear buyer makes bi-monthly excursions into market to keep abreast the ever changing selections made available particularly in the moderate price field. These and regular visits from salesmen keep him constantly aware of trends and new merchandise.

The Basic Lines

In more basic lines such buying trips are fewer. For example, Miss Violet Roderick, the figure control gal at Wards, finds that two such trips a year, systematic reading of trade papers, and close attention of salesmen's wares keep her in-the-know.

Miss Roderick incidentally, had an interesting bit of fashion information. It seems that Lewiston women's figures run to small waists and broad hips.

Different figure types are found in different areas of the country, Miss Roderick says, and it is the buyer's first duty to determine to what figure type her clients belong. Through the mid-West figures types are long and rangy. But locally sales on long slim garments are few and far between.

The local figure type too are best fitted with separate bra and foundation, Miss Roderick explains.

And here's another fashion note—the heavy, boned garment is on its way out. Every bone in a garment adds a quarter inch to a woman's waist and hip measure! Besides—the best of them are uncomfortable and properly handled the modern elastic yarns do as good a job. There are still holdouts for the old-time corset, however, and consequently they are still available in the market, although in smaller quantity.

"I learned buying the quickest and best way possible—spending my own money," Miss Louise Hayden, buyer for the children's wear department, declared.

A registered nurse, Miss Hayden entered the merchandising field with her own shop which dealt in infant's wear. "I had practical knowledge through nursing of what is needed in this field," Miss Hayden explained, "and from infants wear it's only a step to clothing for the older child." Miss Hayden is now buying for girls up to 13 years and for boys up to four years.

Other Wards buyers are Mrs. George Conway, associated with Israel Ward in Coats, Suits and Furs; Mrs. Theresa Tardif, associated with Lawrence Ward in sportswear and accessories; Mrs. Blanche Gaulin in millinery; Mrs. Ethel Brown in lingerie; Miss Mary Butler, cosmetics.

Earlier there was a statement about the buyer's responsibility, remember?

Is there any such person as the infallible buyer? Says Nathan Ward, "Sales are born out of buyers' mistakes."

Of Ward's customers it can be truthfully said, in paraphrase, they came, they saw, and they were conquered—by Ward Bros.' carefully selected merchandise, its friendly service, its one hundred percent appeal to the feminine buying public.

MISS MARY BUTLER

Have you had your "beauty check-up" lately? If not, Mary Butler, who attended the Helena Rubinstein School in Boston and is the trained cosmetician for Ward Bros., will be more than willing to tell you what type of skin you have and help with any personal complexion problems.

MRS. GEORGE CONWAY

The "PIXIE" Suit by Chestnut Hill

For hiking, for biking, for T Viewing, for homework . . . licorice-stick pants with two handy pockets, back zipper. Vivid sleeveless shirt tied with a slim black-belt, bouncing two golden keys. The set by CHESTNUT HILL in washable cotton poplin. Orange, gold, or pink top with black pants: sizes 10 to 16. $8.95.

WARD'S WARD BROS. Silver Anniversary

The Ward Bros., Fan Club --And How It Grows

By MARGARET M. MITCHELL

Where do Ward Bros.' customers come from?

It's natural to assume that the style conscious women of the community will be attracted to one of the community's smartest shops.

And its large number of out of town buyers among its customers is to be expected when one considers that the Lewiston-Auburn area is looked upon as the shopping center of Central Maine.

But it is somewhat startling to discover that their out of town customers aren't restricted to the Central Maine area.

Ward's customers comprise a fan club whose members cover the entire state of Maine, extend as far West at Iowa, are found in the metropolitan centers of New York and Boston and come across the border from the Canadian provinces.

And let us point out right now that these out of state and out of town buyers are not transient shoppers, passing through the city enroute to other places, perhaps visiting friends here, and, who, on a visit to the store buy an incidental item to augment their wardrobe, or perhaps something for a gift.

True, they often start out as transient shoppers but a single visit usually turns them into regular customers.

Second Generation

The Wards can't recall when one of their Fort Kent customers made her first purchase at their Lewiston store. But this week they are sending along a selection of coats for her daughter's Easter outfit.

The Fort Kent family have been regular customers for the past twenty years—and Ward's is now dressing the second generation of the family.

A young woman from Boston was added to the store's list of friends only last week. She was in the city for a short visit and came in to "shop and look around." As could be expected she stayed to buy and purchased not one but four or five frocks.

What impressed her—to be sure she found dresses that interested her but the thing that is making her a Ward Bros. customer is the service she received.

The two hours that the sales girl spent with her could not be lightly dismissed. She was sufficiently impressed to approach the department head to tell that she had never before been accorded such courtesy and such service in any shop. And when she left she assured them that she'd be back.

Moving Doesn't Matter

Local people leave town to make their homes elsewhere but they don't forget Ward's and it isn't unusual to come across an expensive coat lagged to be mailed out to some far away state—for example a Lewiston girl now living in Iowa is such a customer and another who went to live temporarily in Europe!

We remember one time while enroute to New York having a stranger, well dressed and curious, approaching us to inquire if we were Lewiston residents. She had noted a Ward's Bros. hat box among our luggage and had a dozen questions about the store. She came from New York had been a guest at Poland Spring, and had heard enough good things about Ward Bros. to arouse her interest in learning something more about the shop. We often wonder if she too has become a member of the fan club.

Many of these women, particularly those living in metropolitan areas prefer special order items and Ward Bros. is able to get them anything they want. In the larger cities the women's wear from the various houses—particularly those numbers in the higher priced field, are exclusive with a shop and can be secured only at that particular store. Ward Bros. has access to any and all of the issues of every top flight designer. This is an invaluable asset in dealing with the customer who wants to order specified items.

Mail Orders

Of course, the mail order business in the area covered by newspaper advertising makes up the major part of the store's out of town business.

Fifty such orders is the daily average at Ward Bros. and this time of the year the daily record frequently reaches a hundred such orders.

Monday morning at the store, before it's mid day opening, is almost exclusively turned over to the mail order business in the various department.

And sending out just what the customer ordered is made possible through Ward's determination to make personalized service a complete and thoroughly satisfactory service.

For example, a Berlin, N. H. buyer writes that she wants two new Spring dresses. She thinks a size 16 will fit. She doesn't mention price, she would like blue, and what type of dress? Ward Bros. records have the answers. Billing department records can tell the sales woman what the customer's average purchase tallies and such records, stock numbers and the like, reveal that her size is 14 not 16. The sales girl also remembers that she prefers the afternoon type of frock and so the shipments goes out, meets approval and another member of the store's large mail order family is satisfied.

Ward Bros. Style Show A Major Social Event

By ROSE O'BRIEN

Ward Brothers sponsors one big style show a year, the annual Heart Fund show that is held at the Lewiston Armory, together with a card party, during the month of February and is always one of Lewiston-Auburn's major social events of the winter season.

Sixty changes of costumes are used in this style show and few people, watching the smooth uninterrupted style display realize the care, the effort, the time, the people involved. The show runs one hour and there is a costume per minute on parade. Only because Wards take meticulous care, plan each detail, is it possible to click off the show at this rate of speed, work within such a rigid timetable.

The show planning begins days in advance. The girls, selected to model, call at Ward Brothers store to have their clothes selected by Miss Regina Levesque, fashion advisor and style coordinator at Ward Brothers. After the dresses, suits, coats, evening gowns, sometimes negligees are chosen, then the accessories must be selected, hats, gloves, handbags, jewelry, clips, scarfs, flowers. After that comes the fittings for each costume.

Dresser for Each Model

Each model is given a dresser, one girl from the store personnel who is responsible for "her" model's appearance. The dresser works with her model exclusively and she must be certain that every detail of the model's costume is just as scheduled on the style show sheet when that model steps on stage for the Heart Fund style show parade.

The time sheets for the show are a job in themselves. They have to be clocked perfectly so that there is never a second of inactivity on stage once the style show starts rolling. As one model exits, the next model is stepping on stage.

A "master" timetable sheet is held by Miss Levesque who is backstage throughout the show. A copy of this master timesheet is in the hands of the style show announcer, the Emcee who gives a running description of each costume modeled. The mistress of ceremonies, the girl at the mike, has no way of checking backstage so that there must be no changes in the timetable sheet once she steps on the stage and takes her place at the microphone. Each model, each costume must come on stage as slated to coincide with her announcements. She must not be announcing and describing a coat only to have a model, wearing a suit, step out on the runway. The proof that no such embarrassing mixup ever occurs is a credit to the efficiency and care that go into producing the show.

Time Tables In Dressing Rooms

Copies of the big time table are posted in the dressing rooms and each dresser checks with it. This is necessary because in the quiet rush of the backstage dressing rooms there is always the horrible possibility that there might be a mistake made that would put a model in the wrong outfit.

Each dresser has her model's costumes arranged so that the next one to be worn is the one next on the rack, but nothing is left to chance. In the hurry it is possible that a costume could be misarranged and the model gowned in the wrong clothes.

Often in the change of costumes, it is more than just the dress, suit or coat that is being changed. Many times during the show a complete change of costume has to be made, including underclothes, foundation garments and stockings. This is especially true when the model is switching from street clothes to evening wear and and that is when timing in the show is of utmost importance. While the models make this change, which no how fast the model and dresser work, eats up time, the style show planner must "run on" other models to take up the time slack.

Children Model

Often, this is the time spot for the child models. The youngsters, just out of the toddling stage, are surprisingly fine models. In the Ward shows, Miss Louise Hayden, R. N., head of the babies department and buyer for the babies department in Ward Brothers, has charge of this show feature.

The shows usually start at 8:30 p.m. so Miss Hayden asks the parents to have the young models report to their dressers by 8 o'clock at the latest. The parent or parents bring the child to the dressing room. Then the parents leave. Experience has taught Miss Hayden it is far easier to work with a small child in a style show if the mother is not around. The child obeys readily all instructions, whereas if the mother is nearby the child may suddenly get shy, get restless, get scared.

Experience has taught Miss Hayden also to always allow for the unexpected. She stocks plenty of extra pair of white socks, several pair each for each small model. Children are children, and when they are under six and sometimes under four, they always have a couple of feet too many it seems. No matter how carefully the dresser watches them, one small foot will tangle up with another and the pure white sock will have a big smudge on it. Backstage in the children's dressing room, the dressers are kept busy changing socks throughout the children's show.

Don't Touch

One of the funniest things to look back upon and one of the worst moments to live through in any style show was the night that one youngster was just about to step out on the runway when the dresser noticed a thread hanging. Reaching out to pull off the dresser realized, as she yanked the thread, it was no stray string. It was the thread that held the ruffle on the child's pert little petticoat and when the dresser pulled the thread, off dropped the needed ruffle. Nobody out front ever knew what happened and the backstage crew worked fast and quietly, because excitement would upset their young model, but when that show was over the dressers were wilted in the corners.

Youngsters are excellent models. They are entirely natural

MISS REGINA LEVESQUE

respond to the audience and if given very simple instructions, obey them very well. The dressers who work with them are very careful not to excite them, not to make them feel hurried and above all not to make them feel too important. Some of the youngsters are veteran models now, because the method of the style show is to have a couple of the children who are accustomed to modeling and break in a couple of new little models each year. Needless to say, the youngsters always score a smash hit with the audience.

Each One Has Job

Getting all the clothes and accessories to the Armory, into the proper places, just setting up for the style show is a big undertaking. One girl is responsible for all the jewelry. Another for the handbags. A third for hats, another for furs. The dressers are responsible for the outfits.

The time table is clocked, clocked again, checked and re-checked with the mistress of ceremonies, the dressers, the length of the runway, the time it takes from dressing room to stage. It is a tight schedule, clicking on the pivot of a minute and a style show's success can be wrecked on half-a-minute of off-timing. It takes away the smooth look of a professional piece of work and gives it the look of amateurish handling.

That the Ward Brother's style shows roll according to schedule is a credit to everyone participating in them. It spells hours and hours of careful work, but it is work that is well repaid. The Ward Brothers Heart Fund style show always packs in the crowd.

Wool On The Beach

Guess what's back? After all these years of freezing in the Maine ocean in nylon bathing suits, the good old wool bathing suit is back on the scene says Larry Ward. But nylon is not forgotten. The biggest bathing suit news for the season is cotton and nylon lastex.

the perfect traveler

BY BRIGELL

Crisp

Cool,

Pima

Cotton

plus

Nylon

$17.95

Sizes

10 to 18.

Next to a husband, we can't think of a better traveling companion than one of these full-bodied checked beauties. They've a silky hand, a rich texture; they wash easily and resist creasing—even on sticky days. Both in subtle shades of navy, black or brown.

WARD'S WARD BROS. Silver Anniversary

MRS. JUSTINE GAYTON—heads the alternations department which is concerned with making sure that every Wards garment fits perfectly.

MRS. BARBARA McCORMICK, head bookkeeper at Ward Bros.

MRS. "DODIE" JUNEAU—who directs activities in another of Wards' behind-the-scenes busy spot as credit and office manager.

WALT ROSENDAHL
More Than Cold Figures

EVERYONE LOVES LACE when it's styled with the inimitable touch of Baer Bros. Slimming lines with that young lively look so hard to find in natural sizes. Colors: Rose, Blue, Mink, Navy, Aqua and Grey over Rose. Sizes 14½ to 26½.

$25.00

Extending Credit The Friendly Way Wards' Aim

By EMERY W. STEVENS

"Here at Ward's we have a friendly method of extending credit on the old-time basis of dealing with each individual separately and making everyone feel at home," says Mrs. Eudora "Dodi" Juneau, who has been credit manager at Ward Brothers' store for almost 15 years.

For the convenience of the customers, Ward's has two types of credit accounts, the 30-day account and the budget account, but the management is very anxious to cooperate and there are exceptions in some cases, declares Mrs. Juneau.

"The important part in extending credit is making the customer feel at home and making them want to cooperate with you," says the credit manager, who also is in charge of the entire business office.

Mrs. Juneau stresses that Ward's maintains an extensive mailing system with orders being sent throughout New England and occasionally to more distant places. The most distant point she remembers was in an American woman who was living in Europe.

"Once an account has been established, an out-of-town customer can have any item from any department in the store mailed to her on approval," declares Mrs. Juneau. "We'll mail articles anywhere to an established customer."

The best thing about the mailing system is that the article isn't charged to the customer's account until they decide to keep the item.

Ward's also has a lay-away plan where merchandise is held at the store at no charge until called for.

No Carrying Charge

In discussing the credit system, Mrs. Juneau points out that no interest or carrying charges are or ever have been charged to the store's patrons.

As the Lisbon Street store expanded during the past 25 years, the owners and employes have strived to continue the friendly service and policy which is easy to maintain in a small store but much more difficult as an organization grows larger.

"The firm is always anxious for new business and likes to serve everyone in some way, whether it involves credit or some other matter," says Mrs. Juneau. The management wants to keep a friendly atmosphere in the store and is always willing to cooperate. The credit department is always glad to talk over the situation with individuals and to assist them in any way possible. Ward Brothers are a member of the Lewiston-Auburn Credit Bureau and cooperates fully with the service.

Some credit accounts, which were being used when Mrs. Juneau first started working at Ward's in 1933, are still held by the customers.

Personnel

Mrs. Juneau, who has worked here ever since graduating from Edward Little High School except for four years, says the office staff has increased from two members to 11 persons in the time she has been associated with the store.

Three women besides Mrs. Juneau work full-time in the credit department now. They are Miss Gisele Painchaud, assistant credit manager, and Mrs. Lucille Cloutier and Miss Jeannine Gauvin, who work on the business machines.

More Than Cold Figures

There's more than cold figures in Rosendahl's books. Glancing through a few year's records is an education in itself in trends in women's wear. It goes all the way from what the ladies prefer for for foundations to their latest craze in top story equipment or hats. And there's no blushing along the way, either. Everything is spelled right out in the record books.

One doesn't even have to be an expert to come upon the interesting discovery that June, the traditional month for brides, is likewise the month in which sales of dainty little things and such which add so much to the feminine figure sell their best.

Career Interrupted

Mr. Rosendahl has been with Ward Bros. since 1942, first as credit manager and later as merchandising controller. His work twice has been interrupted by service in the armed forces. He had an interesting career in the Navy in World War II and in the early days of the Korean conflict.

Now 38 years of age, Controller Rosendahl, with this writer, was one of the early members of the Junior Chamber of Commerce in Lewiston and continues to watch the work of that organization with interest.

Ward Bros. 'Heart Of Store' Seldom Is Seen By Public; It's Marking, Shipping Dep't

ARNOLD LELANSKY

MRS. PHYLLIS BERNARD

BY ED KISONAK

Ward's has a heart. Customers through the years have found that out.

But we'll bet the picture tube on our 12" Raythinghouse TV set against all the cheese in China not one customer can answer the question: "where is it?"

Hidden Away

For the "heart o. the store", as Ward's refer to their shipping department, deep in the building, is never seen by the public—yet there, hidden away, the work goes on day after day—work that would make Ward's almost impossible should it cease.

You pass through the hidden department on the first floor, saunter through a small door, go down stairs, and there it is.

Should you pay a visit, you'll first notice the long table on which packages are being wrapped, or unwrapped. Everything that arrives at Ward's in the way of merchandise for the counters, hangers, and shelves enters here.

And through this same room pass all the countless packages being delivered or mailed to Ward's customers.

Arnold Lelansky

In charge is the genial Arnold Lelansky, 40 Newbury St., Auburn, who has been with Ward's since 1942.

Lelansky supervises in all—wrapping of outgoing parcels, insuring of parcels, unpacking of incoming merchandise, marking of incoming merchandise, etc.

A record is made of each piece of merchandise that comes in, and on each article a price tag, turned out by a tag-marking machine, is attached.

The day we paid a visit, Gordon Martineau, 11 Libby Ave., Lewiston, was on hand doing the wrapping—applying labels—insuring the parcels. Gordon has been with Ward's since November of last year.

In The Office

In an office off the shipping room, keeping the records in shape, were a couple of young ladies—Cecile Lavoie of 48 Fourth St., Auburn, and a part-time employe, Theresa Pelletier, 322 Bates St., Lewiston.

Mrs. Phyllis Bernard, marking room manager, 58 Drummond St., Auburn, was marking the dresses on a long rack.

Gerald Turcotte, another part-timer, was available to help out with anything, and to run errands.

Then there was Donat Roux of Poland Road, Auburn, the Ward's delivery man.

And finally, Azarias Beaudette, Mason St., Lewiston, janitor and a fur department employe.

And there it is, the heart of Ward's.

Unless, the work goes on from the time the doors open until they close, Monday through Saturday, week after week, year after year. For the customers' benefit.

Fur Department Service A Year 'Round Program

NORMAN R. ROY

IN THE FUR DEPARTMENT—Joseph H. Beuth, head furrier at Ward Bros., is shown here carefully matching pelts. This is one of the important steps in Ward's re-styling or repairing to assure perfect color and quality blending in its fur work. Fur room and vault are on the premises.

BY EDMUND A. MacDONALD

Everything concerned with furs, from selling through servicing, re-styling and designing to storage, is done at Ward Brothers on the premises.

Displaying an in-season fur stock of close to 100 garments, the fur sales department is directed by Mrs. George Conway of 425 Main St., Lewiston. All types of stoles, capes, neckpieces and full and three-quarter length coats are stocked. In addition to those which are displayed, an equal number of garments are held in stock to satisfy the need of all customers.

The ever popular mink is still the best seller and is available in coats, capes or stoles, and neckpieces. But any fur which the customer may desire is available.

Neckpieces with either three or four skins, in a choice of wild or natural mink are also offered.

But Ward Brothers fur department is not concerned exclusively with new garments. Those wishing to have a coat restyled or redesigned can have this work done in a completely-equipped Service Department.

The Service Department is headed by Joseph H. Beuth of 172 Bates St. Under his direction fur garments of all types are restyled and remodeled. And if the customer wishes the Service Department can design a fur garment using furs furnished by the customer or by Ward Brothers.

How It Is Done

When furs are taken to the Service Department, they are first cleaned, glazed and dismantled. A pattern of the required style is then made and the furs worked to the pattern. If necessary, new skins of the same color and texture are added to the garment. Fur cutting is done with a special razor sharp knife designed to cut the hide without cutting the fur. When it comes time to sew the furs, this process is worked with a specially designed sewing machine. The needle in the machine operates horizontally rather than with the usual vertical motion to avoid sewing the fur. It stitched only the hide, thus leaving the fur unharmed. The hide is then dampened and the fur stapled to the pattern where it is allowed to dry. After the drying process is completed the garment retains the shape of the pattern.

After remaining in the blocking process for 24 hours, the garment is removed, trimmed to the pattern and assembled. The next step is to reinforce the garment and add a lining of specially prepared silk.

As a final step in preparation of the fur, it is put through a fur glazing process which fluffs it and brings out its true texture.

Before a garment is redesigned at Wards', a special pattern fitting the needs of the customer is cut to customer specification and measurement.

Wards service department specializes in renewing worn fur garments and worn parts are replaced with new furs which will return the garment to its original charm.

Ward's Fur Servicing Department also maintains a blending and dying service to restore the original color of the fur which may have faded through wear.

Although fur coats, even those purchased at Wards, are not worn year round, Wards customer service does not stop during the summer months.

Storage

For their customers Wards maintains a scientific vault where furs may be stored during the off-season months. To further be of service to the customer, Wards specializes in a prompt pickup and delivery service for its storage patrons.

When a fur scheduled to be stored first arrives at Wards it is tagged, inspected, blown and brushed and then placed in a fumigation chamber to counteract any moth life which may be in the fur. Vault humidity and ventilation is all automatically controlled and as a precautionary measure the entire vault, which has space for 15,000 fur garments, is fumigated every two weeks.

As an additional customer service, Ward's storage plant's, supervisor Norman R. Roy, inspects each garment and if repairs are needed the customer is notified.

Another feature of Ward's storage service is the one year insurance policy which is placed on each coat assuring protection for the customer even while she is wearing the coat.

The storage service receives wide use with the pickup service ranging as far away as Skowhegan, Berlin, N. H., and Lancaster, N. H., Bath, Portland, the Biddeford-Saco area and all points between these communities.

Silver Anniversary

WARD'S
WARD BROS.

—Staff Photo by Wardwell

MAIN FLOOR—Indicating the size of the stock display on Ward Bros.' second floor. Coats, suits and furs share the area with the hat department not shown and the cashiers' office and the wrapping desk.

IT'S HEAVENLY—This lovely gown and peignoir set highlights Vanity Fair's "Heaven Blue" collection of lovely lingerie. The peignoir has a permanently pleated cape with a sunburst of pleats outlined with Alencon lace. The matching empire gown has a high-waisted lace bodice and a narrow ribbon sash.

Display Windows In Store Like A Spieler At A Show

By ROSE O'BRIEN

Display windows in a store serve the same purpose that a spieler does outside a sideshow. They are "come-ons". The display windows must feature "eye-catchers" so that the passerby will stop, look, and NOT pass by.

A combination of experience, decorator's art, a buyer's sixth sense and a keen sense of color is needed to trim an attractive display window, whether it be in a ladies specialty shop such as Ward Brothers or a window in a grocery store.

Usually at Ward Brothers the "high style" items are featured in the windows. They are the latest news in the fast changing world of fashion. Ever stop suddenly outside one of Ward's big display windows and eye a particularly striking piece of clothing, then remark, "Ye-es, good looking, but not for me."

Next time you do it, stop and remember you have just paid the decorator of that window the highest tribute he could earn. You have stopped and looked. You are already beginning to wonder what else is inside the store.

The plain, tailored, trim things so popular in everyday living and in the business world, would be lost in a store window. These trim tailored outfits gain their distinction, their flair when they are worn. The "good little black dress" that has become an American institution wouldn't catch your eye one instant were it put into a store window. But the bright giddy striped one will.

Who trims the windows at Wards? "All of us," say the Ward brothers.

The know-how of the personnel in trimming windows is proof of the excellent style sense, the awareness of customer's reactions possessed by the Ward Brothers' store staff.

Chiefly, the window trimmers are Larry Ward, head of the sportswear department and Miss Terry Tardif, manager of the department, for the casual clothes in the windows. Israel Ward, head of the suit and coats, selects these clothes for the windows. Nathan Ward, head of the dress department, and Miss Regina Lescaze, buyer, arrange the dress models.

But, you say, you have often bought something right out of the store window. Of course you have! It takes considerable equipment to trim a window at Wards and everything in that window is not high style, not unusual. Most of the items are popular best sellers but there is always one outfit, a dress, a hat, a coat. That is unusual, is an eye-catcher, stops you in your tracks.

Once the window has drawn you inside the store, it has done its job. Now it is up to the stock inside the store to turn you into a customer.

LARRY WARD...Head of Sportswear Dept...
Also a "Window Trimmer"

Bates Disciplined Fabric

is a favorite
of Suzy Perette

Suzy Perette, famed designer of the Perette Silhouette, sends you off on your favorite cloud in a fan-flare of tucks that take in a beautifully molded midriff. Disciplined Fabric by Bates releases creases, needs no pressing between parties. It's a love to launder, takes a mere stroke of ironing, keeps its silky crispness always. Raspberry, olive, paraminthe, clay, navy, black. 8 to 16. $29.95

Service Plus

These things happen all the time at Ward Brothers. A summer visitor from New York City, the world's biggest shopping center, saw a California model in Ward Brothers. She wanted it, but needed a special size and to add to the trouble, she was leaving for New York in 24 hours. So Wards called California, the dress company took one of the dresses from the Wilshire-Bullock store stock, air expressed it to Lewiston, and the lady went back to New York with her dress.

