

53M

SEARS, ROEBUCK & CO.

CHEAPEST SUPPLY HOUSE

Capital and profits
OVER
ONE MILLION
Dollars

ON EARTH
OUR TRADE REACHES AROUND
THE WORLD.

REFERENCES
BY SPECIAL PERMISSION.
National City Bank,
German Exchange Bank,
NEW YORK.
Metropolitan Natl. Bank,
Com. Exchange Natl. Bank,
CHICAGO.

CONSUMERS GUIDE

THIS BOOK
TELLS JUST WHAT YOUR STOREKEEPER AT HOME
PAYS FOR EVERYTHING HE BUYS AND WILL PREVENT
HIM FROM OVERCHARGING YOU ON ANYTHING
YOU BUY FROM HIM.

PRICE

50

CENTS



Fulton, Desplaines, Jefferson & Wayman Sts.
CHICAGO, ILL.

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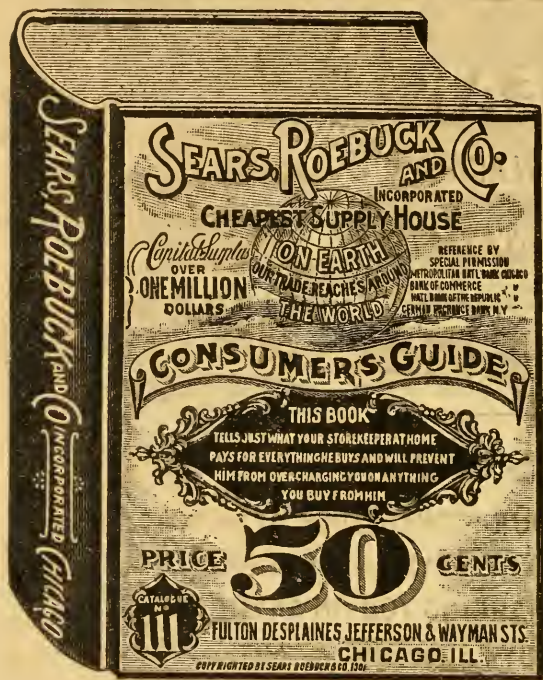
The above illustration, very much reduced, shows the appearance of the front cover of our new 1200-page Catalogue, No. 111. Price, 50 Cents.

OUR NEW BIG No. 111 CATALOGUE.

FROM THIS ILLUSTRATION of our new No. 111 Catalogue, as engraved by our artist from a photograph taken direct from the catalogue, you can get an idea of the general appearance and the manner in which our new 4-pound, 1200-page, revised, price reduced, 50-cent catalogue is gotten up.

THIS BIG MERCHANDISE ENCYCLOPEDIA IS OUR No. 111 CATALOGUE,

REVISED, CHANGED, PUT ON AN ENTIRELY NEW BASIS THROUGHOUT, WITH GREAT PRICE REDUCTIONS FROM BEGINNING TO END, MADE POSSIBLE BY REASON OF OUR GETTING 50 CENTS FOR EVERY CATALOGUE WE PRINT.



THIS CATALOGUE CONTAINS OVER 1100 PAGES,

is 9x12 inches in size, contains over 100,000 quotations, over 10,000 pictures or illustrations, and many beautiful colored pages. It is printed by new type on fine paper, bound in a handsome lithographed colored cover, contains everything for everybody, for every season, and is the most complete and by far the lowest priced catalogue ever published. This catalogue names the lowest Chicago wholesale prices on everything, including everything in Groceries, Drugs, Dry Goods, Notions, Clothing, Cloaks, Dresses, Boots and Shoes, Watches, Jewelry, Books, Hardware, Agricultural Implements, Stoves, Furniture, Harness, Saddles, Buggies, Sewing Machines, Crockery, Organs, Pianos, Musical Instruments, Furnishing Goods, Guns, Revolvers, Fishing Tackle, Bicycles, Photographic Goods, etc., etc.

TELLS JUST WHAT

your storekeeper at home must pay for everything he buys and will prevent him from overcharging you on anything you buy. Explains just how to order, how much the freight or express or mail will be on anything to your town. It is our new revised and price reduced No. 111 Catalogue, greatly improved and wonderfully changed over any previous edition, brought right up to date, contains everything in new goods for one year.

BY REASON

every catalogue we publish, instead of furnishing it for only 15 cents as heretofore, a fraction of the cost, all advertising expense has been eliminated. All this saving has been deducted from the

selling prices on the goods we advertise; hence our prices are very much lower than the prices asked by any other house.

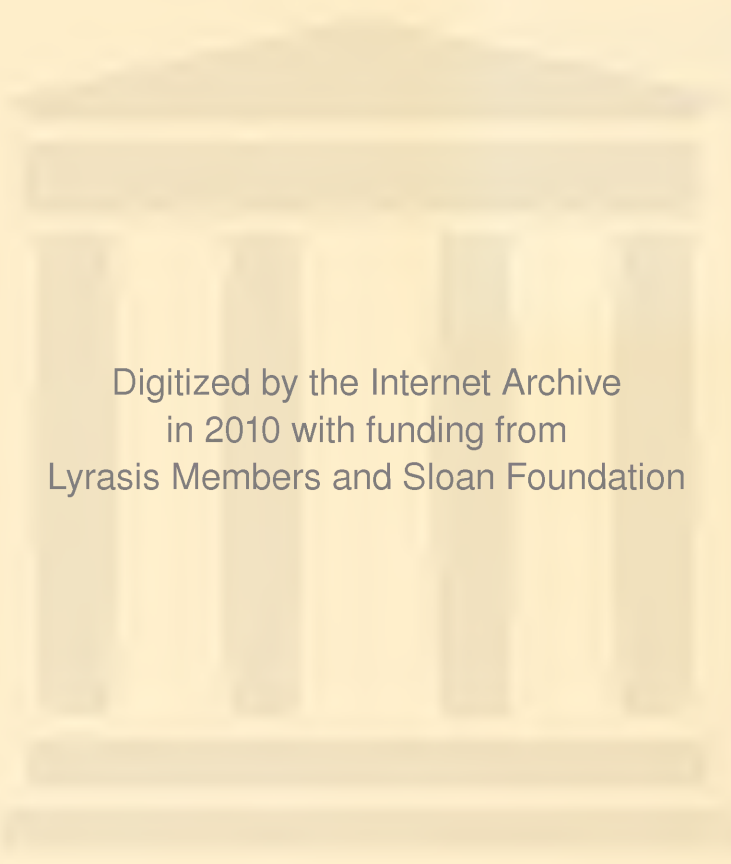
AT 50 CENTS this catalogue is far cheaper, a far better investment, a much better better book for you to get than any other catalogue published, even though you get it for nothing, or for a fraction of its cost, 5, 10 or 15 cents. This first investment amounts to nothing. Whether you pay 50 cents for our catalogue or 15 cents for some other catalogue, amounts to nothing to you when you understand that we will save you several times 50 cents on the first order you send us in the lower prices we make. If you are about to order \$10.00 or \$20.00 worth of goods and you wish a new, revised, up to date catalogue from which to make up your order, and you can get another catalogue for 15 cents and ours for 50 cents, when you understand that the goods you get from the other house for \$20.00 will not cost you more than \$15.00 to \$17.00 from us, we are sure you will not hesitate in paying our price for the catalogue, 50 cents.

WHY WE ASK 50 CENTS FOR OUR NEW, REVISED, PRICE REDUCED CATALOGUE No. 111 IS FULLY EXPLAINED ON THE DIFFERENT PAGES OF THIS BOOKLET.

THE 50 CENTS is asked solely in the interest of our customers, the people who buy. It is asked that we may make you lower prices than ever before, much lower prices than you can get from any other house. We ask you to send us 50 cents for the catalogue that we may be able to save you from \$2.00 to \$5.00 on every \$20.00 order you send us, and a proportionate saving on every order you send us, according to the amount. We want to save you every penny we possibly can. We are anxious to sell you goods at very much lower prices than you can possibly buy them elsewhere. We see where a big saving can be made and where prices can be greatly reduced by doing away with the expense of issuing catalogues; especially the expense of furnishing thousands of catalogues to people who do not buy, an expense which heretofore with us, as with every other catalogue house, had to be added to the selling price of every article. We don't believe that our customers will consider the investment of 50 cents in this big book a hardship when they understand that the hundreds of thousands who have heretofore received the catalogue for a fraction of their cost and have not bought have incurred an expense which we have heretofore had to add to our selling price and make our customers who buy pay. We don't believe you will object to sending 50 cents for our new Catalogue No. 111, when you know you will get the 50 cents back several times over on every order you send us. Don't fail to send 50 cents for Catalogue No. 111.

*THE HENRY FRANCIS du PONT
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50 CENTS IS THE PRICE FOR OUR NEW REVISED 1200-PAGE CATALOGUE No. III.

In this catalogue the prices have been very greatly reduced and no catalogue will be sent to any address except on receipt of 50 cents to defray the expense.

WHY WE ASK 50 CENTS FOR OUR BIG CATALOGUE No. III

AND FROM 5 CENTS TO 10 CENTS FOR THE VARIOUS SAMPLE BOOKLETS WE FURNISH.

WE ARE DETERMINED SOLELY IN THE INTEREST OF OUR CUSTOMERS, the people who buy from us, to very materially lessen the selling price on nearly everything we sell, to make our selling prices much lower than those quoted by any other house, and to do this it is necessary to practically eliminate our advertising expense, thus doing away with the cost of wasted catalogue and sample circulation, a waste that runs into a vast sum of money and which every other catalogue house must add to its selling price.

IN ORDER TO REDUCE THE COST OF OUR BIG 1200-PAGE CATALOGUE to where, by asking 50 cents for every book, we practically eliminate the catalogue expense in our house, we have very greatly improved the manufacturing facilities for the making of this book. The very latest type of high speed perfecting printing presses, built to order for the manufacture of this book have been provided, printing presses that print on paper in the roll feeding through the press automatically, printing ten thousand impressions of 32 pages of our catalogue every hour; automatically folding and delivering ready for collating and binding. We have also procured the highest type of binding machinery, including a Lovell Covering Machine, which binds and puts the covers on over one thousand catalogues per hour. At an expense of over \$100,000.00 this rapid perfecting printing press, covering and binding machines and other machinery has been installed for the sole purpose of reducing the cost of manufacturing our catalogue. In addition to this we have secured partial control of one of the largest paper mills in this country, where we have reduced the cost of paper that goes into our catalogue to the very minimum. With a reduction in the cost of paper and a very marked reduction in the cost of manufacturing, printing, binding, etc., by the installation of the most modern rapid machinery we have succeeded in reducing the cost of our big 1200-page four-ponnd Catalogue No. III to where, by asking our customers and others to send us 50 cents for the book, we can furnish them the No. III catalogue, and practically eliminate all our catalogue advertising expense.

WE DO NOT BELIEVE WE HAVE ANY RIGHT, BY ADDING TO OUR SELLING PRICE, to ask any one of our customers to pay for any wasted circulation of our catalogues, when by eliminating this expense we can supply your wants at lower prices than you can buy elsewhere. If you can buy a sewing machine from us for \$9.98 that you can buy from no other house for less than \$15.00 to \$20.00; a bicycle for \$11.75 that you would pay another house \$15.00 to \$20.00 for; a steel range for \$19.95 that others ask \$30.00 for; a double barrel hammerless shotgun for \$15.95 that others sell for about double the price, if by asking our customers to send us 50 cents for our big catalogue we can save them the 50 cents several times over on every order they send us, we believe in justice to our customers (the people that buy), that this expense of catalogue circulation that has been heretofore wasted, should be paid for by the people who get the catalogue and do not buy, and not by the people who buy from us.

CLOTH SAMPLE BOOK No. 52M WALL PAPER SAMPLE BOOKLET.

CONTAINING CLOTH SAMPLES OF OUR ENTIRE LINE OF MEN'S CUSTOM TAILORING, everything in men's suits, overcoats, ulsters, trousers, etc., a book containing fashion plates, tape measure, order blanks, rules for measurements, etc., will be mailed to any address on receipt of 10 cents (postage stamps taken), and the Cloth Sample Book No. 52M will not be furnished to anyone unless application is accompanied by 10 cents.

WE PUBLISH A BOOK CONTAINING A GOOD SIZED SAMPLE OF EVERYTHING SHOWN IN OUR WALL PAPER DEPARTMENT. We believe it to be the most complete book of wall paper samples furnished by any house and the prices are far below any kind of competition. This book will be furnished only where 5 cents (postage stamps taken) accompanies the application.

CLOTH SAMPLE BOOK No. 56M

CONTAINS CLOTH SAMPLES OF MEN'S READY MADE CLOTHING, our entire line of men's ready made suits, pants, overcoats and ulsters, together with fashion figures, tape measure, order blanks, rules for measurements, etc., and will be mailed to any address on receipt of 5 cents, (postage stamps taken.) and no application for Cloth Sample Book No. 56M will be filled unless the same is accompanied by 5 cents.

COLOR CARD BOOKLET OF READY MIXED PAINTS.

WE ISSUE A BOOKLET CONTAINING SAMPLES OF COLORINGS OF EVERYTHING WE HANDLE in house, barn, fence and buggy paints, ready mixed for use; everything in paint and painters' material and this sample book will be sent to any address postpaid on receipt of 5 cents (postage stamps taken). No sample book will be sent unless 4 cents accompanies the application.

CLOTH SAMPLE BOOK No. 64M

CONTAINS CLOTH SAMPLES OF OUR ENTIRE LINE OF BOYS' AND CHILDREN'S FALL AND WINTER CLOTHING, everything in boys' long pants suits, knee pants, reefer and vestee suits, overcoats, jackets, trousers, etc. Also fashion figures, tape measure, order blanks, etc., will be mailed to any address on receipt of 10 cents, (postage stamps taken.) Sample Book No. 64M will not be furnished excepting where the application is accompanied by 10 cents.

GROCERY PRICE LIST.

15 CENTS PAYS FOR ONEYEAR'S SUBSCRIPTION TO OUR GROCERY PRICE LIST. We issue a separate grocery price list thoroughly revised and re-edited, and all prices brought right down to the lowest Chicago wholesale prices, and published every 60 days. This Grocery List will be mailed to any address every 60 days for one year for 15 cents. Those wishing to receive our Grocery Price List regularly every issue for one year and thus learn the very lowest Chicago wholesale prices on everything in groceries at all times, should send 15 cents for a year's subscription to the Grocery List. No Grocery List will be furnished except on receipt of 15 cents for a year's subscription.

The price asked for these books is barely enough to cover the cost of the samples in each case.

ENCLOSED IN THIS BOOKLET WILL BE FOUND APPLICATION BLANKS for the big new revised 1200-page Catalogue No. III, and also for the various sample booklets we furnish as listed above, and if you will fill out the application blanks for such catalogues or booklets as you want and enclose the required amount, the booklets ordered will be sent to you by return mail, postpaid, and you will find the prices on everything listed surprisingly lower than those quoted by any other house.

IS IT FAIR TO THE BUYER?

WE HAVE MADE A CAREFUL STUDY

of the relation of the catalogue house to the buyer, the obligations of the seller to the purchaser, and we have decided that the catalogue methods we have employed in the past, and which, we believe, are today employed by every other house selling goods from a catalogue,

ARE NOT FAIR TO THE BUYER!

THROUGH THE PAGES OF THIS BOOKLET WE ARE ENDEAVORING TO EXPLAIN why we do not believe the catalogue methods employed by other houses and heretofore employed by ourselves, have been fair to the buyer and we are going to rest our case in the honest judgment of the intelligent buying public.

WE DESIRE THROUGH THIS BOOKLET TO MAKE A FREE, HONEST, PLAIN, SIMPLE STATEMENT OF THE FACTS, uncover things that may heretofore have been somewhat covered up, show to our customers that we have nothing to hide, that there are no secrets in our business, there are no facts that we wish to withhold, and we are going to depend upon the good judgment of the millions of people who have purchased from us to endorse our policy and avail themselves of the low prices our new policy affords.

FIRST. EVERY CATALOGUE HOUSE IN EXISTENCE, however large or small, whether they furnish a catalogue free for the asking, for a postal card, or for 5 cents, 10 cents or 15 cents in postage, makes the buyer pay for all the expense. If the catalogue house sends out a million catalogues at an expense of over \$500,000.00 and only one-third of those who receive the catalogues ever order goods, the one-third who do order must pay the expense of supplying the catalogues to the two-thirds who never order, the one-third who order, paying toward the expense in proportion to the amount of goods they buy. If they buy a dozen times a year they are assessed a dozen times for this waste expense because it is all added to the selling price. A percentage is figured into the selling price of every item. Catalogues offered for nothing may be very pleasing to the people who wish to review the catalogue out of idle curiosity, with no thought of buying, but doesn't it fall rather hard on the fellow that does buy, and especially if he buys frequently?

IS IT FAIR TO THE BUYER?

