

Montgomery Ward & Co.'s Big Catalog FREE

THIS NEW CATALOGUE, No. 74, for the season 1905-6, just from the press, is the largest in size and the most complete in contents of any general merchandise catalogue ever issued, and is filled from cover to cover with the lowest prices at which highest quality goods were ever sold. There never before was gathered into any one book so marvelous a collection of desirable goods of every kind at such money-saving prices. Three million families—about ten million people—are going to save a lot of good money by having on hand and ordering their goods from this massive catalogue.

We know by past experience that those who make free use of it will save from \$50.00 upwards during a year's time. We invite you to be one of them.

Our No. 74 Catalogue and Buyer's Guide is a Necessity to the farmer, the planter, the miner, the lumberman, the hotel keeper, the railroad man, the teacher, the mechanic—in fact to every resident of the country, the large town, the village and hamlet.

Despite the great value of this mammoth catalogue to you and the large cost to us, to prepare, print, and distribute it, we shall **GIVE ONE COPY FREE** to every grown person who asks for it, provided he does not reside in a city of fifty thousand or more, or in Cook County, Illinois.

Everything you eat, wear and use is found in our No. 74 Catalogue in the highest grades, latest styles, best qualities, standard makes and absolutely honest values, at the very lowest prices. You take no chances in buying from us. We refund your money, if, for any reason whatever, you are not satisfied.

REMEMBER—No such offer as this was ever before made you. We offer you the Genuine, Up-to-Date Montgomery Ward & Co. large Catalogue without a penny's expense to you. This is no partial list, no incomplete book, but the largest, newest, complete Catalogue—just off the press.

A Word About Ourselves—Our establishment comprises seven large buildings, covering more than fifty acres of floor space. We are the original, largest and most favorably known Catalogue House in the world. We have a successful record of a third of a century to which we refer with pride. Our customers are our friends, and they are found the world over. We have honestly acquired our reputation for selling goods of quality at fairest prices, such as no other concern has been able to meet. We absolutely refuse to sell snide goods or trash at any price.

Montgomery Ward & Co.'s New No. 74 Catalogue comprises 1200 large pages, full of accurate illustrations and truthful descriptions, without exaggeration or misrepresentation. It describes over 126,000 articles, such as everyone uses every day—just such goods as you use, but of highest quality and lower price than you can obtain them in your home stores or anywhere else but of us. We have heretofore asked everyone to send us fifteen cents to partly pay postage, as a guarantee of good faith, but we will NOW give you a copy absolutely without charge of any kind—delivered at our expense—providing you show you desire to possess it, by just writing and asking for a copy. That's all we require. Do you want it? Do you want to save part of your necessary expenses? Do you want to get some things that you cannot secure near home? This large, complete, up-to-date, No 74 Catalogue makes it possible and easy for you to own, use and enjoy many things of which you have frequent need, but which the usual prices asked by others have compelled you to do without. Get this Catalogue and consult it freely and often. Those who use it most save the most.

Send your name and address carefully written on a postal card, or in a letter, or attached to your next order—or fill out this coupon. Either way that is easiest. Just say "Send me free and prepaid one copy of your new No. 74 Catalogue." Do this now.

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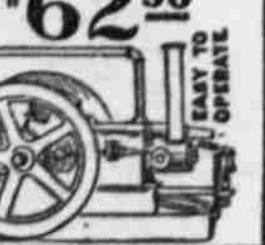
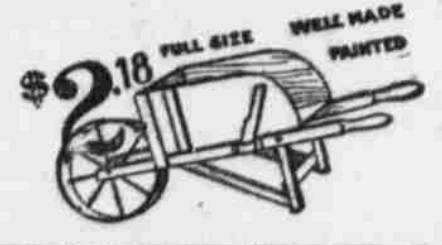
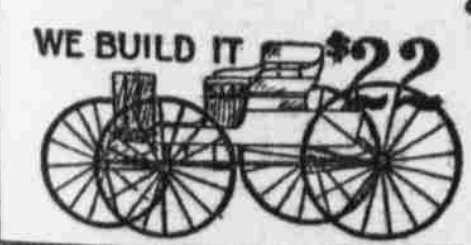
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Montgomery Ward & Co., Michigan Ave., Madison and Washington Sts., Chicago



of your toil and votes. If you men took as much trouble to learn what your duty on election day is as you do to make a fine showing in a Labor day parade you wouldn't be quite so helpless. I reckon the trust managers don't care how much you parade on Labor day just so you vote with them on election day. Well, I declare if the baby ain't gone to sleep sittin' right there in his little chair. You get his nightgown, husband, while I take off his clothes." And as Workem groped his way to

the bedroom closet he was muttering to himself:

"Somethin's wrong with ma. I guess she's been workin' too hard."

Brain Leaks

Any fool can become intoxicated; all who do are.

Love laughs at locksmiths, but not at goldsmiths.

The worst thing about a bad cold is the task of explaining to your

friends why you do not try the remedies they suggest.

The man who agrees with our views is always a sensible fellow.

A face painted on canvas is always much prettier than a face painted under a hat.

Too many people conjure up trouble and then seek credit for bearing heavy crosses.

No man is really wise until he is willing to admit that there are things he does not know.

People who go to church through a sense of duty seldom get any good out of the service.

When we see a boy loafing on the streets we suspect that the father may be to blame.

It is a pleasure to lend to a neighbor who always returns a heaping cup for the level cup she borrowed.

A great many business houses now use the card system. Another kind of a card system has ruined many business houses.