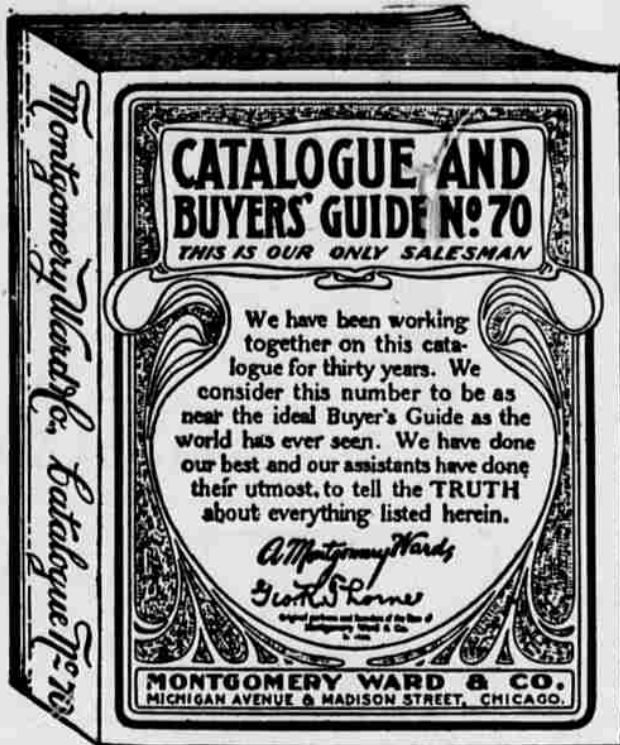


Know What Your Dealer Pays



THIS BOOK CONTAINS
70,000 PRICES
17,000 PICTURES
1,000 PAGES

This book tells pretty nearly what your dealer pays for everything. It quotes wholesale prices on 70,000 articles, and shows pictures of 17,000 of them. It includes practically everything that anybody uses, wears or eats; and its prices are the lowest ever quoted. It will save the average family at least \$100 per year--some \$500. Two million people send for this book yearly as a buying guide, and we want you to have one too.

For 30 Years we have been selling merchandise by mail at about what dealers pay. Ours is the original catalogue business, and the greatest mail order house in the world. This enormous business has been gained and held by underselling everybody, treating customers fairly, and doing as we agree.

Two Million People are now numbered among our customers. We carry for them a stock valued at \$2,500,000. We employ 2,000 clerks to fill their orders. It requires 100 typewriters to write our letters to them.

You Need This Book because you can rely on it. Other catalogues are offered you, but this one is best. Our house is the oldest and largest, and our prices are always the lowest. Our guarantee is the fairest, and our record of a quarter century assures you of fair dealing. We keep our customers.

We Guarantee satisfaction and safe delivery. Every article in our catalogue is described exactly as it is. Not the slightest exaggeration is ever permitted. But if anything you get doesn't suit you in quality, or price, or fit, send it back and we will replace it. Or we will send your money back, and pay transportation both ways. We consider no expense or effort too great to avoid having one dissatisfied customer.

Two Thousand Stores in One

Two thousand average dealers together will not buy so much in a year as we. The makers who sell to us have no traveling expense, no credit risk, no losses, no salesmen to pay. They save the whole cost of selling the same goods to 2,000 separate stores, scattered everywhere. The fiercest competition in America centers in the effort to get our trade. The prices we pay are never

much above cost; and goods that we cannot buy low enough are made in factories of our own. Is it any wonder that we can sell for about what common dealers pay?

We get along with a fraction of the profit charged by stores. We have no salesmen--no selling expense save our catalogue. A dealer must make several times as much on each article to pay his expenses and live. Our expense is but a small percentage when spread over sales that amount to millions of dollars annually.

We simply combine the buying and selling of two thousand average stores. We save the wasteful methods that cost more than the merchandise, and we give the saving to you. This is the modern method of business, and the buying of the 20th century will be done more and more by mail. In this way we are now saving our customers from four to five million dollars annually. You will become one of those customers when you see this book.

Send Only 15 Cents If you want our catalogue, fill out carefully the slip to the left of this, and mail it to us today, enclosing 15 cents. This catalogue which we offer you costs us about 70 cents to print, even in million lots. The postage on it costs us 22 cents more. We ask you to send us but 15 cents (less than half the postage alone) just to show that you do not send from mere curiosity.

This book will save any average family at least \$100 per year. If you don't find that it will save you at least a hundred times what it costs you, simply write us, and we will cheerfully send your 15 cents back.

Please send today, before you forget it.

Cut this slip out and send it with 15 cents in stamps **Today.**

Montgomery Ward & Co., Michigan Ave. and Madison St., Chicago

Enclosed find 15 cents for partial postage on your 1000-page Buyers' Guide No. 70

Name _____
 (Be sure to write very plainly.)

Postoffice _____

County _____ State _____

Be sure to enclose this slip in an envelope.

Montgomery Ward & Co., Michigan Avenue & Madison Street **Chicago**