

Modern Merchandising



Laying in Supplies: Living from hand to mouth is one way of living, but why not get your supplies on a wholesale basis and avoid the petty annoyances of retail buying, to say nothing of making four dollars go as far as five dollars used to. That's the grocery list you see hanging on the wall. Supplied with loops to hang up with. A postal will bring it. Nothing like groceries for a foundation for a 100-lb. freight shipment.

Montgomery Ward & Co.

Michigan Avenue, Madison and Washington Streets, Chicago

Thousands of readers of this paper noticed our advertisement last month and sent in their application for our Catalogue No. 72. A new edition is just off the press. Requests will be filled in order of their receipt. Do not delay.

Have you ever stopped to think about the question of getting your household supplies to the best advantage? Are you perfectly satisfied with the way things are running—with the prices you pay, the quality of the goods, the range of selection and the general question of making both ends meet? Perhaps you buy your supplies from the cross-roads store, just because your grandfather did. Perhaps you are tied up to the general store because you can trade in your butter and eggs at a low price and take it out in trade at a high price. Possibly you have never thought about it one way or the other. It is time to think. You have got to live and support your family. Your income is limited to so many dollars per year, and you have got to figure out the expense account so that things will come out right at the end of the year. If you can make both ends meet nicely and lay aside a tidy sum for a rainy day, you are only doing what every head of a family should endeavor to do, and if you don't do it you are simply inviting misery for the next time the crop fails. If a dollar looks as big to you as we think it does, we want you to think over this question of modern merchandising and see just what it means. It means different things to different people. To some it means buying everything on credit, then mortgaging the farm when settlement day comes around. Others think cheap goods the pathway to economy—the cheap, worthless trash that is advertised so brazenly at "the lowest price on earth." Many people send off to the city and get a jack knife at a 25 cents saving, and then fall back into the old rut in buying the balance of their supplies. Our idea of modern merchandising is to supply all your wants—everything you eat, wear or use—for yourself, your family and the hired man, at an average saving of 15 to 40 per cent, which means that if your yearly purchases amount to \$200, you can save something like \$50; or \$100 if it costs you \$400 a year to live. Are you so well off that \$100, or even \$50 does not interest you? Then again, consider the advantages. Absolutely reliable merchandise of the very best quality, and an unlimited range of selection. New goods. Prompt service. Prices that spell economy, and the certain knowledge that absolute satisfaction is the keynote to every transaction. To make trading with us possible, we issue a catalogue of 1128 pages, in which almost everything imaginable, including Vehicles and Farm Implements, is illustrated, described and priced. This catalogue can be absolutely depended upon and enables you to select your entire bill of merchandise without hurry or confusion and with the certainty that everything will be found exactly as described or you need not keep it. We ask you to get out of your present rut and give our methods a trial. We satisfy others and will satisfy you. There never was a better time than right now to begin, for we have just issued a new catalogue full of the things you will need to see you through this winter, and you can make no better investment than to fill out this coupon and send it to us now while the subject is in your mind. We ask 15 cents, merely as an evidence of good faith on your part. If you will risk 15 cents, we will risk sending you a catalogue that costs us over half a dollar to print and is so big that it requires 26 cents postage. It is our 76 cents against your 15 cents. Will you do it? Write today.

Montgomery Ward & Co., Chicago

Enclosed find 15 cents for partial postage on Catalogue No. 72, as advertised in Lincoln Commoner.

Name _____
(Be sure to write very plainly)

Postoffice _____

Route No. _____ County _____ State _____

Weekly Press Forum

Carlyle (Ill.) Constitution: The republican papers still continue to boom Cleveland for president.

Lamar (Colo.) Sparks: President Roosevelt's great trust-busting exhibition has been postponed until next spring, when the grandstand will be fuller.

Bellefonte (Pa.) Democrat-Watchman: There seem to be as many mysteries in the president's cabinet as that of the most versatile Hindoo fakir can produce.

Hamilton (O.) Sun: The conviction is gradually growing on the public that if all the real crooks were in the penitentiary there wouldn't be enough Wall street brokers at liberty to make a respectable corporal's guard.

Rawlins (Wyo.) Journal: Talk about grabbing at straws! Every republican in the country is doing an Indian dance because one prominent English statesman has been found who favors a protective tariff.

Newkirk (O. T.) Democrat-Herald: No wonder republicans admire Grover Cleveland and push him forward as a candidate for the presidency. It would simply mean four years of republican rule and probably more.

Spencer (Ia.) Herald: Senator Dooliver says the protective tariff is a system. So is a "get rich quick" scheme. The operation of either system begets the same result. Robbery, plain, every-day robbery of the people.

Adrian (Mich.) Press: Silver coinage may never be an issue so strongly as it was, but so long as this is a nation, finance is to be the leading issue, and the democratic platform of 1896 and 1900 is right; and it will always be an issue.

Selina (O.) Democrat: Not for forty years has bribery, looting and corruption been so prevalent in the national capital as at this time. It is

worse than the Belknap regime. And the people of Ohio are asked to vote to indorse this administration. Is there an honest man who thinks that it deserves indorsement?

