

Montgomery Ward & Co.'s Big Catalogue No. 73 is Now Ready

Bigger and better than ever—6½ pounds of valuable information, 1200 pages of rare values—printed on heavy white book paper, carefully edited, handsome cover by the famous artist, Ike Morgan—a catalogue that should be in every household.

You Can Get a Copy Absolutely FREE

Also a handsome D'arcy photogravure, suitable for framing, by ordering any of the 14 lots described below. Don't delay. WARD'S CATALOGUE is the POPULAR ONE everywhere, and is preferred by almost everybody to all others. We expect thousands of applications as soon as this announcement is read, so we urge you to get your application in early.

It's the Only Complete Catalogue Published

the only one that is absolutely up to date and complete in every detail, the only one that quotes nothing but perfectly dependable goods at prices the lowest obtainable anywhere. Catalogue No. 73 is all that a good catalogue should be. It represents the largest stock of goods in the world—21 different divisions, each a store in itself, 85 separate and distinct lines open for your examination. Practically everything we have to sell is included; no sending for special catalogues after you receive the big one. Everything is in Catalogue No. 73 this year—an improvement we know will be hailed with delight by our thousands of friends and old customers.

Edition de Luxe

Nothing like it ever before attempted. Printed on heavy white book paper, making it strong and durable, rich in appearance, easy to read, and more desirable in every respect. The Edition de Luxe is a triumph in catalogue making. It contains over 80,000 illustrations, most of which are new and print perfectly on the fine white paper used for the Edition de Luxe; 85,000 quotations of high-grade, absolutely honest merchandise, set in new type cast especially for this catalogue; 12 pages of carpets, rugs and portieres printed in actual colors; 2 pages of men's neckties in actual colors, about 200 pages of satin finished paper showing actual photographic reproductions of laces, embroideries, millinery, woman's fashions, furs, etc. This catalogue weighs over 6½ lbs. and is 3 inches thick. When we tell you that other catalogues don't weigh over 3 lbs. you will quickly see what an enormous book Catalogue No. 73 is. Experts pronounce it the finest specimen of a catalogue ever produced.

For the Men

The largest stock of hardware in the world is at your command, everything for your home, your barn, your farm, your ranch. No matter what your occupation is, we have what you need—your clothing, your shoes, farm implements, vehicles, harness, photo and electrical goods, books, watches, etc. Everything from windmills to fish hooks—all at prices so low that you can save anywhere from 15 to 50 per cent by trading with us.

For the Women

The very latest styles in women's wear, furniture, notions, groceries, glassware, toilet articles, stationery, sewing machines, books, jewelry, carpets, curtains, and 10,000 other good and necessary articles. Particular care has been given to our fashions in women's wearing apparel. Our buyers have picked up the best of everything shown in New York and other Eastern markets. Our styles are correct and the very latest—later than those shown in any other general catalogue. Don't buy from an old catalogue with last year's styles. Catalogues of other firms issued ahead of ours contain last year's fashions, and are not trustworthy. We know this to be a fact, because this year's styles were not shown by the New York designers until August 1, and we have delayed the publication of Catalogue No. 73 until our buyers returned from New York with the new samples for next winter.

It is our policy to lead the procession, and you can positively rely upon our catalogue. Among other things of interest to women in Catalogue No. 73 is the largest retail stock of dry goods in the world. Choice silks, dainty linens, fashionable dresses, good sheating, towelings, cotton goods, etc.; in fact everything a wide-awake dry-goods store should have—all of the best quality and very reasonable in price. With Catalogue No. 73 in your hands you can, at your leisure, select everything for your home, for yourself, for your family, without the trouble of a shopping trip, and with the absolute certainty that everything will be just a little bit better than you expect.

For Everybody

Catalogue No. 73 will be found a source of great convenience and economy. Regardless of your age, your occupation, or your wealth, it enables you to select exactly what you want without the annoyance of visiting a dozen stores and taking what they have to offer, whether it is just what you want or not.

We Do Not Sell Trash

Nothing but the best is good enough for our customers. Many firms are making a noise about their low prices, but don't be misled. A low price is no bargain unless you get quality. Anybody can sell worthless goods cheap.