SECOND. MERCHANTS EVERYWHERE ARE UP IN ARMS AGAINST THE CATALOGUE HOUSE for the reason that certain catalogue houses are making prices against which they cannot compete, and the trade of the catalogue houses everywhere is rapidly increasing, while the merchants' sales are decreasing, in consequence, and as a result it is becoming the custom of merchants everywhere to provide themselves with a copy of the latest catalogues issued by mail order houses. They are advised to do this by all the Trades Journals, by all the Retail Merchants' Associations, and the result is that hundreds of thousands of catalogues are annually being supplied to these merchants, who by reason of their bitterness would not buy a penny's worth of goods from a catalogue house, and the catalogue house that sends catalogues to these merchants for 5 cents, 10 cents or 15 cents (a small fraction of the cost of the book), are heaping up advertising expenses, all of which they must and do add to their selling prices, and the fellow that buys from them is compelled to pay for this waste,

IS IT FAIR TO THE BUYER?

THIRD. ALMOST EVERY MANUFACTURER OF EVERY KIND OF MERCHANDISE IMAGINABLE seeks to get a copy of the latest catalogue issued by the several mail order houses, either for the asking or for 5 cents, 10 cents or 15 cents in postage, a small fraction of the cost of the book, and the result is thousands of these catalogues are distributed all over the country among the large, medium and small manufacturers, who simply get the book to post themselves as to market conditions or perhaps with a view of supplying the catalogue house with certain merchandise. All this wasted circulation of catalogues and enormous expense must be added to the selling price of the goods and the party who buys goods is compelled to pay for it.

IS IT FAIR TO THE BUYER?

FOURTH. IN THE UNITED STATES THERE ARE THOUSANDS OF CURIOUS PEOPLE, sometimes termed curiosity seekers; thousands that like to look at pictures, read descriptions and study prices, but they have no money to buy. Included in this class are children. In the aggregate this runs into many thousands of catalogues that are wasted; an enormous expense all of which is added to the selling price and which is paid by the party that buys.

IS IT FAIR TO THE BUYER?

WE DO NOT BELIEVE COMMERCIALLY THAT WE HAVE ANY MORE RIGHT TO FURNISH A CATALOGUE to any one of the four classes above mentioned for nothing and charge it to one of our customers that buys, than we have to give the same party a pair of shoes or other article of merchandise and then charge it to one or more of our customers, and the only way we can overcome this is to ask everyone to pay for the catalogue.

WE KNOW THAT COMPARATIVELY FEW CURIOSITY SEEKERS WILL SEND 50 CENTS FOR THE BOOK; merchants who want it will have to pay 50 cents for it. We know comparatively few books will be sent to children or curiosity people, and those that do go will not be at the expense of our customers and not one penny will have to be added to our selling price.

WE DON'T KNOW, BUT WE HONESTLY BELIEVE THAT EVERY CUSTOMER ON OUR BOOKS will appreciate the position we are taking, will understand that it is done entirely in their interest, will understand our plain statement of the facts, how we do not wish to cover up anything, how we wish to make everything plainly understood, and will be more anxious to send 50 cents for our book than they have heretofore been to send the fraction of the cost, 15 cents.

WE WANT TO TAKE YOUR 50 CENTS AND RETURN TO YOU \$5.00. We want to return your 50 cents several times over with every order you send to us. We want to return it to you in honest, straightforward plainly explained methods of merchandise by giving you what you order at what it costs to produce with no wasted advertising expenses added, nothing added but the most economic handling expenses and our one small percentage of profit.

WE KNOW THAT 50 CENTS ASKED OUTFRIGHT, placed conspicuously before our customers may at first look bigger than \$2.00, \$4.00, or possibly \$8.00 or \$10.00 cleverly covered up. But our prices tell the story. In these the explanation is complete. The difference is very striking and we know your intelligence will direct you to send 50 cents for the big book at once.

DO YOU SAY YOU WOULDN'T SEND US 50 CENTS FOR A CATALOGUE?

And that you could get all the catalogues you wanted free for the asking, for a postal card, for a 2-cent stamp, for 5, 10 or 15 cents in postage, and that you wouldn't pay 50 cents for a catalogue?

IF YOU DO NOT WISH TO BUY ANYTHING

almost every city in the United States, offering all catalogues free, postpaid, or for a few cents—5, 10 or 15 cents in postage, only a fraction of the cost of the book, and we know you are correct when you say you can get any number of catalogues for nothing or next to nothing.

SOMEBODY PAYS FOR THESE NEWSPAPER ANNOUNCEMENTS, someone pays for these catalogues that are so liberally distributed free for the asking or for a small fraction of their cost. The expense is enormous and somebody must pay the expense. We know there is not one of our customers so short sighted as to believe that the house that prints and mails them does not get pay through someone for these books.

HOW ABOUT THE FELLOW WHO DOES BUY?

and there is \$5.00 added for catalogue expense, a suit of clothes and \$1.00 added, a mixed order of merchandise and \$2.00 or \$3.00 added, he wishes to patronize the house and continues to order from time to time, and every time he orders he pays the fixed catalogue expense percentage added to the price.

IS THIS TREATING THE BUYER PERFECTLY FAIR?

take one penny from our customers in this way, and we believe every intelligent person will appreciate our position, will fully understand that we of our customers, and to protect them, and them alone, against the imposition that has for all time been practiced.

WE DON'T BELIEVE THE MAN WHO BUYS \$1.00 WORTH OF MERCHANDISE SHOULD BE TAXED FOR WASTED ADVERTISING EXPENSE, no more than we believe he should be taxed for the tens of thousands of salesman who are constantly traveling over the country in Pullman palace cars, receiving large salaries, stopping at first class hotels and, in a sense, living in luxury, all of which expense is taken from the man who buys the goods.

GO TO ALMOST ANY CITY OR TOWN AND YOU

WILL FIND THE FIRST CLASS HOTELS FILLED UP LARGELY WITH TRAVELING SALESMEN, who travel from town to town, city to city. Some places they succeed in selling goods, some places they do not, but their salary goes on from day to day, the traveling expenses, hotel expenses, their extravagant living continues day by day, and the merchant who buys from these traveling salesman pays their expenses. He pays their expenses for the time devoted to selling him and the time devoted in trying to sell the dozen other merchants that he did not succeed in selling. Any intelligent person will know that the merchant is not the man who finally settles the bills. It's the man who uses the goods. It's all added to the selling price.

ABOUT DELAYED SHIPMENTS.

possibly there was some delay in our filling your house several days. You may have gone to the railroad or express office expecting to receive the goods when you thought them due to arrive, and not receiving them were influenced to write us about the unusual delay of several days in filling your last order.

WE DON'T INTEND TO DELAY ORDERS.

IT IS OUR AIM TO MAKE PROMPT SHIPMENTS, where possible to ship the goods the day the order is received or the day following. It is our aim to give you prompter service than you can get from any other house, and we are going to do this; but our extremely low prices the past season, prices lower than any other house attempts to make, has brought to us a very much larger volume of business than we felt we had any right to expect. Where we were prepared to take care of 15,000 orders per day we have been called upon to handle 30,000 orders.

WE HAVE FOR SOME MONTHS PAST

buy goods. The incomparably low prices have so overtaxed our capacity, so overtaxed the capacity of the manufacturers in many lines to supply us, that we have, in spite of every effort, at times been compelled to delay orders in some cases several days, and not be had at once, a longer delay has been unavoidable.

YOU NEED HAVE NO FEAR

OF ANY UNNECESSARY DELAY. You can be sure that if you send an order to us you will get the goods in as quick or quicker time than if the order went to any other house. Understand, this season there is a still greater reduction in prices, a reduction made possible by practically eliminating all advertising expense, by not asking a customer to pay for the expense of furnishing a catalogue to half dozen who never become customers; but by asking every one who wants our new 1200-page Catalogue No. 111 to send us 50 cents, with the assurance from us that they will save the 50 cents several times over almost every time they send us an order, for our prices will be more than enough below any other house to insure this saving on every order.

YOU ARE PERFECTLY RIGHT, and the newspapers are full of announcements, full of advertisements from all kinds of merchandise and offering to send catalogues free, postpaid, or for a few cents—5, 10 or 15 cents in postage, only a fraction of the cost of the book, and we know you are correct when you say you can get any number of catalogues for nothing or next to nothing.

YOU DON'T HAVE TO PAY FOR THE BOOK. You can get any number of catalogues without paying one penny, provided you never order any goods, and hundreds of thousands of children, curiosity seekers, jealous merchants and others do get these catalogues for nothing or next to nothing compared with their cost, and if they never order a dollar's worth of goods they never have to pay anything for the book.

DOESN'T THE BURDEN REST PRETTY HEAVY ON THE MAN WHO BUYS? If he buys a buggy and there is \$3.00 added for catalogue expense, merchandise and \$2.00 or \$3.00 added, he wishes to patronize the house and continues to order from time to time, and every time he orders he pays the fixed catalogue expense percentage added to the price.

WHEN THIS MATTER IS FULLY EXPLAINED

WE BELIEVE EVERY INTELLIGENT CUSTOMER WILL APPROVE OF THE POSITION WE HAVE TAKEN, will be glad to send 50 cents for our catalogue. Understand, we do not claim to be able to do wonders, we do not claim to sell anything for less than cost; but as very large retailers of merchandise we are able to reduce the first cost, as a rule, down to the exact cost to manufacture. This price we pay for the goods in cash. It costs us something to handle the goods, something to conduct our business, although we handle it as economically as possible. This comparatively small percentage is added to the cost. We are entitled to a small profit, and we always exact this one small profit on everything we sell. This is added, and we do not feel that we have any right to add another penny. We don't believe we have any right to add to this any wasted catalogue circulation, and while all others do so, we have decided not to do so. We want nothing covered up, hence this booklet of explanation as to why we ask 50 cents for our new Catalogue No. 111, why everyone should send 50 cents for this book, why it is much cheaper at 50 cents than any other catalogue you can get for the mere asking or for a fraction of its cost—5, 10 or 15 cents.

WHAT TO EXPECT BY REASON OF OUR INCOMPARABLY LOW PRICE MAKING. We have doubled the size of our building by erecting a nine story building, we have greatly increased our stocks and enlarged our clerical and stock keeping forces, until today we are in a position where we can promise the promptest possible service. We are so situated that the moment your order is received it will be carefully selected, inspected, and immediately packed and shipped. We are today in a position where you can get from us such prompt service as can be had from no other house.

BEEN COMPELLED TO REFUSE CUSTOMERS ADMITTANCE TO OUR MERCHANDISE DEPARTMENTS

to inspect and to our merchandise departments to inspect and occasionally on goods that were sold out and could not be had from no other house.

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HAVE YOU EVER BEEN ASKED TO JOIN A BUYERS' ASSOCIATION?

To Become a Member of Any Kind of Union, Association or Society for the Purpose of Buying Goods at Wholesale Prices?

IF YOU EVER HAVE you know you have been asked to pay \$20.00, \$10.00, \$5.00 or surely not less than \$2.00, and all for what purpose? If you pay \$5.00 to \$20.00 and become a member of any association that promises to furnish you goods at wholesale prices, you will find you have paid \$5.00 to \$20.00 for the privilege of buying at much higher prices than ours and from a very much smaller assortment of merchandise to select from.

WE FEEL that it is proper to warn our customers against the numerous agents and canvassers who are traveling through the country covering almost every state, soliciting members to the various associations, societies and agencies they represent.

THE MOST OF THEM SAY if you will become a member of their association or society and will pay a membership fee ranging from \$5.00 to \$20.00 they will furnish you a catalogue from which you can order such goods as you want, they representing that the prices printed in the catalogue they furnish are lower prices than you can buy for elsewhere, when as a matter of fact our prices are very much lower than any of these so-called associations can purchase the goods for. Our line of merchandise is very much more extensive, our organization is very much larger, larger than all of these different associations and societies combined, and to buy from us you do not have to become a member of any association. **There is no membership fee of \$5.00, \$10.00, or \$15.00. There is no restriction.** Anyone can buy from us. We are glad, yes, very anxious to receive the orders, no matter how small, that anyone anywhere will send us and to give them the benefit of our very large stock, more benefit than could be derived from all the so-called merchandise associations combined. It is only necessary for you to send 50 cents for our new revised Catalogue No. 111.

SEND US 50 CENTS for our big, four-pound 1200-page price revised Catalogue No. 111, and you and your friends, anyone that you may care to refer to the catalogue, can order at our lowest prices, the lowest prices quoted by any house in existence. They can select their wants from the biggest kind of an assortment, they can buy everything they want at the very lowest wholesale prices.

THESE VARIOUS SOLICITORS may have gone into your neighborhood and solicited you to become a member and asked you to pay a membership fee ranging from \$5.00 to \$20.00. They have told you that only you and your family would be benefited by the low prices they offer. They have gone to your neighbors and asked them to pay the same membership fee in order to have the benefit of the same association.

WHAT 50 CENTS WILL DO.

50 cents invested in one of our new No. 111 Catalogues will do wonders.

1—It will show you the very lowest wholesale price on everything in merchandise, much lower prices than are quoted by any other house in America.

2—It will enable you to save from 25 to 50 per cent on everything you buy.

3—It will prevent your storekeeper at home or elsewhere from overcharging you on anything you buy from him.

4—It will save you from \$2.00 to \$5.00 on every \$10.00 worth of merchandise you purchase for a year.

5—It will give you a variety to select from ten times greater than you will find in your store at home.

6—It will enable you, your friends and neighbors to get the benefit of the lowest prices ever quoted. It will bring to you and your neighbors one of the biggest stocks of general merchandise in America, from which you can make a selection in your own home.

7—It will save you and your neighbors from \$20 to \$50 during the first 12 months if your combined purchases of all kinds of goods amount to \$1,000.

SEND 50 CENTS FOR OUR NEW REVISED PRICE

WE ARE NOT AN ASSOCIATION.

We have no memberships, we have no privileges for one that we do not extend to the other. While it is necessary to have our catalogue in your house, we do not limit the number of people who may use the catalogue. One of our catalogues often answers for a whole neighborhood; a half dozen families or more often use the same catalogue from which to select the goods they order from us, but to make our prices very much lower than any association, department store, catalogue or mail order house, to make our prices even lower than your storekeeper at home is now paying for the goods he buys and which he sells you at a big profit, we have deducted from our selling prices all catalogue expenses. **The one hundred thousand catalogues that are wasted in the hands of people who never buy and which forms a big item of expense, and which by all other mail order houses is added to their selling price, with us is all eliminated, for we ask every one to first send us 50 cents in advance to pay the first cost of getting out our big catalogue, and the party who orders our catalogue and sends us 50 cents and never buys has not incurred for us an expense which we must charge to the party who does buy.**

IF 200,000 PEOPLE in a year send for our catalogue and never buy, these 200,000 people send us \$100,000. They have paid us in advance the first cost of the catalogues, whereas if we furnished these catalogues free or for a fraction of their cost, the hundreds of thousands of our customers who do buy would have to pay this \$100,000 invested in wasted catalogue circulation. It would all be reduced to a percentage, and that percentage added to the selling price of every article listed in our catalogue, and every other house who sells you goods from a catalogue furnished you free or for a fraction of its cost, has added this percentage to their selling price, and every time you send them an order, you pay your portion of this wasted catalogue circulation.

8—It will enable you to add to your income every month if you feel like devoting a little spare time to selling some goods in your neighborhood. There are thousands of articles listed in the book which you could buy and immediately sell at a handsome profit to yourself.

9—Thousands of our customers make from \$50.00 to \$500.00 per year by devoting their spare time to taking orders for sewing machines, vehicles, bicycles, clothing, and other merchandise. They buy from us at prices quoted in our catalogue, prices that are lower than dealers can buy on credit in any quantity. Among our customers are many who are constantly buying and selling, and their spare time is occupied in this way, showing a handsome profit to them every year.

10—As a reference book from which you can learn about all kinds of merchandise, all kinds of manufactured goods, every thing that is used in every state and territory, goods that are used in every civilized and semi-civilized country on the globe, purely as a book for educational purposes, it is worth ten times the nominal charge of 50 cents which we make.

REDUCED 4-lb. 1200-PAGE CATALOGUE No. 111,

and if you do not say it is worth ten times the cost to you, you can return it to us at our expense and we will immediately return your money.

A LITTLE HISTORY OF OUR HOUSE.

If we ask 50 cents from our customers for our Catalogue No. 111, without a hard earned knowledge of the real value of one-half of an American dollar, our sincerity of purpose might well be questioned, but we think a brief history of our business will serve to satisfy the most suspecting and tend to convince that we do know the value of 50 cents, and when we ask our customers to send us 50 cents for Catalogue No. 111, we are working solely in the interest of our customers, of the people who buy from us.

We are plain, common, unassuming people that know well the lot of the farmer, the laborer, the man who earns his bread by the sweat of his brow. We did not learn it from books, from parents; we learned it by the stern, unerring teacher, experience.

Our president, Mr. R. W. Sears (now about 40 years of age), received his first commercial education at the age of about fifteen years, behind the plow on a western farm, and at a salary of about \$10.00 per month, in days measured from sunrise to sunset, behind the plow, the harrow, in the harvest and hay fields, under the blistering sun of summer and the freezing blast of winter, at an income of about 30 cents per day. There he learned what it meant to earn half a dollar. From there to a position of \$25.00 per month on a railroad, at little more than hard labor, for 12 hours work for a day he learned that 50-cent pieces do not bud and grow on trees, at least not in Minnesota.

The tools of the laborer, the implements of the farmer, which we sell today are little different from those our president learned the use of, not from books, but when he received his first understanding of the value of 50 cents.

