

**Montgomery Ward & Co.** Chicago



The tallest mercantile building in the world. We own and exclusively occupy the buildings shown here. We carry a stock of merchandise valued at \$2,500,000, which we sell to out-of-town customers at wholesale prices.

# SEND for Our CATALOGUE

For Fall and Winter, 1900 — 1,200 Pages — 17,000 Pictures

## PRICES on 70,000 THINGS

In our buildings we carry merchandise valued at \$2,500,000 which we sell only to out-of-town buyers. A general store with a stock of \$2,000 is a pretty fair store. Ours would make twelve hundred and fifty such stores. We have two million customers who buy from us by mail. Our building has 25 acres of floor space filled with everything for them. We have built such an enormous trade by *selling to users at wholesale prices*, and by treating people fairly. You would be one of those millions of customers if you knew us and knew our prices.

We have just issued a new catalogue — No. 69 — containing 1,200 pages and 17,000 illustrations — giving prices and descriptions on 70,000 articles. You will find prices in it on everything you wear or use — on most of the things you eat; and the prices will run from 15 to 50 per cent below the prices of any store around you. We have thousands of customers for whom we save above \$100 per year. This book is free to any out-of-town caller at our store, but the book is so big that it costs us almost a dollar to print and mail it. If you will send us 15 cents to pay part of the postage, we will pay the balance that it costs to make and deliver it. We send it by mail or express prepaid.

### Originators of the Catalogue Business

We are the original catalogue house, founded 28 years ago, and we have by honest methods won the confidence of mail order buyers. Our sales exceed the combined sales of all other mail order houses in the United States, and by buying the most we are able to sell the lowest.

Our sales are so large that we have our own factories in some lines. We own a vehicle factory and a large agricultural implement factory. Our cost in such lines is the actual making cost only. The prices on many lines given in our catalogue are lower than dealers pay.

**Satisfactory Dealing** Those who deal with us know that every article is exactly as we describe it. No false statement — not the slightest exaggeration — ever appears in our catalogue. We do not describe a second grade article as the best grade. We handle no shoddy, no "fire sale" or "bankrupt" stocks.

**We Answer Letters** There are two thousand people employed by us to serve you; many of them are correspondents ready to answer your letters. Ask us what any goods quoted in our catalogue will cost laid down at your station and we will tell you promptly.

**Your Money Back** If an error occurs it is pleasantly corrected. If anything is wrong we remedy it. If goods are not as represented, return them and we will return you your money and we will pay transportation on the goods both ways.

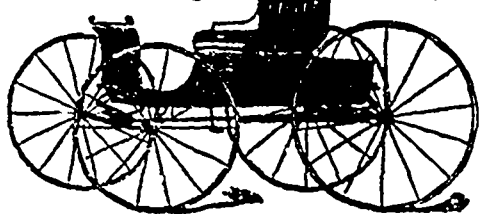
**We Keep Trade** We seek trade only to keep it. The profit on your first purchase may not even pay for our catalogue, but a customer once is usually a customer always. There are more than a million people who send every year for our catalogue.

**How We Can Sell So Low** One thousand average dealers buying together would scarcely buy so much as we. Our orders, therefore, are sought by nearly all manufacturers. The fiercest competition in America centers here. If a maker could sell to a thousand dealers at once, see how much selling expense he would save by it — how much risk and labor. You may be sure we get all the saving for you. We sell on a very small margin of profit. The average dealer needs to add to his cost from two to five times as much. The expense of our business is apportioned on sales of over twelve million dollars annually. In these ways we save you from 15 to 50 per cent. When you see the prices given in our catalogue you will not wonder that we do so great a business. The marvel is that everybody living away from large cities doesn't buy everything from us. We do not pay postmasters, express agents or banks a commission on the money orders they issue in our favor.

### Specimen Prices

FROM OUR CATALOGUE:

**Ideal Road Wagon \$24.97**



Spring back, side of seat lined, leather dash, dash rail 4-in. Seven wheels, best imitation leather trimming, green gear, shafts, boot. No change made. A good wagon all over. Order No. F 315 P. Price, \$24.97 net. No discount. State if you wish wide or narrow track.

### NEW ERA DINNER SET - - - 100 PIECES

Imported English body, decorated with a wide border design of finely drawn small poppy flowers, leaves and scroll put on under the glazing, which prevents its wearing off, it is of medium weight, extra fine shape, all pieces full size and priced very low. Choice of three colors, light gray, Florentine green and cobalt blue. Sold only in 100 piece sets. Order No. B577P.



Price \$8.67 Shipping weight 100 lbs.  
12 Breakfast or Dinner Plates, 7-in.; Soup plates, 7-in.; Dessert Plates, 5-in.; Tea Cups; Saucers; Individual Butters; Sauce Plates, 4-in.; 2 Covered Vegetable Dishes, 9-in.; 1 Platter, 3-in.; Platter, 12-in.; Baker, 5-in.; Covered Butter Dish; Sauce Boat; Pickle Dish; Sugar Bowl; Bowl, 1 1/2-qt.; Cream Pitcher.



The Famous Texel Seth Thomas Mantel Clock. We have sold thousands of these beautiful clocks; more than any other pattern, and purchaser is always well satisfied. The movement is a genuine Seth Thomas, and case is finished like Mexican onyx and marble, with gilt trimmings. Height, 12 inches, width, 16 1/2 inches; weight, 12 pounds, boxed. Order No. NA3032P. Price, \$5.75

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

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

Enclosed find 15 cents for partial postage or expressage on your 1200-page Catalogue and Buyers' Guide No. 68 for Fall and Winter, 1900-01.

Name \_\_\_\_\_  
(Be sure to write very plainly.)

Postoffice \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

If there is an express office at above address, we will probably send the catalogue by express. You should receive notice from the express agent; if you do not, please inquire of him before writing for another catalogue.

Be sure to enclose this slip in an envelope. This slip was clipped from Farm and Home.

### Send 15 Cents To-day

Cut out the slip to the left of this, fill it out carefully, enclose it to us with 15 cents in stamps and we will send you by mail or express prepaid, our mammoth catalogue. It would be free if you would call for it, but the postage alone costs us 32 cents. The fact that more than a million people send for it annually shows how highly it is appreciated. You will then have in one book the lowest possible price on almost everything that anybody buys, and you will have 17,000 pictures to show exactly what you will get. If you want only one article it may save you a third of its cost. Send for the catalogue to-day, before you forget it; and if you are disappointed when you get it we will return your 15 cts.



Our \$2.50 Shoe

Order No. UxSP

Made from genuine box calfskin. Heavy double flintstone oak soles, Scotch extension edges, Goodyear welt, sewed with Irish linen cord. These shoes will retain their original form no matter how long worn. Widths A B and C, sizes 6 to 9; width D, sizes 5 to 11; width E and EE, sizes 5 to 12. Per pair \$2.50

**MONTGOMERY WARD & CO.** MICHIGAN AVE. & MADISON ST. CHICAGO