Catalogue No. 73 is FREE with any of the following Bargain Lots

With each lot we pack an attractive D'arcy Photogravure with our compliments. Cut out and use order coupon below

Lot A

To be Shipped by Freight. A copy of Catalogue No. 73 (Edition de Luxe) and a souvenir photogravure, both absolutely free. For Lot "A" \$2.40. Order this lot ALONE if you want it.

- 25 lbs. Best Granulated Sugar . . . \$1.00
- 25 lbs. Selected Fancy Japan XXX Rice . . . 1.00
- 10 bars Hannah Cobb's Laundry Soap40
- 1 Handsome D'arcy Photogravure . . . FREE
- 1 Catalogue and Buyers' Guide No. 73—Edition de Luxe FREE

Until October 15, 1904, Lot "A" Packed in case for shipment by freight; weight, about 75 pounds. **\$2.40**

The D'arcy Photogravures

Beautiful reproductions of famous masterpieces FREE with our compliments, with Lot "A" and Specials "B" to "O"—Platino Black Tones, 16x20 inches. Fine Kid Finish Paper. The D'arcy Photogravure Gelatin Process, the finest method known for securing perfect photographic effects. The accuracy with which details and perspective, as well as the general beauty of the original paintings, are all preserved in the pictures has caused experts to pronounce the reproductions far superior to the finest and most expensive photographs. Any one of these five magnificent photogravures would be a beautiful decoration to the finest home. The originals were painted by masters whose names have long been famous the world over. **FIVE SUBJECTS, EACH ONE A MASTERPIECE:**
A Country Scene in Normandy, by Verelst, a famous Dutch landscape painter.
Not to be Convinced, by Alfons Spring, a Russian artist.
Fleeing From the Flames, a remarkably dramatic painting, by Adolf Schreyer, a German painter.
The Farmer's Lunch, by Julien Dupre—a beautiful pastoral painting.
The Defense of Zapote Bridge, by Verestchagin, the famous artist who was killed on the Russian battleship Potopavlovsk at Port Arthur.



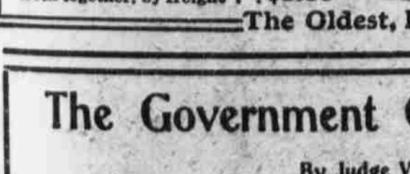
The People's Favorite Catalogue
FREE Ward's Catalogue No. 73—
 The biggest, best and most reliable catalogue issued by any catalogue house in the world—we make no exceptions. See Lot "A" below. READ IT.



Special C—8,000 of these fine Rockers bought especially for this sale. A good, large basket seat Reed Rocker. A catalogue, edition de Luxe, packed with every chair. Weight, complete, about 30 lbs. **Special C**—a \$3.00 rocker for **\$1.95**



Special D—Box calf, solid leather soles. A Shoe that sells for \$3.00 at most places. Don't forget size. Sold only with Lot A. These fine shoes \$1.90 Lot A \$2.40. Both, by freight **\$4.30**

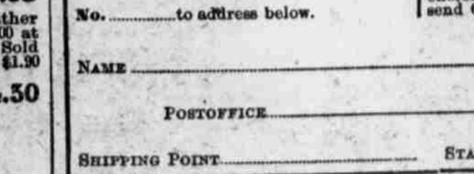


Special E—A fine Woman's Shoe made of solid box calf. A big bargain at our price. Sold only with Lot A. These shoes \$1.40. Lot A \$2.40. Both together, by freight **\$3.80**



Special F—15,000 Meltonette Walking Skirts at \$1.48, when packed with Lot A. Dark gray, with green and corded stripes. This skirt, \$1.48 Lot A, 2.40 **\$3.88**

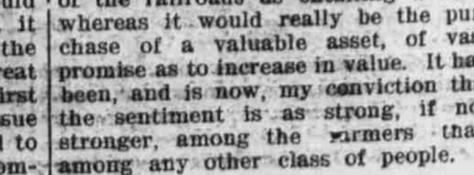
Special G—All Wool Kersey Jacket. 26 inches long, mercerized serge lining. A handsome garment. Colors, black or castor. A wonderful bargain. Packed with Lot A and shipped by freight, a catalogue included. This jacket, \$5.50; Lot A, \$2.40. **Special G**, both together **\$7.90**