To one who really knows the true value of 50 cents (knows it from experience), the question of how to save to the most people the last possible penny on all their purchases, how to economize in every way in behalf of the buyer is a most natural study.

That we can work the greatest economy to our customers and make for them a big saving on every order they send us, by asking 50 cents for every catalogue we mail, there can be no question.

Our business was started about twelve years ago by our Mr. Sears, with one assistant in a small room about 10x12 feet square, and a few hundred dollars in cash and a determination to succeed was our entire capital. Our policy from the start was to see how much value we could possibly give for every dollar that was sent us. To accomplish this we at once contented ourselves with a very small profit. A dollar in profit to a country boy looked much larger than to the average city boy, and we were satisfied with very small profits. We were often jeered at by our city neighbors for our plain cheap ways; 10 cent lunches, etc., and as others sometimes called them "starvation profits." But we went right along (our Mr. Sears at first answered all the letters, billed, packed and shipped goods, often working very late into the night, week after week) on this original economic one small profit plan which has characterized our business until the present hour.

The plan was a success. The business grew from the start. Larger and more rooms were taken and more help added season after season until in 1895 another partner was admitted (our present vice-president and treasurer) and the business was incorporated and we occupied a building at 173 West Adams street in this city, 75x180 feet, five stories high with about 300 employees. In 1896 we moved to our present location and occupied a building about 100x170 feet, six stories high, with 600 employees. In 1898 this building was enlarged to 170x170 feet, seven stories high with 1,300 employees. In 1899 and 1900 we added outside buildings and added constantly to our clerical force. This year our building has been enlarged by the addition of an immense nine story structure, our entire building covering a whole square, a full city block, fronting on four streets, Fulton, Des-plaines, Wayman and Jefferson streets, and is one of the largest commercial buildings in the world.

We own the property, building and ground. We employ over 3,000 people. It is the largest mail order business, without exception, in the world.

So much for the value of 50 cents and why we know what we are asking, when we ask you for your own sakes, to send 50 cents for Catalogue No. 111.

THE FIGHT AGAINST CATALOGUE BUSINESS.

The catalogue house is being bitterly attacked by all retail merchants, because our selling prices are much lower than the prices at which the retail merchants can sell, and with the issue of our new No. 111 Catalogue (for which we charge 50 cents, and in which all catalogue expense has been deducted from the selling price on every item), there will go up such a howl against the catalogue house this season as never was heard before.

These are some of the arguments held out by the retail merchant against your patronizing the catalogue house, and we append our answer to the same:

No. 1—They will tell you "you should patronize home concerns and support home merchants."

Answer—If you can buy the goods you need in a year from us at a saving of from \$50.00 to \$200.00, has your local merchant any right to take this \$50.00 to \$200.00 from you and would he pay you \$50.00 to \$200.00 more for what he buys from you than he could get the same for elsewhere?

No. 2—They sometimes say we sell inferior goods, second quality, etc.

Answer—This is very weak and about the last argument to which intelligent merchants resort, for we guarantee everything we sell to give satisfaction or we will immediately return your money, and this is backed by responsibility represented by over one million dollars capital.

No. 3—They say, "the freight will amount to about as much as you will save in price."

Answer—The merchant pays the exact same rate of freight you pay, and he pays as much for the goods

as we ask you. He then adds the freight and his profit. Whether you buy the goods from us or your local merchant you pay the exact same freight from the factory.

No. 4—The merchant says he "pays taxes to the town and county, and we don't."

Answer.—The party from whom the merchant buys his goods pays no taxes to the town or county, and don't you pay the merchant's taxes a hundred fold in the difference in what he gets from you for the goods he sells per year and what we ask for the same goods? In other words, if all the goods purchased from him in a year by his customers were purchased from us, they would save a hundred times the taxes paid by the merchant and could well afford to do without the little mite he contributes to the running expenses of their town and county.

No. 5—They say "you cannot see what you are buying, and must make your selection from pictures and printed descriptions."

Answer—We give you from ten to one hundred times the variety to select from, goods your merchant has not got to show you, not even pictures of, and our illustrations and descriptions are so clear there can hardly be any mistake or misunderstanding, and if there is and you are in any way dissatisfied, we immediately return your money.

No. 6.—Some merchants (not all by any means), lie to keep business away from us.

We have no answer for this class. They are soon found out and they pay the penalty for their own acts.

.. GROCERY PRICE LIST..

MAILED REGULARLY ONE YEAR FOR 15 CENTS.

15 CENTS (POSTAGE STAMPS TAKEN) PAYS FOR A FULL YEAR'S

SUBSCRIPTION TO OUR REGULAR GROCERY PRICE LIST. . . .

FROM THIS ILLUSTRATION, engraved from a photograph of our grocery price list, you can form some idea of the style in which this, our regular grocery price list is gotten up. This, our handsomely illustrated 32-page grocery price list, which is revised and issued every 60 days and mailed postpaid regularly for one year to any address for 15 cents, is a 32-page book as shown in the illustration. It is a book 9½x12½ inches in size, consists of 32 pages attractively printed in colors, with hundreds of illustrations, thousands of quotations and descriptions of everything in the grocery line. It is the largest, most complete and lowest priced grocery catalogue ever issued.



IN THIS, OUR REGULAR GROCERY CATALOGUE which we issue regularly and mail one year, postpaid, to any address on receipt of 15 cents, we name the lowest Chicago wholesale prices on Sugar, Flour, Tea and Coffee, Meats, Fish, Spices, Baking Powder, Flavoring Extracts, Dried Fruits, Canned Goods, Pickles, Syrups, Molasses, Vinegar, Cheese, Crackers, Soap, Stock and Poultry Food, Candy, Cigars and Tobacco, Oil, Paint and Varnish, Fertilizers, etc., everything that goes to make up one of the most complete, largest and most interesting grocery stocks that is carried in this or any other city.

THIS GROCERY PRICE LIST tells what the freight will be on anything to your town, tells what your grocery dealer at home must pay for everything he buys, and will prevent him from overcharging you on anything you buy from him. If you have this grocery price list mailed to you regularly for one year, you will find you will save from \$10.00 to \$100.00 in a year on the groceries you use by ordering them from us, or you can save from \$1.00 to \$5.00 on any ordinary size grocery order.

THIS, OUR SPECIAL GROCERY PRICE LIST will surprise you in its hundreds of price offerings. You will be surprised at the difference between the price you are now paying for groceries and the price at which you can buy them if you send your orders to us.

THIS, OUR SPECIAL GROCERY PRICE LIST is completely revised every 60 days. The prices are brought right down to date to show the very lowest Chicago wholesale prices, the lowest prices at which the largest

dealers can buy in the largest quantities, and with this book in your possession you can buy any quantity, no matter how small, at the prices we print. If you send us 15 cents you will receive this grocery price list by mail, postpaid, regularly every 60 days for one year.

WHY WE CAN SELL GROCERIES CHEAPER THAN ANY OTHER HOUSE.

We get 7 cents for a year's subscription to our grocery price list. Not one penny is wasted in distributing these price lists among the thousands who do not buy. We also get 50 cents for every large Catalogue No. 111 and not one penny is added to cover catalogue expenses.

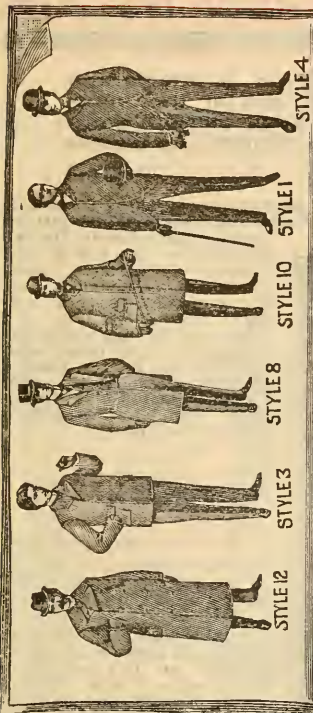
WE KNOW you can get grocery price lists from all other houses that handle groceries, free, for the asking. They will mail them to you postpaid, and require no money from you. It is the custom with all mail order houses to mail hundreds of thousands of grocery price lists broadcast over the country, and from a portion of these lists mailed they receive orders, and the parties who order must pay for the large portion of the grocery lists that are wasted by going to people who do not buy. This big percentage of expense is added to the selling price, while with us not one penny is added.

WE ALSO COULD FURNISH grocery price lists free for the asking. We could afford to mail them to our several million customers every 60 days and make no charge if we, like others were willing to add from 10 to 15 per cent to our selling price; but we believe this would be taking advantage of our customers who do buy; hence we require everyone to first pay for our grocery price list, and once paid for if they wish to buy they can save on every order from ten times to one hundred times the 15 cents we ask for a full year's subscription to our grocery price list.

IF YOU SEND US 15 CENTS for a full year's paid subscription to our grocery price list, and on your first order amounting to \$10.00 we save you at least \$2.00 as against any price you can get from any other house. We will have saved you on your first order the price of about fourteen yearly subscriptions to our grocery price list. We believe it is our duty to do this, and we believe our intelligent customers will appreciate the position we have taken.

DON'T FAIL TO SEND 15 CENTS for a year's paid subscription to our regularly revised grocery price list, which we issue every 60 days. Either fill out our grocery price list application blank, enclose 15 cents, or simply say, we wish a year's subscription to the grocery price list, enclose 15 cents (postage stamps taken), your name will be entered on our list of regular yearly subscribers and the grocery price list, completely revised, changed and brought right up to date will be sent to you every 60 days, postpaid, for one year.

OUR BOOK OF SAMPLES OF MEN'S CUSTOM TAILORING.



THE ACCOMPANYING ILLUSTRATION engraved by our artist from a photograph, showing two pages of our Custom Tailoring Sample Book No. 52M. will give you some idea of the style in which this cloth sample book of men's custom tailoring is gotten up. This, we believe, is the largest, handsomest and most comprehensive and lowest priced men's custom tailoring Sample Book published. This book, as illustrated contains a big line of cloth samples of new 1902 fall and winter cloth samples of fabrics for men's made to measure suits, coats, vests, overcoats, ulsters, etc., cloth samples of our entire line of fabrics for men's fine custom tailoring for fall and winter, the most complete line of foreign and domestic goods shown by any tailoring house, and at

PRICES LOWER THAN EVER BEFORE.

A HANDSOME LINE of black, colored and fancy English, French, German and domestic worsteds; a fine line of foreign and domestic chevots and meltons, a big line of foreign and domestic cassimeres, tricot, serges, broadcloths, etc., a big line of special fabrics for men's custom pants, etc., the very latest effects for fall and winter in heavy weight fabrics in neat, small, narrow and wide stripes, goods woven especially for trousers, fabrics of German, French and English weaves, in all the neatest things in worsteds, cassimeres, meltons, etc.

FOR MADE TO MEASURE OVERCOATS AND ULSTERS, we show cloth samples of a big line of fine meltons, chinchilla, frieze, etc., all the very latest overcoatings for fall and winter, all the very latest shades.

THIS, OUR SAMPLE BOOK No. 52M, contains in addition to cloth samples of everything in our line of samples for men's made to measure garments, beautiful fashion plates, fashion figures, tape measure, order blanks, plain, simple, easy rules for self measurement, full instructions as to how to order, etc. With this big book of cloth samples, you will have such a stock to select from as no tailor can show you. You will be able to order your garments made to your measure, cut from the very latest style of fabric from your own selection, made in the very latest style for fall and winter, and at prices that no other house can attempt to compete with.

AT FROM \$7.00 TO \$20.00 for Suits, Overcoats and Ulsters (mostly \$7.00 to \$12.00), we show in this book an immense line of new, heavy weight fall and winter fabrics, goods that we make up, better, handsomer, more stylish and better fitting, at less than one-half the price charged by tailors generally.

HOW WE MAKE OUR PRICES SO VERY LOW on everything in men's custom tailoring made to measure suits, pants, overcoats, ulsters, etc., how it is possible to make to your measure a suit or overcoat for \$7.00 to \$12.00, to make it more stylish and better fitting, in every way a better suit or overcoat than your tailor could furnish you at \$18.00 to \$25.00.

FIRST. We have no catalogue advertising expense, no free cloth sampling expense. Houses that furnish large catalogues free or for a fraction of their cost, and furnish cloth samples free for the asking, mailing thousands of sample books to people who never buy, and thousands of catalogues to people who never buy, are compelled to add this wasted expense to the selling price of every garment, compelled to charge several dollars more for a suit or overcoat than they would charge if this wasted advertising expense was not incurred.

WE SAVE ALL ADVERTISING EXPENSE by getting 50 cents for every No. 111 Catalogue we print, and by getting 10 cents for every cloth sample book of Men's Custom Tailoring Book, No. 52M, so that when you order a suit or overcoat from us, not one penny is added to the selling price to defray the expense of free cloth samples or free catalogues. This makes a saving of from \$1.00 to \$5.00 on every suit or overcoat.

SECOND. WE BUY OUR GOODS DIRECT from the largest foreign and domestic mills, buy them in immense quantities for cash. We operate our own custom tailoring plant, one of the largest custom tailoring plants in the country. We employ the most skilled designers, cutters, trimmers and makers, but it is all done on so large a scale that the cost of cutting, trimming, making and furnishing of each garment in the very highest style or the art is reduced to the very minimum, and to the actual cost of material, the cost of the cloth, linings, trimmings, etc., the first cost of making in our own factory, added our one small percentage of profit, not one penny added for free samples, for free catalogue distribution, hence we can furnish you a suit, overcoat or ulster made to your measure for about one-half the price charged by merchant tailors generally.

SEND US 10 CENTS our latest sample book No. 52M, our big cloth sample book of men's custom tailoring for fall and winter, will send it to you with the understanding that if it is not perfectly satisfactory when received, if you are not convinced you will save 10 cents many times over on your first order, you can return the book to us and we will immediately return your 10 cents.

DON'T FAIL TO SEND 10 CENTS FOR MEN'S CUSTOM TAILORING SAMPLE BOOK No. 52M.

MEN'S READY MADE CLOTHING SAMPLE BOOK No. 56M

From this illustration, engraved by our artist from a photograph showing Book No. 56M open, you can get some idea of the manner in which we get up this our special Sample Book of cloth samples of men's ready made clothing, suits, pants, overcoats and ulsters for the fall and winter of 1901 and 1902.

THIS OUR SAMPLE BOOK No. 56M CONTAINS A FAIR SIZED CLOTH SAMPLE OF everything we handle in men's ready to wear suits, pants, overcoats and ulsters, heavy weight fabrics for fall and winter, fine foreign and domestic cassimeres, worsteds, meltons, chevviots, etc., heavy weight beavers, kerseys, friezes, meltons and other overcoatings, all the latest complete line of cloth samples, fashion figures, fashion plates, tape measure, order blanks, rules for self-measurement, complete instructions how to order, etc.



IT IS THE MOST INTERESTING LINE OF CLOTH SAMPLES OF MEN'S READY TO WEAR CLOTHING SHOWN BY ANY HOUSE

In this our book of cloth samples of men's ready made clothing we show samples of men's suits at \$4.00 and upwards, a good line at \$8.00, pants at \$1.35 to \$2.00; also a nice line of samples of overcoats and ulsters at \$4.00 to \$7.00.

YOU WILL FIND FROM THE SAMPLES WE SHOW in this our special Sample Book No. 56M, that you can get from us ready made clothing, in heavy weight for fall and winter, extra high grade of goods, made in the latest style at about one-half the price charged by your storekeeper at home and at prices very much lower than you can buy from any other house.

HOW WE CAN MAKE PRICES FAR BELOW ALL OTHERS.

WE ASK 5 CENTS FOR OUR SAMPLE BOOK No. 56M. No sample book is furnished unless the application is accompanied by 5 cents (postage stamps taken). We go to no expense for the furnishing of cloth samples and whether a party orders from us or not he must pay for the samples he receives.

WHILE WE KNOW IT IS CUSTOMARY WITH NEARLY ALL HOUSES TO furnish cloth samples of men's ready made clothing free for the asking, we also know that they send out samples to thousands who never order, and in doing this they incur a great expense, which must be and is added to the selling price of the goods. We, too, could furnish cloth samples free for the asking, if we would add from \$1.00 to \$1.50 to the price of every ready made suit, overcoat or ulster, thereby compelling everyone who bought a ready made suit from us to pay for twenty sets of samples which we sent to people who did not buy, but we do not believe this is fair to our customers. We do not believe that we have a customer on our books who wants a good suit of ready made clothes at the lowest price they can possibly be made that will object to sending us 5 cents for our Cloth Sample Book No. 56M, when he understands that by paying for the samples he has saved many times the small charge we ask in the extremely low price we make on our clothing.

IN ADDITION TO THE BIG SAVING BY REASON OF DOING AWAY WITH ALL CLOTH SAMPLE EXPENSE AND CATALOGUE ADVERTISING EXPENSE, requiring everyone who receives our new No. 111 Catalogue to first send 50 cents, we have reduced the cost of manufacturing high grade ready made clothing to the very minimum.

We Buy Our Cloth Direct From the Largest Foreign and Domestic Mills in Large Quantities for Cash.

We operate one of the largest clothing manufacturing in the country; economy is studied in every branch, reducing the cost of a garment to the mere cost of material and labor, and to this we add our one small percentage of profit and make a price that no other house will attempt to meet.