Popular Mix-up

Mix-and-match. That's the sports fashion news for summer, says Larry Ward. Women have fallen completely in love with the idea of swapping skirts and blouses, skirts and halters, skirts, shorts and jackets around so that instead of two outfits they have three or maybe, if they are real clever gals, half a dozen. It is the biggest sports fashion trend of the season and the smart budget wise shopper plans carefully when she is shopping, making sure she is sticking with color combinations that can mix-and-match well.

Wool is being made in lighter weights than ever before. There are a number of loose weaves in development that will make summer wool a reality. Tweeds have dropped to six and seven ounce weights and lighter-weight denims and sailcloths will be good in sportswear.

Forstmann's most prized new Spring navy suit designed by Vernon Bros.

If you're disillusioned about the way you look in a suit — you've never seen yourself in a Vernon Bros. custom size suit . . . see how precisely right the shoulders fit . . . how the waistline is yours — Every seam is designed to make you appear taller, slimmer, and trimmer. It's scaled to fit you to perfection without major alteration.

Suit sketched . . . women's sunburst navy Forstmann's Milateen. Sizes 14½ to 22½. Usually $79.95 to $100 . . . Now $58.

WARD'S WARD BROS.

Silver Anniversary

Dorothy Hubbs Casuals

features clean, simple lines that are good fashion always . . . everywhere!

CHECK MATE A washable fine combed woven checked cotton* that will be your constant companion. Dorothy Hubbs adds a perky white piqué detachable collar and patent leather belt to produce a step-in dress coolly calculated to please. In Black, Brown, Navy. Sizes 12 to 20, and 14½ to 22½, $14.95.

Other Dorothy Hubbs dresses from $14.95 to $25.

Marie Phillips has designed a group of cotton squaw dresses that have a modern touch and a swirling, twirling tiered skirt!

INSPIRED BY THE COLORS OF THE NAVAJO INDIANS . . .

Permanent pleats and complete washability are the features of these two-piece dresses. Featured in this advertisement are but two of a group of styles that have begun the craze of every style-minded Junior and Miss, from coast to coast.

Left, Tepee Twirler:—interpreted in crinkle cotton with a whirl of pleats, a scoop neck. Just "squeeze dry" the skirt in a stocking, touch the bodice with an iron for easy care! In navy with white trim, coral with grey, turquoise with beige. Sizes 8 to 16 and 7 to 15, $16.95.

SEPT. 9, 1954

Staff Photo By Woodcock

IN CHARGE OF SEAL CAMPAIGN—Lawrence J. Ward of Lewiston, right, has agreed to serve as chairman of the 1954 Christmas Seal Sale for the Lewiston and Auburn Tuberculosis Association. Appointment was announced today by Thomas E. Delahanty, left, association president.

Lawrence J. Ward Chairman Tuberculosis Seal Sale

Lawrence J. Ward, local business man, has been named chairman of the 1954 Christmas Seal Sale of the Lewiston Auburn Tuberculosis Association.

In announcing the appointment today, Thomas E. Delahanty, association president, said the Seal Sale will open Nov. 22 and continue through December. The local campaign, the major source of funds for the tuberculosis prevention and control activities of the association which covers Androscoggin County, will be part of the Golden Anniversary Christmas Seal Sale of the 3,000 associations affiliated with the National Tuberculosis Association.

"This year marks the 50th anniversary of the first Seal Sale in the world held in Denmark in 1904," stated Mr. Delahanty. "In this half century, the Christmas Seal has played a vital part in the fight to control tuberculosis throughout the world. Here in Androscoggin County, Christmas Seal Funds help pay for tuberculin testing and chest X-ray programs, patient and family services, and general health education programs designed for better understanding of tuberculosis and its multiple problems."

In accepting the chairmanship Mr. Ward stated, "The Lewiston-Auburn Tuberculosis Ass'n. though it works 12 months a year to prevent and control tuberculosis here, makes only one financial appeal annually and this is the sale of Christmas Seals. I urge every citizen of Androscoggin County to buy and use Christmas Seals, and thus support the work of our tuberculosis association."

Staff Photo By Woodcock

WARD BROTHERS HONOR EMPLOYES—Three employes of Ward Bros. Inc. with the longest service records were honored at the company's annual Christmas banquet and party for the staff, Wednesday night, at the DeWitt Hotel. Left to right are Mrs. Eudora Juneau, Miss Mary Butler and Mrs. Justine Gaylon who received gold wristwatches from Nathan (left) and Israel A. Ward, who head the firm.

About 115 employes and guests attended the holiday observance, at which entertainment included exhibitions of ballroom dancing by two members of the staff at the Arthur Murray Studio, songs by A. J. Beaudette and George Ouellette and a magic act by Fred Goldrup. Norman Roy served as master of ceremonies. An exchange of gifts also was enjoyed.

DEC. 8, 1955

1954 - Larry elected chairman of LA Tuberculosis Christmas Seal Sale.

1956 - Larry becomes president of Community Little Theater. Re-elected in 1957

1958 - MAY, Announce renovation plans to add 2500 sq. ft. floor space.
OCT, Renovations complete New offices & millinery dept.

WARD BROS. OF LEWISTON TO EXPAND ITS BUSINESS; WILL UTILIZE NEW STORE

JUNE 16 1958

BY RICHARD KISONAS

A large expansion project was announced yesterday afternoon by one of Lewiston's leading mercantile establishments.

Ward Brothers Inc. at 77 Lisbon St. announced it will occupy the entire second floor of a new building being constructed next door in a planned expansion and renovation of its business.

The firm, confident in the future of Lewiston as a leading industrial and commercial center, will have an additional 2,500 square feet of floor space with the new facilities.

Announcement of the plans was made by Nathan A. Ward, treasurer of the firm, and Israel M. Ward, company president.

It was reported the new building, currently under construction by the Charles Bolgoulis firm, should be completed in time for Ward Brothers Inc. to be settled in its additional quarters in about two months.

Ward Brothers Inc. has signed a 20-year lease for the new building next door, the location formerly housing the Clearwater Hosiery Co. Papers were filed yesterday at the Androscoggin County Registry of Deeds office.

The lease was given by Everett F. Kidder of Winchester, Mass., who is having the building constructed. Terms were not announced.

The Wards said they will occupy the second floor of the new building and will utilize the ground floor and basement to another tenant. They reported that, by expanding and renovating their present women's apparel business, they feel the business will be more attractive to shoppers.

When the expansion project is completed, Ward Brothers Inc. will have one of the finest ladies' specialties stores in New England. Both officials expressed utmost confidence in the future growth of this city and area.

Filed yesterday at the Androscoggin County Registry of Deeds office in Auburn in connection with the expansion program of the firm were two quitclaim deeds, a 20-year lease and an agreement on a party wall.

The lease was given by Kidder to Ward Realty Co. Inc. and covers the building going up next door. The party wall agreement is between Kidder and Ward Realty Co. Inc.

One of the quit-claim deeds was given by Matthew Frangoleas of Lewiston to Everett F. Kidder for land on Lisbon Street. The deed mentions the lines of both Lisbon and Park streets.

The other quit-claim deed was from Ward Realty Co. Inc. to Everett F. Kidder and mentions land on Lisbon Street.

Ward Brothers Inc. announced the second floor of the building now under construction will extend and join the second floor of the present location and will not be walled off. In the new space will go the firm's millinery department and offices.

The present structure will be extensively improved, with all departments slated to be renovated and expanded.

The business transaction was handled by the Charles Levin realty firm of Lewiston.

Ward Brothers Inc., one of Lewiston's oldest commercial establishments, is currently in its 90th year of operations.

Ward Bros. Store Officially Opens; Renovations Compl

ISRAEL M. WARD

NATHAN A. WARD

LAWRENCE J. WARD

Ward Brothers store, Lewiston's well-known women's specialty shop, will conduct its official opening on Thursday following the completion of enlargement renovations and redecorations recently undertaken.

The opening will begin Thursday and continue through the weekend in conjunction with the Opportunity Days sales now being sponsored by Chamber of Commerce members.

Ward Bros. leased an adjoining Lisbon Street shop to allow for the enlargements. Business offices were moved to the new
providing more space for t
rious merchandise departm
Twin City and Central
residents have been invited
the store during the w
celebration when there are
special values in almost ev
partment. Israel M. Ward,
dent, and Nathan A. Ward
president-treasurer, will
hand to greet the custome
and new.

Lawrence J. Ward, a ste
cutive, stated, "Ward Brot
grateful to the customer
have patronized the store fl
29 years. We hope with t
largement and redesign th
service can be maintained a
proved." Merchandise of
quality will be maintaine
"prices to fit every pocke
he added.

Ward said the store is n
signed to make shopping
and more convenient. Ampl
ing space is available.

During the opening, sem
accessory products carried
store will be available at
departments free for the
Also, free lollypops will b
to "all adults accompani
children."

Regular store hours wil
effect. They are 9:15 a.m.
p.m., except for Monday w
1 to 8:45 p.m.

Ward added that he ho
Lewiston-Auburn and
Maine citizens will be pr
the store, and in return
Bros. will bring to them th
in fashions.

WARD'S
WARD BROS.
72 Lisbon St
WARD BROS.
Ward Bros
WARD'S

1960

- David Merson joins Ward Bros.
- Larry Ward elected Vice President of Maine Merchants Association.

NOV. 23, 1960

Me. Merchants Association Elects Ward Vice President

Lawrence J. Ward of Lewiston was elected a vice president of the Maine Merchants Association yesterday at a meeting at Augusta.

Elbert J. Schurr of Bangor was re-elected president and John B. Kilborn of Portland was named as the other vice president.

Other officers are Stanwood L. Bailey of Portland, secretary treasurer, and Milton S. Kimball of Portland, assistant treasurer.

John Leonard of Augusta was named chairman of the Legislative Committee, to serve with Sen.-elect L. Robert Portman Jr. of Portland and Malcolm S. Stevenson of Bangor, the association's legislative counsel.

Gov. Reed, in his first speech since the Nov. 8 election returned him to office, advised the merchants to impress their employes with the need for promoting the state.

"They should all be salesmen, not only of the goods you have to sell but of the state of Maine to sell," he said.

Commending the state's businessmen for their interest in politics during the campaign, Reed added: "I would caution you not to let your interest diminish now that the office holders have been selected. Good government is a continuous process requiring the constant attention not only of the elected but the electorate as well."

LAWRENCE WARD

Ward Bros.-It's Important To Be Genuinely 'NICE"

BY EDDIE KAYE

I'm at a loss to relate the name of the person or persons who first coined the phrase, "IT'S NICE TO BE IMPORTANT, BUT IT'S MORE IMPORTANT TO BE NICE."

We some times lose track of the importance of how we appear to our associates, customers or any people we find ourselves in contact with during our busy days. We are so involved with the material things that the simple actions which ultimately are the main point by which we are judged or we judge others are often neglected.

When I enter the store doorway of Ward's of Lewiston, Maine, aside of the fact it is so beautiful a building, you can sense a definite warmth permeating the atmosphere, all the way from the Ward's themselves on down to their most gracious help. The fact is there is such a general feeling of being welcomed, not a commercial, raucious attempt at it, just a successful warm atmosphere of "NICE" people.

I visited the store a short while ago. Larry Ward showed me a huge Victorian mirror carefully set against a wall. This massive mirror was framed so beautifully it would be most impossible for any one to explain its grandeur without being an authority on fine period furniture. I should judge it to be about four feet wide and greater than 12 to 15 feet tall. It is incredibly handsome and unquestionally worth a great deal of money.

But, aside of the "MATERIAL" value and considering the intrinsic worth, the interest will stem rather how it was acquired by Ward's and the reason for it being there. A letter was handed me by a Mr. Stanton B. Pomeroy, of Limerick, (a short distance from Lewiston,) who wrote to explain that his beloved mother had passed away, and how she loved coming to Ward's to trade, the wonderful way she was always greeted, the gentle way she was handled as she purchased her needs. Also how patiently the account was handled when she could no longer leave her home to visit the store for the clothing she wanted. The way the subordinate help, to use Mr. Pomeroy's own wordage, were always courteous and helpful to them.

He felt that in the dismantling of his mother's estate this beautiful mirror be given to the store, and again quoting Mr. Pomeroy, that it be added to the tools of their trade to be enjoyed as well by these same fine people, all the crew of Ward's.

The letter goes further to explain a great deal how the mirror got to this country, and subtly suggests the extreme value of the fine gift.

To me, I visualize a family gratefully discharging a debt of gratitude in the sacrifice of an heirloom to people they feel made their mother's life better through the milk of human kindness, a pleasant smile, while being "NICE."

The original letter to Ward Bros. follows:

THE LETTER

Ward Brothers, Merchants
72 Lisbon Street
Lewiston, Maine

Dear Messers. Ward,

As you know, Mother and Dad spent many pleasant hours at your place of business in connection with the choosing of presents from him to her. I know they would be happy for you to accept from them as a gift a large plate glass looking glass or mirror. One of their better pieces of furniture. They would, I believe, deem it very appropriate for same to be added to the tools of your trade at your store, so that such pleasure as it is capable of affording might be shared by your courteous and helpful employees.

For many years it graced the somewhat lavishly embelished home of my Uncle-in law, Ira H. Bickford, who was quite a lad in his day and by way of being, like yourselves, a merchantman in the old tradition. He was also a first cousin-in-law of one Augustus F. Peper (I believe the initial is correct), with whose Co., the House of Craiglee, you have, I believe, done business.

The article may well be an item for which you can find no place and if so, please feel free to decline the offer without fear that the slightest offense will be taken.

Should you care to inspect it you can at your convenience I believe make contact with Mr. Clarence F. Morrill, who is in charge of dismantling operations at 324 College Street.

Sincerely yours,
Stanton B. Pomeroy

MRS. DAVID WARD MERSON, the former Joyce Sessler of Fort Lauderdale, Fla. JULY 7, 1962

Florida Girl Is Bride Of David W. Merson, Lewiston

Announcement is being made of the marriage of Miss Joyce Sessler, daughter of Mr. and Mrs. David Sessler of Griffin Lakes Park, Fort Lauderdale, Florida, and David Ward Merson, son of Mr. and Mrs. Hyman Merson of 632 Main Street, Lewiston.

The marriage took place on Saturday evening, June 23, at the Diplomat Hotel in Hollywood, Florida with Rabbi Richard M. Levitan of Temple Emanuel, Fort Lauderdale, officiating at the double ring ceremony.

The maid of honor was Miss Toni Adelung. Robert Gordon of Lowell, Mass., a college classmate of the bridegroom was best man.

For her wedding the bride chose a simple frock of pink imported silk and she carried a white orchid and stephanotis.

The couple is honeymooning in Nassau and on return will live at 3A Nobel Street, Lewiston.

As her going away costume the bride wore a natural linen suit with white accessories.

Mrs. Merson is a graduate of Queens College in New York and has been teaching in Florida for the past four years.

Mr. Merson is a graduate of Lewiston High School and Brown University and holds a graduate degree from the University of Pittsburgh. He served with the Armed Forces in Italy for two years and is associated with Ward Brothers.

Attending the wedding from Lewiston in addition to the bridegroom's parents was his uncle, Nathan Ward and other guests were the bridegroom's sister, Miss Norma Merson of New York City and Mrs. Lillian Burns and son, Alan, of Miami.

Renovations Undertaken At Ward's

Ward's — well-known Lewiston business establishment located at 72 Lisbon St.—has just about completed extensive renovation of one section of the store, it was learned today.

The renovations, at the Lisbon St. level, on the left as one enters, were undertaken to make possible a new line of merchandise at the establishment, Barton's candies.

The new sales area includes 15 feet of counter and wall space near the entrance, according to Lawrence Ward, general manager of the store. New equipment includes a special refrigerated case designed to keep the merchandise at just the right temperature.

The area will be highlighted by aqua-formica counter tops with white and red background.

The new section of the store will be opened to the public officially Monday. MARCH 19, 1963

1962 – June 23, David & Joyce married.

1963 – Renovations: Barton's Candies Dept added

1964 – Newly enlarged mezzanine floor opens
(35th Anniversary)

THE LEWISTON DAILY SUN LEWISTON-AUBURN MAINE FRIDAY MORNING, APRIL 10, 1964

M. A. Bonenfant

WARD'S ENLARGED MEZZANINE—This picture shows part of the newly enlarged mezzanine floor at Ward Brothers, Lewiston women's apparel store. The section has been nearly doubled in size and it now includes a modern women's lounge. The gift wrapping service also has been moved into this area and Ward's said it will be available year-round to customers.

Ward Brothers Opens Newly Enlarged Mezzanine Floor

Ward Brothers of Lewiston will officially open today its newly enlarged mezzanine floor, according to an announcement by Lawrence J. Ward, general manager of the firm.

The new department, located over the Lisbon Street portion of the building, was previously half the size the section currently is. The expansion project, Ward said, was started two months ago and completed only this week.

A section, formerly used as a utility room, has been cleared out and the new lingerie department has been reconstructed and expanded. The department has increased in the display of daywear and sleepwear, dusters, negligees, slimwear to include bras and girdles, and a completely new maternity shop.

The enlarged department is beige and walnut in color, vested with light blue throughout.

The floor is also equipped with an enlarged gift wrapping center, providing the extra service to customers at no extra cost on a year-round basis.

The department also includes a large women's lounge and rest room, located to the rear of the section. The lounge is complete with the latest in facilities.

Air-conditioning is provided throughout the department, lounge and lounge area. Ward noted that new appointments complete the furnishings on the floor. Self-service display counters will also help some customers in making their selections quickly.

A series of five fitting rooms, also remodeled and updated, round off the arrangement on the mezzanine floor.

Ward pointed out the store has also added a new luggage department, products made by Skyway. He said this department was added in "keeping with the idea that we want to be as complete a store as possible."

The opening of the new departments will highlight Ward Brothers 35th anniversary. The store was opened in 1929 and is under the management of Israel M. and Nathan A. Ward, the original founders.

During the past three and a half decades, the firm has expanded from a minimum staff to a personnel roll of 85 full-time employes and several part-time clerks.

DEC. 24, 1965

DEC 24, 1965

WARD BROS. INC. OF LEWISTON ANNOUNCES $100,000 EXPANSION

By RICHARD KISONAK

Ward Bros. Inc. of 72 Lisbon St., Lewiston, one of New England's finest women's wear stores, announced Thursday plans for a wide-ranging expansion and remodeling program which will cost in excess of $100,000.

Co-founders Israel M. Ward and Nathan A. Ward reported the firm will occupy the property at 70 Lisbon St., which was formerly leased to Top Value Enterprises, thus doubling its selling area.

The expansion - remodeling project is scheduled for completion between March 1 and 15. Construction began several days ago.

"We have unlimited faith in the future of Lewiston's Lisbon Street business district," reported the Ward brothers.

They hafe turned down offers to move the business to other parts of the two cities, including an offer which included rent-free facilities for an extended period of time. According to Israel and Nathan Ward, the downtown business district is destined to become bigger and better in the years just ahead.

The Project

Workmen are now erecting steel beams between the properties at 70 and 72 Lisbon St. to support the upper structures. When completed, the walls between the two stores will be removed and the entire area will be utilized for selling space. The doors at 70 Lisbon St. will be removed and three new show windows will be installed facing Lisbon Street. The marquee will be joined as one and the surface of the two buildings will be covered with the same material to give the appearance of one large building. The store front will be 65 feet in length.

The Wards plan a completely new layout of fixtures inside the store to make customer shopping more convenient and attractive. Blueprints include the installation of new flooring, ceiling, lights and fixtures.

"A completely new department will be added to the Ward Bros. operation," said Israel Ward. "This will provide customers with the opportunity to complete their fashion wardrobes within the doors of the store. This department will be an inovation in Ward Bros. merchandising and as soon as final plans are formulated, an announcement will be made of its opening."

Urban Renewal

Other remodeling plans include expansion of the girls' department. Merchandise lines will be enlarged, he said, to include everything for the youngest girl to the young "miss." Girls will be able to shop from sizes 3X through preteens and then upstairs on the main floor for Juniors and Misses, he explained.

Nathan Ward, asked if the urban renewal project in the downtown area had anything to do with the firm's decision to expand and remodel, said: "There is no question that the urban renewal project influenced our decision," he said. "The Park Street Project will benefit every citizen in Lewiston. The downtown business district will get a real boost from urban renewal and should be an even greater contributor to the tax income of Lewiston. We also believe that many stores which are now vacant on Lisbon Street will be occupied once the project gets under way."

He added, "We know that several stores, formerly vacant, have now been leased. We're glad to be a part of the general expansion and beautification which will be taking place in Lewiston."

The Beginning

The Wards opened their first store, a small 11 by 30 - foot operation, in 1929, and the business has been growing ever since then. Looking back, Nathan remembers, "We had one salesgirl in '29. Now we have more than 85 people on the payroll and during the Christmas season it increases to 110."

The Ward brothers first expansion was in 1930 when they broke through the Hazzard Shoe Store at 74 Lisbon St. which had gone out of business. They added the additional floor space to their own selling area. There was a depression but the Wards believed there was a need for high fashion merchandise. They were right. Following World War II, the firm bought property in the rear of the store on Park Street to further expand the business. This area currently houses the coat, suit and dress departments.

Israel and Nathan Wards' success story includes some innovations for the business district, too. Their store was the first to use a neon sign in Lewiston. It was the first store to be completely air conditioned, and the first to build across Lisbon Street Alley to Park Street. The Wards were first to purchase downtown land for customer parking.

Other Members

Milton was the third brother to join the firm, in 1936. He joined the Army early in World War II and was killed in action in Germany in 1944.

Lawrence J. Ward, son of Israel, became a member of the firm in 1948 following graduation from Bowdoin College. During the war, he served in the U.S. Air Force. He was decorated with the Air Medal and four Oak Leaf Clusters for bomber missions in the South Pacific. He is general manager of Ward Bros. and is active in community affairs.

David Merson, nephew of Israel and Nathan Ward, became associated with the company in 1960 following a tour of duty with the U.S. Army in Italy. Before entering the service, Merson was graduated from Brown University and the University of Pittsburg School of Retailing. He is buyer of sportswear and in charge of various service departments at the store.

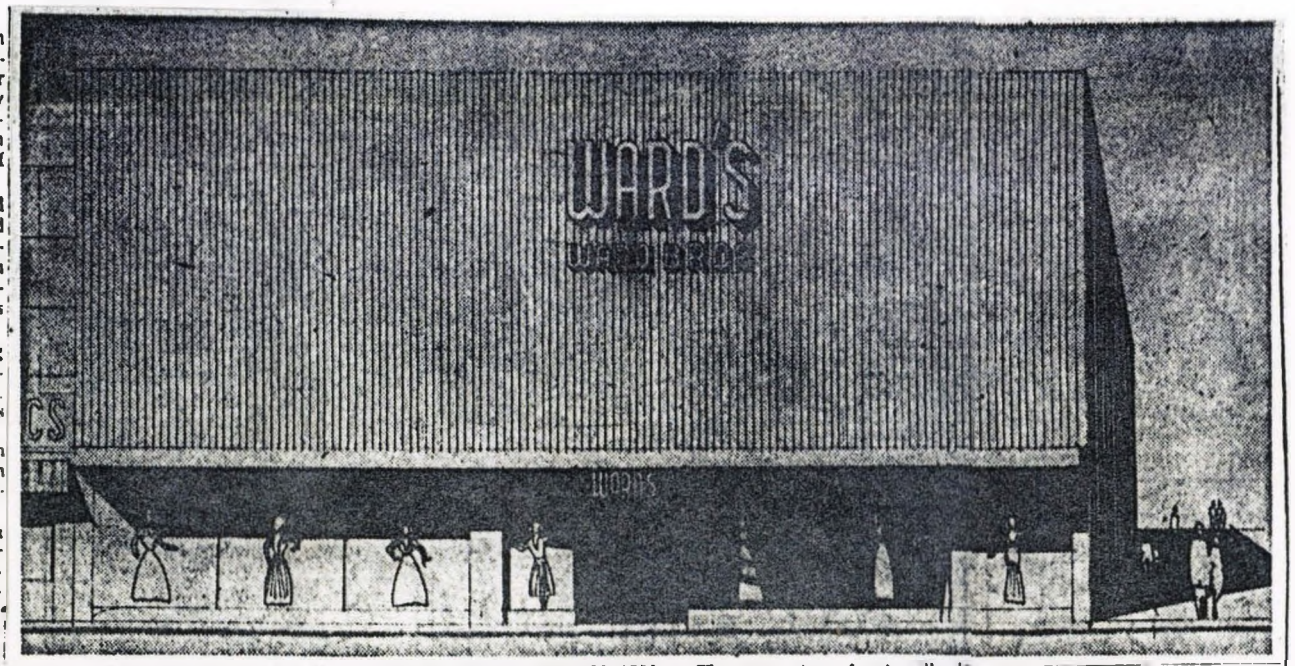
A Reputation

The store, which deals in women's and children's wear, has customers throughout the country. It isn't unusual for a customer from California to drop in periodically. The store's mail order service reaches around the world.

The general contractor for the project is Charles Bellegarde & Son Inc.