Special H—Kitchen Cabinet Table with hardwood top. The lowest price we have ever seen. Price, with catalogue, **\$2.95**



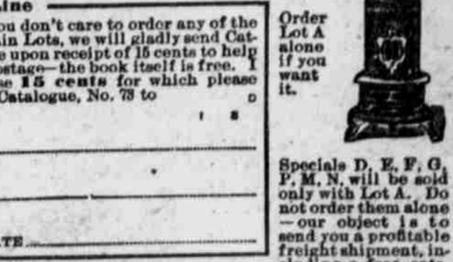
Special I—100-lb. sack of best Rice at lowest price ever known. Edition de Luxe catalogue with each sack. 100-lb. sack **\$5.14**



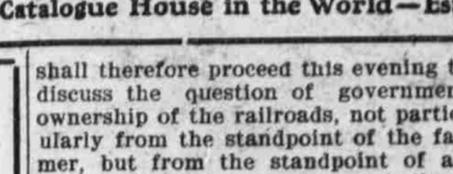
Special K—One of the best Oil Heaters made. 28 inches high. Weighs 16 lbs., with a catalogue. **\$2.25**



Special M—25 pieces Wm. A. Rogers' Silverware, 4 knives, 6 forks, 8 large spoons, 6 teaspoons, 1 butter knife, 1 sugar spoon. Sold only with Lot A, to be shipped by freight. Rogers' Silver, \$3.55; Lot A, \$2.40. For both **\$6.25**



Special N—Fancy Face Double Plush Robe. The greatest bargain ever offered. 2-ply plush, 60 by 60 in. Sold only with Lot A. Plush robe, \$1.95; Lot A, \$2.40. Packed in case for shipment by freight **\$4.35**



Special O—Air-Tight Heater, 36 inches high, made of sheet steel, nickel trimmings. Burns everything except coal. Equal the price if you can. Weight, 40 lbs. A catalogue with each shipment **\$1.75**

Cut Out On This Line

Fill out this side for ordering any of the Bargain lots described above. I enclose \$_____ Please ship Special No. _____ to address below.

NAME _____

POSTOFFICE _____

SHIPPING POINT _____ STATE _____

logue and a D'arcy photogravure. Prices expire October 15th, 1904. Only one Lot to a person. A special booklet describing above bargains in detail will be sent free upon request. Address all communications to

Montgomery Ward & Co. Michigan Avenue, Madison and Washington Streets **Chicago**

The Oldest, Largest and Most Favorably Known Catalogue House in the World—Established in 1872

The Government Ownership of Railroads

By Judge VanWaggenen of Iowa,

I was told by a prominent man in Iowa, immediately after my Waterloo speech, that the idea of government ownership of railroads would be strong in the cities, but that it would not meet with favor among the farmers. It therefore gives me a great deal of satisfaction to find the first meeting called to consider the issue originating among the farmers and to address this meeting, largely com-

posed of that class of our citizens. It was the thought of this man that the farmers would look upon the purchase of the railroads as entailing a debt, whereas it would really be the purchase of a valuable asset, of vast promise as to increase in value. It had been, and is now, my conviction that the sentiment is as strong, if not stronger, among the farmers than among any other class of people. I

shall therefore proceed this evening to discuss the question of government ownership of the railroads, not particularly from the standpoint of the farmer, but from the standpoint of all the people of the country. I shall not be able to enter into any comprehensive review of the whole subject for it would take more time than I can consume this evening to demonstrate the benefits of government ownership while several evenings would be necessary to fully discuss the many evils which it would eliminate from our politics, from the administration of government and from the commercial life and industry of our people. I shall

content myself for this occasion with attempting to present as clearly as possible the wonderful growth of the sentiment as indicated by the rapidity with which the policy is being universally adopted by the nations of the world and the uniform success with which the acquisition of the railroads has been attended. I am not certain that these facts are not a complete answer to all the objections to government ownership of railroads, which have been or can be made. If three-fourths of the railroads of the world aside from the United States, Canada and Great Britain are now in the hands of the government, if forty-two