Please fill out the enclosed application blank, enclose 5 cents (postage stamps taken), or simply mention you wish Cloth Sample Book No. 56M, enclose 5 cents in postage and the sample book of men's ready made clothing will be sent to you by return mail postpaid.

OUR No. 64M CLOTH SAMPLE BOOK OF BOYS' AND CHILDREN'S CLOTHING.

FROM THIS ILLUSTRATION, showing the open pages of our Boys' and Children's Cloth Sample Book No. 64M, you can get some idea of the manner in which we show fair sized cloth samples for everything in boys' and children's long pants suits, knee pants suits, vestee suits, overcoats, ulsters, jackets, trousers, etc., everything in boys' and children's wearing apparel for the fall and winter of 1901 and 1902.

THIS CLOTH SAMPLE BOOK NO. 64M as illustrated, is a handsome book on which is pasted a cloth sample of every fabric shown in our Juvenile Department. Under each sample of cloth is a full description of the cloth, full description of the garment, illustration of the garment engraved direct from a photograph from life, and our special prices at which



we furnish the garment. The book also contains fashion figures, rules for self measurement, tape measure, special order blanks, explaining just how to order, just how anyone without previous experience can take their measure with every assurance that the garment ordered will be a perfect fit. The book will enable you to select just the weight, color, style and pattern of the fabric wanted in the very latest styles for spring and summer. It will assist you in selecting the style of garment wanted, and will prove to you that you can get from us such garments as you cannot get elsewhere at anything like the price.

IN THIS, our new Fall and Winter Cloth Sample Book No. 64M, we show a complete line of boys' and children's two and three-piece knee pants suits at prices ranging from \$1.75 to \$5.00. A big line of boys' long pants suits at prices ranging

from \$2.00 to \$5.00. A big line of ulsters, jackets, etc., at prices ranging from \$2.00 to \$6.00.

YOU WILL FIND CLOTH SAMPLES IN THIS BOOK, of many fabrics that are woven expressly for boys' and children's wear, strong, wear resisting cassimeres, worsteds, serges, tricots, meltons, heavy weight beavers and kerseys. You will find in this book such a line as is shown by no other house, and at prices on everything that will astonish and please you.

HOW WE CAN MAKE OUR PRICES BELOW ALL OTHERS.

FIRST. We get 10 cents for every Cloth Sample Book of Boys' and Children's Clothing No. 64M we furnish, and different from every other mail order house that furnishes cloth samples of boys' clothing free for the asking, to thousands of people who never buy, and then add the expense of the free sampling to the selling price, every penny for cloth sampling expenses and catalogue expenses has been deducted from our selling price. Where a party orders samples from us he pays for the samples when he orders them, therefore we are not compelled to add this expense to the selling price of any goods you buy from us. The 10 cents we ask for this our Sample Book No. 64M, will be saved many times over on your first order of boys' clothing.

SECOND. We operate one of the largest juvenile clothing manufacturing plants in the country. We buy our goods direct from the largest foreign and domestic mills. They are bought in immense quantities for spot cash. They are manufactured in our own factory where the strictest economy is studied, and to the first cost of material and labor we add our one small percentage of profit—not one penny for free samples or free catalogues, and as a result you can buy any garment from our boys' and children's ready made clothing department for less than your storekeeper at home can buy in any quantity, and for much less than you can buy from any other house.

OUR SPECIAL GARARANTEE OFFER.

SEND US 10 CENTS, (postage stamps taken) and we will send you this big complete sample book of boys' and children's clothing, Book No. 64M, by mail postpaid, send it to you with the understanding that if when received you are not perfectly satisfied and convinced that you can save the 10 cents many times over on your first order, as compared with any prices you can get from any other house, if you are not convinced of this you can return the book to us and we will return the 10 cents.

Either fill out the enclosed application blank for cloth samples of boys' clothing, or simply mention that you wish our Sample Book of Boys' and Children's Clothing No. 64M, enclose 10 cents and this big book of cloth samples will be sent you by return mail, postpaid.

SAMPLE BOOK OF COLORS OF

**READY MIXED HOUSE, BARN,
FENCE, ROOF AND CARRIAGE**

PAINTS.

WE ISSUE A BOOKLET containing samples of colors of all the different shades and grades of house, barn, roofs, fence and carriage paints we handle and this book will be mailed to any address on receipt of 5 cents.

**THIS HANDSOME PAINT COLOR SAMPLE
BOOK IS A BOOK 6½x9½ INCHES IN SIZE.**

CONTAINS SAMPLES IN ACTUAL NATURAL COLORS OF ALL KINDS OF READY MIXED PAINTS FOR HOUSES, BARN, GRANARIES, FENCES, CARRIAGES, ETC., and is one of the most attractive paint sample books ever issued. The book contains colored illustrations showing the different effects that can be worked out in a combination of colorings, body, trimming, roof, etc., for houses, barns, granaries and other buildings. In this book we tell you how to paint, give full directions how to use the paint, how to calculate the quantity you need, proper colors, the best and most tasteful color combinations.

IN THIS BOOKLET

We also quote the lowest Chicago wholesale prices on

- VARNISH,
- WHITE LEAD,
- LINSEED OIL,
- JAVA OIL,
- OIL COLORS,
- DRY COLORS,
- STAINS,
- ENAMELS, ETC.

Also brushes and painters' sundries, Everything to paint with at the lowest market prices.



WE SELL THE...

HIGHEST GRADES of ready mixed house paints at

85 to 95 CENTS PER GALLON,

according to quality. Roof, fence and barn paints at

45 to 60 CENTS PER GALLON,

according to the quality.

We guarantee our ready mixed paints to be the equal of paints that sell everywhere at about double the price.

HOW WE MAKE OUR PRICES SO VERY LOW.

**SO MUCH LOWER THAN YOU CAN BUY FROM YOUR
STOREKEEPER AT HOME, SO MUCH LOWER THAN
YOU CAN BUY FROM ANY OTHER CATALOGUE HOUSE.**

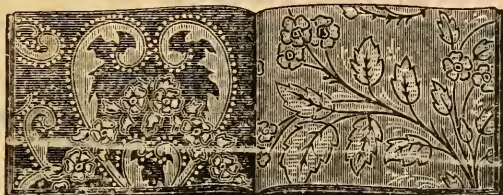
WE GET 5 CENTS FOR OUR PAINT COLOR SAMPLE BOOK. EVERYONE WHO WISHES SAMPLES OF THE DIFFERENT COLORS SHOWN IN OUR BOOK ON READY MIXED PAINTS, sends us 5 cents in postage to defray this sampling expense, while nearly all other houses furnish their sample books to any one free for the asking and where they receive an order from one book, several books are sent to parties who never order, and the party ordering must pay not only for the sample book he receives but he must also pay for the several sample books sent to others who never order. All this is added to the selling price. It either appears in an extra price per gallon or it is taken out of the quality of the paint. The expense of furnishing free samples, or color cards, to everyone, free for the asking, is enormous. It is an expense that the buyer must pay, a fixed expense that is always added to the selling price of the goods. We do not believe this is fair to our customers. We do not believe any customer should pay from 10 to 20 cents a gallon extra for the paint he buys from us simply because we have wasted a hundred thousand sample cards by sending them broadcast to any one free for the asking, so we have changed our sampling method.

WE BELIEVE IF YOU ARE IN NEED OF PAINT YOU WILL BE WILLING AND GLAD TO SEND US 5 CENTS FOR THIS OUR BIG PAINT COLOR CARD.

**OUR
BIG**

WALL PAPER SAMPLE BOOK

WE ISSUE A HANDSOME BOOK OF SAMPLES OF WALL PAPER, A BOOK CONTAINING A FAIR SIZED SAMPLE OF EVERYTHING WE CARRY IN THE LATEST STYLES OF WALL PAPER.



FROM THE ILLUSTRATION engraved by our artist from a photograph, showing the book open, you can get some idea of the style in which our wall paper sample book is gotten up.

THIS IS THE FINEST AND MOST COMPLETE SAMPLE BOOK EVER ISSUED BY ANY CONCERN

and we mail it to any address on receipt of 5 cents (postage stamps taken).

All you have to do is to fill out our application blank, or simply state that you wish wall paper samples, and send 5 cents in postage stamps and the book of samples will be sent to you by return mail.

THIS, OUR SAMPLE BOOK OF WALL PAPER, AS SHOWN IN THE ILLUSTRATION, IS A BOOK 5 3/4 X 8 3/4 INCHES IN SIZE,

and contains samples (cut from the roll) of our entire line of wall paper, a very complete line of everything in plain, ingrain and fancy paper, suitable for all rooms; special designs for the parlor, sitting room, dining room, the bedroom, the hall, the kitchen, etc., appropriate colorings and patterns gotten up exclusively for ourselves.

ON THE BACK OF EACH SAMPLE is printed the price in plain figures, with the price of the borders and ceilings to match, and from this sample book you can select just the pattern you want, and one of our expert decorators will select border and ceiling to give perfect and harmonious match in coloring and pattern.

IN THIS BOOK you will find a big line of wall paper, ranging in prices from 2 1/2 cents per roll upwards. Extra fine paper ranging from 10 cents to 25 cents per roll, the equal of wall paper that sells everywhere at double the price.

HOW WE MAKE PRICES ON WALL PAPER FAR BELOW ANY KIND OF COMPETITION

NO SAMPLES ARE FURNISHED FREE. We have no big free sampling expenses. We get 5 cents for every sample book of wall paper we furnish—enough to defray the expense of furnishing the book—whereas all other houses furnish samples free for the asking. Where they send sample book of wall paper to one who orders they send several books to those who do not order, and this expense of furnishing free samples must be and is added to the selling price of the wall paper, so that those who buy wall paper pay for the samples sent them and for many samples sent to those who do not buy. Under our system of receiving pay in advance for every sample and for every catalogue we publish all free sampling expense and all free catalogue expense is deducted from our selling price.

WE BUY OUR WALL PAPER UNDER CONTRACT FROM ONE OF THE LARGEST WALL PAPER MILLS IN THE COUNTRY.

WE PLACE VERY LARGE CONTRACTS. THE GOODS ARE BOUGHT FOR SPOT CASH.

WE OWN THE PAPER on the basis of the cost of producing the paper, the ink and the printing, and to this we add our one small percentage of profit, and as a result you can buy wall paper from us in any quantity for less than your dealer can buy in large quantities, much less than you can buy from any other catalogue house.

SEND US 5 CENTS

(postage stamps taken) and we will send this

OUR HANDSOME BOOK OF SAMPLES OF WALL PAPER

to you, and on your first order for wall paper

YOU WILL SAVE TWENTY TIMES OVER THE 5 CENTS WE ASK IN ADVANCE FOR THE BOOK.

\$9.98

BUYS THE HIGH GRADE, HIGH ARM, FIVE-DRAWER, DROP HEAD, OAK CABINET,

DELMAR SEWING MACHINE

FOR \$9.98

WE FURNISH THIS HANDSOME HIGH ARM, FIVE-DRAWER, DROP HEAD CABINET SEWING MACHINE, exactly as illustrated, as the greatest sewing machine value ever offered, the equal of any sewing machine you can buy elsewhere at \$18.00 to \$25.00.

EVERY MACHINE

IS COVERED BY A WRITTEN BINDING 20-YEAR GUARANTEE.

by the terms and conditions of which if any piece or part gives out within 20 years by reason of defect in material or workmanship, we will replace or repair it free of charge.

WITH CARE THE DELMAR SEWING MACHINE WILL LAST A LIFETIME.



No. 53M2 Order by Number.

THREE MONTHS' FREE TRIAL.

AS A GUARANTEE THAT THE DELMAR SEWING MACHINE will give every satisfaction, that with it you can do all kinds of plain and fancy sewing, that it is the equal of sewing machines that sell generally at double the price, a high grade up to date machine, we bargain and agree with every purchaser that they can give the machine three months' free trial in their own home, and if at any time during the three months they become dissatisfied with their purchase they can return the machine to us at our expense of freight charges both ways and we will immediately return the \$9.98 sent us.

The Large Illustration shows the Machine Closed, to be used as a Stand, Center Table or Desk. The Small Illustration gives you an idea of the appearance of the Delmar Head.

AT \$9.98

we furnish the machine

COMPLETE WITH

- One oil can filled with oil,
 - Six bobbins,
 - Two screwdrivers,
 - One package of needles,
 - One cloth guide and screw,
 - One foot guide and instruction book,
- a book which explains how to use all the attachments, and makes everything so

plain that anyone without previous experience can operate the machine at once. We furnish special attachments for this machine at the following prices: One thread cutter, one braider foot, one binder and one set of hemmers, extra 25 cents. One tucker, extra 15 cents. One ruler, extra 50 cents.

SEND US \$9.98

AND WE WILL SEND YOU THIS MACHINE under our binding 20 years'

guarantee, with the understanding that if at any time within three months you become dissatisfied with your purchase, you can return the machine to us at our expense and we will return your \$9.98.

IF YOU SEND 50 CENTS

FOR CATALOGUE No. 111, you will find this machine and over one hundred thousand other articles of merchandise priced on the same low price basis, prices that no house can attempt to meet where they furnish a catalogue free for the asking, or for 5 cents, 10 cents or 15 cents in postage stamps.

50 CENTS A YEAR, AN INVESTMENT OF ABOUT FOUR CENTS A MONTH, ENABLES YOU TO BUY EVERYTHING AT ASTONISHINGLY LOW PRICES.

HOW WE CAN MAKE A PRICE OF \$9.98

WE CHARGE 50 CENTS FOR OUR BIG 1200-PAGE CATALOGUE.

By doing this we eliminate our advertising expense, an expense that every house that furnishes a catalogue free for the asking or for 5 cents, 10 cents or 15 cents, is compelled to add to the selling price.

BY ASKING 50 CENTS FOR OUR CATALOGUE, asking our

customers to pay for the book and saving the expense of furnishing the big catalogue free, or for only 15 cents, to the thousands of curious people who send for it with no thought of buying, we are working wonders in price making.

Doing away with the heretofore enormous expense of furnishing our Catalogue by the hundreds of thousands for only 15 cents, a fraction of the cost, and deducting this expense from the selling price of the goods, reduces our selling prices on everything to where there is no comparison between the prices printed in our Catalogue and the prices printed in other catalogues.

DESCRIPTION OF OUR \$9.98 DELMAR SEWING MACHINE.

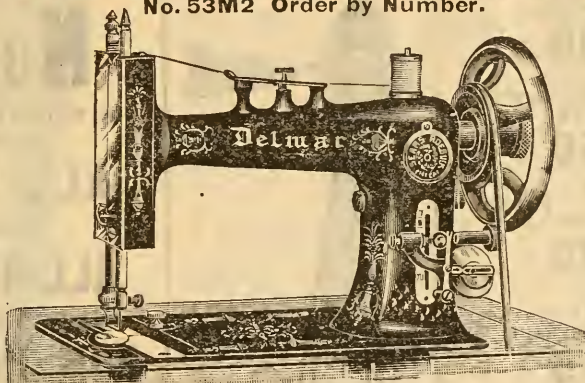
CABINET.

A HANDSOME FIVE-DRAWER DROP HEAD CABINET, new style, made of selected oak,

BEAUTIFULLY FINISHED AND HIGHLY POLISHED,

comes with four side drawers and one center drawer. Latest model skeleton frame, carved panels, embossed and decorated and beautifully finished throughout. The cabinet is furnished with nickel drawer pulls, and rests on four casters.

No. 53M2 Order by Number.



The head is handsomely decorated and ornamented, full nickel plated face plate, handsome colored front transfer ornamentation, **BEAUTIFUL TRIMMINGS THROUGHOUT.**

THE DELMAR

HEAD IS A HIGH ARM HIGH GRADE HEAD, has all the latest improvements,

POSITIVE FOUR MOTION FEED,

self threading vibrating shuttle automatic patent tension liberator, improved nickel plated loose wheel, adjustable presser foot.

Improved shuttle carrier, patent needle bar, dress guard and belt controller.

EVERYONE HAS TO SEND 50 CENTS FOR OUR No. III CATALOGUE

And while we know some of our customers hesitate before sending the 50 cents, knowing that they can get catalogues from other houses, either for a postal card, for 5 cents, 10 cents or 15 cents, and the 50 cents may seem like a big price, it really amounts to nothing compared with the money we save you when you buy, the difference between our price and the price asked by the house that furnishes their catalogues for nothing or next to nothing.

WITH THE OTHER HOUSES THE COST OF CATALOGUES,

the thousands that go to those that do not buy as well as to those that do buy, is all figured at a percentage of expense and this percentage (a large one) is added to the selling price. You pay for your catalogue, and the catalogues of others that do not buy, every time you order goods.

WE HAVE CHANGED THIS AND THIS HAS CHANGED OUR

PRICES, the result is \$9.98 for this high grade sewing machine and the low prices quoted on the several articles in this booklet and the low prices quoted on all of the over 100,000 items that appear in our No. 111 Catalogue.

THE HOUSE THAT SENDS A MILLION CATALOGUES A YEAR

at an expense of over \$500,000 adds this \$500,000 to the selling price of the goods. Others do this, we do not.

COMPARE OUR PRICES WITH THE PRICES OF OTHER HOUSES

AND NOTE THE DIFFERENCE. You save 50 cents and more every time you order. If your order amounts to \$10.00 or upwards you save the 50 cents several times over. You pay for only the cost of material and workmanship in the goods and but our one small percentage of profit added. The big advertising expense is all eliminated.