Washta (Ia.) Journal: John D. Rockefeller, the old hypocrite, claims to be religious and talks of what the Lord has done for him. John's attempt to make God responsible for his own crimes in robbing the people, reminds us of the excuses given by some jingo politicians for America's course in the Philippines.

Shelbina (Mo.) Torchlight: When some one asked him if he (Cleveland) would accept the democratic nomination for president, it is said he related a fish story. The certainty that it will not be tendered him by a convention which represents the sentiments of the democratic masses, is not as doubtful as most fish stories are.

Manitowoc (Wis.) Pilot: The post-office trouble about Miss Todd in Delaware has been closed. And how! Miss Todd stands dismissed. Postmaster General Payne and Senator Addicks standing by their compact and the president, he of rough rider fame, has not the courage to say no and stand up for right. People, of course, would like to know what "goods" the senator has promised to deliver.

Bellaire (O.) Democrat: When condemning the steel trust and its methods as well as the meat and other trusts, don't forget to give a few thanks to the party whose class legislation built up this aristocracy of wealth and political manipulation, and that has and will continue to draw heavy political contributions from them and on this account will never throw a straw in their way to hinder their continuing to hold up the people.

Marion (Ia.) Sentinel: The insane glee indulged in some republican

newspaper offices over Mr. Chamberlain's attempt to land the English people in the clutches of a lot of law-created tariff looters, is natural of course. Any man who believes the people are benefited by a system of taxes on the necessities of life, is silly enough to take a sort of fiendish delight in almost any movement that runs counter to the principle of human justice and equality.

Eureka (Ill.) Democrat-Journal: The Chicago Tribune says that "Senator Allison struck the keynote for the republican spell-binders in the Iowa campaign" in his speech in Clinton on October 10, and that "the main point was that tariff and the trusts have nothing to do with each other." Why is it then that the trusts pour out money like water to maintain tariff lobbies in Washington and to bribe legislators, speakers and editors to maintain the tariff?

Ramsey (Ill.) News-Journal: It is said by the projectors of the scheme to have Cleveland speak before the Commercial club, in Chicago last week that it had no political significance whatever. But the old renegade guard, who proved disloyal to democracy in 1896 and 1900, were the only ones to cheer the man who wrecked the democratic party in his last administration by repudiating democratic principles and joining the enemies of his party and the country.

Wichita (Kas.) Democrat: It is somewhat remarkable, the avidity with which protectionist papers publish under conspicuous headings the statements of Joseph Chamberlain, the Englishman who recently resigned from the British cabinet, in advocacy of a protective tariff policy for that country. That statesman (?) attributes England's comparative decline in foreign commerce to its free trade policy, but makes no reference to its persistence in the policy of foreign conquests which naturally and inevitably alienates other countries and peoples against the grasping empire.

Hastings (Mich.) Journal: Grover Cleveland was the honored guest of the Chicago Commercial club last week Wednesday evening. His theme

was "Law and order, just distribution of wealth, and fair treatment for labor and capital." Very good subjects, but if Grover's memory was good he ought to have remembered the galling guns he ordered placed in the streets of Chicago to incite the passions of workingmen, who were crying for living wages from the Pullmans. Not a true democrat was present at the meeting; a few so-called gold democrats were there. The club is a republican close corporation.

Alamogordo (N. M.) Journal: The Cleveland boom is said to be making headway in some sections of the country. How he or his friends can ever hope to have the democratic party nominate him, much less support him afterwards, is beyond the ken of the ordinary democrat. The simon pure democrat either wants a man of the same principle or expects one of just the opposite views. If we are to have a republican for president, in all decency let's have one who is not ashamed to wear the name. An open enemy is far better than a treacherous friend.

Centreville (Md.) Observer: Republican reformation and promises remind us of the old negro who, in anticipation of death, was informed that if he expected to be forgiven he must likewise forgive his enemies. The old man thought 'long and deeply. "Has I got to forgive dat nigger, Jim Jackson?" he finally asked, anxiously. "Yes," was the reply. It came hard, but the old man at length said slowly: "Oh, Lord! I forgives Jim Jackson—if I dies; but if I live, dat nigger had better look out!" And that is the position of the republican party. They are reformers out of office; but if they get in—the people had better look out.

CONSUMPTION CURED.

An old physician, retired from practice, had placed in his hands by an East India missionary the formula of a simple vegetable remedy for the speedy and permanent cure of Consumption, Bronchitis, Catarrh, Asthma and all Throat and Lung Affections; also a positive and radical cure for Nervous Debility and all Nervous complaints. Having tested its wonderful curative powers in thousands of cases, and desiring to relieve human suffering, I will send free of charge to all who wish it, this recipe, in German, French, or English, with full directions for preparing and using. Sent by mail, by addressing, with stamp, naming this paper, W. A. NOYES, 947 Powers Block, Rochester, N.Y.