Katzman Associates of New York, a firm employed by many of the finest retail speciality stores, and considered among the top retail store planners in the country, has been employed as the architect for the Ward Bros. expansion. Local builders and contractors are being used for the construction.

The firm has long leases on the properties at 70 and 72 Lisbon St.



WARD BROS. EXPANSION — The new store front will look like this when the $100,000 Ward Bros. Inc. expansion and remodeling project is completed. By occupying next door property at 70 Lisbon St., the firm will double its selling area. This architect's sketch was prepared by Katzman Associates of New York, one of the country's top retail store planners. The new store front, 60 feet long, will include new show windows.

The sketch includes at the right the proposed walkway between Lisbon and Park streets which is to be constructed under the urban renewal program. It will be a covered walkway.

OCT. 29, 1968

MODERNLY FASHIONABLE — This is how the interior of the Ward Bros. Inc. store at 72 Lisbon St., Lewiston, will look when major renovations are completed. The store also is building a new Park Street entrance.

RENOVATIONS AT WARD BROS. INCLUDE A NEW PARK STREET ENTRANCE

Major renovations involving a sewest arrangements for sizable investment and a look to hanging merchandise. The color the future are under way at tone will be in the "blues" and Ward Bros. Inc. of 72 Lisbon St., the carpet will be a Lewiston, one of Maine's top complementary blue to the total women's stores. overall decor. There will be new

The big project includes fitting rooms, new wall remodeling the store's Park coverings, furniture, and Street entrance which faces the lighting. The section that will urban renewal development house the furs will have the area. appearance of elegance.

Israel and Nathan Ward, Rainwear, Suedes and Leathers founders and co-owners of the will occupy a separate area that business, said Monday they have will be convenient to browse engaged one of the top interior through.

architects in the retail store Summing up the area, Ward field, Katzman Associates of said that "these sections within New York City, who prepared the Coat and Suit Department the designs and decor. should be understated elegance

Fixtures are being provided and women shoppers will find by Modern Woodcraft Store the same quality, selection, and Fixture Co. of Farmington, sizes that she has been used to Conn., and local contractors are in the past; yet the presentation doing the work. of merchandise to the customer

Israel Ward, known at the should be more attractive. store as "Mr. I," said

Nathan A. Ward, vice renovations are taking place in president and treasurer of Ward four major departments on the Bros. Inc., explained the Park Street level. In addition, a proposed new Dress Department new entrance, wider and more decor. The location of the attractive has already been department will not be changed, built. White cement bricks with but the presentation of the special crystal content were dresses, knits and gowns should used on the sides of the vestibule look much more appealing. leading into the store. Two sets Again, the tones of blue will of doors have also been predominate and the accent installed. colors will be used in the carpet, moldings and wall coverings.

Park Street

New enlarged stock room areas When asked if there is any to house the fashion designer significance to the beautification collections are being set up of the Park Street entrance, since Ward Bros. is known for Ward explained that this type of better dresses.

the store felt compelled to make the front on Park Street as beautiful as possible due to the Lewiston Urban Renewal Project across the street and the fact that there will be and is now more parking spaces available for shoppers.

"We also are improving the side of our Lisbon Street section of our store, where the Urban Renewal walkway will be built. This walkway is located between the Canco Bank and our store on the Lisbon Street area. We had a local architect design the brick work in sections so that someday this walkway entrance could be used for art shows, bazaars, or any other civic purpose," Ward said. He added that he felt more people are using Park Street and the walkway than ever before. He concluded that Park Street will eventually become an integral part of the whole downtown business district.

Changes

Israel Ward pointed out that the Coat and Suit Department's

New Lighting

"But let me reassure you, we haven't forgotten the career and working girl, nor the young junior petite. She will still be able to find dresses, knits and costumes that she has been used to buying, and still keep within her budget. Yes, this merchandise should have great appeal because of the enlarged areas for selection," Nathan Ward said.

He pointed out that the dress fitting room areas will be wall-to-wall carpeted and that new lighting will be installed in the area.

Larry Ward, an associate with Ward Bros. since 1966, explained the proposed new Millinery Area which will be redecorated but will remain in the same location. The decor will be most elegant and colorful.

"As a matter of fact, it can really suggest at this point what the colors will be," he said.

"The overall tone will be marigold color, and the wall paper, chair covering and moldings will have tones of orange, red, white and accents of blue. A new area will be devoted to wigs and hair pieces that are popular today. We also will have a section called "The Whimsy Shop" for the small millinery hats that have become fashion items of the moment. New millinery tables and chairs will complete this section," Ward concluded.

Sportswear

David Merson, an associate in Ward Bros. and buyer of sportswear for misses and juniors, described what will happen to the Sportswear Department which will be enlarged, but in the same general location as before.

"Merchandise such as sweaters, skirts and shirts will be displayed on special fixtures to show off the styles and colors in greater advantage", said Merson. "All fixtures will be painted in bright red and the accent colors will be white. Special art work will adorn the barewood panels and antique chairs, and rail post will be muted throughout the department. There will be a new area section, new sportswear fitting rooms with wall-to-wall carpet, and new display stands. The flooring will be the new vinal brick tile in white which should prove very comfortable to walk on."

"Our aim is to make our sportswear merchandise look interesting, bright and fashion right, especially since the young generations seek out the new and different styles," explained Merson. "Yet, we have not forgotten the young marrieds, and those women who love the men and feel of the precise "classic" sportswear of today," he concluded.

Done Soon

When asked why these changes in decor are important when the store always looked up-to-date, Israel Ward explained that a women's fashion specialty store must continually keep up entertainment, he pointed out that perhaps there are a combination of reasons aside from appearance, such as the renewed interest in local projects as Urban Renewal, expanding and new industries, and better living conditions in our communities.

"I am pleased that our local city governments, with the mayor's approval and interest, have taken a keen interest in the appearances of our downtown business areas. Flower pots on the posts and sidewalks; public walkways; an interest in low-cost parking; plus the building of new schools, library and other projects are indications that we live in a growing healthy community," he said.

When asked when the renovations at Ward Bros. will be completed, Larry Ward mentioned that it should be a matter of a few weeks more. "All the trades have been working hard to keep our store clear of obstructions while the areas on the floor are being set-up," explained Ward. "As soon as the rug is on the floor we will announce our official opening," Ward concluded.

A Leader

Ward Bros. Inc. is considered in the retail fashion business as one of the finest women's and girls' specialty stores in the United States of its size. Retailers from all over the nation have visited Ward Bros. from time to time to observe the store operations. And Ward Bros. mailing lists include customers living in every state in the nation, and many of these are continually patronizing the store in person or by mail and phone.

Israel Ward commented that Ward Bros. will continue to offer the same fine service to its customers as in the past, even more improved if possible. "We will continue to emphasize our fine alteration department; our year 'round gift-wrap service; our expert fur storage and remodeling service; our convenient charge account systems, and the free hour parking in the lots opposite the Park Street entrance," Ward said.

Ward Bros. has been a retail leader in this community since 1939. Both Nathan and Israel Ward are still active in the business. Ward Bros. was the first store in Lewiston to have neon signs, air conditioning, free parking and free gift wrapping year-round. It was also first in encouraging the Monday evening and Friday evening opening for the convenience of shoppers.

OCT 29, 1968
MAJOR RENOVATIONS
ALMOST COMPLETE
NEW PARK STREET ENTRANCE.

SUITS
MAIN FASHION FLOOR

WARD'S
Ward Bros

Fashion is our business
SUITS...our specialty

especially
Tailorbrooke

Discover The New Excitement!

WARD'S
Ward Bros.

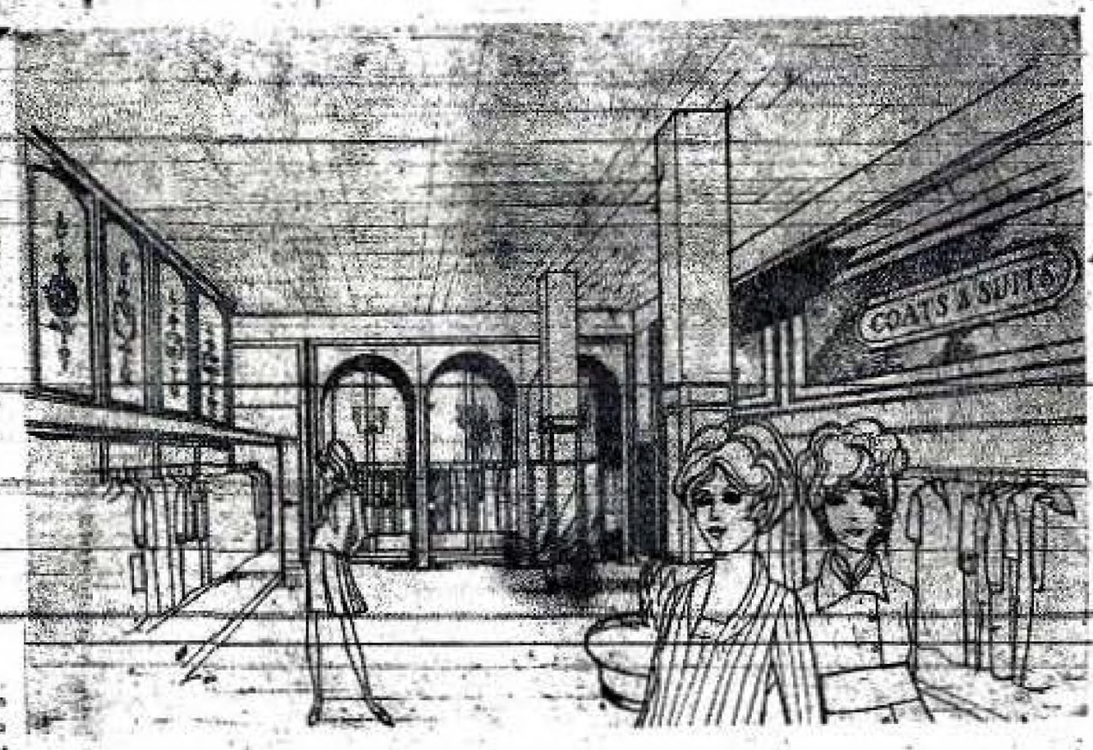
Nov. 9, 1968

You are cordially invited to attend the opening of our newly Remodeled Fashion Floor.

All shining new from the Park Street entrance through to the showcase to the Lisbon Street Level...

New decor, subtle colors new fixtures, new dining rooms and much more, to enhance your shopping pleasures...

Comfortable seatings, but fun to shop in! New but traditional enough to maintain our 39 year reputation of service, quality, value and fashion... and so conveniently located with lots of parking opposite our Park Street entrance.



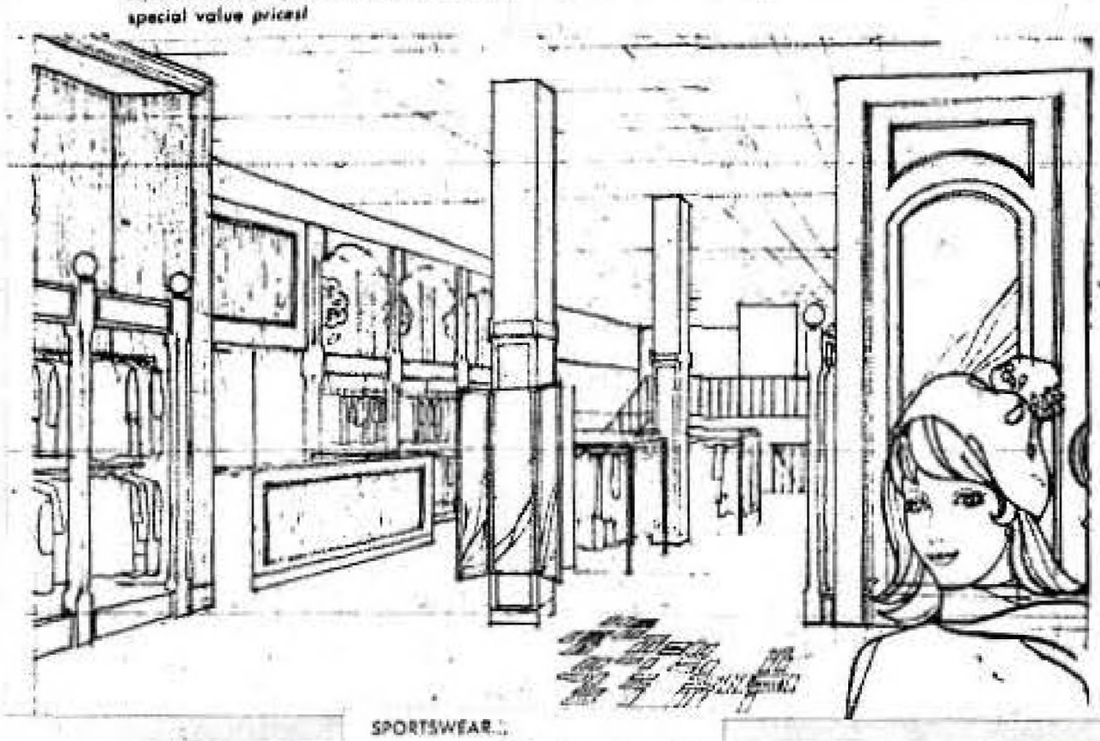
MAIN FASHION FLOOR . . .

Dresses for all occasions... including knits... and the latest exclusive couturier fashions!...

Coats, suits, rainwear, costumes, leathers and suedes!... All in the great '68 shapes and colors for all sizes

FUR SALON

Where you'll find precious pelts in natural and dyed shades...capes, boa styles, collars, jackets and coats of special value *prices!*



SPORTSWEAR...

An enormous choice for active and spectator gals...Large collections of mix and match separates... Outspoken plaids, husky sweaters, basic shirts, and all that's new in pant suits and slacks... All in a brand new breath taking setting...come see!

MILLINERY and WIG BOUTIQUE...

A setting for the latest chapeaus, wigs and hair-pieces... and a special area for "the whimsies."

Ward's Creates Gracious Atmosphere for Shopping

Nov. 9, 1968

More Fun, Too

Store's Renovations Designed To Reflect Exciting Elegance

Ward Bros. is wall-to-wall splendor.

For the past few weeks, carpenters, painters and men with slide rules and blueprints have been busily engaged in a renovating project, and what they have accomplished is really something to see.

Ward's has taken an already heavy, friendly fashion center, for many years one of the leading women's and girls' stores in the [illegible], and gone a giant step farther.

There's a whole new dimension in shopping excitement.

The idea was to make shopping more fun.

Girls, it's a brand new world of wall-to-wall carpeting, deliciously-toned surroundings, the most colorful new clothing you have ever laid your eyes on, soft, soothing background music and an atmosphere gracious, smiling [illegible].

Ward Bros. Inc. of 72 Lisbon St. has made shopping not only fun, but also terribly exciting.

Exotic Wallpaper

Exotic wallpaper with marigold tone brightens the fine millinery department at the store, blending artfully with the chair coverings and mouldings of soft but tantalizing orange, red and white surroundings with a delicate accent of blue all around.

A new area is devoted to hair pieces, a popular item with the gals today. It is a shop within a shop, and you ought to see it. That abstract wallpaper, shelving and glass is dazzling.

Art Work

And there's a special Whimsy Shop, where Ward Bros. has assembled the niftiest collection of small hats, those petite and stylish items some of the ladies clamor for.

On the floor in this section — soft, cuddling gold carpeting.

In sportswear, it's Dutch art work, antique chairs and a rail [illegible]. The trim is in bright red and white and the atmosphere is soft, relaxing. It must be the country barn wood used for the walls. You can almost smell the aroma of pipe and the wood, which is real, still bears the markings and scrapings of some distant place.

Special [illegible] show off the new styles and colors of the sweaters, skirts and shirts. The colors grab out and pull you in.

The flooring in this section is new vinyl brick tile in white. Real eye-catching.

There's a whole new look of fitting rooms, 11 of them. The wallpaper is sheltered vinyl with sparkling red Venetian design. The wall-to-wall carpeting is [illegible] the rule.

Arches

There's an enlarged fur area near the coat and dress department. Elegant.

Blue carpeting draws you to the coat and dress department, which also features gold leaf moulding with blue and white trim. At the focal point are three large arches one with gold leaf moulding. Three-way mirrors and special light fixtures, soft and pampering, add to the atmosphere.

Overhead the decorations include large plexiglass panels with [illegible] hand-painted art work.

Other features of the new look at Ward Bros. include a new, enlarged showroom to house the fashion designer collections, plus a new and bigger Park Street entrance to the store which slopes smoothly to sidewalk level.

It's quite a place, like we said.

Walkway

Outside there's a walkway which runs past the southerly side of the store and Ward Bros. hasn't passed this up, either. The outside wall of the building has been renovated in the most interesting manner. The first third level is brick, put on in such a way to create five large square panels, indented. This Urban Renewal project walkway, situated between the store and Casco Bank, could be used someday for art shows, bazaars or for another type of civic project.

Katzman Associates of New York City prepared the designs and decor for the new look. It's easy to understand why it's one of the top interior architectural firms in the retail store field.

Fixtures are provided by Modern Woodcraft Store Fixture Co. of Farmington, Conn. Local contractors did the work.

Larry Ward, an associate with Ward Bros. since 1958, explained the proposed new Millinery Area which will be redecorated but will remain in the same location. The decor will be most elegant and colorful.

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"Merchandise such as sweaters, skirts and shirts will be displayed on special fixtures to show off the styles and colors to greater advantage," said Merson. "All fixtures will be painted in bright red and the accent colors will be white."

I. M. WARD

LAWRENCE J. WARD

No Back Door

Faith in Downtown Area Lights Up New Entrance on Park Street

There's no longer a back door to Ward Bros. Now there are two front doors—each leading to fast-developing sections of the business district.

Where now there are large open spaces beyond the Park Street entrance—the urban renewal development area—someday there will be new business establishments, including perhaps a motel. Naturally there will continue to be parking lots for the convenience of shoppers.

Firsts

This fine store, right in the middle of where the action is, has a reputation throughout the United States as bright as the new colors which now brighten every nook and corner. People from all parts of the country shop Ward's, many by mail but a number of them take the time to come to Lewiston to visit the store every now and then.

As a retail leader in the community, Ward's has a number of firsts to its credit. It was the first store to build across Lisbon Street Alley to Park Street and the first Lewiston establishment to hook up an open neon sign.

Ward's was first to become completely air conditioned, the first to purchase downtown land for customer parking, and the first to offer free gift-wrapping year-round.

NATHAN A. WARD

DAVID MERSON

New Vitality

The redesigning and renovations were on the main Lisbon floor on the Park Street level. The Lisbon Street level, which features young world and girls' fashions, jewelry and other accessories, was done [illegible] years ago.

Ward Bros. explains these latest renovations are in line with the general revitalization of downtown Lewiston.

"We feel that Lewiston is becoming a more healthy community," they said. "There's diversification in industry. The people of the city are becoming more interested in public affairs. The city fathers are supporting several new projects such as a new library, housing for the elderly, model cities, [illegible] urban renewal, schools."

This all shows a new vitality for the community.

The store was founded in 1929 by Israel M. Ward, president, and his brother, Nathan A. Ward, [illegible] who serves as vice president and treasurer. Lawrence J. Ward is general manager and David Merson, another associate, is the store's sportswear buyer.

An Idea

Israel Ward, known as "Mr. I" in the business, was a student at Edward Little High School in Auburn when he first thought of owning a clothing store. Although he joined the army during his senior year—there was a war raging in Europe—he kept the thought in the back of his mind. Following his discharge in 1919, he worked in Washington as an office clerk, later spent two and a half years as a wireless operator on merchant ships.

Israel came back to Lewiston and for a time worked at Cortell's Store. He was still a restless young man and this job didn't last long and soon he was back at sea. Six months later, after some hard thinking, he made the big decision—his future was back in Maine. In 1923 he returned to Cortell's and was employed there six years, always with the thought, however, of a store of his own someday.

A Store Opens

In 1929 Nathan Ward had graduated from Boston University, where he majored in business administration, and he was ready to accept a job with United Fruit Co. in Guatemala but Israel talked him out of it. He urged his brother to return to Maine. Israel took the advice, came here and went to work for Barton Shoe Store.

They made the move in 1929. Business was booming. The Hand Box, a small store on Lisbon Street, became available and the Ward brothers got together and opened a store of their own. Opening day was [illegible]. The Wards poured their profits back into the business. Things were going good and then came the stock market crash. Stores closed by the dozens. There was uncertainty, near panic on the part of some businessmen.

Israel and Nathan Ward didn't lose [illegible]. They hung on through some rugged months and even [illegible] expanding their facilities, taking over a store next door which had closed down.

They decided that there would always be a need for high quality fashion merchandise [illegible] the business began to [illegible] was on its way.

Another brother, Milton Ward, joined the business in 1934. He was killed in action in World War II.

Lawrence J. Ward, son of Israel, joined the firm in 1958 and David Merson, nephew of Israel, became associated with Ward's in 1962.

It's a winning combination.

It brings to mind that phrase somebody once coined: "It's nice to be important, but it's more important to be nice."

Grand Opening Starts Nov. 12

And Runs for Five Days, Coffee and Gifts

Ward Bros. Inc. of 72 Lisbon St., Lewiston, which has a dazzling brand new look, will have a special grand opening that will run five days.

The grand opening will be held Nov. 12 through 16 and the public is invited to drop in and enjoy the latest look in the world of fashion.

Free merchandise and prizes will be given away each day, the store reported, and there's no obligation for anybody to buy anything. Each afternoon at 2, there will be [illegible], coffee, cookies and soft drinks for visitors. They will be served on the main floor.

City officials have been invited to the grand opening and appropriate ceremonies will be held. Other retailers also have been invited.

Buyers have been searching the markets for the past several weeks and Ward's will show off, in sparkling surroundings, the latest in women's and girls' fashion wear.

On hand to greet visitors will be Israel M. Ward, president; Nathan A. Ward, vice president and treasurer; Lawrence J. Ward, general manager, and David Merson, sportswear buyer for the store.

That Big Mirror Tells Story of Two Friends

Have you noticed that elegant, beautifully framed Victorian mirror at Ward Bros.?

It must be almost 10 feet tall and undoubtedly is worth a considerable amount of money. But more important, there's a warm story about the mirror and how it came into the hands of Ward's which reflects the friendly atmosphere that has always been such an important part of the business.

A number of years ago Ward Bros. received a letter from Stanton B. Pomeroy of Limerick. He wrote that his mother had passed away and noted that she had loved shopping at Ward Bros. Often she had mentioned the wonderful way she was treated at the store by the courteous help.

Pomeroy was dismantling his mother's estate and offered the mirror to Ward Bros. to be enjoyed by store personnel and shoppers, in gratitude to the people who had been so kind to his mother.

Pomeroy wrote, "As you know, mother and dad spent many hours in your place of business in connection with the choosing of presents from him to her. I know they would be happy for you to accept from them as a gift a large 'plate glass' looking glass or mirror, one of their better pieces of furniture. They would, I believe, deem it very appropriate for same to be added to the tools of your trade at your store, so that such pleasure as it is capable of affording might be shared by your customers and helpful employees.

"For many years it has graced the [illegible] embellished home of my uncle-in-law, Ira H. [illegible], who was quite a lad in his day and by way of being, like yourselves, a merchantman in the old tradition.

"He was also a first cousin-in-law of one Augustus F. [illegible] (I believe the initial is correct) with whose Co., the House of Craigie, you have, I believe, done business.

"The article may well be an item for which you can find no place and if so, please feel free to devise the said without fear that the slightest offense will be taken.

"Should you care to accept it, you can at your convenience, I believe, make contact with Mr. Clarence F. Merrill who is in charge of dismantling operations at 324 College St.," he concluded.

Ward's graciously accepted the gift and it has been on display at the store. It stands elegantly at the top of the stairs to the newly-renovated Park Street facilities.

WARD'S
Ward Bros.

Discover

The New Excitement!