THIS SAVING MAKES POSSIBLE OUR \$9.98 PRICE ON THIS SEWING MACHINE, IT MAKES POSSIBLE THE COMPARATIVELY LOW PRICES ON EVERY ITEM IN OUR NEW No. 111 CATALOGUE.

OUR \$13.80 ALL STEEL PAINTED WINDMILL.

FOR \$13.80 WE FURNISH THE HIGHEST GRADE 8-FOOT ALL STEEL PAINTED WINDMILL MADE, AND FOR \$17.50 THE HIGHEST GRADE 30-FOOT PAINTED STEEL TOWER MADE.

THIS SPECIAL \$13.80 PRICE FOR A MILL AND \$17.50 PRICE FOR THE TOWER IS MADE POSSIBLE, FIRST, by controlling the output of the factory, and second by eliminating all of our advertising expenses, and by reason of our getting 50 cents for every catalogue we issue.

WE, LIKE OTHERS, COULD EASILY FURNISH OUR BIG No. 111 CATALOGUE FREE FOR THE ASKING, for a small fraction of its cost, for 5 cents, 10 cents or 15 cents in postage stamps, if we were to add from \$5.00 to \$10.00 to the price of our windmill, as others do. You can buy this same grade of windmill from other catalogue houses at \$3.00 to \$10.00 more than our price and you can get the catalogue of other houses, either free, for the asking, or for a small fraction of its cost, but when you buy the windmill you pay for the catalogue furnished you and pay for a number of catalogues that have been sent to others who do not buy. Wholly in the interest of our customers, the people who buy from us, we ask that you send 50 cents for our catalogue and thus save this waste of catalogue circulation.

No. 53M4
OUR 8-FOOT PAINTED, ALL STEEL WINDMILL,

\$13.80

No. 53M6
OUR 30-FOOT STEEL TOWER, PAINTED, AT

\$17.50

No. 53M8
BOTH MILL AND TOWER, PAINTED FOR

\$31.30

No. 53M10
FOR THE 8-FT. GALVANIZED ALL STEEL WINDMILL,

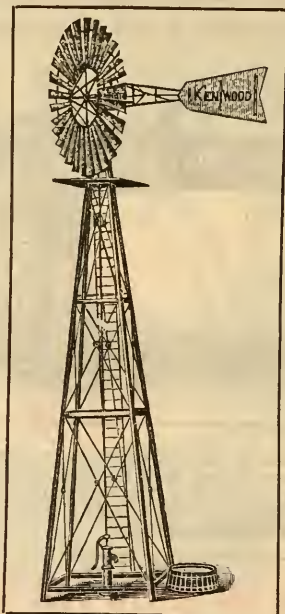
\$15.15

No. 53M12
30-FOOT GALVANIZED STEEL TOWER FOR

\$18.40

No. 53M14
PRICE OF BOTH WINDMILL AND TOWER, GALVANIZED,

\$33.55



IN OUR BIG CATALOGUE

No. 111

YOU WILL FIND THESE MILLS QUOTED IN

ALL SIZES,
TOWERS IN

ALL HEIGHTS,
ALMOST EVERYTHING IN

PUMPING
MATERIALS

AND SUPPLIES, AND ALL ON THIS VERY SAME

LOW MANUFACTURING
BASIS

OF THE SELLING PRICE.

THIS IS THE BEST 8-FOOT STEEL WINDMILL MADE. IT IS COMPLETE WITH WHEEL, VANE, HEAD, PULL-OUT WIRE AND WOOD PUMP

extremely simple, made of few parts, cannot get out of order; has automatic self-oiling bearings, positive brake, wheel makes $2\frac{1}{2}$ revolutions to one stroke of the pump, responds instantly when thrown in or out of gear, can be used either on wood or steel tower, guaranteed the easiest running, the best, strongest and most durable mill made.

\$13.80 IS OUR PRICE FOR THIS MILL, PAINTED WITH BEST MINERAL PAINT. \$15.15 IF GALVANIZED. For \$17.50 additional we furnish with the mill the

highest grade 535-pound 30-foot painted steel tower complete, with anchor posts and large platform, or \$18.40 for same tower galvanized. The tower is strongly built, with angle steel cross girts from post to post on every side and on the platform, the best tower construction possible.

SEND US YOUR ORDER, EITHER FOR THE MILL OR TOWER OR BOTH. Enclose the amount named, and we will ship to you with the understanding that if the goods are not perfectly satisfactory you can return them to us at our expense and we will immediately return your money.

SEND 50 CENTS FOR OUR CATALOGUE No. 111 AND YOU WILL FIND IN IT NOT ONLY EVERYTHING IN WINDMILLS AND PUMPING SUPPLIES, but over one hundred thousand other items, with prices so much lower than you can buy from any other house, that you will save many times the 50 cents asked for the catalogue on every purchase you make.

OUR \$4.50 ALL WOOL HEAVY WEIGHT BLACK CHEVIOT MEN'S READY MADE SUITS



No. 53M16 Order by Number.

FOR \$4.50 We furnish men's ready to wear all wool suits in the latest style of round cut sack coat, made from this extra heavy all pure wool fast black cheviot cloth, a suit the equal of suits that merchants generally sell at from \$8.00 to \$12.00.

SEND US \$4.50, state your height, your weight, number close up under the arm over vest, number of inches around the body at waist; number of inches around body at hips (largest part), and length of leg inside seam from tight in crotch to heel, and we will send this suit to you by express, guaranteeing a perfect fit, and if you do not find it perfectly satisfactory in every way, the equal of suits your merchant at home would ask from \$8.00 to \$12.00 for, one of the handsomest heavy weight all wool black suits on the market, you can return it to us at our expense of express charges both ways and we will return you \$4.50.

OUR SPECIAL \$4.50 PRICE is made possible by reason of our practically eliminating all advertising expenses, by reason of our doing away with our catalogue expenses, asking everyone to send 50 cents for our new Catalogue No. III.

WE, TOO, COULD FURNISH OUR NEW REVISED

NO. III CATALOGUE FOR NOTHING, for 5 cents, 10 cents, a mere fraction of its cost, if we would sell these suits as other mail order houses do, at \$6.00 to \$8.00, and other suits and other goods, shown by us, over one hundred thousand items in the big catalogue, at the same basis of selling price, but we believe it is far more fair to our customers to ask them first to pay for the catalogue, and not add one cent to the selling price of our suits or other goods, for catalogues they get free, or for next to nothing, and for the catalogues wasted in going to people who do not buy.

IF YOU SEND 50 CENTS for our catalogue and do not find it perfectly satisfactory and in your opinion much cheaper in price even at 50 cents than any other catalogue you have ever seen for the asking or for 5 cents, 10 cents or 15 cents, you can return the catalogue to us and we will return you 50 cents.

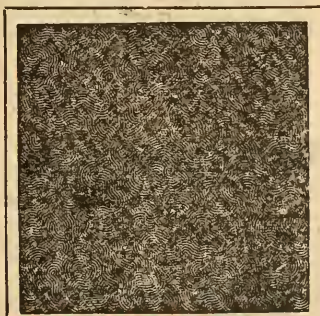
THIS, OUR SPECIAL \$4.50 SUIT, is made in the very latest style for fall and winter, cut in the very latest pattern in the new shape round cut sack coat style exactly as illustrated, made from an extra heavy weight all wool black cheviot cloth, a goods we can guarantee for wear. The coats are well lined, heavily interlined, extra well sewed and finished; in fact, our \$4.50 price barely covers the cost of material and labor with but our one small percentage of profit added, nothing for advertising, nothing for wasted catalogue circulation.

WE MANUFACTURE EVERY SUIT WE SELL. We buy the piece goods (cloth) direct from the wooten mills, in very large quantities. The cloth is cut up in our own place under our own roof, manufactured by us, and when you buy of us you buy of the manufacturer, from one who can name you a price that includes the cost to manufacture and the material, nothing added for catalogue expenses, only our one small percentage of profit added. We know there are many cheaper suits in the market, but you will find they are made from cotton mixed goods, from satinet and other fabrics, many of which can be bought for about one-half the price we pay the mills for this heavy weight all wool black cheviot.

YOU MUST SEE, EXAMINE AND COMPARE THESE, OUR SPECIAL \$4.50 SUITS, WITH THE SUITS OTHERS FURNISH AT \$8.00 TO \$12.00 TO APPRECIATE THE VALUE WE ARE GIVING YOU.

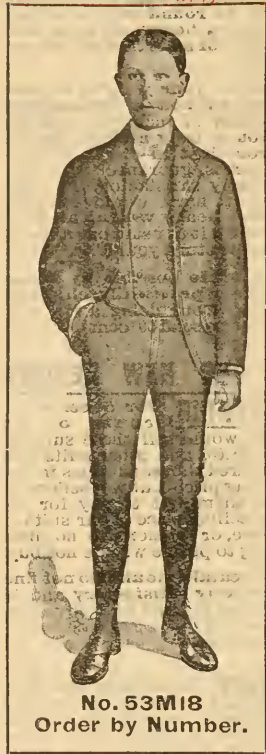
DON'T FAIL TO SEND 50 CENTS FOR THE BIG CATALOGUE No. III. You will find it worth 100 times the 50 cents we ask, not only as a big saving on everything you buy, but it will prevent others from overcharging you for anything you buy from them. It is a catalogue with all advertising expenses eliminated, a catalogue in which the prices average much lower than the prices charged by other houses. The book is a revelation from beginning to end. 1,200 pages of over one hundred thousand items, all startling price offers.

WE ASK YOU 50 CENTS for this book wholly in your own interest. We ask it from you and everyone who gets it, simply that we may save you from \$1.00 to \$3.00 on every suit and a proportionate saving on everything you buy.



DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. III.

OUR NEW **\$3.00** BOYS' . . . THREE-PIECE **WINTER SUITS**



No. 53M18
Order by Number.

THIS, OUR SPECIAL BOYS' \$3.00 SUIT is made from a heavy weight black and gray mixed all wool fancy cassimere, a goods woven expressly for boys' and children's garments, a cloth we can guarantee for wear, made in the exact same style as illustrated, three pieces including knee pants, double breasted vest and round cut sack coat.

THE KNEE PANTS HAVE DOUBLE KNEE AND DOUBLE SEAT PATENT SUSPENDER AND FLY BUTTONS AND ELASTIC EXTENSION WAISTBAND

The garments are double stitched throughout and reinforced at every part and every garment is guaranteed. We know you will find this our \$3.00 suit for boys from 6 to 16 years of age, such value as was never before shown in your section.

SEND US \$3.00, state age of the boy, and say whether large or small of age, and we will send you this, our special \$3.00 heavy weight black and gray mixed all wool fancy cassimere three-piece suit, including coat, vest and knee pants, and if, when received, you do not find it perfectly satisfactory, exactly as represented, such value as you never received before, the equal of any suit you can buy elsewhere at \$5.00 or \$6.00, and if it is not perfect fitting, in fact in every way satisfactory, you can return it to us at our expense and we will immediately return your money.

SEND 10 CENTS IN POSTAGE STAMPS FOR OUR HANDSOME BIG BOOK OF CLOTH SAMPLES OF BOYS' AND CHILDREN'S CLOTHING.

EVERYTHING IN HEAVY WEIGHT for fall and winter in boys' ready to wear garments, boys' long pants suits, knee pants, reefer and vestee suits, overcoats, ulsters, jackets, trousers, etc., etc. Everything in boys' and children's wearing apparel. This, our special cloth sample book of boys' and children's Clothing, Book No. 64M, contains a fair sized cloth sample of everything in our children's line. A big line of special fabrics woven especially for boys' and children's clothing, a big assortment of wear resisting fabrics in all the very latest patterns for fall and winter, medium and heavy weight foreign and domestic cassimeres, fine worsteds, serges, meltons, chinchillas, beavers, etc., etc. You will find in this book just what you are looking for, and at a price so low that you will be very much surprised.

THIS BOOK ALSO CONTAINS fashion figures, fashion plates, tape measure, order blanks, simple rules for self measurement, full instructions how to order. Explains how you take no risk in sending to us, for we immediately return your money if you are not perfectly satisfied.

WHY WE ASK 10 CENTS FOR CLOTH SAMPLE BOOK OF BOYS' AND CHILDREN'S CLOTHING, SAMPLE BOOK No. 64M

WE ASK 10 CENTS in order that we may make you a price much lower than ever before, a price very much lower than you can possibly get from any other house. Heretofore, when we furnished these samples free, for the asking, we were in the same position that all other houses are today when they furnish cloth samples free. Thousands of samples are sent to people who never buy, and in this way a big expense is incurred, and this expense is reduced to a percentage and added to the selling price of every garment in boys' and children's ready made line. Thus we have this season changed our method. We ask everyone to send 10 cents for the sample book. If they do not buy we are nothing out. If they do buy they do not pay for the samples sent to people who do not buy. While we know you can get samples for nothing from other houses, we also know that when you order a suit of clothes from these samples you will pay from \$1.00 to \$3.00 more than if you ordered from us, not only paying for the samples sent to you, but for a great many sent to others who never buy.

DON'T FAIL TO SEND 10 CENTS FOR CLOTH SAMPLE BOOK No. 64M, CONTAINING CLOTH SAMPLES OF OUR LINE OF BOYS' AND CHILDREN'S CLOTHING . . .

OUR CATALOGUE No. III, which we mail to any address on receipt of 50 cents, shows our complete line of boys' and children's ready made clothing and men's ready made clothing and men's custom tailoring. It also covers every department complete and quotes prices on over one hundred thousand items such as can be found in no other catalogue.

THE 50 CENTS

you send for the book comes back to you several times over with your first purchase. If you will send the 50 cents to us for our catalogue No. III, then a postal card, 5 cents, 10 cents or 15 cents to any other house for a catalogue, and make up the same order from both catalogues, you would see where the saving comes in and it would be still more clear to you when you received the goods from both houses. You would find you had paid the other house for several catalogues on your first purchase, as against the price you could get the same goods from us. We charge you for one catalogue in advance, instead of several catalogues every time you order.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. III

OUR \$3.95 SEAL PLUSH CAPE.

Our new 1902 style fur trimmed, seal plush cape is offered at \$3.95 as the equal of capes that sell everywhere at \$6.00 to \$8.00.

LAST SEASON we sold a seal plush cape very similar to this at \$4.95. This year we have improved the cape with better plush, better fur trimming, better lining, better make throughout, and have made a reduction of \$1.00 on the price, offering it for \$3.95, as against our last year's price of \$4.95. **THIS ONE DOLLAR REDUCTION IN PRICE** and the improvement in quality are made possible by reason of our eliminating all catalogue and free

sample expense. Heretofore, we, like other houses, have furnished our big 4-pound catalogue for 15 cents, a mere fraction of the cost. Thousands of them have gone out every month to people who have written for them out of curiosity and who never have bought, and the expense of furnishing catalogues and samples to people who do not buy, we heretofore have been compelled to (as all other houses do today who furnish catalogues free, or for a fraction of their cost, 5 cents, 10 cents or 15 cents), add this percentage of expense to the selling price of the goods. But our new Catalogue No. 111 will not be sent to anyone except on receipt of 50 cents. Hereafter, when you buy from us you will not be compelled to pay for any part of the thousands of catalogues that go to the people who do not buy. The 50 cents you send for Catalogue No. 111 will come back to you several times over with your first order, come back to you time and again during the life of our No. 111 Catalogue, which is good for one year.

THIS, OUR SPECIAL \$3.95 hand-somely decorated, fur trimmed, plush cape is but an example of the hundreds of similar values to be found in our ladies' cloak and wearing apparel department as shown in the big catalogue, only an example of upwards of one hundred thousand items of equal value, covering every line of merchandise, all illustrated and carefully described in our new revised price cut Catalogue No. 111.



No. 53M20
Special Price
for Cape
\$3.95

Don't fail to send 50 cents for Catalogue No. 111. There will be over one hundred thousand price surprises in store for you.

SEND US \$3.95, state your height and weight, state number of inches around the body at bust, and also send us neck measure, and we will send this handsomely trimmed cape to you. We will guarantee it to fit you, and if you do not find it perfectly satisfactory, exactly as represented and the equal of fur trimmed, lined plush capes that sell everywhere at from \$6.00 to \$8.00, you can return it to us at our expense of express charges both ways, and we will immediately return your money.

THIS FINE SEAL PLUSH CAPE is the latest style for 1902, made of extra fine quality genuine seal plush, 20 inches long, made extra full sweep, very elaborately embroidered in the latest vermicelli style, with soutache braid and beads. Has large storm collar as illustrated; collar beautifully embroidered. Collar front and bottom edged all around, with extra fine quality fine black Thibet fur, making the cape look 22 inches long. It is heavily interlined to make it warm and shapely, lined throughout with fine imported mercerized sateen. \$3.95 is less than dealers can buy these capes in 100 lots, a price that barely covers the material and labor, with our one small percentage of profit added. Nothing has been added for catalogue expenses, nothing for free sampling. If you get this handsome fur trimmed, embroidered, plush lined cape at \$3.95, you will get such a cape as was never seen in your section at anything like the price.

DON'T FAIL TO SEND 50 CENTS for our new No. 111, 4-pound, 1200-page general merchandise catalogue. It is the new catalogue with all advertising expense, all catalogue distribution and free sampling cost deducted from the selling prices. It is a catalogue which shows prices much lower than will be found in any other catalogue published, a catalogue that will be worth a hundred times its cost in one year, not only for the money you can save on the goods you order from us, but for the information it will give you as to the value of everything you buy elsewhere. It is now the greatest merchandise encyclopaedia ever published. With this book you get right at the factory cost of everything conceivable in merchandise.

Don't fail to send 50 Cents for Catalogue No. 111.

Fill out the enclosed catalogue application blank, enclose 50 cents, and we will send the catalogue to you by return mail, postpaid, with the understanding that when received, if you are not perfectly satisfied, if you do not think this catalogue at 50 cents is worth a hundred times as much to you as any other catalogue published by any other house, which you can get free for the asking, or for a fraction of its cost, 5 cents, 10 cents or 15 cents, you can return it to us and we will return your money.

FOUR SPECIAL MACKINTOSH OFFERS

WE CALL YOUR ATTENTION to these four numbers in mackintoshes or raincoats in the latest styles for fall and winter of 1901 and 1902, two gents' and two ladies' garments, only as samples of the many similar incomparable values to be found in our big line of gents' ladies' and children's mackintoshes as shown in our big 1200-page, 4-pound catalogue, which will be mailed to any address on receipt of 50 cents.

SELECT ANY MACKINTOSH DESCRIBED HEREIN, enclose our price, follow our rules for measurement, and we will send the mackintosh to you with the understanding that if it is not perfectly satisfactory, a perfect fit, the equal of mackintoshes that others sell at about double the price, the greatest value you have ever seen, you can return it to us at our expense and we will immediately return your money.

THIS MACKINTOSH and the other articles shown in this book are only offered as examples of the upwards of 100,000 similar values shown in our big 1200-page 4-pound new revised No. 111 Catalogue, a book we mail to any address on receipt of 50 cents.

Style 20



GENTS' \$1.50 CAPE MACKINTOSH

AT \$1.50 we furnish this handsome cape mackintosh in either black or blue, as desired. It is made from a good quality of fine black or blue cassimere cloth, a fabric woven especially for mackintoshes, made up with fancy lining, a garment cut full length, properly trimmed and finished. The seams are double sewed to make them waterproof. It is the greatest value ever offered in a man's waterproof cape mackintosh, either by us or any other house, and is made possible only by reason of our getting 50 cents for every big No. 111 Catalogue.

Sizes, Breast Measure, 34 to 48 Inches.

STATE YOUR HEIGHT AND WEIGHT,

number of inches around the body at breast, taken over inside coat, close up under arms; enclose \$1.50, state whether you wish black or blue, and we will send this coat to you with the guarantee that it will please you, or you can return it and we will immediately return your money.

NO. 53M30

Price for Men's Detachable Cape Coat

\$1.50

DON'T FAIL TO SEND 50 CENTS TO SEND FOR THE BIG CATALOGUE

Style 24



OLD NEW \$3.95 FALL AND WINTER ALL WOOL BROWN, TAN OR BLACK COVERT MACKINTOSH.

SIZES, BREAST MEASURE, 34 TO 48 INCHES.

AT \$3.95 we offer this good heavy weight, all wool, covert waterproof mackintosh raincoat as the equal of coats that sell everywhere at about double the price.

THIS COAT is made from a fine texture all wool waterproof mackintosh cloth, fancy woven lining, velvet collar, ventilated under arm hole, sewed, strapped and cemented seams. Comes in the very latest single breasted fly front style 24, as illustrated. It makes a very stylish overcoat as well as waterproof raincoat.

STATE YOUR HEIGHT AND WEIGHT, number of inches around the body at breast taken over inside coat, close up under arms, state if black, brown or tan color is wanted, enclose \$3.95, and we will send you this handsome coat with the understanding that if it is not the equal of coats that sell everywhere at double the price, and in every way satisfactory, you can return it to us and we will return your money.

THIS IS ONLY AN EXAMPLE of more than 100,000 similar values shown in our 1200-page new revised Catalogue No. 111, which we mail to any address on receipt of 50 cents.

NO. 53M32 Price for Men's Covert Mackintoshes . . . \$3.95



OUR \$4.95 LADIES' SKIRT AND CAPE SUIT

**A COMPLETE SUIT CONSISTING OF WATERPROOF
DETACHABLE CAPE AND WATERPROOF SKIRT**

THESE LADIES' WATERPROOF SUITS are made of fine all wool covert cloth, or black brocade worsted, equal to any mackintosh suit that sells elsewhere for \$10.00 and upwards.

THE CAPE is made in the fashionable double breasted style, wide facing, loose, easy back; with one epaulet, velvet collar, trimmed with large pearl buttons; has extra wide sweep in skirt, all of our own special design; adjustable at the waist, and by resetting the buttons any change can be made to suit figure and can be worn instead of or over a regular skirt. Sizes: Cape to fit busts, 32 to 42 inches. Skirt to fit waists, 22 to 30 inches. Lengths, 38, 39, 40, 41, 42, 43, 44, 45 inches.

STATE YOUR HEIGHT AND WEIGHT, number of inches around body at bust and waist, length of skirt down front from waist to bottom, state if black or tan, enclose our special \$4.95 price and we will send you this handsome mackintosh suit with the understanding that if it is not perfectly satisfactory and the equal of anything you can buy elsewhere at double the price, you can return it to us and we will immediately return your money.

YOU WILL FIND over one hundred thousand similar bargains in our 1200-page new revised Catalogue No. 111, which will be mailed to any address on receipt of 50 cents.

NO. 53M34 Price for Ladies' Skirt and Cape Mackintosh Suit \$4.95

**LADIES' BROWN CHECK WATERPROOF — AT —
MACKINTOSH \$2.25**

Sizes to Fit Busts, 32 to 42 Inches.
Lengths, 52 to 62 Inches. : : :

FOR \$2.25 we offer this handsome ladies' brown check mackintosh, as illustrated, as the equal of mackintoshes which are sold every where at double the price.

IT IS AN EXTRA QUALITY MACKINTOSH, made of checked cassimere, has good quality of fancy plaid lining; made in the latest double breasted style, as illustrated, and is such a garment as you could not get elsewhere at anything like the price. It is only one of the examples of over one hundred thousand similar values to be found in our 1200-page new revised Catalogue, a book we mail to any address on receipt of 50 cents.

STATE YOUR HEIGHT AND WEIGHT, number of inches around body at bust and waist, and length from collar down back to waist and from waist on down to bottom of skirt or length desired. Enclose our special price, \$2.25, and we will send the mackintosh to you with the understanding that if it is not perfectly satisfactory, perfect fitting, you can return it to us and we will return your money.

NO. 53M36 Price for Ladies' Brown Check Waterproof Mackintosh . . \$2.25



DON'T FAIL TO SEND 50 CENTS FOR OUR NEW CATALOGUE

No. 53M28
\$4.95

No. 53M22
\$5.75

No. 53M24
\$2.95



FOUR EXAMPLES

As Selected from Several Hundred Special Fall and Winter Styles in Ladies' Fall Garments, as shown in our Big Department of Ladies' Wearing Apparel, in our Big 1200-Page 4-Pound No. 111 Catalogue.

SEND 50 CENTS for the big book and you will find therein hundreds of items of ladies' wearing apparel, every-thing new, up to date, all priced at the very lowest Chicago wholesale prices, of which these four articles are only samples, prices from which all catalogue advertising expense has been deducted, prices that no other house will attempt to compete with.

IF YOU WANT any one of the four special numbers illus-trated hereon, enclose our special price, order by number, state your size, as directed under each description, and we will send the garment to you with the understanding that if it is not perfectly satisfactory in every way, a perfect fit and the equal of anything you can buy from your store-keeper at home at about double the price, you can return it to us at our expense of transportation charges both ways and we will immediately return your money.

Special \$5.75 Tailor Made Jacket or Automobile Coat.

THIS COAT is made of a very fine all wool kersey cloth. Comes in black or castor, as desired. It is stitched with fine silk on high storm collar in front and around bottom, has latest style double breasted front, is trimmed with six fancy buttons, has the latest half tight fitting back, facing in front made of same material as balance of coat. Coat is lined throughout with an extra quality of Corsican silk; is 24 inches long and one of the handsomest numbers in our line, entirely new for this season, a handsome garment for any lady. State your height, weight, number of inches around the body at breast.

No. 53M22 Special price for Tailor Made Jacket.....\$5.75

Our New \$2.95 Nobby Cluster Fur Scarf.

AT \$2.95 we furnish this handsome Fur Scarf, made of a fine imita-tion Marten, in brown or black, as desired, finished with six fine fur tails in front. This is a fur neck scarf the equal of scarfs that sell generally at double our price.

No. 53M24 Special price for nobby Cluster Fur Scarf.....\$2.95

Our Special 69-Cent Ladies' Underskirt.

AT 69 CENTS we offer this Ladies' Handsome Black Sateen Under-skirt as the equal of skirts that sell everywhere at nearly double the price. This handsome skirt is made of fast black sateen, has flounce around the bottom, is made with two ruffles. It comes in black only. State number of inches around the body at waist, and length of skirt from waist to bottom.

No. 53M26 Our special price for skirt.....69c

Our Ladies' Special \$4.95 Skirt.

AT \$4.95 we furnish this handsome fall and winter new 1901 style as the equal of skirts that sell in the best city retail stores at nearly double the price. This very stylish skirt is made of fine all-wool cheviot, tucked in front and back and trimmed with satin straps, as illus-trated. It has the latest flaring bottom, is bound with velvet and lined with an extra quality of peraline and interlined with crinoline; is made with silk waistband around the skirt. Colors, black or blue. State num-ber of inches around the body at waist, and length of skirt from waist to bottom.

No. 53M28 Special price for skirt.....\$4.95

DON'T FAIL TO SEND 50 CENTS FOR THE BIG CATALOGUE.

In our Ladies' Wearing Apparel Department you will find hun-dreds of bargains, hundreds of new fall and winter styles all priced on the same basis as the four numbers here illustrated. You will also find over one hundred thousand items of other mer-chandise all priced on the same low cash basis. If you send 50 cents for the catalogue and are not perfectly satisfied with it, you can return it at our expense and we will return your 50 cents.

No. 53M26
69 Cents



\$2.75 REGULAR **SIX-YARD \$6.00 DRESS PATTERN.**

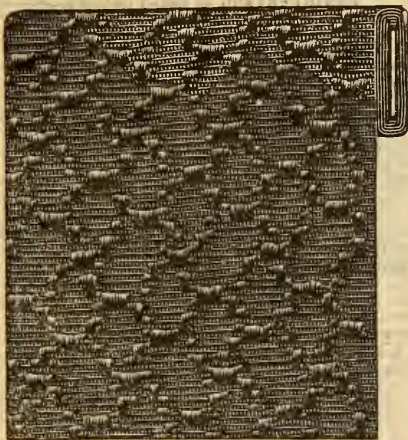
For \$2.75 we furnish a full dress pattern of this 42-inch Pierola two-toned mercerized crepon, your choice of colors, goods that retail everywhere at 75 cents to \$1.00 per yard.

Hundreds of similar dress goods values will be found in our new No. 111 4-pound Catalogue which we mail to any address on receipt of 50 cents.

THIS \$2.75 DRESS PATTERN, dress goods offer and the various other articles shown in this booklet are only offered to give you an idea of the upwards of one hundred thousand similar values to be found in our new No. 111 Catalogue, prices made possible by reason of all expense of free sampling and free cataloguing being eliminated, prices figured so low that when you order an article from us after having secured our No. 111 Catalogue, you do not pay one penny for catalogues and samples that have been wasted, that have been sent to people who don't buy.

HOW CAN WE MAKE THIS PRICE OF \$2.75. Our immense buying power, our ability to close out entire stocks, to take the output of mills, etc., all go to make possible the minimum of cost to us, but nothing is more important to every low selling price on this our \$2.75 dress pattern, and on every item in our Dress Goods Department, everything in our dry goods and other departments, than the saving to the buyer by doing away with wasted free catalogues and free sample circulation.

WE CHARGE FOR ALL DRESS GOODS SAMPLES WE FURNISH AND IF WE DID NOT, WE, LIKE OTHERS, would be compelled to get from 10 cents to 50 cents more per yard for all of our high grades of dress goods and silks.



No. 53M38 Order by Number.

THE FREE SAMPLING EXPENSE AMONG HOUSES GENERALLY IS ENORMOUS.

Thousands of samples are constantly being sent out free among idle curiosity seekers, many who are collecting samples for patchwork, to children and others, all of which incurs an expense which is added to the selling price on all dress goods that are bought and paid for.

WE MAKE A CHARGE OF 1 CENT FOR SAMPLES OF ANY NUMBER IN OUR CATALOGUE

No matter if any number includes a half dozen or a dozen shades, we send a complete assortment of the shades, and make for these samples a charge of 1 cent only for each number. Therefore, the party who orders samples from us pays for the samples the same as if he or she were ordering merchandise, and no part of this sampling expense is added to the selling price of the goods. As a result you can buy dress goods from us at very much lower prices than you can possibly buy elsewhere.

SEND US \$2.75,

state the color of fabric wanted, and we will send you this our six-yard dress pattern, this fine 42-inch Pierola two-toned mercerized crepon dress goods, by express. We will send it with the understanding that if it is not found perfectly satisfactory, exactly as represented, the equal of anything you can buy from your dealer at home at from 75 cents to \$1.00, if you are not convinced that you have saved \$3.00 by placing your order with us, you can return the goods to us and we will immediately return your money. At \$2.75 for a full dress pattern of six yards, we have advertised this dress pattern in nearly all the leading magazines and journals in the country, advertised it as the greatest value in a fancy, heavy weight year around wear dress fabric ever shown. Out of the largest purchase ever made on high grade fancy dress fabrics we still have on hand over 30,000 yards of these goods in a big variety of handsome colors, over 5,000 dress patterns. We believe we have a stock sufficient to supply the demands of all our regular customers at least for the next six months, and that all our regular customers may have an opportunity of taking advantage of this most extraordinary under value sale, we have withdrawn this advertisement from all newspapers, magazines and other periodicals.

\$2.75 FOR SIX YARDS

of this handsome mercerized crepon dress goods is less than cost to manufacture. The goods were never produced at that price. The same grade of goods are sold by wholesale houses at 60 to 70 cents per yard, and retailed at 75 cents to \$1.00 per yard. If you order one of these handsome dress patterns at \$2.75 you will be saving from \$2.00 to \$4.00 on the one dress. One of the largest French makers of fancy mercerized crepon cloth was compelled to raise a large amount of immediate cash and to do this offered his entire stock of these fabrics to the highest bidder and we bought them at our own spot cash offer price. Over 20,000 dress patterns, more than 120,000 yards.

BE SURE TO STATE COLOR WANTED.

Samples of this particular pattern are not necessary, simply give us an idea of the color wanted, state your complexion, and our dry goods expert will select for you the handsomest thing in our entire line. You will get such a dress pattern as was never seen in your section at anything approaching the price. Width, 42 inches.

No. 53M38 Price, per yard.....	\$0.46
Six yard dress pattern....	2.75

FOR 50 CENTS

we mail our big new 4-pound 1200-page Catalogue No. 111. In this catalogue you will find everything in dress goods, everything that goes to make up a complete Dry Goods Department and about forty other departments, everything conceivable in merchandise at prices much lower than ever before, prices astonishingly lower than any prices made by any other house that furnishes a catalogue free or for a fraction of the cost, 5 cents, 10 cents or 15 cents. The 50 cents you pay for our Catalogue No. 111, will come back to you several times over with your first order for goods. Comparing our catalogue with any other catalogue you can get for nothing, or for 5 cents, 10 cents or 15 cents, you will say our catalogue, to you, is worth one hundred times any other catalogue published.

OUR BIG 25-CENT CARPET OFFER...



FOR 25 CENTS PER YARD

WE OFFER THIS EXTRA SPECIAL HEAVY GRANITE CARPET, in this new 1901 pattern, full 36 inches wide, the equal of carpets which your storekeeper sells at from 40 to 50 cents.

OUR SPECIAL 25-CENT PRICE

IS MADE POSSIBLE, first, by reason of our taking the entire

output of one of the largest mills in this country, a mill located in North Carolina, where material is cheap and labor low, where water power is secured, thus giving free power, where everything combines to make possible the production of the handsomest of Granite carpet at the very minimum of cost. To the cost of material and labor we add our one small percentage of profit and name you a price of 25 cents per yard.

IN OUR SELLING PRICE OF 25 CENTS PRACTICALLY NOTHING IS ADDED FOR ADVERTISING, all expense for our big catalogue No. 111 has been eliminated.

IF WE OFFERED THIS GRADE OF CARPET AT 30 CENTS TO 35 CENTS PER YARD, as many catalogue houses do, and if your first order of 20 to 50 yards we got from \$1.00 to \$5.00 more on your first order than what we now get, we, like other houses, could well afford to furnish you our catalogue free for the asking or for a small fraction of its cost, 5 cents, 10 cents or 15 cents, but we do not believe it would be fair to you, we do not believe it would be right for us to make you pay, with your first order, for a half dozen catalogues wasted in the hands of people who do not buy. We have faith in the intelligence of our two million customers. We believe they will be glad to send 50 cents for our catalogue when they understand they will save this 50 cents several times over on every order they send to us.