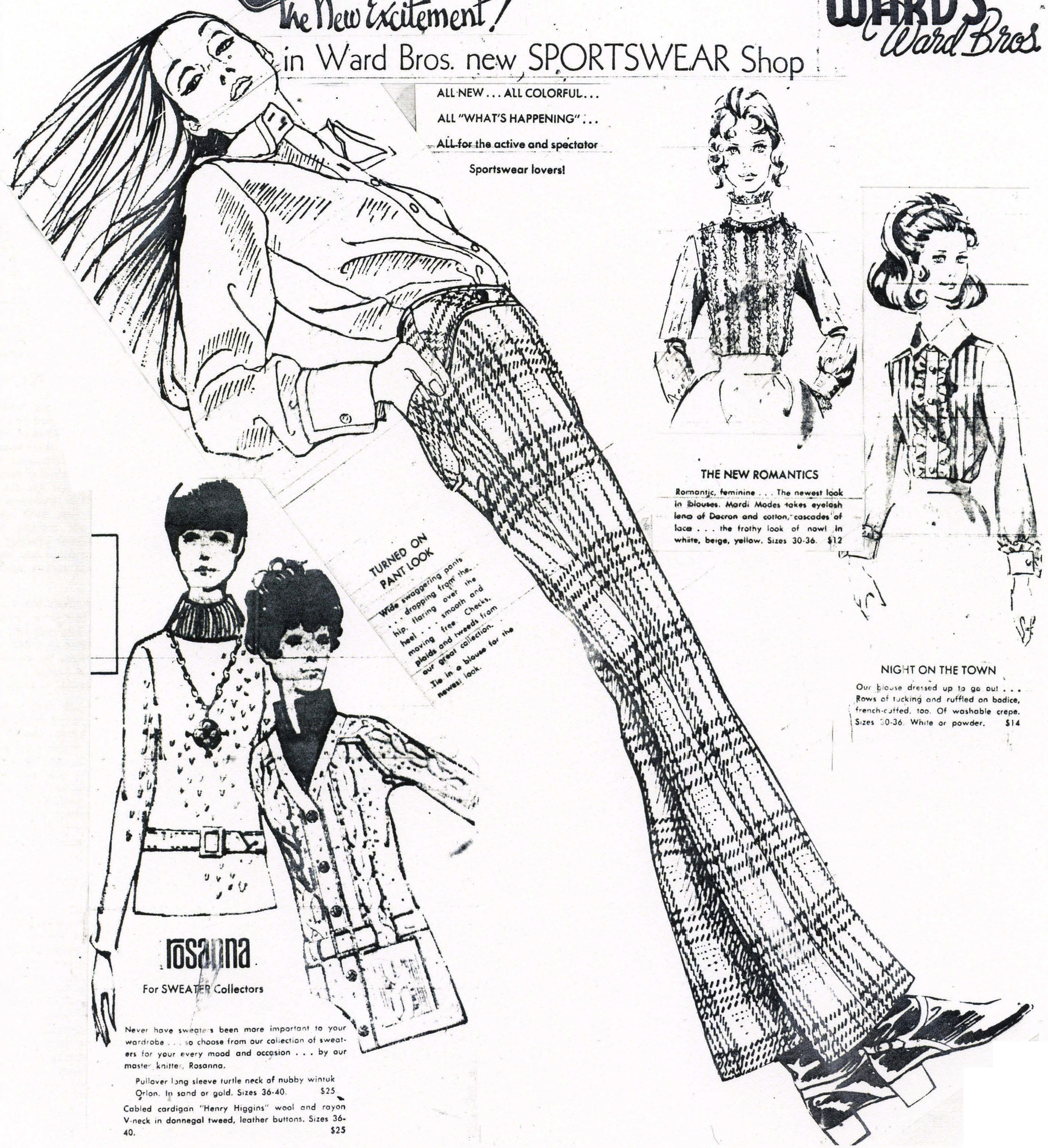
in Ward Bros. new SPORTSWEAR Shop

ALL NEW . . . ALL COLORFUL . . .

ALL "WHAT'S HAPPENING" . . .

ALL for the active and spectator

Sportswear lovers!



THE NEW ROMANTICS

Romantic, feminine . . . The newest look in blouses. Mardi Modes takes eyelash leno of Dacron and cotton, cascades of lace . . . the frothy look of now! In white, beige, yellow. Sizes 30-36. $12

TURNED ON PANT LOOK

Wide swaggering pants . . . dropping from the hip, flaring over the heel . . . smooth and moving free. Checks, plaids and tweeds from our great collection. Tie in a blouse for the newest look.

NIGHT ON THE TOWN

Our blouse dressed up to go out . . . Rows of tucking and ruffled on bodice, french-cuffed, too. Of washable crepe. Sizes 30-36. White or powder. $14

rosanna

For SWEATER Collectors

Never have sweaters been more important to your wardrobe . . . so choose from our collection of sweaters for your every mood and occasion . . . by our master knitter, Rosanna.

Pullover long sleeve turtle neck of nubby wintuk Orlon. In sand or gold. Sizes 36-40. $25

Cabled cardigan "Henry Higgins" wool and rayon V-neck in donnegal tweed, leather buttons. Sizes 36-40. $25

FURS — MAIN FASHION FLOOR

WARD'S
Ward

A Beautiful Collection of Furs

for our opening!

COME SEE THE
NEW EXCITEMENT!

Fur products labeled
to show country
of origin
of imported furs

FOR HAPPY HOLIDAYS . . . our collection of neo-classics by John Meyer with the great young look . . . the accomplished tailoring that says today.

The four button suit in Nantucket check of Navy, Kelly and White	$50
The slacks to match	$23

Both sizes 8-16

AUGUST 16, 1971
MAINE MALL STORE OPENS
Stan Lourie, Manager

Ward Bros is the first Maine-owned store to sign a lease to locate in the Maine Mall.

4 Big Arch-Type Design Show Windows For Ward Bros. Front

Over 40 Staffers To Serve Customers Quality Fashions

Ward Bros. of Maine, Lewiston, and South Portland, is recognized in the highly competitive women's fashion business as one of the nation's finest specialty stores. And now after 40 years in Lewiston, Ward Bros. is ready to open their second store in the Maine Mall, Monday, Aug. 16.

STILL VERY ACTIVE

Ward Bros. store is the story of two Maine men who are considered by customers as well as the garment trade to be two of the most successful merchants in their field in Maine. And both brothers are still very active in the daily operations of the business today. Their goal was to own and operate the finest women's specialty fashion store in the state, and in the minds of their customers, they have succeeded.

Now, they are ready to open the doors of a second Ward Bros. in the beautiful Maine Mall near Exit 7 in South Portland. There is no uestion, the Ward Brothers believe in the future of retailing in Maine.

There were three Ward Bros in the beginning, Israel, Nathan, and Milton. Israel and Nathan are very much on the scene daily in the Lewiston store. Milton, the youngest brother was killed in action in World War II. Working along with the two Ward Brothers are Larry Ward, son of Israel, and David Merson, a nephew to the brothers.

NOVEL BACKGROUNDS

Each member of the firm traveled devious routes to enter the women's fashion clothing business . Israel, known to everyone as Mr. "I." was a wireless radio operator aboard a ship following his tour of duty in World War I. Nathan, Mr. "N.", as he is known in the Lewiston store graduated from Boston University with a business administration degree. Milton, following his graduation from Bates College, received his Master's Degree in English literature from Columbia. Larry Ward graduated Lewiston High School, entered Bowdoin College; served in the 13th Air Force in the South Pacific; returned to graduate Bowdoin College in 1948, and studied in Paris at the Sorbonne. David Merson, following his graduation from Lewiston High School, entered Brown University. He served in the Army in Italy; graduated from the University of Pittsburgh School of Retailing, and joined the management force at Bloomingdales in New York City.

1st STORE

Ward Bros. opened their first store in 1929 at 72 Lisbon Street in Lewiston at the same location one of its present show windows. "The store was only 11 feet wide and 30 feet long," recalled Mr. N with a grin. "In those days, we carried both men's and women's clothing. We had one clerk besides ourself. We did all the buying, the selling, the bookkeeping, and the dusting," he said.

Today, Ward Bros. employs 85 people in the Lewiston store and it will schedule over 40 people for the Maine Mall store.

Opening a clothing store in Lewiston was Israel's idea. Having been discharged from the Army in 1919, he decided to go to Washington D. C. where he became a Civil Service Clerk in an office. His parents had wished him to return to finish his schooling. As a clerk, he was not happy so he enrolled in an evening course to learn wireless radio.

He completed the radio course and joined the Merchants Marine as "Sparks, the radio operator." After several sailings, the work became scarce and Israel decided to return to Maine, and to his parents home. He was given a job in a clothing store, Cortells, which was considered one of the finest men's and women's store of its time in Lewiston.

In the meantime, Nathan Ward graduated from B.U. He was just about to accept an accounting position with a New York based company when he was offered and accepted the assistant managership of the Boston Shoe Store's new Lewiston branch. This was in the late 20's. The stock market was spiraling and the economic boom was on the upswing.

POOR OPENING TIME

It was then that a small store became available on Lisbon Street. Both brothers had the same idea at the same time. They decided that they wanted to start their own clothing store, so in 1929, April, they opened their doors to the first customer of Ward Bros. In October, the stock market crashed.

The Ward Brothers were determined to remain in business. They continued to buy the latest fashions and sell the best quality clothing. They had no place to go. They had to stay in business.

Women still tell the Ward Brothers today about that first store at 72 Lisbon St. Many were teenagers in those days. The reputation for service, quality and style steadily grew until the store became too small to do business in a comfortable way. But there was more to the little store than size. There was something about the merchandise in the store that women never have forgotten.

Ward Bros. expanded into a store location next door vacated by the Hazzard Shoe Co. They enlarged their store and beautified the decor with new fixtures and furniture. By now, they were exclusively in the women's clothing business.

NEW SPORTSWEAR DEPT.

In 1933, Milton Ward came into the store where he created a new department, Sportswear. He never became a teacher although he had earned his degrees and certification to teach. When World War II started, Milton went into the Infantry. He was killed in action in Germany as a lieutenant in 1944.

Larry, Israel's son, entered the store in 1948 following his graduation from Bowdoin and a summer at the Sorbonne in Paris. He took over the Sportswear Dept. and soon became a full-fledged associate in the firm. Today, he is general manager of Lewiston operation.

David Merson came into Ward Bros. in 1960, following a tour of duty with the U.S. Army in Italy. He assumed the buying of Sportswear and many of the merchandising duties in the store.

STORE INNOVATIONS

Progress is the by-word at Ward Bros. There were many "first" to the store's credit. Ward Bros. in Lewiston was the first store to enlarge beyond the rear alley to provide a customer entrance on Park Street. Today, several stores have Park St. entrances. Ward Bros. was the first store in Lewiston to install fluorescent lighting, first to have a large neon sign; first to offer air-conditioning; first to own and operate their own parking lot.

Customers of Ward Bros. live everywhere. "Of course, most live in Maine," stated Larry Ward. "Hardly a day that someone doesn't call us long distance for a particular item. There are very few days when we receive no mail orders from out-of-town customers," he added.

The Ward Bros. have thought many times about expanding into other areas. "I guess we never felt that we must build a store somewhere else. Our philosophy was to stay where we are and be the best there is in that spot," commented Nathan Ward.

But then, the Maine Mall came into being.

The executives at Ward Bros. had done some extensive traveling, visiting stores of friends in covered-type malls all over the nation. There was never a question in anyone's mind that Mall Type stores are the coming thing. There was no question that the Maine Mall would be the ideal location for the Ward Bros. store in the Greater Portland Area.

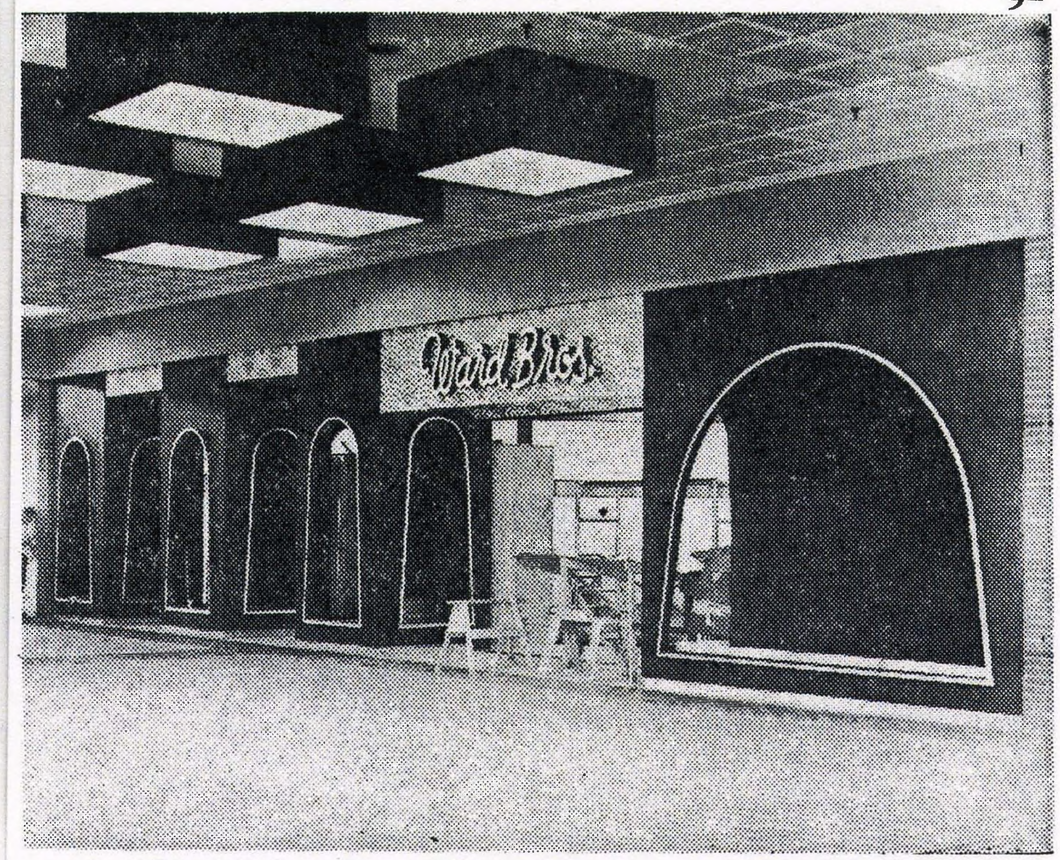
FIRST TO SIGN

The decision was unanimous. "It was just another 'first'," quipped David Merson. "Ward Bros. was the first Maine owned specialty store to sign a lease to locate in the Maine Mall."

Many people have asked where the Ward Bros. store is located inside the Mall. "The entrance to Ward Bros. is actually inside the Mall, just a few yards from Jordan Marsh," answered Mr. "I" Ward. "The store front is unique. It has four very beautiful arch-type show windows."

"The store occupies 12,450 square feet," commented Larry Ward. "Ward Bros. has spared no expense to make this store very beautiful. And to make this store very easy for women to shop in and for men to shop in, for their favorite ladies," noted Larry Ward.

Maine Sunday Telegram, August 15, 1971 9E



Distinctive Show Window Design At Ward Bros.

"The merchandise will be the usual Ward Bros. quality. The fashion styling the latest, and at prices to suit every fashion women, whatever her age," noted Mr. "I", "Ward Bros. never exaggerates" has been the theme of all advertisements since the inception."

Nathan Ward commented that the philosophy of selling Ward Bros. fashions will be same in South Portland as it is in Lewiston. "Ward Bros. always stands behind every purchase for customer satisfaction," he added.

LARGE SELECTION

The new store will have the largest selection of fashion ready to wear in the area. Customers will be able to find every type of dress for every type of occasion. Coats will range from dressy with loads of fur to casual, like the classic camel hair polo coats. Sportswear will be housed in a unique setting and will be suitable for all ages of gal and for all types of looks. The accessory department will carry fine handbags, casual and dressy; neckwear, hosiery, costume jewelry and a fine selection of the best in cosmetics and make-up. Famous brand lines will be featured.

"In other words, Ward Bros. will be able to dress a smart women from head to toe; from inside to outside," said David Merson.

Charge accounts will be invited. Ward Bros. will honor their own charge account cards as well as Mastercharge and BankAmericard. Customers desiring an account with Ward Bros. need only to ask for an application.

Stan Lourie, formerly of Lewiston, now residing in North Windham, is the Mall store manager for Ward Bros. He is a graduate of Lewiston High School. He attended Northeastern University in Boston, where he majored in retailing and marketing. During his undergraduate days, he worked at Ward Bros. in the shoe salon. Prior to coming to Ward Bros., Lourie was in the management program for the Brown Shoe Co., St. Louis. He was assigned to manage several departments in the New York Area. He is married to the former Joan Rockliss of Ventnor, New Jersey. "It's so great to be back in Maine and working for Ward Bros." commented Stan.

Stan Lourie

MAINE-OWNED

That just about sums up the Ward Bros. story. Ward Bros. is a Maine retailing firm, -owned by Maine people; employing Maine people and operated by Maine people.

Ward Bros. was recently invited to join the Fashion Stores Association, a select group of merchants who own and operate independent fashion stores around the nation. "You have to be pretty good merchants to be asked to join this Association," commented Larry Ward. "Some customers think of Ward Bros. as Saks Fifth Avenue; others as Nieman Marcus. We say we are Ward Bros. of Maine, doing what we know how to do best in the finest Maine tradition," he concluded.

READY MONDAY AT 9:30 A.M.

WARD'S
Ward Bros.

Welcome to Our New
Maine Mall Store

Some of you know us already and are our valued customers. Others have yet to make our acquaintance.

For all of you, we have endeavored to provide a modern, luxurious store that reflects the kind of store we feel you'd like to have near you.

You'll find everything for you if you are a woman....from designer dresses to the frivolity for a young junior Miss.

We look forward to meeting you, and we hope the convenience of our new Maine Mall store will prove to be of service to you and a welcome addition to the Greater Portland Community.

*Sketched: Tweed coat with Australian Opossum Collar and Cuffs . . . $195 Less 15% **

AUGUST

Sale Of Winter Coats

YOU MAY DEDUCT

15%*

FROM OUR REGULAR STOCK COATS
FUR, FUR TRIMMED, UNTRIMMED,
MAN-MADE PILE, LEATHER
(OVER $100.)

*OFFER GOOD UNTIL AUGUST 31st.

OPEN 9:30 A.M. TO 9:30 P.M. MONDAY TO SATURDAY

Fur products labeled country of origin of imported furs

Staff Photo by Wardwell sr.

ONE WAY TO GET THERE — Lewiston businessman Lawrence J. Ward skied his way to work this morning. It wasn't an easy day to drive in, what with seven inches of new snow on the ground, and the flakes still falling.

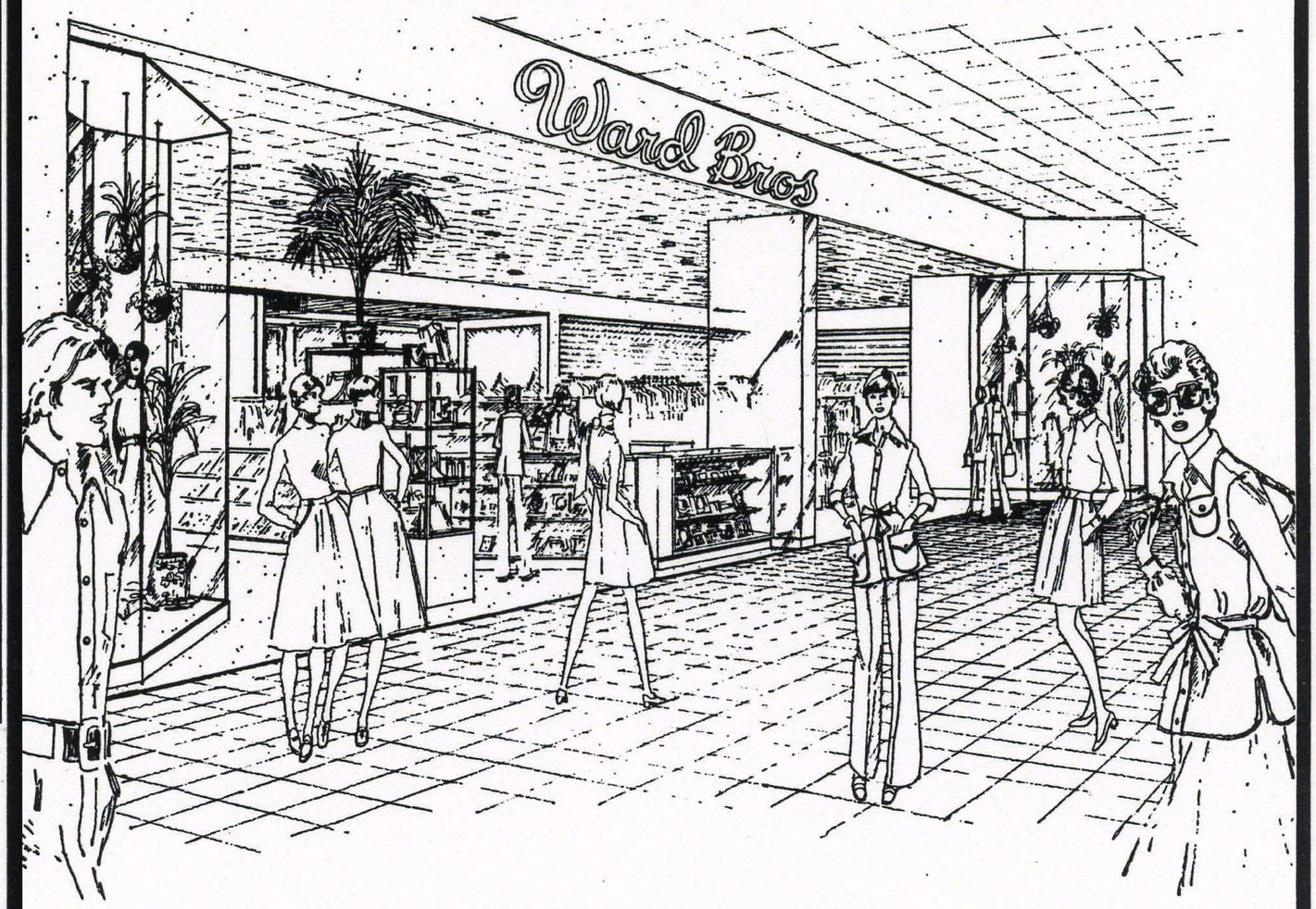
FEB 6, 1975....Larry skiis to work!

OCT, 1978.....BANGOR MALL STORE OPENS!

Downtown Lewiston Maine Mall, So. Portland Bangor Mall

WARD'S
Ward Bros.

49 Years of Fashion Leadership! . . . Now at Bangor!



We dedicate our new Bangor store to you . . .

From the small beginning at 72 Lisbon St. in Downtown Lewiston in 1929 . . . to the Maine Mall in South Portland in 1971 . . . Ward Bros. makes its Bangor debut today . . . with the best of fashion and service familiar to you.
It is to you, our customers, that we dedicate our third store. It is you who gave us the fine reputation for service, quality and selection of merchandise. For all of this we are grateful! We pledge to continue the same service and fine merchandise in our downtown Lewiston and Maine Mall stores that you are accustomed to expect.

Thank you.
Ward Bros.

It's been 50 years since Ward's opened first Lisbon Street store

Hemlines have fluctuated from ankle to thigh and back down again with each season's fashion change and showing every variance, inch by inch, for the past 50 years for Twin Cities clothing buyers has been Ward Brothers at 72 Lisbon St., Lewiston.

Keeping up with the fashion changes from one season to the next is what it's all about at Ward Bros. which, in spite of many changes in merchandising trends through the years, has remained a friendly store in a friendly community, owned by the same family and offering the same personal service it did when it emerged from a little dress shop advertised on its opening as "right opposite Music Hall" some 50 years ago.

The original store, 11 feet wide and 30 feet long with a single clerk, was a dream come true for Israel Ward who, following service with the Army during World War I had been employed at the Cortell Store for several years, all the time dreaming of some day opening a shop of his own. Israel (known as Mr. I) convinced his brothers, Milton and Nathan, to join in the family venture and, when the little store at 72 Lisbon St. was placed on the market, they decided that was their chance. So, even though in the year 1929 a business venture was a big gamble due to the economic pressures, they "took the plunge."

Nathan graduated from Edward Little High School and Boston University and planned a career in business administration in other fields before his brother talked him into joining him in the fulfillment of his dream. Nathan remained with the firm until his death in 1973.

When Milton graduated from Bates College in 1933 he went on to Columbia University, planning to make a career teaching English literature. But the family businees expanded so fast that he was asked to come back to give his brothers a helping hand, which he did until World War II during which he was killed in action in Germany in 1944.

Israel's son Larry practically "cut his teeth" in the merchandising field, starting by picking up pins off the floor, a duty assigned by his father to keep him out of the way while he worked checking stocks. Larry loved it then and he continue to feel the same. He currently operates the store along with David Merson, a nephew of the founders.

THEN AND NOW — That women's fashions go in cycles is proven by these two knit outfits, the one at the left taken from an ad run by Ward Bros. during the 25th anniversary of its founding in 1954 and the one on the right taken from the latest catalogue showing today's fashions which will be featured in the style show being presented Sunday afternoon by Ward Bros. in celebration of the golden anniversary of its founding. The style show, with dinner following, is the company's way of saying "thanks" to its many employees, both past and present.

There was a men's department when the store first opened its door but focus was later placed strictly on ladies wear, including that for the young females in the family. There are currently racks of dresses, from those moderately priced to designer's exclusives; coats, fabric and fur, leather and the popular all-weather; sportswear for all leieure time tastes; lingerie and a wide variety of accessories. "The Place" features apparel of special interest to the junior set.

Expansion hs been frequent through the years in all directions. Ward Bros. was the first store in Lewiston to take up an entire block from Lisbon through to Park Street. Expansion has included the opening of two branches in addition to the Lewiston store, still located at the original address, 72 Lisbon Street. A branch at the Maine Mall in Portland opened in 1971 and the other at the new Bangor Mall, opening in October, 1978.

Customers come from far and wide and many continue their "love affair" with the store even after moving away from the community. The customer esteem is epitomized by the gift of a beautiful heirloom mirror given to the store many years ago by Stanton B. Pomeroy following the death of his mother who had been a long-time customer of the store. The uniqueness of the gift was written up in Women's Wear Daily and the New England Apparel Register and the mirror has a place of honor in the store's decor.

Mr. Ward and Mr. Merson continue to provide the "extra" touches in customer service, including alterations, deliveries within the city limits and the ability to take out items on memo. Thie personal service, which includes the ability to call many customers by their first names, is a powerful "magnet" which first draws customers in and then continues to keep them coming.

In analyzing the changes in merchandising through the years, Ward says, "The basics are the same. People still expect the same things now as 50 years ago...quality at a reasonable price, exclusivity to some degree and customer service'" This, he says, has always been a Ward Bros. policy and remains the same after a half century in the community.

Merson says the fashion trends are like a pendulum, "swinging backward and forward but never reaching quite all the way." Most styles, he says, go "full circle." This fact stands out in a comparieon of an advertisement of knit suits which appeared in a special edition published when the store celebrated its silver anniversary 25 years ago and knits as they appear in the latest catalogue put out by the company. One in particular could have appeared in both publications and been equally timely.

Major style changes, as frequently dictated by the high faehion couturier houses in France and Italy, appear much quicker on the local scene now due to improved communications and reproduction processes.

Today's competition is very different from the early years when a merchant competed against people he knew personally. Now the competition, which is much keener, is basically against large national marketing chains.

Family members involved in the operation of the store still reside in the Twin Cities and are active in many civic organizations, including those devoted to the revitalization of the downtown Lewiston area.

The first of several special events planned in observance of this golden anniversary of the founding of Ward Bros. takes place Sunday afternoon when the two partners entertain their 173 employees and former employees, some retired and some semi-retired, along with their guests.

The special celebration, which is by invitation only, will feature a fashion presentation showing the latest fall stylee, follwed by a cocktail hour and dinner at Steckino's Restaurant.

Merson will be master of ceremonies at the fashion show for which current employes of the store will serve as models. All three stores will be represented among those modeling, including Beverly Carver, Virginia Haines, Rita Dube, Gloria Moore, Elaine Arneault, Carol Betsch, Maureen Murphy and Lise St. Jean (the last four junior models) from the Lewiston branch; Linda Gr Tate, Debra Low a Church, Portland; Groom, Maxine D Lee Ann Harriman,

Ward will pres dinner.

Special guests will and Mrs. Paul Hell Mrs. Joseph Klein a Jaffee, all of the me buying office in Nev and Heller will pr timely comments merchandising as it

Retired employes present are Laura Geneva Bradbury, I Lena Burston, Mar Emma Gauvin, Le Yvonne Libby, Ju chester, Catherir Laura Morgan, E Justine Gayton Simone Poulin, Viol and Lucille Tetu and retired are Ferna Loreta Carter, Laur Josephine Desjardi Gagne, Eudora June Lacombe, Yvonne M McGraw, Carmel C Violette, Rita Voi Wellander and Nettie

Walt Rosendahl chandising unit contr and the staff of buye in addition to Ward a are June Digney, Newco , Betsy Tit Ward, Arvilla Ha Colette Nadeau.

AUGUST, 1979...50th ANNIVERSARY

HONORED EMPLOYEE — Dodi Juneau receives a 50th anniversary pin from David Merson, left, and Lawrence Ward, co-owners of Ward Bros. Inc. Ms. Juneau, who started work at Ward's in 1933, was one of a number of employees at the Sunday evening event celebrating the ladies' clothing store's long-time success. (Staff Photo by Gray)

Tops on today's fashion scene

Ward Bros., as it celebrates the 50th anniversary of its founding, continues into its next half century keeping its customers fully aware of each new fashion trend.

Among the newest fall fashions which will be shown at a style show on Sunday afternoon presented for the present and past employes of the store and their invited guests in observance of the golden anniversary year are these very smart outfits.

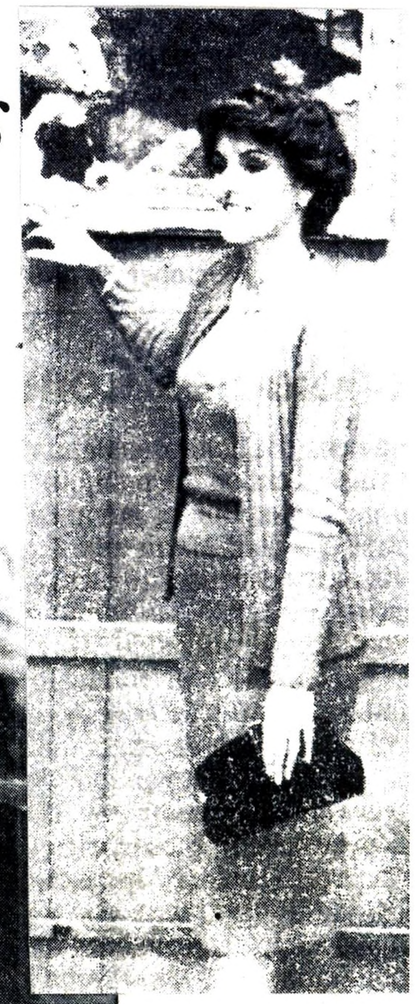
The "year of the suit" has arrived and Rita Dube, top right, also on the staff at Ward Bros., models one of the most attractive coordinates, a snappy tweed jacket and solid skirt, interestingly set off by a white ascot, belt and snap brim hat.

Coats for both warmth and looks will be a feature of the style show. At the left, Ms. Moore wears a new kind of quilting in a two-color reversible coat with stand-up collar and Ms. Dube looks very smart in a chesterfield reefer, double breasted in the new long length.

The current fashionably acceptable height of milady's hemline is, according to owner Larry Ward, "anywhere as long as it is below the knee."

The Lewiston (Maine) Daily Sun Monday, October 29, 1979

Patronesses Will Preview Forward Fashions at Membership Luncheon



FORWARD FASHIONS — Debbie Moore, top left, is happy and warm in a Bill Blass, straight-lined quilted coat of taupe edged with navy braid. Leather boots complete the look of warmth. A casual Carol Betsch, second from left, tops "His" jeans with a soft, beige wool turtleneck which she wears belted. Her casual air is emphasized with a dapper tan hat and suede, pile lined jacket by Winlet. Gini Haines, center models a sportswear knit by Jeanne Pierre. This three piece outfit of jade green consists of an A-line skirt with side seam pockets, long sleeve turtleneck topped with matching cardigan of white and jade green stripes. Second from right, Beverly Carver, shows an attractive three-piece knit suit in taupe which she wears with a turquoise silk shirt. The suit is belted and designed with the popular slit skirt effect. Knits are back and Debbie Low, far right, models an Outlander, three-piece ensemble in raspberry. (Staff photos by Wardwell)

STRICTLY ELEGANT — Rita Dube is the model and the royal blue cocktail dress by Allison Ayers has the look of silk. It is designed with a wide magenta sash and slit skirt. A matching jacket is worn over the sleeveless one piece dress designe strictly for elegance. (Staff photo by Wardwell)

PRETTY AND PRACTICAL — Norma Bryant models a one-piece knitted dress by Venise in a luscious shade of apricot. Accessories include a printed scarf and a large leather handbag.

WARD BROS.
FALL 1980

If it's new & exciting, it's at Ward Bros.!

DEC, 1982

Bring someone you love
for an evening of Christmas shopping together . . .

COUPLES NIGHT

This Thursday . . . 7 - 10 p.m.

Free Roses
to the first 50 ladies

Register
to win a $50 gift certificate

Come and be a part of a wonderful Ward Bros. tradition!
It's a very special night we've set aside
for Christmas shopping together. And its a
great chance for you to show him
exactly what you want for Christmas.

The first 50 ladies will receive a complimentary rose.
Enjoy a glass of bubbling champagne.
Free gift wrapping with every purchase. Plus, you can
register to win a $50 gift certificate we'll be giving away.
So come shop with someone you love!
This Thursday . . . Couple's night at Ward Bros.

Ward Bros.
BANGOR MALL

WARD BROS...WHERE CHRISTMAS WISHES COME TRUE

SPECIAL VALUES

on our Entire Collection of Suits for 1984!

Reg. $150 to $250.....NOW 119.99 to 199.99

There's nothing as impressive as the executive look of a suit! And right now, with special pre-season prices on all our suits, it's a very cost-efficient way of doing business! Here we've pictured two of our favorites: **A.** Our 3-piece wardrober in 100% wool by Larry Levine... jacket, skirt and pants in navy pin-stripe. (Also available in grey glen plaid.) Sizes 4 to 14. **B.** Our Donegel tweed suit with slouch blazer and slim skirt in 100% wool. Grey. Sizes 6 to 16.

Ward Bros.

DOWNTOWN LEWISTON

Of course, you may use your Ward Bros. Account or major bankcards

Open Friday and Monday nights until 8:45 p.m. PARK FREE in the lot opposite our Park St. entrance.

ADVERTISING
SEPT, 1984

Sweater Vests

This Fall You'll Put Them Over & Above All Else!

So important for fall 1984 ... sweater vests are fun-loving layers of texture and warmth. Wear them over pants ... over skirts ... over dresses. They make everything look new! Here we've pictured three of our favorites: **A.** Alberoy's side-button tabard birdseye vest in 100% acrylic. Red. Sizes S,M,L. **$25.** **B.** Geometric print wool vest by Cambridge. Grey. Sizes S,M,L. **$58.** **C.** Lambswool & angora button-front vest with mandarin collar. Choose from brown, black, grey or white. Sizes S,M,L. **$36.**

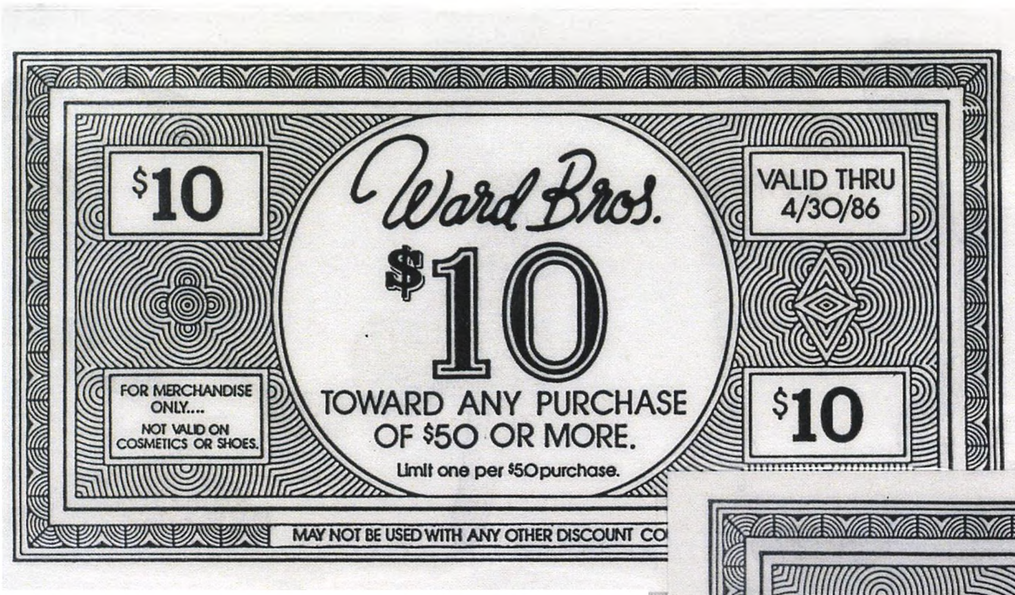
Ward Bros.

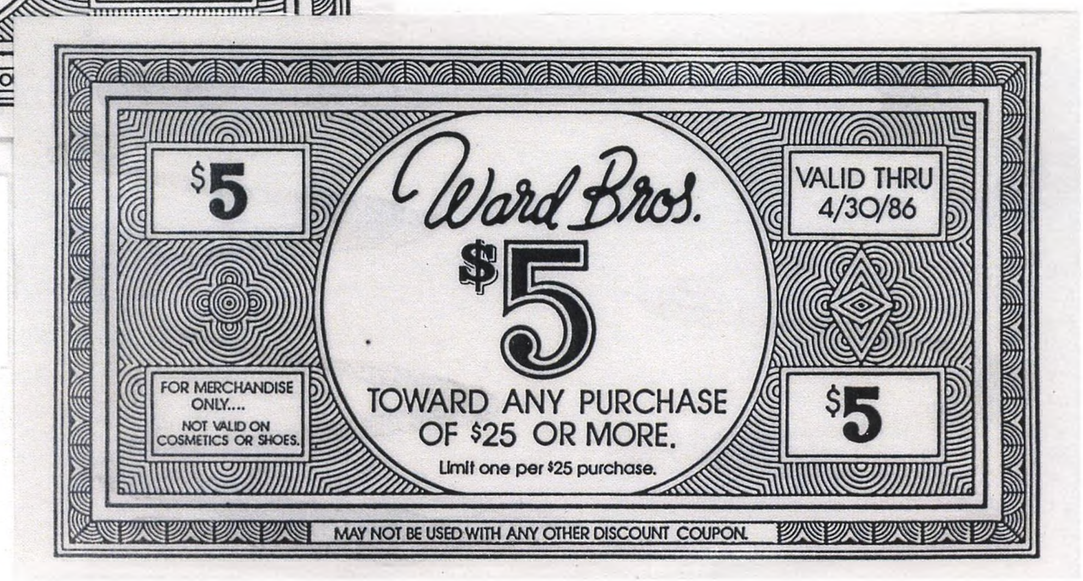
DOWNTOWN LEWISTON

Of course, you may use your Ward Bros Account or major bank cards.

Open Friday & Monday nights until 8:45 p.m. PARK FREE in the lot opposite our Park St. entrance.

OCTOBER 1985



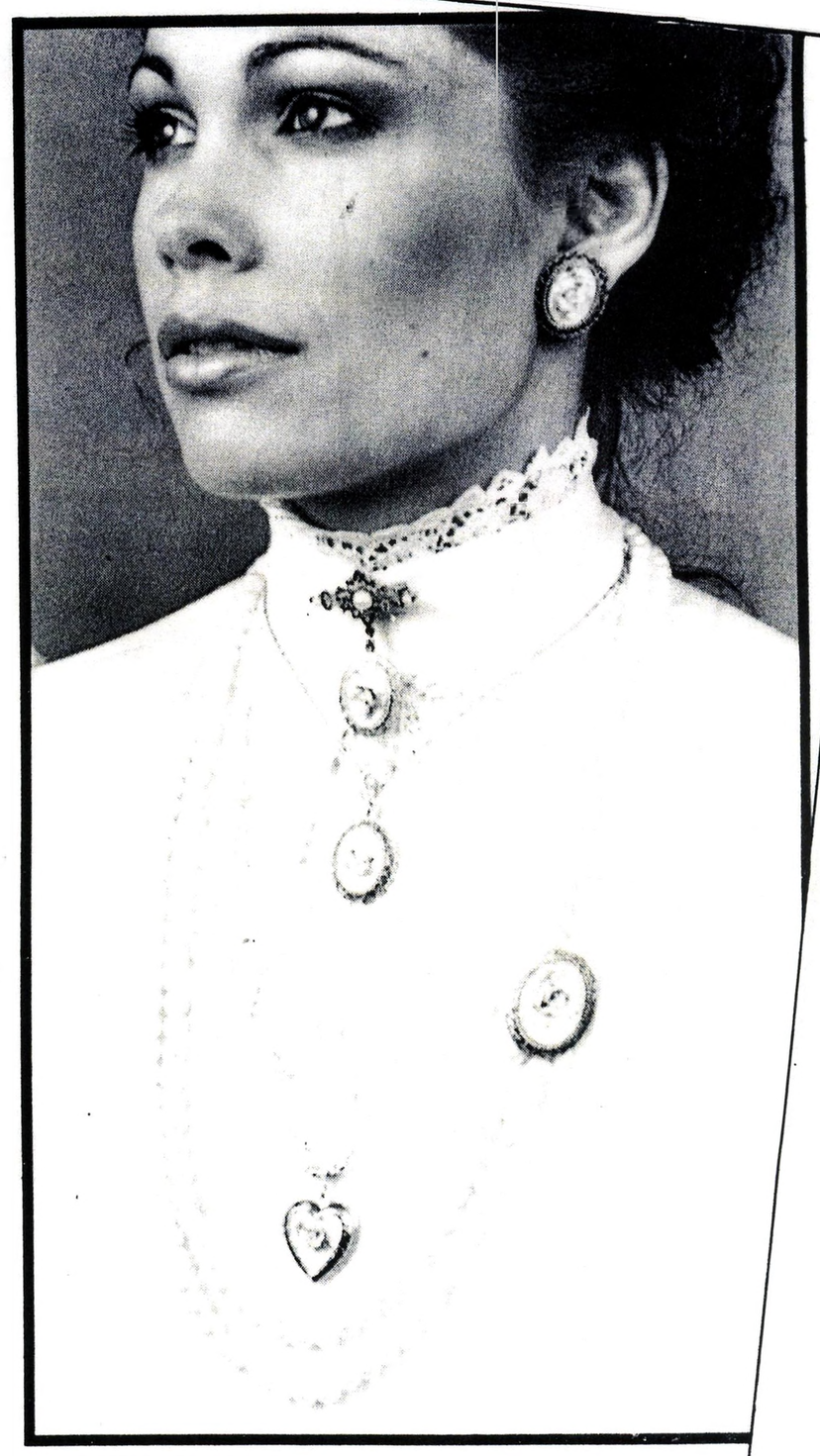


REMEMBER
WARD BROS BUCKS?
SPRING SALE, 1986

Return To Romance

Introducing 1928 Jewelry Company's

Fleur du Jour Collection.



Leading the way in spring's quest for romance is the new Fleur du Jour collection by the 1928 Jewelry Company. Designed from original antiques, this collection features pale pink hand sculptured porcelain roses framed with pastel cloisonne enamel...accented with pearls and antique gold. Shown:

Earrings, 20.00 Filigree Pendant, 16.50
Fob Pin, 18.50 Heart Locket, 22.50
Double Pearl Strands, 42.50

You're Invited!

THIS SATURDAY....10 a.m.-4 p.m.

A Special Showing
of our 1928 Jewelry Collection
at our Downtown Lewiston store.

MEET CATHY LATWIS,
1928 Jewelry Company Representative.
She'll show you fascinating ways to
coordinate your new jewelry to your wardrobe.

A GIFT FOR YOU!!
With any 1928 Jewelry purchase of $15
or more...during our special showing only.
While supplies last.

Ward Bros.
DOWNTOWN LEWISTON

Of course, you may use your Ward Bros. Account or major bank cards.

Park FREE in the lot opposite our Park St. entrance.

APRIL, 1987

'eep this brochure handy for easy reference.)

Ward Bros.

1987 Fur Event Schedule

(All dates are Thursday, Friday & Saturday ...with a special Sunday Event on Dec. 6th at the Maine Mall.)

SEPTEMBER EVENTS

10th, 11th, 12th.....Maine Mall
17th, 18th, 19th.....Bangor Mall

OCTOBER EVENTS

22nd, 23rd, 24th.....Lewiston
29th, 30th, 31st.....Maine Mall

NOVEMBER EVENT

12th, 13th, 14th.....Bangor Mall

DECEMBER EVENT

3rd, 4th, 5th, 6th.....Maine Mall
(Dec. 6th, Sunday: 12 noon to 5 p.m.)

Maine Mall store open every evening 'till 9:30.
Bangor Mall store open every evening 'till 9 pm.
Downtown Lewiston store open Friday evenings 'till 8:45 pm.

FOR A PERSONAL APPOINTMENT OR FOR MORE INFORMATION PLEASE PHONE

Toll Free in Maine Only: 1-800-482-9635

Maine Mall 775-4101 Lewiston 784-7371 Bangor Mall 947-6181

Save 20% & More

JACKETS—STROLLERS—COATS
—REVERSIBLES—

- Over 150 Furs to choose from!
- The Newest Breathtaking Furs... Natural Mink, Natural and Dyed Foxes, Raccoons, Opossum, Muskrat, Coyote, Beaver ...Plus Quality Rabbits.
- All Ward Bros Furs are first Quality ...contemporary and traditional styling.
- Our Expert Furrier, Rita Voisine, will be on hand for fittings.
- Free alterations on new purchases.
- Initials or Monogram at no extra charge.
- Convenient Extended Credit Terms on all new fur purchases.
- We'll be happy to accept special orders & requests.
- Of course, you may use your Ward Bros Account or major bank cards!

All Fur Products Labeled to Show Country of Origin

Watch for our ads in the Portland, Bangor and Lewiston Newspapers...and on TV stations WCSH, Channel 6, in Portland & WLBZ, Channel 2, in Bangor.

Chambray & Denim

because even on the weekends
you want to look terrific!

Its time to relax! So put on our chambray shirt & **denim suspender jeans and add** your high-top sneakers. Now you're ready for fun! Our country-soft cotton wrinkle chambray shirt in S, M, L. **$26.** Indigo denim 5-pocket jean with red paisley print suspenders, sizes 3 to 13. **$32.**

Ward Bros.

DOWNTOWN LEWISTON

NOV-DEC, 1986
WARD BROS
HOLIDAY BEAR

7.50
with any $75 purchase

Fund-raising bears

Ward Bros. of Lewiston has donated two 4- by 4-foot white bears, dressed in Christmas jerseys and hats, to the YWCA and St. Mary's Hospital to be used to raise funds for special projects within each organization. From left are Ward President Lawrence Ward, YWCA Vice President Ann Gould and St. Mary's Vice President Barbara Trafton. St. Mary's bear will be raffled off, and tickets are available at the hospital and at Ward Bros. Plans for the fund-raising project for the YWCA will be announced soon.

Ward Bros.

58 ANNIVERSARY SALE

OCTOBER, 1987

NOV-DEC. 1987
POINSETTER
$12
with any $75 purchase

WARD BROS. CREDIT PLATES THROUGH THE YEARS

The first Ward Bros. credit plates were made of cardboard and were renewed each year.

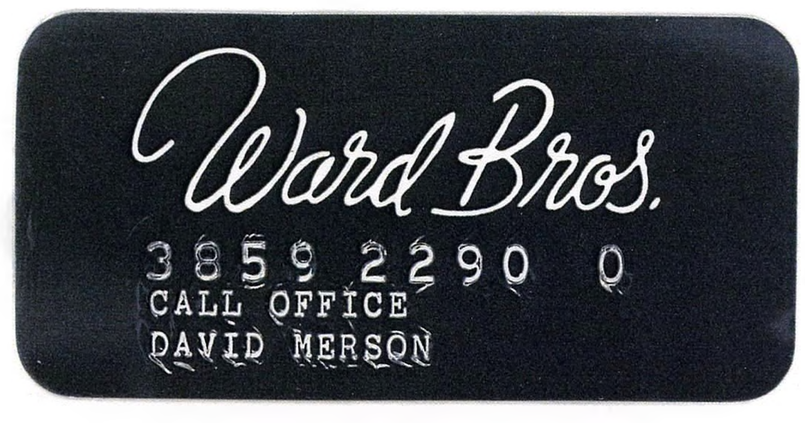
Next came plates made of metal and the office no longer had to issue a new one every year. This saved a lot of time.

Along came the age of plastic. The first plastic plates had an"R" for revolving accounts and were plain for 30 day accounts.

Then the white plates with green toppers came into existance and the designation for revolving accounts was removed.

With the age of computers came the existing charge plate complete with numbers. The customers' address no longer appears on the plate, again saving the office from issueing a new plate every time a customer moves. The new plates are coded so that the sales associates know when it is necessary to call the office for approval of credit.

A Ward Bros. credit plate is still a sign of prestige and WardBros. is still Maines Leading Specialty Shop.



WARD BROS "FIRSTS"

Ward Bros was the FIRST store in Lewiston to enlarge beyond the rear alley to provide customer entrance on Park St.

Ward Bros was the FIRST store in Maine to install fluorescent lighting.

Ward Bros was the First store in Maine to have a large neon sign.

Ward Bros was the FIRST store in Maine to offer air conditioning.

Ward Bros was the FIRST store in Maine to own & operate their own parking lot.

Ward Bros was the FIRST Maine-owned specialty store to sign a lease to locate in the Maine Mall.

FAMOUS WARD BROS SLOGANS & SAYINGS

Ward Bros Do Not Exaggerate.

It's Nice To Be Important, But It's More Important To Be Nice.

Maine's Leading Women's Fashion Specialty Store.

WARD BROS BUYERS AND MANAGERS
PAST AND PRESENT

SPORTSWEAR
Larry Ward
David Merson
Terry Tardiff
Betsey Titas
Sandy Moio
Lynn Frank
Ellen LaFerriere
Diane Therriault

LINGERIE
Regina Levesque
Norm Roy
Ethel Brown
Viola Rodrigue
Jane Orestis
Marion Caron
Joan Lasky
Karen Roy
Arvilla Harmon
Gini Haines asst.

BOOKKEEPING
Barbara McCormick
Ida Levin
Jeannette Tibbetts
Bea Bouffard
Lillian McKenney
Gloria Moore
Chris Conologue
Bea Bouffard

VISUAL MERCHANDISING
Tom Mann
Ray Fink
Bill Risho
Dick Harvey

STOCK ROOM
Arnold Lelansky

SHOES
Larry Purcell
Ross Lamare
Art Chavanelle
Dick Drumm
Rick Frame
Greg Millett
Alan Creighton
Idee Crowley

DRESSES
Regina Levesque
June Digney
Florence Newcomb
Colette Nadeau
Elaine Arneault asst.

CHILDRENS
Louise Hayden
Colete Nadeau

ACCESSORIES
Terry Tardiff
Norm Roy
Larry Burningham
Kate Osler
Joanne Gosselin
Sandy Ward
Lorine Ryder
Kathie Gray asst.