No. 53M40 Price, 25c.

million customers. We believe they will be glad to send 50 cents for our catalogue when they understand they will save this 50 cents several times over on every order they send to us.

THIS SPECIAL 25-CENT CARPET

IS 36 INCHES WIDE, of the genuine Granite grade, comes with either red or green ground, as desired. The red ground has handsome green and tan color scroll effect. The green background has red and tan scroll effect. The carpet is made for us under contract by one of the best makers in America; made extra strong and serviceable. Every yard is guaranteed. It is absolutely fast color.

MEASURE YOUR FLOORS,

STATE THE NUMBER OF YARDS WANTED, enclose 25 cents per yard and we will send the carpet to you by freight, with the understanding that when received if not perfectly satisfactory in every way you can return it to us at our expense of freight charges both ways and we will immediately return your money.

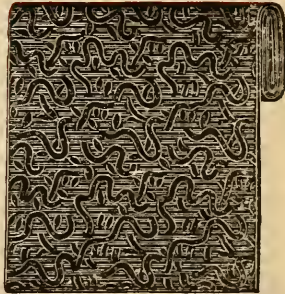
THIS IS MERELY AN EXAMPLE

OF THE MANY CARPET BARGAINS TO BE FOUND IN CATALOGUE No. 111. In this big book our Carpet Department is beautifully illustrated in the natural colors, reproduced from yard lengths of the different carpets we handle. We show an immense line of carpets this season, everything in carpets, rugs, oil cloth, linoleums, curtains, everything that goes to make up the most complete carpet department, and at prices that will astonish you, prices that will mean a saving to you of ten times the price asked for our catalogue with your first order. Don't fail to send 50 cents for Catalogue No. 111.

OUR BIG \$1.75 DRESS GOODS OFFER.

FOR \$1.75

WE FURNISH THIS BIG 7-YARD DRESS PATTERN, a genuine Norton black mercerized crepon dress goods, a new, up to date fabric for suits; a good weight for year around wear, a firm cloth that we can guarantee for service. Fancy raised crepon effect; goods we bought direct from one of the largest mills under a guarantee for quality. Our \$1.75 price for 7 yards of this genuine Norton black mercerized crepon dress goods, a full dress pattern, is based on the actual cost to produce, less than dealers can buy in 100-piece lots, such value as was never before offered by any house. We make this heretofore unheard of offer of \$1.75 for a full 7-yard dress pattern, to give our customers an idea of the hundreds of similar values to be found in our Catalogue No. 111, which we mail to any address on receipt of 50 cents.



No. 53M42 PRICE, \$1.75.

SEND US \$1.75

AND WE WILL SEND YOU THIS 7-YARD DRESS PATTERN BY EXPRESS, with the understanding that if it is not perfectly satisfactory in every way, it can be returned to us at our expense and we will return your \$1.75. 50 cents invested in Catalogue No. 111 will show you over one hundred thousand items of similar value. It will help you to buy everything you need at very much less than you can buy elsewhere. It will save you at least several dollars every month. It is a catalogue in which prices are quoted that do not take one penny from the buyer for wasted catalogues, samples, etc.

WE MAKE A CHARGE FOR DRESS GOODS SAMPLES AS FOLLOWS:

We will furnish samples of any one number in our catalogue for one cent. By this we mean that parties wishing samples of dress goods from us can, by stating by number the samples wanted, and enclosing 1 cent for each number, receive such samples as they may select. One number may include one sample or it may include a dozen. For example, if the goods are only furnished in black it would include at one sample, but if the goods are furnished in several shades, it will include as many samples as there are shades, ranging from two to a dozen samples to a number. We make a charge for dress goods samples of 1 cent for each number, and a charge of 50 cents for our Catalogue No. 111, no catalogues or dress goods samples being furnished free, and by reason of this great saving in advertising expense (all of which saving is deducted from our selling price), these most extraordinary price offerings are made possible. We believe all other mail order houses furnish dress goods samples free for the asking. So far as we know, we are the only house that makes a charge for samples of dress goods, and therefore are the only house that is in a position to sell the goods at the prices we make.

DON'T FAIL TO SEND 50 CENTS

for our big No. 111 Catalogue and see our big Dress Goods and Carpet Department, and over one hundred thousand items at prices heretofore unknown. We will immediately return your 50 cents if you are not satisfied with the book.

\$10.98 BUYS THE NEW 1901 MODEL.. HIGH GRADE RIDGELAND BICYCLE

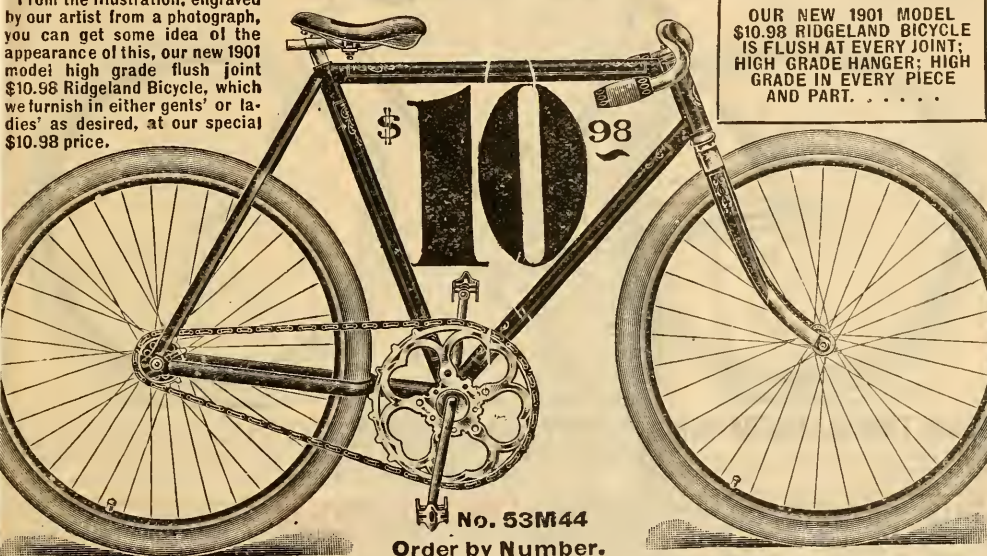
In either Gents' or Ladies' Style, complete with highest grade equipment, including genuine Clipper guaranteed pneumatic tires, all under our binding guarantee, reduced from \$15.00 to \$10.98. a reduction in price of \$4.02.

THIS BIG PRICE REDUCTION, this most extraordinary \$10.98 offer, is made possible largely by reason of our eliminating all advertising expenses. We get 50 cents for our new No. 111, 4-pound Catalogue. The party who gets the catalogue pays for it. We differ from other houses inasmuch as we no longer have a big catalogue and advertising expense. We are no longer compelled to charge a liberal percentage, adding it to the selling price of every article, to defray this advertising expense. All this saving in expense has been deducted from the selling prices and this, our special \$10.98 offer on our high grade Ridgeland Bicycle, heretofore sold at \$15.00, is but an example of upwards of 100,000 similar values to be found in our new revised No. 111 Catalogue, which we send to any address postpaid, on receipt of 50 cents.

SEND US \$10.98, state whether you wish ladies' or gents' bicycle, state color of enamel wanted and gear, and we will send you this our Ridgeland bicycle, in either gents' or ladies' model, complete with highest grade equipment throughout, send it to you under our binding guarantee; and if not perfectly satisfactory when received, if you do not say it is the equal of bicycles that sell in your section for \$20.00 to \$30.00, you can return it to us at our expense of freight or express charges both ways and we will immediately return your money.

From the illustration, engraved by our artist from a photograph, you can get some idea of the appearance of this, our new 1901 model high grade flush joint \$10.98 Ridgeland Bicycle, which we furnish in either gents' or ladies' as desired, at our special \$10.98 price.

OUR NEW 1901 MODEL \$10.98 RIDGELAND BICYCLE IS FLUSH AT EVERY JOINT; HIGH GRADE HANGER; HIGH GRADE IN EVERY PIECE AND PART.



THE FRAME is made from 1½-inch tubing, latest 1901 style. They come in either 22, 24 or 26-inch frames, as desired. The gents' frames are the latest diamond frames, as illustrated. The ladies', the new handsome drop curved frame complete with dress and mud guard. Frames made from high grade cold drawn seamless tubing, flush at every joint. They are equipped with high grade nickel plate Ridgeland hangers, handsome sprockets which come in a variety of designs. Strictly high grade wheels, non-warpable wood rims, full ball bearing in every part, fine ball bearing nickel plated hubs, extra quality nickel plate ball bearing pedals. They are fitted with high grade saddle, high grade nickel plated up or down turned handle bars, all usual parts are heavily nickel plated on copper, handsomely finished in every way. They come enameled regularly in black, but can be furnished in maroon or green if you so desire.

AT OUR SPECIAL \$10.98 PRICE

we furnish this high grade Ridgeland Bicycle, in either gents' or ladies' style, with full equipment including highest grade guaranteed Clipper pneumatic tires, handle bar, pedals, saddle, tool bag, complete with wrench, oiler, and quick tire repair outfit.

OUR \$10.98 RIDGELAND BICYCLE weighs, complete all on, about 28 pounds. Our \$10.98 Ridgeland Bicycle, the new high grade 1901 model, will be found illustrated and described and offered at \$10.98 in our new revised No. 111 Catalogue, and in this catalogue you will also find over 100,000 other items at correspondingly low prices, prices from which all catalogue advertising expense has been deducted. This big book quotes the lowest Chicago wholesale prices on everything, prices lower than your storekeeper at home can buy unless he buys from us.

THE BOOK WILL BE WORTH TO YOU 100 TIMES THE 50 CENTS WE ASK, not only for what you can save on what you order from us, but it will prevent others from overcharging you on what you buy from them.

THIS LITTLE BOOKLET, IN WHICH WE SHOW THIS OUR SPECIAL \$10.98 RIDGELAND BICYCLE AND OUR HIGHEST OF HIGH GRADE NAPOLEON AND JOSEPHINE, \$15.75 BICYCLE, WITH WHICH WE FURNISH OUR REGULAR \$2.00 BICYCLE LAMP, AND THE VARIOUS OTHER ITEMS IN THIS BOOK, ARE ONLY OFFERED AS SPECIMENS OF THE THOUSANDS OF ITEMS TO BE FOUND IN OUR NEW REVISED NO. 111 CATALOGUE.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE AND BOOK

When you receive it if you do not find it perfectly satisfactory, if you do not say you would not take \$5.00 for our No. 111 Catalogue if you could not get another you can return it to us and we will immediately return your money.

\$15.75 BUYS OUR HIGHEST GRADE NAPOLEON OR JOSEPHINE BICYCLE

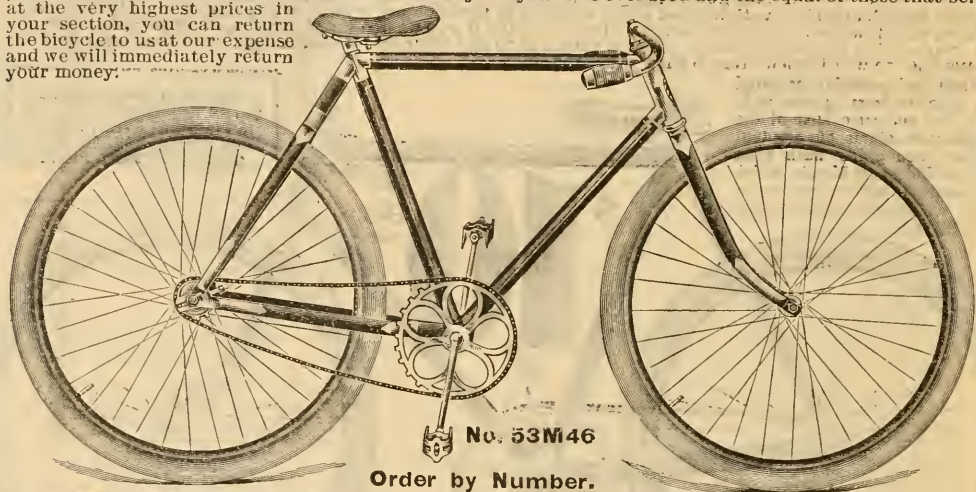
Complete with a Regular \$2.00 Acetylene Gas Bicycle Lamp.

AT \$15.75 FOR EITHER GENTS' OR LADIES'

either the gents' Napoleon or the ladies' Josephine bicycle, we offer this our new 1901 model, 3-crown, high grade, nickel joint bicycle as the equal of any bicycle made, and send this handsome nickel plated gas lamp free with every wheel. Getting 50 cents for our 4-pound Catalogue No. 111, and from 5 to 10 cents for all samples and sample booklets, not one penny is wasted for free or partially free catalogue and sample distribution. This alone makes possible our most extraordinary prices and price offers.

SEND US \$15.75

state whether you wish Napoleon (gents') or Josephine (ladies'), state color of enamel and gear wanted, and we will send you this bicycle under our binding guarantee, complete with the highest grade equipment on the market, including the highest grade genuine Clipper guaranteed pneumatic bicycle tires, and if you are not perfectly satisfied with the bicycle when you see it, do not find it one of the handsomest bicycles you have ever seen and the equal of those that sell at the very highest prices in your section, you can return the bicycle to us at our expense and we will immediately return your money.

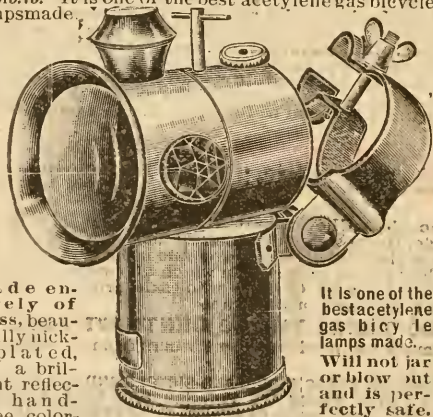


Order by Number.

FROM THIS ILLUSTRATION

engraved by our artist from a photograph, you can form some idea of this our handsome new 1901 model, flush joint, three-crown nickel joint one-piece hanger, expander front and rear, up to date, highest of high grade bicycles, but you must see it, examine it, compare it with other high grade bicycles to appreciate the value we are offering.

THIS regular \$2.00 fancy nickel plated Acetylene Gas Bicycle Lamp **FREE.** This is a lamp that retails in ordinary bicycle stores for \$2.00, but we furnish it free with every 3-crown nickel joint Napoleon or Josephine bicycle at \$15.75. It is one of the best acetylene gas bicycle lampsmade.



Made entirely of brass, beautifully nickel plated, has a brilliant reflector, handsome colored side jewels. Throws a powerful stream of light a hundred feet ahead of the rider. Common carbide is used and the amount of gas generated is under perfect control. The lamp does away with the unpleasant odor of oil, and is easily kept clean.

It is one of the best acetylene gas bicycle lamps made.

Will not jar or blow out and is perfectly safe.

THE ILLUSTRATION

shows the gents' wheel, our Napoleon. At the same price, viz., \$15.75, with the regular \$2.00 lamp free, we furnish the ladies' bicycle when desired, the Josephine, with the latest handsome drop curved frame, complete with dress and mud guard. At \$15.75 we furnish this bicycle, with frames in either 22 or 24-inch, as desired. Geared, 72 to 78 inches, as desired. It is equipped with the highest grade, genuine Clipper pneumatic bicycle tires, under our binding guarantee; the highest grade of equipment throughout; finish enamel, black, or maroon, as desired. The black wheels are perfectly plain, the colored wheels are beautifully ornamented with transfers and line striping; all usual parts heavily nickel plated on copper.

AT OUR SPECIAL \$15.75 PRICE

we furnish either the gents' (Napoleon) or the ladies' (Josephine), complete with the highest grade equipment, including tool-bag, wrench, oiler, quick tire repair outfit, handle bar, saddle, highest grade tires, high grade ball bearing pedals, up or down turn or adjustable handle bars. We also send free with every bicycle a regular \$2.00 nickel plated acetylene gas bicycle lamp as illustrated and described.

SEND US \$15.75

state whether you wish Josephine, gents' (Napoleon) or ladies' (Josephine), state color of enamel wanted, and gear wanted, and we will send you this our highest grade three-crown nickel plated, flush joint one-piece hanger, new 1901 model highest of high grade bicycles, together with this regular \$2.00 acetylene gas bicycle lamp free, and if you are not perfectly satisfied with the bicycle you receive you can return it to us at our expense. Freight or express charges both ways and we will immediately return your \$15.75.

OUR \$8.47 BIG ACME OAK HEATER.

This is a Good Big Stove, has a 16-inch Fire Pot; Stands 44 inches High; Floor Space, 22 3/4 x 22 3/4 inches; Weight, 175 pounds, and at our Special \$8.47 Price is furnished with a Wood Grate and a Coal Grate, so it will Burn Anything.

Suitable for Wood, Hard Coal, Soft Coal, Coke or ANYTHING THAT CAN BE BURNED IN ANY STOVE MADE.

\$8.47

IS BELOW THE LOWEST WHOLESALE PRICE . . .

less than dealers can buy in carload lots. The stove is made in our Northern Ohio foundry, where we control the cost of production and the cost is figured on the actual cost of material and labor, and to this we add only our one small percentage of profit and the handling expenses at the factory, which amounts to nothing, simply the loading of the stove into the car.