CREDIT
Dodi Juneau
Walt Rosendahl
Stell Asselyn

STOCK CONTROL
Walt Rosendahl
Vicki Wadsworth

ADVERTISING
David Merson
Kim Dennison
Bob Caligary
Gayle Manzer

COATS & SUITS
Larry Ward

HATS
Blanche Gauvin
Simone Gilbert

ALTERATIONS
Justine Gayton
Isabelle Houde

BIBI THOMPSON

Bibi was our Ward Bros "face" from 1982 thru 1986. Late in 1981 we decided to produce our own TV commercials & we were looking for someone to project the Ward Bros image. Thru WCSH, we discovered Bibi & decided to use her in our TV commercials. Thruogh the years, she not only became the pivoting point for all our TV commercials...but she also was our lead model in our fashion shows where she helped with the choreography. Bibi is a dancer & instructor. She is the wife of Fred Thompson, the general manager of WCSH-TV.

"The Faces" of Ward Bros.

JOYCE TURNBULL

Joyce began modeling in our TV commercials in 1983. She was also a terrific asset to our fashion shows & was a great photo model. A few years later she joined Ward Bros as an employee of the Maine Mall store. She conducted numerous career and "how to dress" seminars. Her husband is a navigator & was stationed at Brunswick Naval Air Station. In 1986 Joyce & her family left the USA for a year's tour of duty in Spain.

DEBBIE SULLIVAN

Stan discovered Debbie for us when came into the Maine Mall store. Debbie has modeled in a number of our TV commercials & did some photography modeling for brochures & newspaper ads. Debbie owned her own computer training company & has since joined Mark Stimpson Real Estate Co as a commercial real estate sales person.

LIZ ROSENE

Liz first modeled for us in 1986. She has been in numerous TV commercials & newspaper ads for Ward Bros. She has also modeled in our fashion shows. Liz is very versatile. She can be very sophisticated...or very "junior". She is always "up" & adds alot of personality to everything she does. Liz is from Texas & now lives in Lisbon Falls with her two girls & husband. Her husband is stationed at Brunswick Naval Air Station.

OCTOBER 23, 1987

Ward Bros. stores sold

Name, policies to be retained

By Kenneth Z. Chutchian
Sun staff writer

LEWISTON — The long-rumored sale of Ward Bros. Inc., one of Maine's leading women's fashion specialty stores for more than 57 years, is official.

Lawrence J. Ward told The Sun Thursday the deal with Draw Inc., a group headed by Fred Hitchins of Yarmouth,was consummated on Monday. Terms of the sale were not disclosed.

The Ward name will be retained for all three stores in Lewiston, South Portland and Bangor. Lawrence Ward will stay aboard as manager until Jan. 1, 1988, for the transition purposes, while his partner, David Merson, "will stay on longer" for the same reason, Ward said.

"What's been sold is Ward Bros., its policies, its people, everything," Ward said in a brief interview Thursday night. "This is not a merger. It's a continuation of our services."

"It was time," Ward said when asked why he sold. "I'm 63 years old."

Joining Hitchins as the directors of Draw, Inc. are Terence Nadeau and Stephen Griswold, both of Freeport.

Griswold and Nadeau are both officers in Shelter Group Inc., Lewiston's largest taxpayer.

"I expect to see interesting things from them," Ward said.

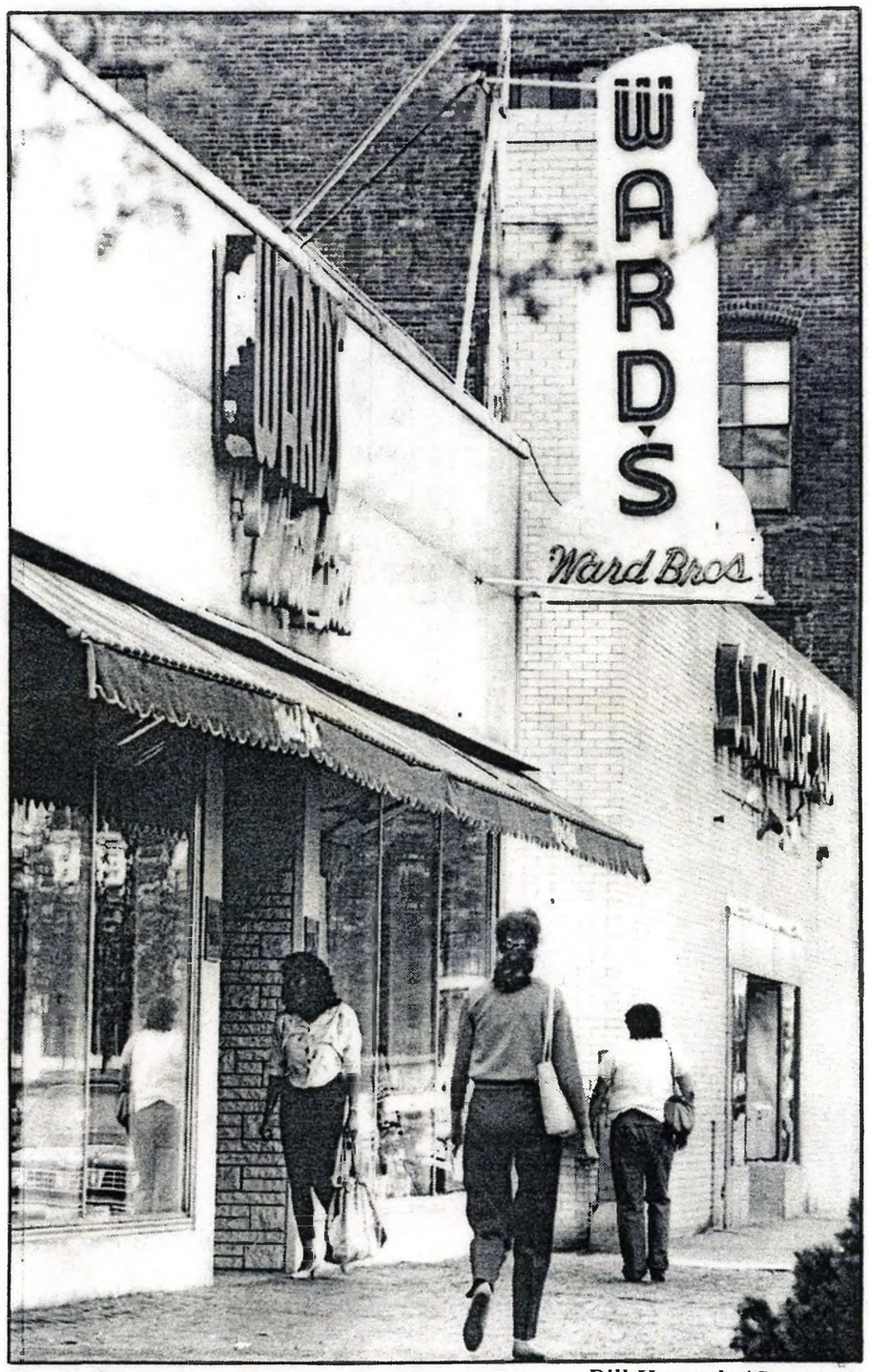
"There just aren't too many Maine-owned independent specialty stores that sell the quality and variety of fashions that Ward Bros. does," Griswold said in a prepared statement. "With Fred Hitchins as its president, I see Ward Bros. continuing to be a leader in fashions and in more locations as time goes on."

Efforts to reach Hitchins, a former vice president and chief executive officer of the Empire retail chain throughout New England, were unsuccessful Thursday night.

"It gives me a great pleasure to know that Ward Bros. will continue to be a dominant force in fashions for women who enjoy quality merchandise and fine service," Ward said in a prepared statement. "It pleases me to know that Mr. Fred Hitchins plans to operate the stores with the same managers and personnel and with the same store policies that have been a hallmark of Ward Bros. for over five decades in Maine."

Ward Bros. was founded in Lewiston in 1929 by Lawrence Ward's father, Israel Ward, and David Merson's uncle, Nathan Merson. Lawrence Ward joined the firm in 1948 after serving in the U.S. Air Force during World Ward II and after graduating from Bowdoin College in 1948. He served as president of the Maine Merchants Association in 1981-1982 and as director of the MMA since 1952.

Merson graduated from Brown University, served in the armed forces in Italy and receied a merchandising degree from the University of Pittsburgh School of Retailing. He was employed at Bloomingdale's in New York City prior to joining Ward Bros.



Park Street entrance to Ward Bros. Bill Kennedy/*Sun staff*

Ward Bros
memories f

By Jennifer Sullivan
Sun staff writer

LEWISTON — Ward Bros., the upscale women's department store that is a Lisbon Street landmark, has been sold to a local development firm, but it will always be a big part of downtown's history.

Ward Bros.'s reputation for offering classy, quality clothing at reasonable prices hasn't changed since Israel Ward persuaded his brother, Nathan, to join him in an 11-by-30 foot store at Lisbon St. 58 years ago. Eventually a third brother, Milton, joined the business. Israel's son and the store's present owner, Lawrence J., began his career with the company as a child, picking up pins as he followed his father around.

The store's success has proven both a tribute to fashion savvy and to sound business acumen. It's all summed up in the slogan that became famous in the 1940s: "We Ward Brothers do not exaggerate."

At the height of Lisbon Street's shopping heyday, when Lewiston was Maine's shopping center, Ward Bros. was a place to see and to be seen. Customers from throughout New England and Canada flocked to its chic clothing racks, and it was as important to be well dressed while shopping there as it was to buy beautiful clothes there.

Shopping at Ward Bros. didn't mean the casual lunch-hour browse then. Shopping there was an event.

Israel and Nathan, who became known throughout Maine as "Mr. I" and "Mr. N," opened their tiny store in 1929, just six months before the stock market crashed. But that didn't matter to the Wards, because they had nothing to lose. Everything they had was invested in their business — a business that would expand four times over the next 18 years and employ 70 people by 1947.

Theirs doesn't sound like an unusual success story, until you consider the backgrounds of the local boys who became business barons: Israel, the military radio man; Nathan, the accountant; Milton, the Ivy League graduate whose love was English literature; and Larry, who flew 40 bomber missions in World War II before graduating from Bowdoin College in 1948 and then studying French at the Sorbonne.

When Ward Bros. opened, both men's and women's

. stores up
or Lewiston

clothes were sold. But the brothers eventually found that when it came to clothing, women tended to be more faithful customers. Eventually, women's wear became their most important item. Expansion provided room for lingerie, formal and bridal gowns, and of course, Ward's famous furs.

In 1941, the store was expanded — a celebration marked by the performance of a local orchestra — to include the large central staircase still in place today. The stairs seemed to invite loitering, the Lewiston Journal wrote, "and we foresee them as a peacock-parade perch."

As Ward Bros. grew, so did its reputation for elegance. It was the first department store in Maine to use flourescent lighting for displays, and the first to install a new convenience known as air conditioning. Vanity tables lined one aisle, filled with women trying on the latest hats. Ladies basked in the undivided attention from sales clerks that the store was known for.

Even husbands didn't mind waiting for their wives, the Journal reported, because of the plush divans and the restful pink and gray color scheme. In short, Ward Bros. was as close to a Paris couturier as Maine's most fashionable women could get. Shopping at Ward's was like having a design show in your living room.

But the Wards weren't as frivolous as the fashions. They continued to plow all of their profits back into the business. Government regulations prevented them from expanding further during World War II, but by 1946, the brothers were again able to enlarge their store. This time, it stretched the entire width of the block, and had a new entrance on Park Street.

At the same time, the Wards had a New York headquarters. There they kept tabs on the latest trends.

And that kind of service, says Lawrence Ward, isn't going to change.

"What's been sold is Ward Bros., its policies, its people, everything," he said in a brief interview Thursday night. "This is not a merger. It's a continuation of our services."

"It was time," he said when asked why he sold. "I'm 63 years old."

WE REMEMBER WHEN...

November 1987

Dear David,

As the negotiations come to a climax, the final papers are signed and Ward Bros. is no longer a part of the Ward Family, no longer operated by a Ward brother, son or nephew, we look back over these busy, happy, involved years and reminisce about the good and bad, the highs and lows, the many people who have come and gone, some forever.

Surely, the lowest and saddest of times were when Nathan and Israel and your parents left us, and yet those seemed to be the times when all the people at the store drew closer together and became a part of the extended Ward Family, the most treasured aspect of your business life.

The happiest moments have surely been our marriage and the birth of our three children and Jeffrey. (Sandy, Michael and Peter beat me onto the scene.) I remember bringing each of the babies in to meet everyone for the first time. And if I had a nickel for each time someone said, "My, haven't they grown," then wouldn't I be rich! But, we've always been rich in having all those friends willing to admire our growing family.

You've worked hard and long hours and spent so many, many days away from home. It seemed you were always away during some crisis or other. The furnace breaking down in the middle of the night, the car battery dying while I was at MacDonalds with the kids on a bitterly cold winter night, the colds and bellyaches and doctor's appointments and household disasters. You were home for the chicken pox, though. We can't forget that too easily.

I could always count on you coming home, usually in the snow, usually late at night, sometimes not making it quite home, but parking in a snowdrift in the middle of Brooks Avenue or in the neighbor's drive just down the hill on Hawthorne Place. And if it wasn't winter, and there was no snow, then it was the fog. Remember, not very long ago, when I went to pick you up in Portland and your plane couldn't land. I came home alone in the fog at 1:00 A.M. and I thought for sure you would spend the night in Boston, but no, you managed to get Andrea to bring you your car and you drove home arriving at 4:00 A.M. with Lynn, nine months pregnant at the time in tow. That time I had company in my annoyance. Bob Frank told me the true story. It was you who insisted on coming home that night, not Lynn, as you told it. Any amount of griping on my part never changed your stubborn ways.

And there were the pre-Christmas days and weary nights, the last minute deliveries, the total exhaustion. And the year of the Computer; let's not forget that year of the late dinners and late billings.

And so, we will leave some of these events behind with no regrets and wish Fred good luck in his perpetuation of the Ward Bros. legacy. He has energy, enthusiasm and youth, all necessary ingredients. It will be interesting and exciting to watch Ward Bros. grow and change and succeed to new heights.

Meantime, we look forward to some changes in our lives, meeting new people, doing new things, but knowing that there is a place we can come home to, and a sales staff beyond compare. After all, I trained each one how to sell to the difficult customer personally, each and everytime I bought something. I'll never be able to replace the service and attention I received here anywhere. Learning to shop in another store may be the most traumatic change of my life.

We still have a number of months to go, to sever the ties gently and slowly, but I hope never completely.

To the future,

Joyce

Dear Dad,

Remember when Andrea and I used to explore the cellar and Teri was horrified because of the mice--or was it rats?

Remember when Mom used to take me to the store and then out to feed the pigeons? Now you will be able to go with her!

Remember when the store got its first xerox machine? That was amazing.

Remember how we watched parades from the sidewalk on Lisbon Street. Once you had someone from the store take care of me and I convinced her to buy me a balloon even though you said I couldn't have one. Boy, were you angry. You're not still mad at me for that are you?

Remember how I did aerobics to "Let's Get Physical" for hours on end. I don't hold it against you.

Remember when the Three Sisters was in business and we'd go out on a Saturday afternoon and make faces at Colette at another booth?

Remember when I took Vickie's place and it took me a full day to do about one eighth of her work?

Remember the year I worked at Cash-wrap on Saturday mornings until 11:30? I thought that from 11:25 until 11:30 was about as long as the Pleistocene.

Do you remember the first time Mom complained about clothes? Me either!!!

When you spend a lot of time somewhere, particulars seem to blur. Mostly, I remember embarrassing things. I can remember giggling. You always had such a messy desk and you never turn off your calculator. I guess you're always sure you'll be back. I suppose that's what it's like when a place isn't just a work place.

You know how nice everyone has been to us for at least 23 years because you were the boss and I was your daughter? I hope they are still nice to us. I have a suspicion they will be.

Love,

Martha

November 1987

Hi Dad! I remember when...

I sit at a very large cluttered desk. My feet dangle and do not even come close to the ground, large boxes at my fingertips, a jar of rubber bands to my right. The room has fewer lights on than usual and the silken blouses, corduroys and jeans further shadow my work.

I dip my underdeveloped, overly pudgy fingers into one of the large boxes and extract my hand which carefully clutches numerous tickets. Slowly but surely, I sort the unorganized mass of tickets by color; green in one pile, gold in another, white in the next. Then I subdivide these piles by number. I don't understand the numbers, but I place all the same ones together. I feel so important sitting at the desk behind the sportswear counter. Very carefully, I take each pile and insure its safety by wrapping it with a rubber band. Mom is trying on clothes, skirts and shirts with big colorul flowers on them. I finish my work and yell, "Dad! Can I go play now?"

I run off, hiding in the shadows against the walls, running up and down all the secret staircases. Darkness is on my side, although it scares me to death and I jump out of my skin when Martha ambushes me from behind the wooden door in the alley which leads to the dressing rooms, and yells, "BOO!" I crawl in and out of all the oversized clothes until Mom is done trying on all those new outfits for Florida.

A faraway yell carries throughout the store and invades my hiding place; the secret maze within the jewelry counters where I can't see over the tops of all the glass cases filled with jewelry which I dream I will wear one day.

In later years, I will cast my younger sibling into the unknown realms of the jewelry counter maze, and scare him in the nooks and crannies, but now, the yell comes again and I know it is time to leave my ticket-counting responsibilities and the huge playhouse to go home for Sunday lunch.

Can I still come and play there? Please.

Love and kisses from faraway,

The One & Only Andrea

Nov. 25, 1987

Dear Dad,

I am sure that you will agree when I say that there have been many good times spent at Ward Brothers. The first thing that I can remember were the times we went on Sundays. Andrea would guide me down a long passage way with only a faint red light at the end, and she would trap me inside the jewelry counter because I couldn't see over the display windows. The other recollections I have are of Jeff making me go down the clothes elevator, and having so much fun with the adding machine. I can always remember you giving me a pad of paper and telling me to draw. But not all things change. I can remember just last year walking to the store from the library and sharing a Twinkees with you. Even then you gave me a pad of paper and told me to draw. And I know that if I went to the store now you would do the same thing. Maybe what I am trying to say is that I know what ever happens nothing will really change. You will always be the same loving father who gave me the pad of paper and told me to draw.

Love,

Gary

Gary

MY TRAVELS WITH DAVID MERSON

by Stan Lourie

It was 1970. I was living in New York. David & Larry were planning the opening of their new store in the Maine Mall. We had talked on the phone about my new career as store manager of the new Maine Mall store. David called and wanted Joan & I To meet him in New York City for dinner at Benihani of Tokyo. At this restaurant, all tables seat 8...and since we were only a party of 3, we ended up sitting with other people. David & I began discussing business. There was a woman seated next to David. After about 5 drinks, she finds David interesting. She starts interupting our discussion. David trys to be polite & cool. David tries to keep our conversation going. She keeps interrupting. David's still polite...but is getting annoyed. She starts leaning on him. David turns red. Then she spills her coffee all over him. So much for our interview!

It was the early 1970's...the end of the "HIPPIE era". I was in New York with David, staying at the New York Hilton. Like we did so many times, we had an early dinner & then shopped the windows on 5th Avenue. There we were, in business suits, studying the windows.....when a man in army fatigues darts across the street ...comes right up to us, shoulder to shoulder with David.... looks him right in the eye.....reaches in his jacket....pulls out a green pepper 7 says: "WANNA BUY A GREEN PEPPER?" David smiles and says politely: "No thank you." The guy looks angry & says: "You got somethin against green peppers?" We started walking briskly!

When I think of David, I always think of all of the unreasonable customers that have asked for refunds on items of great age! It is one of his pet peaves. How often has he shook his head and given a refund anyway? But.....you should hear him afterwards!

Rita Voisine

I recall a time when I went to lunch with Millie Donovan. We went to Steckinos and ran into Millie's husband and a friend of his. They asked us to join them. We sat down even though they had finished their meal. They had had two bottles of beer each and the bottles were still on the table. After a few minutes, the men decided to leave. After they were gone, as luck would have it, all things running true to form, in walked David. He sees Millie and myself, sitting at the table with the four beer bottles as companions! He is just like Alfred Hitchcock, he always makes a cameo appearance!

Gini Haines

Dear Larry and David,

In the grand scheme of things, I'm a relative newcomer. I don't think though, that it takes twenty years to develop strong feelings of respect and admiration for two such people as you.

Those feelings started with my very first contact with Ward Brothers, when I got a frantic call from my mother to my home in St. Louis, Mo. "There's an ad in the newspaper! They need a manager at Ward Brothers! Call them! Write them! It's the nicest store at the mall! Call them! She had definate feelings towards Wards.

So I did as my mother said and sent my resume that day and called a couple of days later. You must remember that my experience was at a department store where the president of the store thought my name was "Brickhead." I was therefore very impressed when my inquiry about the position was answered by Larry Ward himself.

My interview was a trip in itself! I felt like I was on trial, which I guess I was, but....Larry, David and Stan took me upstairs in the lunchroom. They all sat on one side of the table and I sat on the other, all by myself.

I feel that getting my position at Wards was a stroke of luck and I feel that working with you both has been an honor and an enjoyable privilege. I wish for you both all the best and that your future endeavors be fruitful and enjoyable.

All The Best,

Jane

Jane Birkhead

Did you ever notice how David suddenly appeared...just at that moment when you said or did something you'd really rather he didn't see or hear! His timing was impeccable!

It was the summer of 1987. Gini & I were shooting photos for the fur brochure with our model, Debbie Sullivan. It had been a long morning. We were all tired. The lights were hot & Debbie was feeling faint. And the fur wasn't cooperating! We were trying to show the Ward Bros label as Debbie draped the coat over her shoulders. I'd fix it. It wouldn't look right. I'd fix it again. Still not right! I had Debbie take off the coat...& I shook it out. She put it back on & I'd fix it again. Now the lighting's not right. Gini fixes it. I fix the coat again. Debbie's getting hotter... feeling faint. And the coat still doesn't look right. I try to fix it. It doesn't work. Debbie takes off the coat. I take the coat...& in total frustration...let out a muffled scream as I throw the fur against the nearest wall...JUST AS DAVID WALKS IN THE ROOM! Perfect timing, David!

Gayle Manzer

Dick Harvey & I were looking for a rack for the lingerie department. The rack had been downstairs in the basement next to the accessory office. Kate Osler was the Accessory Buyer at the time. Kate was always doing something funny & a few days before had taken a ride down the freight shoot, much to her embarassment. (She was walking back to her office, reading her mail, & didn't notice that the freight shoot was down, covering the stairs. She stepped on it, fell, & slid all the way down to her office! Unhurt, but totally embarassed) Dick & I figured this was a great opportunity to harass Kate! We were in the neighborhood, why not? From the top of the stairs we yelled: "Hey Clutz, are you down there? We're going to slide right down to see you!" I opened the door to her office, walked in, "Hey, Kate...." Just then I noticed David standing back in the corner of her office. He wasn't smiling...I did a quick about-face. I passed Dick who was still intent on giving Kate a hard time. He hadn't seen David yet. "Hey, Kate, how's...." OOPS! He sees David. He does an about-face & quietly closes the door. We both tip-toed up the stairs... and never did get the rack we were after in the first place.

Gini Haines

One day at Christmas time I was walking thru the lingerie stock room. As I turned the corner by the water cooler, I literally ran into David! I screamed. David nearly jumped out of his skin! We both turned a little red...then went on our ways.

NAN COTE

Nannette Cote

I remember on time when David came home from college during inventory. Of all places to send him, someone decided to send him up to the lingerie department to help count stock. We put him to work right away....counting panties. He didn't have much to say about the situation, but I still chuckle when I think about it.

Geneva Bradbury

I remember when David first worked in the store. I think he must have been in high school at the time. At that time the stock room was up stairs over lingerie where the kitchen is now. On at least one occasion, David was sitting back with his feet up on the rail that surrounds the stairway. Uncle Nathan came up over the stairs and greeted him with "haven't you got something you could be doing?" Sound familiar?

Arnold Lelansky

Arnold Lelansky

I recall a lot of funny things happening at the store. One time, the girls in the sportswear office pulled a good one on David. It was April Fools Day and they decided to have a little fun. They taped the button down on his phone so that when he answered it, it just kept on ringing. As I recall, he wasn't overjoyed with the situation but knew who was responsible. They had to go clean up what they had done.

On another occasion, Martha was in the store looking for David and Gary. Rather than call his office, she paged "David and Gary Merson to cashwrap Immediately. He was there immediately alright!

Rita Simoneau

A short time ago, while in New York, I was to meet Diane and Ellen at David and Larrys apartment where they would be staying that night. Larry and David had spent the previous night there and David had come to pick up his luggage and call a cab to take him to the airport. In the course of conversation, he said that his back hurt from sleeping on the couch the previous night. I asked why he slept on the couch when there were two beds in the bedroom. He explained, that he and Larry both snore and on those occasions when they are both in New York at the same time, whoever gets in first at night, gets the bedroom!

Colette Nadeau

Why is it, David, that your idea of a fun night out on the town in New York City is to go and look at the store windows?

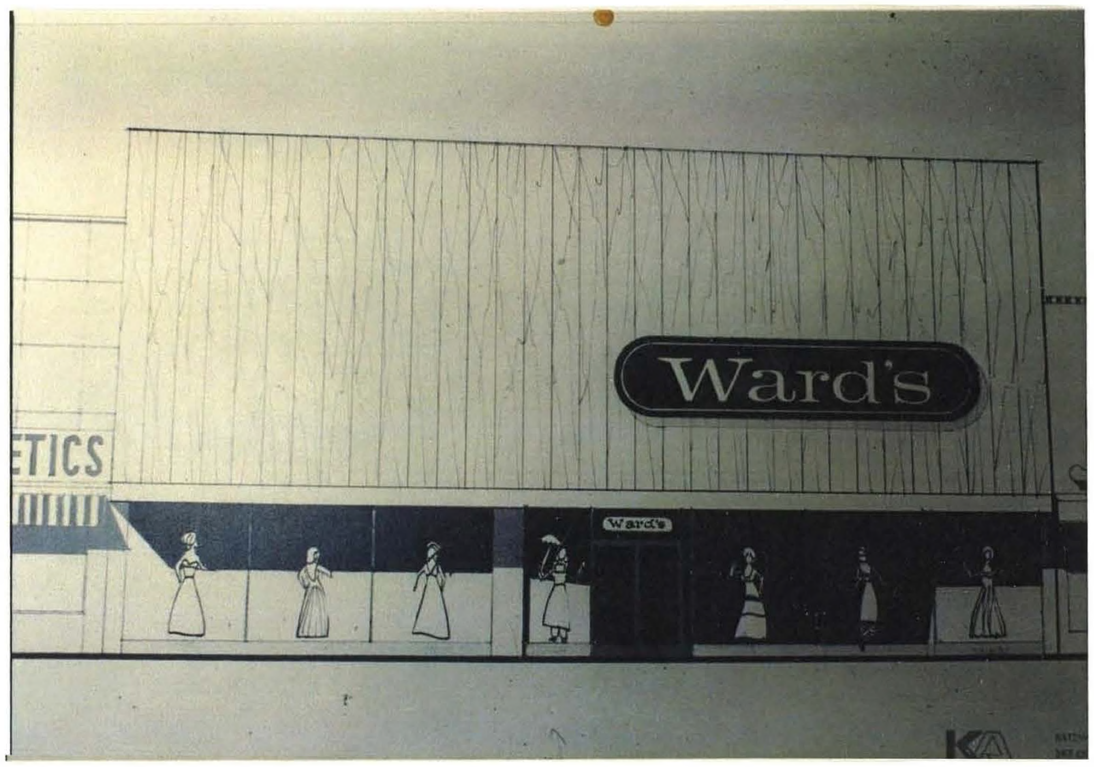
Colette Nadeau

A NIGHT TO REMEMBER

DECEMBER 1, 1987

Bros.
VOGUE

I.F.S.
David H. Merson
PRESIDENT
1979 - 1983


Ward's
ETICS
Ward's

WCOD

LAWRENCE J. WARD
In Recognition Of Distinguished
And Devoted Service As
CHAIRMAN
Independent Fashion Stores
1975–1977

SMOKING

NO
SMOKING
Sale!
Sale!

Sale!
WOOL COATS

FUR STORAGE
ONLY 49

Dear David...

December 1, 1987

Dear Larry and David,

We know you didn't want us to do anything or make any fuss over you in honor of your retirement from the store.

Most of your life, Larry, and over half of yours, David, has been lived at Ward Bros. It would be absurd to merely let you leave, without marking this milestone in your lives (and ours) with something special. So, we dedicate this night and this book to you.

For the two of us this book has been a true "Labor of Love". We wish we'd had many more months to work on it, as we're sure there are many events and people we've left out. Together, we have learned so much about you and the store as we did our research. We've had highs and lows. We've laughed and we've cried. We've gained a new appreciation for Ward Bros and a renewed respect for both of you.

Memories are beautiful things. So, it is with love and respect that we give you this book of memories and dedicate this night to you.

As you begin your new life, may you look back fondly on your years at Ward Bros and the many employees you have had. You have touched our lives and we will miss you.

We wish you many, many years of relaxation, fun and new challenges. Ward Bros will always reflect the two of you to all of us who remember...

Enjoy!!

Love,

Gayle Manzer

Gini Haines

December 1, 1987

Dear Larry & David,

We, the employees of Ward Bros. want to let you know that we wish you well on your new endeavors. The store has always been more like a big family. That is due mostly to the fact that it has been a family owned business.

Your two different personalities have given the store a personality of its own. History has repeated itself in such a short time. Just as Mr. I and Mr. N complimented each other, so do Larry and David.

Larry, always wanting to please everyone, works with "his" customers, making sure there is a smile on their faces, noticing when someone needs help, is the stores' "PR" man. He's always in a hurry, he's a messy desk, a trivia question in the morning, a smile, a quick story, and an expert on furs. No matter how busy, when you least expect it, he suddenly notices you and stops to see how you are, what's new in your life.

David keeps things going in the right direction. He handles the purse strings because they need to be handled. He notices everything--even when you hope he won't. But, he overlooks what needs to be overlooked. He's a telephone in one hand and a report in the other. He's a grin, a shake of the head and an expert on sportswear and computers. Even though he sometimes has to be the heavy, (we know he's laughing inside sometimes) just when you think you blew it, he's there to lend a helping hand or make you feel better and offer a solution to the problem.

We all feel fortunate to have worked for two such professional and outstanding businessmen.
You have contributed to the growth of the community in Lewiston and to the growth of the Retail Specialty Store in Maine. The stores' many firsts and continuing service to the customer, has meant so much to so many. We hope that we can continue to uphold the meaning of the Ward Bros. name.

You have touched our lives and we hope that we have touched yours. We will all miss you but hope that you enjoy your futures. We will think of you often and reflect on the years we were part of each others families.

With Love and Respect,

Your Employees
Lewiston
Maine Mall
Bangor Mall

From where I sit: David's going by....How do I know? He almost always taps his fingers three times on my wall before getting to his office!

Larry... you dont know how many smiles you've put on my face (good for facial muscles I hear) because of the clatter in your office---oh, it's just Larry's wheel falling off his chair again or his tetephone falling onto the floor.

I know these familiar sounds will be missed by moi!!

Elaine Arenault

Elaine Arneault

You can't say too much about Dave. I will say that Dave is the same as his favorite uncle, Mr. N. Ward. Whenever Dave walks by, everybody gets busy! It was the same with his uncle as Dave knows from experience.

Years ago, as an example, Dave thought his work in the "stockroom" was all done and he was sitting reading a magazine. Mr. N. came downstairs, saw Dave and said, "Take these dresses upstairs, break up the trash boxes, make up some dress and suit boxes, and when you're done...sort out the hangers....so....always stay busy!!!

Norm Roy

Norm

Picture this: September 1st, 1979, Monday morning, 8:45 A.M. My first day at Ward Brothers.....a new boss...

I stood in the open door of Davids office. I have a few questions to ask you. He clears a space on the corner of his desk and pulls up a chair. I step in and sit on the chair---oops!--- the chair has wheels and I sit on the floor!!

Two red faces, some very quick questions and answers and its back to the security of my windows!!!!

Dick Harvey

Dick Harvey

It was September, 1975 when I turned 16 and started work at Ward Brothers in "The Place."
Colette, Elaine, Maureen, Carol and I decided to have some coffee. Since I was the youngest and had just started three days before, I was elected to go and get it.

I went upstairs in my very sophisticated high heels, brown pants and white sweater. On the way back down, I caught my heel, and spilled all five cups of coffee---all over the stairs, all over the floor, and all over a whole shipment of jumpsuits...$800.00 worth.

Colette, Elaine and David all came running! Elaine offered to take them all home to wash them and save my hide!

David was not too sure if I was going to work out, but I stayed quite a few years and learned a lot. I still hate to carry coffee!

Laurie Plourde

I was new at this job and had been busy all day long. I was dog tired. The staff had pushed me to the limits,cramming me with all kinds of information, when along came David. Well, you know how he is, he wants to know this, and he wants figures on that. Want, want, want. I decided I'd fix him. I hit him with a FATAL ERROR, and crashed..He can just call STS if he wants anything else.

Snoopy!

When I went for my interview as manager, I was petrified. David was to be there!! I knew I was applying for a position for which I had limited skills...and it wouldn't take much for someone to realize that fact. I'm sure David did indeed recognize my lack of business-type skills, but he took a chance on my energy & enthusiasm. I made up my mind that I could never let those go...never let him down...and I would learn the business skills, a process I go thruogh every day. And I will, as long as I'm in a business. Thank you, David!

Love,
Peggy Hallee

Peggy Hallee

I'll always remember the first time we did our own statements on the STS Systems. David verry willingly (at least I think it was willingly) picked me up at 5 o'clock in the morning. (I always wondere wondered what the neighbors thought about that.) We both had planned to go home early for we had been told it would take approximately 6 hours to print. The statements were still printing at 5 o'clock that night---12 hours later. So much for a short day!
By the way, I now come in at 4:30, but where is David?

Stella Asselyn

Stella

ESTÉE LAUDER SKINCARE

PEPSI
MODULAR

OUR 1ST YEAR

SPECIAL ORDER

THIS IS YOUR LIFE
AT
WARD BROS.

DECEMBER 1, 1987

MARCOS RESTAURANT

MASTER OF CEREMONIES
NORMAND ROY

5:00 PM
Cocktails

6:30
Dinner

Prime Rib
Seafood Fetuccini Alfredo
Chicken Kiev Parmesan

Followed by:

Presentation of Book
From Employees

Special Presentation
Lewiston Sun Journal

RCO'S

EXIT

THE LEWISTON DAILY SUN
Reagan agrees to talk tax hike
Harness track owners work out differences
Ward Bros. stores sold
Ward's
Ward Bros. stores up memories for Lewiston
Shultz, Soviet solve Bonn missiles row

Best
Wishes
from
All

THE LEWISTON DAILY SUN
Reagan agrees to talk tax hike

THE LEWISTON DAILY SUN
Reagan agrees to talk tax hike
Harness track owners work out differences
Ward's
Ward Bros. stores up memories for Lewiston

PEPSI
MODULAR

MY FIRST VISIT TO LARRY & DAVID'S OFFICE

It was the beginning of January, 1981, when I had my job interview with David & Larry. Ward Bros had been without an advertising person since the August before. They did have a "free lancer" who had literally "disappeared" a few weeks before Christmas, taking the advertising budget with him. So Larry & David had been handling the advertising themselves.

I walked into their office armed with my portfolio & what I hoped was an impressive resume. I'll always remember that day because Larry was ready to put me to work immediately. David, on the other hand,wanted to check out my references! "But we have these ads to do!" Larry said. David said "I want to do some checking first....we'll call you" And they did. A few days later I became Ward Bros Advertising Director. And that was the first of many, many visits to David & Larry's office.

Dear Larry & David,

The above is just one of many experiences I'll look back upon with fond memories. During my almost 7 years with Ward Bros, you have helped me so much. You've given me the opportunity to grow and learn. You've had enough confidence in me to give me the freedom to experiment and use my creative talents. You've been there for me when I needed guidance...when I needed encouragement. I've learned so much from both of you!

I think the one thing I'll remember & cherish most about you, Larry & David, is the importance you placed on my personal life. How you understood and helped me when I needed it when Kirk was in school and things were tight. And...how you shared my joy when Kirk & I adopted Amanda....and you allowed me to change my schedule....and work part-time at home...so I could enjoy my daughter.

Thank you for everything. You've been such a special part of my life! I wish you both much, much happiness in the years to come.

Love, Gayle

DEC. 1, 1987

EVERYONE HAS A MENTOR IN LIFE, ONE WHO HAS TAUGHT THEM SOME VALUABLE SKILLS TO HELP THEM THROUGH LIFE'S CHALLENGING SITUATIONS - I'M LUCKY ENOUGH TO HAVE HAD TWO - I CONSIDER LARRY AND DAVID TO BE MY RETAIL GODFATHERS.

FROM DAVID I LEARNED A WORK ETHIC THAT HAS SERVED ME WELL IN THE BUSINESS: WORK AS HARD AS YOU CAN, AND THEN WORK SOME MORE.

FROM LARRY I LEARNED THAT A LET-OUT FUR WAS NOT ONE WHICH HAD BEEN ALTERED FOR A FAT LADY.

AS A NEW KID TO COMISSIONED-SALES, I LEARNED QUICKLY TO BEWARE SEEMINGLY GRACIOUS GESTURES OF CO-WORKERS. "WHY", I WONDERED, "AM I ALWAYS WAITING ON THE LUNATIC-FRINGE OF LISBON STREET, WHILE GLADYS AND JO HAVE DOLLAR SIGNS IN THEIR EYES?" I GUESS YOU COULD CALL IT THE LOSS OF MY RETAIL VIRGINITY.

IN BANGOR I LEARNED PERSONAL SACRIFICE. WE WERE SETTING UP THE STORE IN OCTOBER 1978 WHEN THE RED SOX WERE PLAYING THE YANKEES FOR THE PENNANT PLAYOFF SPOT, AND I COULDN'T WATCH. WHILE REGGIE JACKSON AND BUCKY DENT WERE GANGING UP ON MY BOSOX, I WAS EXPERIENCING A SIMILAR FATE AT THE HANDS OF EVAN PICONE AND RALPH LAUREN (WESTERNWEAR!?)

LATER, BACK IN LEWISTON AS A BUYER, I LEARNED ABOUT SALESMEN. I KNEW THAT THEY COULDN'T ALL BE AS INCREDIBLY PERCEPTIVE AS THEY SEEMED, AND YET HOW ELSE TO EXPLAIN THE FACT THAT THEY ALL THOUGHT THAT I WAS THE MOST

ATTRACTIVE AND INTELLEGENT WOMAN THEY HAD EVER MET?
THE LIGHTBULB GLIMMERED ON.

AND SO, HAVING BECOME SUFFICIENTLY SAVVY TO THE WAYS OF THE WORLD (I THOUGHT), I LEFT MAINE TO GIVE CITY LIFE A TRY. LARRY AND DAVID EDUCATED ME WELL, AND WITH WARD BROS I EXPERIENCED A WORK ENVIRONMENT THAT WAS BOTH PROFESSIONAL AND CARING. THAT COMBINATION, I'VE LEARNED, IS VERY RARE. I'M EXTREMELY GRATEFUL FOR THAT, AND I THANK YOU BOTH FOR ALL YOU HAVE DONE FOR ME.

MUCH LOVE —
KATE

THE CLAW-LIKE HINGE GAVE OFF A CLUNK THAT CONTINUED WELL PAST THE SHUTTING OF THE NARROW SCREEN DOOR. SUDDENLY I WAS IN CONSIDERABLY MORE DARKNESS. I PEERED THROUGH THE SPACES IN THE METAL GRID COMPRISING THE FRONT OF THE DOOR AND SAW MY FATHER REACHING TOWARDS THE STARTER BUTTON.

"ARE YOU READY? GET SET? GO," HE SAID AS HE PRESSED THE BUTTON THAT CREATED A TREMENDOUS HUM AND VIBRATION ABOUT ME, AND INSTANTLY MADE THE WORLD APPEAR TO GO UP, AS I ACTUALLY BEGAN TO DESCEND INTO THE BASEMENT. THE RACE WAS ON! LARRY, ON FOOT, AND ME IN THE NEWLY INSTALLED ELEVATOR IN THE CASHWRAP AREA.

COME ON, COME ON, I WAS HOPING, AS THE UPPER FLOOR SHRANK FROM VIEW AND THE LOWER LANDING PLATFORM CAME INTO VIEW. I WAS IMAGINING ALL THOSE MANY STAIRS DAD HAD TO MAKE DOWN TO THE LISBON STREET LEVEL, AND INTO THE STOCKROOM AND I GUESS I FELT I HAD IT MADE (MADE IN THE SHADE, SO TO SPEAK). WELL, AS YOU MIGHT GUESS, I HAD THE TIME OF MY LIFE TRYING BUT LARRY, THE HUMAN, AND MICHAEL, THE KID PASSENGER OF THE GARMENT ELEVATOR, REACHED THE FINISH LINE AT THE SAME MOMENT. AN HONEST DRAW. WE WERE BOTH PRETTY PROUD OF OURSELVES AND EACH OTHER AND OF THE STORE'S MODERN NEW ELECTRIC GARMENT ELEVATOR, LET ME TELL YOU.

Michael Ward

MICHAEL WARD
OCTOBER 29, 1987

THOUGHTS WHILE SHAVING
by Jeffrey B. Ward
***

When Ward Bros. finally installed a new Public Address system, directly under the microphone, under the counter and out of view, a button was placed in order to make an announcement. This, of course, prevented anyone from just grabbing the microphone and speaking.

Was Dad proud! That is, he was proud to demonstrate to his 7 or 8 year old son how he could speak over the P.A. But when I tried to speak, no words came out. He repeated his turn, then handing the microphone over to me to say exactly what he said. The microphone make that awful creeking sound when one changes its position. I proceeded to make my speech. Nothing happened. Nothing happened until he explained the trick. It took me a while to get over that one.

***

Then there was the time when my brother Peter jammed me in the elevator (from the stock room to cash wrap) and it got stuck between floors. Neither Dad nor David was extremely happy about that incident.

***

I have fond memories of Mr. I taking me to Mr. Vic's in the alley between Casco Bank and Ward Bros. For lunch, I would walk in, greet everyone and go out with Grandpa for lunch. That tradition continued when my Dad would take us out to The Warehouse Restaurant now and then.

***

What a lousy job I did in the Mail Room one summer. I packed clothes the way I keep my room...messy. But, Dad had to find a place for me to work that summer and he wasn't about to put me on the floor. I told him I wanted to work with Walt, but Dad insisted that Arnold and I made a good team and he didn't want to see me lose the opportunity to learn from Arnold.

ATTRACTIVE AND INTELLEGENT WOMAN THEY HAD EVER MET?
THE LIGHTBULB GLIMMERED ON.

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Michael Ward

MICHAEL WARD
OCTOBER 29, 1987

A driver, who shall remain nameless, and I went to New York City to take a truckload of furs to be cleaned. We left at 11:00PM one night in order to arrive early the following morning. The driver insisted that he take it all the way. That was fine with me, until about 3:30 AM, the worst possible hour, he said he wanted to take a nap in the back. I took it into the outskirts of New York until about 6:00 AM when he woke up and finished up the drive. After all his talk about his years of driving experience, his love for all night driving, he collapsed at 3:30 PM.

***

On that same trip, I was given an expense account. My grandmother, who would rather spend eight hours on a bus stuck in traffic than take a cabride, took up my offer to get into a cab when I said, "Gramma, I'm on a Ward Bros. expense account."

***

The memories are wonderful, the people who were a part of the store are family and we will always feel that everyone made us feel like their family. I expect that my father will always and forever remember the kind people and the warmth they brought to the store and to the family.

To my dad, Lawrence Ward,
and the people of Ward Brothers

Congratulations Dad. I'm proud of the way you ran the store, proud of the way you regarded the employees, and proud of the way in which you regarded the store's customers.

Enjoy this night!

Congratulations to all you wonderful Ward Brothers employees and thank you for being here tonight. You were really much more than employees. You were family. You were the ones who made the store special, you made the customers (they were not consumers, they were customers) feel good about themselves and about what they were buying.

You were the ones who smiled at the little boy who waited impatiently while his mother shopped. You'd reach into the bucket behind the front desk and pull out a lollypop. I know. I was that kid. And I never forgot your kindness.

Larry, you were often the first one to open the doors on the Park Street side in the morning, and many times, you locked the Lisbon Street doors at night. During all that time, how many times did this happen? The police would wake you up in the middle of the night, saying something didn't look right inside the store, and could you come down right away and check it out? That never stopped you from waking up the next morning at your usual early hour.

Some of my memories of the store are some of the earliest I have of anything, and I know very well that many of you employees know and recall much more about the store than I. Nevertheless, I want to run down some memories I have briefly, and maybe they will help you recall your own pleasant memories.

I remember when Israel was getting on in years. I'd be in the stockroom and I could hear him making his way down the back steps. He'd nod towards me and then leaf through a few coats. Picking one out, he'd turn to me and say, "When I call you, Peter, put this on the elevator. And how about lunch?" Even in his last years, he was choosing the right coat for a customer.

I remember watching with amazment as Nathan wrapped a coat, put in a box and tied it with a string ---all under 30 seconds!

Unfortunately, I never got the chance to know Milton, but I was named after him.

I remember my sister Sandy taking me next door to Carrol Cut Rate for lunch and how I'd see all those familiar faces from Ward's at the lunch counter. Things were busting over there.

Norman Roy always had a kind word for me, treating me as if I were important. He was always cheerful, never letting on how much pain he was in.

Others who were always nice to me: David, Arnold, June, Rolande, Doris, Walt, Dotie, Justine, Terry, Rita, Phyllis and Bev, June, Bud in the parking lot, Stan, Larry B., and all the wonderful ladies who gave Wards so much class. Good luck in the future to each of you!

I recall how beautiful downtown Lewiston was as it got closer to Christmas. Around 5 o'clock, employees would wait on Park Street to be picked up, the air would be cold and crisp and you could hear the tires of cars bouncing along the cobblestones. Everyone would be home soon.

Peter Milton Ward, November 1987

I remember my first trip to New York as Ward Bros Lingerie Buyer. Larry & I & Larry Burningham (our merchandise Manager) were trying tc get a cab in New York City. As always, Larry Ward was a few paces ahead & was "the Flagman". He'd just stepped off the sidewalk into the street trying to hail the next taxi, when a "hooker" latched on to his arm. He shook free, still waving for a cab. Larry B & I are laughing like crazy! Again she grabs his arm. Larry pulls away & says to her: "Lady, all I'm locking for is a cab!" We're still laughing as we get in the cab & drive away with Larry W sputtering to himself.

Arvilla Harmon

Arvilla Harmon

I remember the day Larry was summoned to the ladies room. One of the"local" ladies"had too much to drink and had passed out in the stall, sitting on the toilet. He couldn't go in and she wouldn't come out. Larry stood outside the door wondering what he was going to do next. Finally, in a loud authoritative voice he said, "You pull your pants up and come out here right now!" Nothing.... Next, he tried "I'm going to call the police and tell them that you are drunk in my bathroom and they will come and take you away." Nothing.... Finally he said if you don't come out of there right now, I am going to come in and get you." Out she came jawing and begging Larry not to have her arrested. Larry followed her all the way to the Park St. door with her wailing and him threatening to call the police if she ever came back!

Gini Haines

I remember on the day I fir started working at Ward Bros. Larry personally took me around and introduced me to everyone. I was to work in the lingerie department and because of the way Larry brought me into the department, all of the girls thought I was his relative. For a couple of months, everyone was wondering how I was related to the boss until finally, Geneva Bradbury asked me. From that day on, I was just one of the girls!

Anna Wellander

I wonder why Larry is always worried that I am going to spend my whole expense account on wine when I go to New York?

Lorine Ryder

MEMORIES OF A MAGICAL KINGDOM.....

Once Upon a Time, in a Magical Kingdom by the Androscoggin, there lived Three Wise Men The Brothers WARD, who lived in a beautiful Castle called;
- WARD BROTHERS -

Theses fashion-minded WISE MEN Known as Mr. I., Mr. N., Mr. M., employed the most skillful subjects the land had to offer. Their reputation became legendary for always having what the maidens and matrons wanted to be wearing each season!

Through the years the daily sounds of "Will that be CHARGE CASH or ON MEMO" could be heard echoing throughout The Castle.

Their dedication extended to opening the Castle even after hours for thoses villagers who needed special attire for unexpected emergencies and occassions.

As time passed, the heirs to the Throne Sir Lawrance of Lewiston became KING LARRY, and Sir David of Calvin Klein became KING DAVID.

KING DAVID married QUEEN JOYCE of Florideville bearing Two Beautiful Princesses and one "TINY" Prince Gary, while KING LARRY married QUEEN ANN of New Yorkville fathering Three Handsome Knights and their Eldest Child The Princess of Accessories and Small Leather Goods, Handbags, Jewelry, Scarves, Belts, Hoisery, Gloves, Giftware, Knitware and Cosmetics (just to mention a few!)

This story reflects the wonderful memories of the Accessory Princess that includes not only the Heritage of the WARD BROTHERS, but memories of some of the special subjects of the Castle who served the Kingdom so loyally. For many years, the Kings Larry and David employed Sir Lawrence of Burningham with whom the Accessory Princess spent wonderful years as an apprentice until she was allowed to spend, spend, buy, buy her own OTB (open-to buy) - with King David's approval of course!

The Duke of Lelansky and his band of Merry Women, Beautiful Beverly and Fabulous Phyllis could, despite the "overbuying" of King Larry, could still process more merchandese through the receiving Racks than 10 castles put together!

Justine of Bobbin Threads, whose memorable motto was, "when do you need this shortened? Yesterday? No PROBLEM!" and her skill in fitting thoses size 14 Bodies in size 8 garments were legendary!

Lady Arrilla, the Lingerie Buyer,
Could fit any woman, no matter how dire.
Gini squeezed and padded both the FAT + the Thin,
with the final command, "JUST SUCK IT IN!"

And Anna of Wallander a Hosiery Pro,
Had a nose for putting toes into all sorts of hose!

June of Digney's fashion shows of Great Fame,
Put all other shows in the land to shame.

Terry & Gerry from Estee Lauderville
Could tell and sell the appropriate smell
to each and every village belle –

Collette & Elaine for years with our chain,
Could never be accused of buying dresses that were plain!

Dame Rita & Rolande's nimble fingers were so fine,
They could remake & reline any fur in no time

And then there was "Credit Stella" and "Balancing Bea"
who made sure the Kings coffers were filled,
so nothing was free.

Norman, the Castle Historian
Could spin a tall tale, He kept us in stitches
Made us laugh without Fail!

I'm happy to have had this opportunity to reminise with everyone here and for thoses of you with whom I've shared so much, but not mentioned my name please forgive me. A special thanks to King David for his years of help guidance and patience with me!

Finally, special love and thanks to a wonderful father who included me in a very special part of his life - From the "tough selling" seasons to the thrill of "buying" in New York, each moment proved to be cherished ones - going back to my 1st trip to the fur market at 11 years of age with my dad and grand father.

While I have moved onto new adventures, my memories of my time with my dad will always be special — Likewise, when dad moves on to his new adventures, I'm sure his memories will be even more special than mine. My mom has also been a wonderful "woman" behind the man - we are all very happy that the Mersons and the Wards are young and healthy to enjoy life wherever the adventures take them -

As Ward Brothers enters the next generation of its History, I am confident that with the excellent talent of those who will carry on the tradition and commitment of Fred Hitchins, its success shall continue.

Special Love
Always Dad,
Your "Princess"

Dec. 2 1987

When I think of Larry, I think of many funny and enjoyable occasions. One thing that I recall happened many times. Whwnever we went to New York, Larry would get into a cab and say to the cab driver: "We are from Maine, we don't tip with money, we just send a letter to your boss and tell him what a good driver you are!"

This always got a laugh from the driver! It also got us some almost bearable rides into the city from the airport!

Rita Voisine

I remember the day we hadn't stopped for a minute up in the lingerie department. It was 4:30 and we had been doing stock and waiting on customers like crazy. I was exhausted! I flopped on the ledge and announced "I've had it I'm not doing another thing today."

At that exact moment Larry walked up the stairs into the department. I jumped up suddenly revitalized, and said "well, I guess I'll go out back and check in that stock that just came up!" Once more the girls in the lingerie department were in a fit of laughter!

Nan Cote

When I started working at Ward Bros, I assumed that, due to the value of the merchandise, the store must be equipped with a very elaborate alarm system. So when Larry locked the door and left me inside, my heart sank. We all know the speed at which he moves, and all I could see were his coat tails flying in the breeze. I stood rooted to the spot for a few minutes, assuming that movement toward the center of the store would set off bells & lights...or worse that a silent alarm would ring at police headquarters. The closer I got to cash wrap, the surer I was that it was a silent alarm. I decided it was better to get to them before they got to me. It was pretty dark at cash wrap, which didn't help much. When I finally found a phone, I couldn't see the dial, so I had to get an operator to connect me to the station. When I told him of my plight, the desk sargent chuckled, and told me to call Larry at home...that he lived close by. He even gave me the phone number. Larry arrived, very apologetically, a few minutes later and let me out. But for months after that, when Larry locked up, the last thing he said was: "Has Lorna left the store?"

Lorna Jollymore

Lorna J. Jollymore

Larry was such a wonderful person to work for...and I enjoyed all my years at Ward Bros. I remember one day while working in the lingerie department, I was talking with a friend on the phone. One of the other girls was sitting on the ledge knitting while another was leaning on the counter doing a crossword puzzle. Another call came in for me. Larry was at cash wrap and kept trying to put the call thru to lingerie...but I was still on the phone. The line was busy for so long that he finally came up to see why. He took one look at the scene, smiled and left.

Geneva Bradbury

I remember fondly how Larry always answered my questions with "Yes, Yes"...and away he'd rush. I was never sure if he heard my questions. Then one day I was trying to ask him something important. As usual, Larry was in a hurry. I followed him all the way to the vault before I could corner him. Finally I asked him. His answer, as always, "Yes, Yes".

Justine Gayton Pellitier
Alterations Dept.

MY TRAVELS WITH LARRY WARD

by Stan Lourie

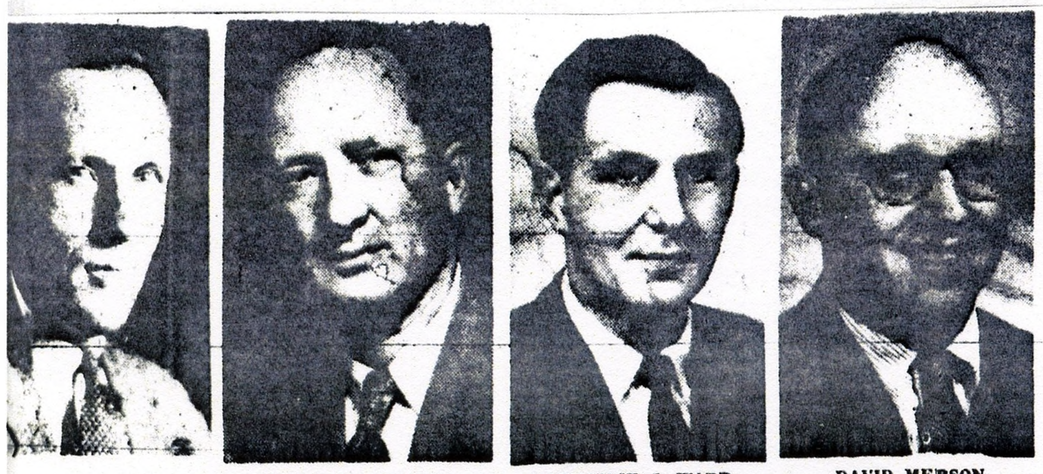
It was 1966. I was a senior in highschool. Ward Bros had just expanded to the Blaizdale Building. I was hired to work in the shoe department. The next year I went to college at Northeastern. For my coop job, I returned to work in the shoe department. Larry was a Professor of Marketing at the University of Maine in Mexico...& I was one of his students (the only non-paper-mill-worker). I traveled with Larry back & forth to Mexico for classes...and remember how he loved to stop at the farm market stands on the way home!

In addition to Mexico, Maine, my travels with Larry include: numerous trips to New York...two trips to Los Vegas,..Montreal... and Winnipeg, Manatoba (Canada). Here are some of the most memorable ones....

We were in New York. Larry had tickets to fly to Florida, leaving from Maine, for the next day. There was a snow storm in New York...all flights out were canceled. We decided to take the train home. We get on a passenger train for Boston. The train was a state-of-the-art deisel train. Larry comments: "This is the way to travel!" Our state-of-the-art deisel train "poops out" in Canton,Station, Mass. Everyone gets off the train...into the station. There must have been 300 people packed in this tiny station designed to hold 100. There is no heat... and only one phone booth! Larry stands in line to call Ann to let her know our situation. We waited as they backed up a train 15 miles from Boston. (There was only one track...& the train we arrived on was on it) The train from Boston is an MTA train with no heat! We finally arrive in Boston. There are no cars to rent! So we walk for 20 minutes...in the snow...with our bags...& finally find a car rental place. We get in the car... drive...stop for dinner at midnight at a deli...and arrive home at 2 a.m. Larry makes his flight the next day.

NEW YORK TRIP #2. I flew into New York for a one-day coat buying trip. Larry flew in(from a store meeting in Indiana) to meet me. We worked all day. It's time to leave. We arrive at the airport & find out that planes are delayed due to fog on the East coast. Larry has all his luggage. I have a briefcase (no underwear... no toothbrush). I don't want to stay in New York. Larry has always been so conscientious about letting Ann know where he is & when he'll be home. Larry calls Anne. Asks her to call Joan. "We may be here for a while". He hangs up. They tell us we can board the plane. He calls Ann back, "We're leaving...tell Joan!" We take off. We're in the air. The pilot announces that we can't land in Portland. We land in Boston. Delta offers to put us up at the Ritz Carlton in Boston. We stand in line to get our hotel tickets. Larry calls Ann. "Not coming. Call Joan" We team up with two other businessmen. We go outside to get a cab. There are hundreds of people with the same idea!! One of the men we're with says"Stay here...I'll get us a cab. He goes around the other side of the building where the cabs are dropping people off...gets us a cab. Other people watch as we get in OUR cab! I ask the cabbie "How much to Portland, Me?" Cabbie calls in to check....$165! But he offers to take us for $75. We decide to drive to Portland. We stop for gas. Larry calls Ann. "We're coming. Call Joan". We arrive at my house at 2a.m. I give

1966
NEW
SHOE DEPT
OPENS



ISRAEL M. WARD — NATHAN A. WARD — LAWRENCE J. WARD — DAVID MERSON

DISCOVER THE SHOE EXCITEMENT

at Ward Bros.

SUIT DEPT - MAIN FLOOR

WARD'S Ward Bros.

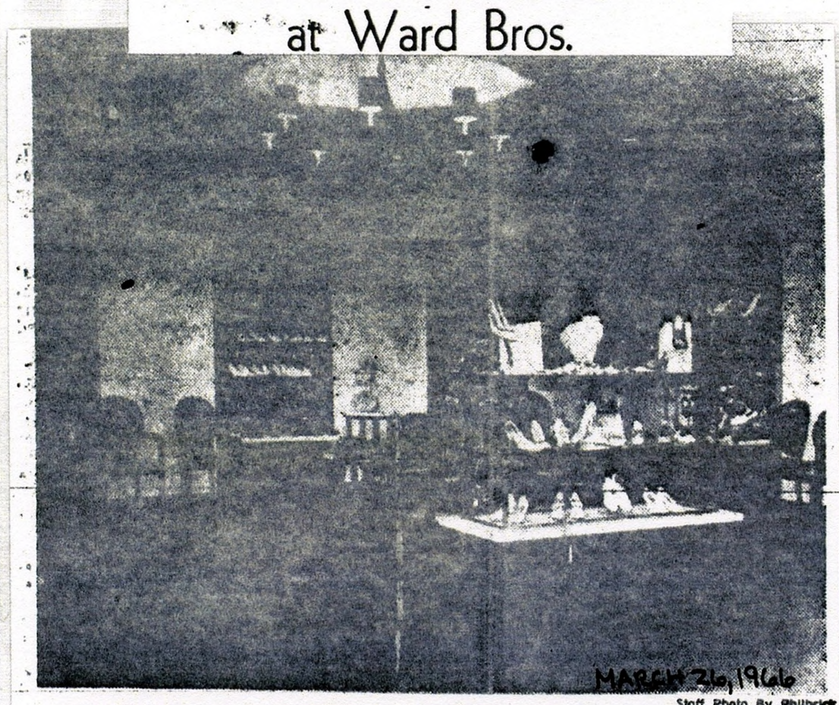
The Natural Touch of

CYANAMID

Creslan®

LUXURY ACRYLIC FIBER

As interpreted by Jaywein-Arbitman and presented by Ward Bros



MARCH 31, 1966

Staff Photo By Philbrick

ADDED ATTRACTION—The accent is on comfort and style in this beautiful shoe salon at Ward Bros. Notice the unusual chandelier and the exciting displays.

This is a new department at the store, which has been enlarged and renovated, and there are more than 5,500 pairs of fashionable shoes in stock. Larry Purscell a native of Des Moines, Iowa, has come here to manage the shoe salon.

New Shoe Salon Stocks More Than 5,500 Pairs

By RICHARD KISONAK

An exciting shoe salon has been added by Ward Brothers in its enlarged store.

More than 5,500 pairs of women's shoes are in stock.

This is an innovation in Ward's merchandising. The department was added to provide customers with the opportunity to complete their fasion wardrobes within the doors of the store, said Israel Ward, who founded the business with his brother, Nathan.

The shoe department will be managed by Larry J. Purscell, 26-year-old, soft-spoken native of Des Moines, Iowa. Larry and his wife, Kathy, arrived in Lewiston March 4 and are residing at 524 Main St. He worked five years in the family shoe store in Des Moines and then spent four years in fashion salons in Des Moines and Oshkosh, Wis.

The Ward's shoe salon will offer a full scale of sizes, Purscell said.

The beautiful shoe salon is on the Lisbon Street level and it will feature up-to-the-minute shoe fashions seen in Harper's Bazaar, Vogue, Mademoiselle and Seventeen fashion magazines. There will be barely-there styles in slings and cutouts, buckles, bows, and straps in the 20's mood, and curvy little heels.

Fashion conscious women of Maine and New Hampshire will recognize these nationally-advertised brands: Marquise, Jacueline, Corelli, Larks, Deliso Debs, Old Maine Trotters and Air Step.

There's customer comfort aplenty. The salon's fully carpeted and has 22 chairs, and there's an unusual chandelier with fine colors to blend with the decor.

Rosaire Lamarr of Brunswick is the assistant manager of the shoe department. He plans to make his home in Lewiston in the near future. Roger Bouffard of 29 Rosedale St., Lewiston, will be a salesman.

LAWRENCE J. PURSCELL

SUIT DEPT.
MAIN FLOOR

WARD'S Ward Bros.

from a woman's point of view:

PASTELS

are perfect

for spring

Blue, Green, Taupe or Lilac Wool

Sizes 10½ to 20½

$79.98

larry my car...with an empty gas tank...& Larry drives the Maine Turnpike on fumes. The moral of this story? To this day, I always bring my underwear with me no matter how long I plan to be away!

TWO TRIPS TO LOS VEGAS
TRIP #1... Larry, Rita Voisine & I went to the International Fur Fair for a two day show. We planned to stay for 5 days. We spent 90 hours in the cassinos playing blackjack...Larry & I with Rita looking over our shoulders. We both won!! As we were leaving, Larry noticed the slot machines in the airport. He had a couple quarters in his pocket...so he decides to try. He wins $50 in quarters...and boards the plane with a bucket of quarters.

TRIP #2...The following year we made the same trip to Los Vegas again...and both proceeded to lose EXACTLY the same amount we won the year before!! The way we figured it...we just borrowed the money for a year!

LARRY, THE ECONOMIST Larry has the international money scene figured out. On a trip to Canada for an International Fur Fair: When we arrived in Canada, Larry & I each changed $100 into Canadian currency...& received $130 Canadian. We had dinner that night...breakfast the next morning...& took a cab to our destination We still had $100 each! Larry says, "It doesn't cost anything to live in Canada!" We change more money. Our trip nears the end & we get ready to board the plane. Larry tries to figure out how to retain the value of his money. He has an idea! He goes back to to the bank & changes all his Canadian money into Canadian quarters. That way he can spend them for face value in the states. (So the next time you get a Canadian quarter in change...chances are it came back with Larry from Canada.) This is the second time,we've returned from an International Fur Fair...& Larry had a bucket full of quarters!

WINNIPEG, MANATOBA. On another trip to the Canadian International Fur Fair, Larry & I met Fred Horne & his wife. We had extra time to spend & we all liked to visit museums. Mrs. Horne is very athletic. Mr. & Mrs Horne decide to WALK to the nearest museum... 14 BLOCKS AWAY! It was March. It was 42 degrees below zero. There we were: Audrey Horne leading the way...followed closely by her husband...then Larry...& I brought up the rear. As we walked briskly, I remember seeing cars plugged into the parking meeter heaters & trying to breathe in the cold, dry air. Would we ever arrive? Would I even care when we did? Would my chest pains ever go away?

Frustration! Fog, rain, hail, blowing newspapers, a strobe light to give the lightening effect. I was creating!! London Fog raincoats in the window and a real storm coming. Finally, the window is done and I lock the door.

Larry comes into the store and says: "Dick, you have a flourescent light bulb blinking in the window!" So much for creativity! Oh, well, it's Monday!

Dick Harvey

The furnace at the store was out of oil and it was cold. I was not arround at the time so Larry called the oil company with the best price in town and asked them to deliver some oil right away. When they arrived, he directed them down the alley to the fill pipe. They pumped the oil and left. The store was still cold and the furnace still wouldn't start. What was wrong? The whole load of oil was pumped into Maynards Shoe Stores' tank! Guess who took the heat for that one!

Ray Poulin

You know how Larry likes to bring all of those quarters back from Canada? Guess where he changed them all into American dollars----a little each day!

Stella Asselin

Both Larry and David have a knack for showing up at the worst possible moment. This time it was Larry who came along when I really didn't want to see him.

It was two days before Christmas and I had purchased eight bottles of rare imported beer for a photographer friend of mine. I planned to deliver it that night on my way home from work. It was a bitter cold day and I didn't want to leave the gift wrapped package in my car for fear it would freeze and break, so I decided to bring it inside with me. Half way through the parking lot, the bag broke. Of course, one of the bottles broke when it hit the ground. I picked up the package and hoped to get inside and salvage the other seven. I walked the rest of the way through the parking lot with beer running out of the corner of the box and freezing all down the front of my black down coat. I reached the Park Street entrance with white stripes of frozen beer all over me. smelling like a brewery! Larry met me at the door and opened it for me. I wanted to run back to my car but it was too late---caught again- and I don't even drink--especially at 8 A.M.!!!

Gini Haines

I first met Larry Ward the day he came to interview Susan for the RTW manager job. I had only been at Wards two weeks. He was on the floor when I approached a customer about a coat she was looking at. She didn't respond to my inquiries, so I walked away. Larry came over to me and very gently said, "Stay with her & she will know you are there for her if she needs you, and you'll be great!" This was the owner of the store!! He didn't know me from anything, and yet he cared to gently give me advice.

Respecting me as a person...inexperienced as I was as a sales associate...but as a human being. He advised me without making me feel like an idiot. I've never forgotten that. Thank you, Larry.

Love,
Peggy Hallee

There is so much that I could write about Larry, or L.J. as I call him.

We have met so many celebrities, eaten in so many great restaurants, seen great Broadway plays, been through snow storms, cancelled plane rides. great parties, train rides, cold snaps, heat waves, lost baggage, hotel cancellations, blackouts, etc. etc. etc.....but each one a delightful and lasting memory----

Thanks...I Love You,

Norm Roy

I'll always remember when we were first considering joining on computer with a company called REAP. Larry took Dodi, Bea, and myself to Woburn, Mass. to view the set up. It was the first time I had ever flown in a Cadillac!!!!

Stella Asselin

I remember one day many moons ago, when a little bird flew into the store at the Park Street entrance. Jeff and Larry lured it into the office, captured it, and then released it unharmed amid great applause!

Priscilla Colder

bangor mall

November 23, 1987

Mr. Lawrence J. Ward
Mr. David Merson
Ward Bros.
72 Lisbon Street
P. O. Box 4200
Lewiston, ME 04240

Dear Larry and Dave:

I wanted to come up with a funny story about one or the other of you or maybe even you both, but after "racking my brain" for one, just couldn't. You two are just too professional!

However, it's very easy for me to go on and say how much I've truly enjoyed working with both of you over the past nine years. Your managers at Ward Bros. have consistently been hardworking and dedicated in every way which is a direct reflection on the men at the top...the two of you.

I also would like to take this opportunity to thank you both for your valuable input and cooperation in helping make the Bangor Mall the force that it is in this marketplace, through not only your high standards of retail and business ethics, but for your continued support and participation in so many of our Mall activities over the years.

Further, your courtesies extended to all of us in the Management Office have been truly appreciated and have made our job so much easier.

I want to wish the both of you continued success in the coming years and to let you know how much you'll be missed. It's been my great pleasure knowing and working with you.

If I can be of any assistance to you in the future, please do not hesitate to let me know.

Good luck.

Sincerely,

Roy

Roy C. Daigle
General Manager

RCD:sfh

663 Stillwater Avenue, Bangor, Maine 04401/(207) 947-7333

WISH 95 fm

November 18, 1987

Mr. David Merson
Mr. Larry Ward
Ward Brothers
P.O. Box 4200
Lewiston, Maine 04240

Dear David and Larry,

I am thrilled to be able to share this great night with you.

I hope that I adequately expressed my gratitude for your friendship, encouragement and education over the years we worked together. I consider it one of the best relationships of my business career.

I've learned much from you both and I appreciate it.

Best wishes as you enter into the next phase of your life.

Sincerely,

James H. Doyle

JHD/ekf

WZSH • P.O. Box 111 • East Rochester, New York 14445 • 716-586-2263

HOOD'S M P

Mailing & Printing, Inc.

Cross & Oxford Streets P.O. Box 860
Lewiston, Maine 04240

Dial (207) 783-1484

December 1, 1987

Mr. David Merson
Ward Bros.
72 Lisbon Street
Lewiston, Maine 04240

Dear Dave,

Congratulations! to both you and Larry on your sale of Ward Bros. and on your up-coming retirement.

We would like you to know that all of us at HOOD'S have enjoyed the business relationship that we have had over the many years. The support you have given us has been most appreciated and certainly will be missed.

On a personal note, as a longtime friend, I wish to express my sincere thanks to you for all of your help and understanding. Marion and I hope that all your future endeavors are filled with happiness and good health.

Personal regards,

Bob

Robert A. Hood
President

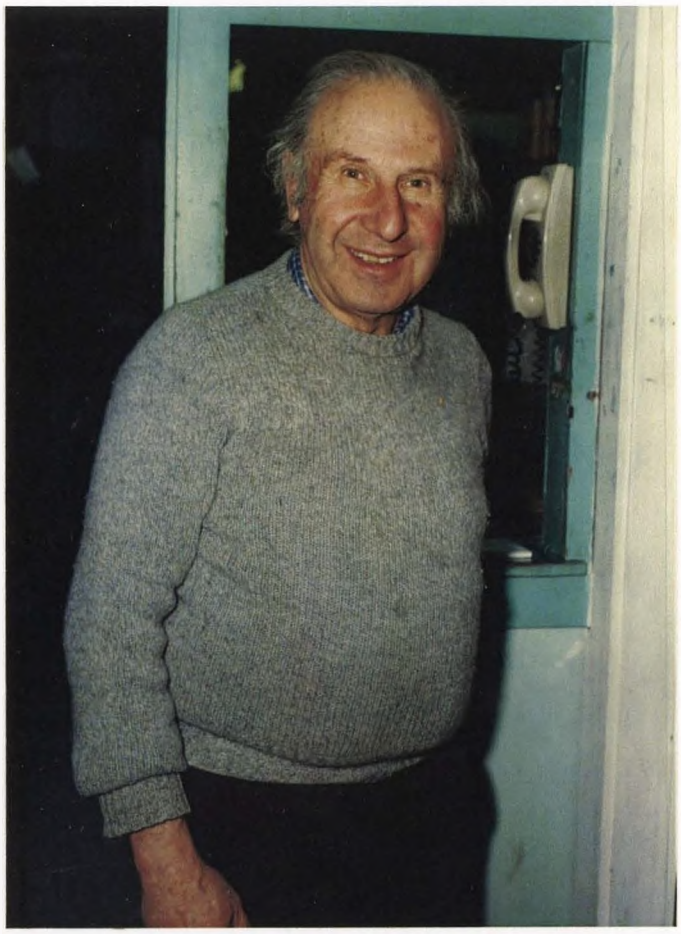
plf

FAMILIAR FACES...

POW

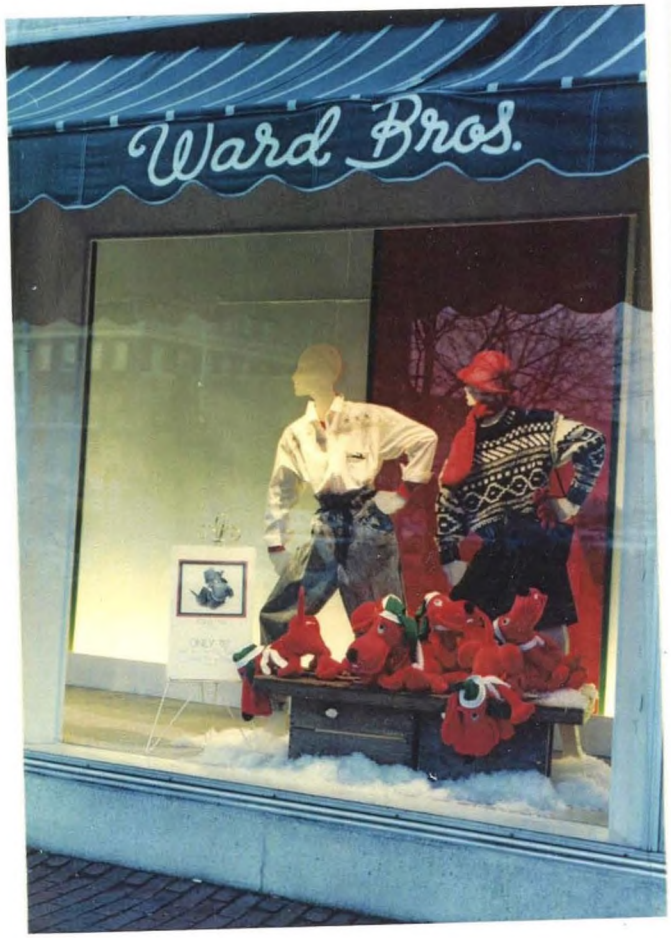
RELAX
KEEP SMILING

You Want It By
WHEN?



SHADE
SHADE

TAKE HOME A POINSETTER!
ONLY


Ward Bros.

Monday
23
RETURN POLICY

The employees of Ward Bros.
Wish to extend our thanks to:

LEWISTON SUN JOURNAL

For providing us with
PMT's for this book.

HOODS MAILING

For laminating the pages
of this book.