We have side track accommodations at our foundry, the cars are backed into our store room, tags attached to the stove and the stove wheeled into the car and there the expense ends, and to this we add our one small percentage of profit.

\$2.00 OR \$3.00 IS NOT ADDED

TO THE SELLING PRICE TO DEFray advertising and catalogue expenses. Under our new system all this has been eliminated. Our customers now pay for our big 1200-page Catalogue No. 111. They send us 50 cents and they are glad to do it, because they are saved this cost several times over on almost every purchase they make, and the people who do not buy if they get our catalogue this season must pay for it. We do not propose to ask the party that does buy to pay for the catalogue that goes to the party that does not buy, and every house that does this (and we believe all houses do), must add to every stove a large percentage to defray this catalogue expense, and the party that buys the goods pays. The concern that issues the catalogue does not.

WE KNOW YOU CAN GET MANY CATALOGUES for the asking only. A POSTAL CARD REQUEST, a fraction of the cost, but if you buy a heater like this from the house that furnishes you this catalogue, you will pay from \$11.00 to \$15.00 for the heater, and you will pay a proportionately higher price for every-thing else you buy. If you do not believe it compare the prices of the few articles shown in this booklet with any prices you can get from any other catalogue house or your storekeeper at home, then imagine over one hundred thousand items in our big catalogue with the same average difference in price and stop to consider how dearly you pay for the other catalogue you get for the asking, for 5 cents, 10 cents or 15 cents, how many times you pay for it every time you order goods from another house.

YOU CANNOT AFFORD TO BE WITHOUT OUR CATALOGUE FOR A DAY. Every family should have it. One catalogue in the household or in the neighborhood will save hundreds of dollars every year, for it is a revelation in price making. Send 50 cents at once

Last Season we advertised this stove at \$9.85. This season we deduct all catalogue expense and make the price

\$8.47

Net weight, 175 pounds. Weight crated, 200 pounds.

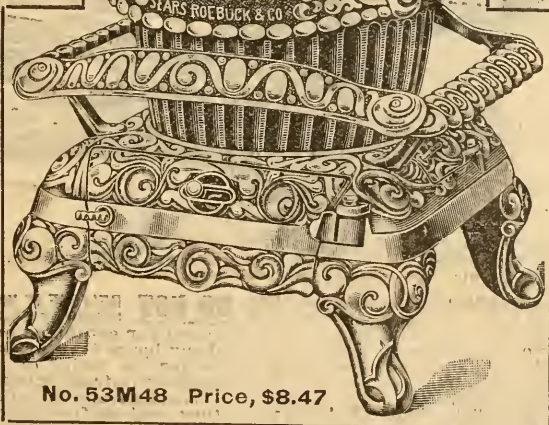
\$8.47

FOR THIS BIG ACME OAK HEATER,

complete with two grates, one for wood and one for coal, you are getting such a heating stove as you could not buy from your dealer at home at less than double the price.

OUR PRICES ARE SO LOW THIS SEASON,

so much lower than before, so much lower than any other house that no family, no neighborhood or community can afford to be without one of these books. One catalogue will answer for several people. Your friends can order from it. Your neighbors can join with you in sending for it, but at our prices you cannot afford to be without it, for every one of the upwards of one hundred thousand items are priced on the same basis as this our \$8.47 Big Acme Oak Heating Stove. This our special \$8.47 Acme Oak Heater is the handsomest pattern on the market. It is mounted with 18-gauge smooth steel; has heavy cast iron fire pot; has shaking and draw center grate for coal; double circular wood grate; is so constructed that the fire can be kept under complete control. Large ash pan, large feed doors, has highly polished heavily nickel plated foot rails, large nickel plated name plate, nickel plated top ring, handsome nickel plated fancy urn, nickel plated hinge pins and knobs, large swing top, cooking lid under swing top, check drafts at collar and in feed door. It is one of the handsomest heating stoves on the market, is nice enough for any home and would ornament any parlor.



No. 53M48 Price, \$8.47

\$15.95 BOYS OUR ACME AMERICAN HIGH SHELF RESERVOIR RANGE

FOR \$15.95 WE FURNISH THIS HIGH SHELF RESERVOIR COMBINATION Coal and Wood Range in the latest 1901 Rococo style, as illustrated, with the latest square oven, shelf, handsome rococo base, full nickel trimmed and nickel mounted. Six-hole top in the standard 8-18 size. Is the equal of ranges that sell everywhere at double the price.

THIS IS OUR \$15.95 ACME AMERICAN HIGH SHELF RESERVOIR RANGE, is made in our foundry in Northern Ohio, a foundry from which we control the output. Every pound of pig iron that is melted up goes into our stoves. In this foundry we employ nearly 300 moulders, and as many more men in the mounting, finishing and shipping departments.

WE OWN OUR PIG IRON ON THE BASIS OF THE MARKET SIX MONTHS AGO AND OUR \$15.95 PRICE IS BASED ON THE ACTUAL COST OF THE PIG IRON, THE LABOR, AND OUR ONE SMALL PERCENTAGE OF PROFIT ADDED.

THIS OHIO FOUNDRY

IS IN THE CHARGE OF ONE OF THE BEST STOVE MAKERS IN AMERICA, supported by a superintendent of the Moulding Room who has a national reputation for producing the smoothest kind of castings, and as a result we turn out in this our \$15.95 Acme American Stove, a stove the equal of any cast iron stove made, one of the handsomest ranges on the market, such a range as your dealer at home would charge you double our price for.



SIZE OF TOP,
42x25 INCHES,
Size of Fire Box
When Wood is used,
17x8x8 INCHES,
Height to main top,
28 INCHES.
WEIGHT,
418 POUNDS.

No. 53M50 Price, \$15.95.

THIS RANGE IS
8-18 SIZE,

....HAS....
6 8-Inch Holes.

....OVEN....
16 x 17-1/2 x 11-1/2
INCHES.

No store-keeper could buy this stove elsewhere for less than \$22.00. Any dealer would retail it at \$30.00 to \$35.00.

THIS STOVE BURNS EITHER COAL OR WOOD, HAS HANDSOME OVEN SHELF, nickel oven door panel, nickel panel on draft door, nickel hinge pins, nickel tea shelves, fancy nickel plated knobs, large deep porcelain lined reservoir. Everything the very best.

AT \$15.95 WE SHIP THIS STOVE DIRECT FROM OUR FOUNDRY IN OHIO. We guarantee it to reach you in the same perfect condition it leaves us, and if you order this stove and do not find it perfectly satisfactory and all we claim for it, you can return it to us at our expense of freight charges both ways and we will return your \$15.95.

WE ARE ABLE TO REDUCE THE PRICE OF THIS STOVE TO \$15.95 by reason of the big saving in our advertising expense, from the fact that we have practically eliminated all advertising expenses, and deducted the same from our selling prices.

SAVE A FEW UNEXPIRED CONTRACTS, we have discontinued all newspaper advertising, discontinued circularizing, and, above all, we have quit the old time and enormously expensive method of distributing our large 1200-page catalogue. We have stopped asking those who buy from us to pay for such catalogues as go to those who do not buy.

WE DO NOT BELIEVE IT WOULD BE RIGHT TO ADD \$2.00 or \$3.00 to the selling price of this stove for catalogue or advertising expenses, and any house that sends a catalogue free to everyone for the asking, or for 5 cents '0 cents or 15 cents postage, a fraction of the cost, at . sends out three catalogues from which they never get an order where they send one from which they do receive an order, must necessarily make the one man who does order pay for the four catalogues, and if he sends a second order he pays for them again, and if he continues ordering he pays again and again. The man who buys the goods pays for it.

IF YOU SEND US 50 CENTS FOR OUR BIG 1200-PAGE CATALOGUE you will then have the opportunity of buying everything you need without one penny added to a single item for advertising expense. You can save the price of the book several times over every month. You can own goods at lower prices than anyone else who does not buy from us.

DO NOT FAIL TO SEND 50 CENTS AT ONCE FOR THIS BIG NEW CATALOGUE No. 111.

OUR \$2.50 Sheet Iron Air Tight Heating Stove

FOR \$2.50 WE OFFER THIS AIR TIGHT HEATING STOVE, EXACTLY AS ILLUSTRATED, IN COM-
PETITION WITH STOVES THAT SELL GENERALLY AT ABOUT TWICE THE PRICE.

THIS HANDSOME NEW 1901 STYLE AIR TIGHT, SHEET STEEL HEATER is 20 inches long, 16 inches wide, 43 inches high, main body, 24 inches high; has a 1 1/2-inch feed opening; 6 1/2-inch ash opening and weighs 28 pounds.

THIS, OUR SPECIAL \$2.50 AIR TIGHT HEATER embodies all the very latest improvements, the good points of all air tight heaters with the defects of none; is made so that the hot blast draft heats the air before it reaches the fuel, thus, producing perfect combustion; the lining extends from the bottom to next to the upper head.

\$2.50

IT IS HONESTLY CONSTRUCTED OF GOOD MATERIAL, WITH HEAVY LININGS AND GARDENS FOR, TO OUR SATISFACTION

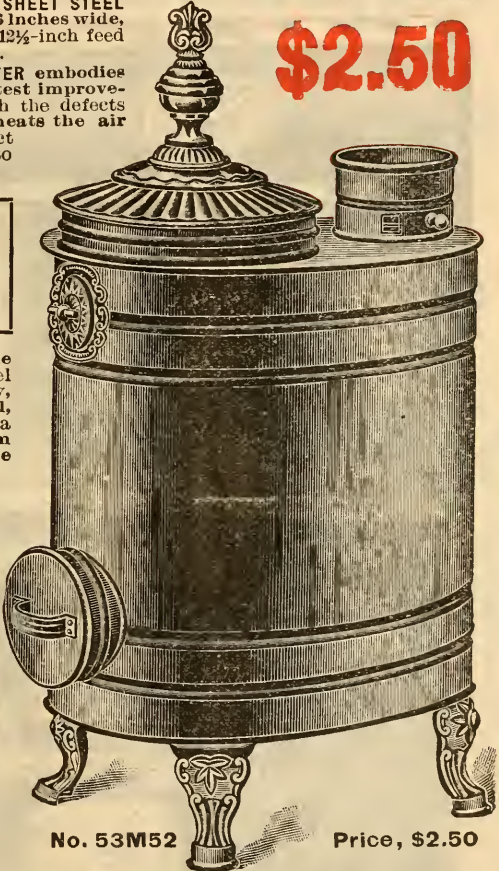
The body is made of 26-gauge smooth steel; the lining of 20-gauge. It has fine nickel urn and nickel screw draft; will burn chunks, knots, chips, straw, cobs, corn, hay or trash, or anything used for fuel, except coal. The pipe should be provided with a damper. Put 2 or 3 inches of ashes in the bottom of stove before building a fire and always leave about this quantity when cleaning the stove.

IT WILL KEEP FIRE OVER NIGHT.

IN SETTING UP THIS STOVE PUT THE CRIMP END OF THE STOVE PIPE DOWN. . . .

THE COVER TO ASH OPENING IS LOCKED SECURELY TO PREVENT BLOWING OFF.

THIS IS ONE OF THE HANDSOMEST AIR TIGHT HEATERS ON THE MARKET.



No. 53M52

Price, \$2.50

LAST SEASON WE ADVERTISED THIS STOVE AT \$2.72. This season all catalogue expense has been deducted, and we make a new price of \$2.50, and a similar big saving applies on nearly one-hundred thousand other items.

AND OUR SPECIAL PRICE OF \$2.50 IS FOR THE STOVE DELIVERED ON BOARD THE CARS AT OUR FACTORY IN SOUTHERN WISCONSIN, near the Illinois line. The price barely covers the cost of material and labor and the handling at the factory, the simple tagging, billing and carting of the stove from the mounting room into the car for shipment, the cars being backed into our factory, this and our one small percentage of profit added.

REMEMBER, NOTHING IS ADDED FOR ADVERTISING EXPENSE, you save a big percentage by our new policy of eliminating the catalogue advertising expense.

IF YOU DO NOT KNOW WHAT THIS MEANS IN DOLLARS AND CENTS,

compare our prices with the prices quoted by other houses, houses that furnish catalogues for nothing, free for the asking, or for 5 cents, 10 cents or 15 cents—a fraction of the cost; see what they ask for the goods and see our prices in our

NEW No. III CATALOGUE.

TO ASK 50 CENTS FOR A CATALOGUE

111 Catalogue tell the whole story. IT IS A SURPRISE FROM PAGE 1 TO PAGE 1,200.

DO NOT FAIL TO SEND 50 CENTS FOR THIS CATALOGUE. IT WILL BE WORTH A HUNDRED TIMES ITS COST TO YOU FOR IT WILL IN A GREAT MEASURE CONTROL YOUR EXPENSES FOR ALL TIME.

WE ASK 50 CENTS FOR OUR CATALOGUE

No. III. IT IS A BIG BOOK, weighs nearly four pounds, contains 1,200 pages, about 20,000 illustrations, over 100,000 quotations. The people who do not buy as well as the people who do buy **PAY FOR THE CATALOGUES** we print. They pay for it whether they order anything or not. They pay for it when they get it and they only pay for the one book. When they order there is nothing added to the **SELLING PRICE TO COVER THE CATALOGUE EXPENSE.**

AS A MATTER OF ECONOMY ONE CATALOGUE IS OFTEN USED BY SEVERAL FAMILIES, two families sometimes join together and send for the catalogue. One catalogue will be ordered to be used by several people in the neighborhood.

THEY ALL GET THE BENEFIT OF OUR LOW PRICES FROM THIS ONE BOOK.

IS A BIG REVELATION IN MERCHANDISING, but it is a bigger revelation in price making and the prices in our No.

111 Catalogue tell the whole story. IT IS A SURPRISE FROM PAGE 1 TO PAGE 1,200.

Our \$19.95 HIGH CLOSET RESERVOIR STEEL RANGE

THE NEW 1901 MODEL WINNER.

For \$19.95 we offer this Big Six-hole, High Closet, Porcelain Lined Reservoir Steel Range in competition with steel ranges that sell everywhere at double the price.



No. 53M54 Price, \$19.95

rolled sheet steel, shaped and handsomely finished. The range is nickel bands on front edges of top of stove, nickel panel on oven door, nickel clean-out door, all highly polished and nickeled.

THE STOVE IS NO. 8 IN SIZE. THE OVEN IS 16x18x13 INCHES, has six No. 8 cooking holes, top surface with reservoir extension is 42 inches; height from floor to main top, 27 inches; distance from main top to top of high closet, 27½ inches; length of fire box for wood, 18 inches; has swing oven door.

THE MAIN TOP COVERS AND CENTERS are made of the very finest cast stove plate from the purest pig iron, and are not to be confused with the malleable top ranges, sometimes called steel to deceive. The oven opening is the same size as the oven body, thus allowing as large a baking pan to enter as the oven will receive. The stove is handsomely enameled, has the highest grade of Duplex grate for burning either coal or wood, or both. Is highly ornamented with nickel bands, nickel teapot holders and nickel handles, HAS LATEST PATENT ROLL TOP CLOSET.

\$19.95 IS A PRICE THAT BARELY COVERS THE COST OF MATERIAL AND LABOR, with the sheet steel bought direct before the recent market advances, to which we add our one small percentage of profit, the cost of handling at the factory in Northern Ohio, from where we ship the ranges direct to our customers. All advertising expenses eliminated, nothing for newspaper advertising, nothing for catalogue distribution.

HERETOFORE WE HAVE SAVED YOU A GREAT DEAL by giving you the advantage of our buying power and our economical factory to consumer methods of handling, but we have heretofore been compelled to add for the expense of catalogue distribution, a charge that every catalogue house must have to add to their selling price. This year all this is deducted in our new system of catalogue distribution, and we are therefore able to save you several dollars on this steel range.

IF WE WERE ISSUING OUR BIG CATALOGUE THIS FALL and sending it free or for 15 cents, a fraction of the cost, we would have to figure, as other houses are now and always have figured, that where we receive orders from one catalogue we issue several that we do not receive orders from, and the cost of the several catalogues must be paid by the man who orders.

THIS SEASON a 11 this

has been changed. No one can get our big catalogue who does not send 50 cents. The man who does not buy must pay for his book and it is not paid for by the man who buys from us, and the man who does buy will

we are sure, be glad to pay for his catalogue, and his only, and be repaid for the investment many times over by the money we save him on the goods we sell him.

THIS NEW, HANDSOME, LARGE

STEEL, HIGH CLOSET RESERVOIR RANGE is made for us in Northern Ohio by one of the best range makers in America. The body of this range is made from carefully selected cold rolled sheet steel, strongly put together with wrought iron rivets and bolts, reinforced at every part. The shelf and closet are also made of cold

EVERY STEEL RANGE IS PUT OUT UNDER OUR BINDING GUARANTEE. WE GUARANTEE IT TO REACH YOU IN THE SAME PERFECT CONDITION IT LEAVES US. We guarantee it to give you every satisfaction, and if not found perfectly satisfactory, you can return it to us at our expense of freight charges both ways and we will immediately return your money.

IF WE DID NOT GET 50 CENTS FOR EVERY ONE OF OUR BIG CATALOGUES, making the people who do not order pay for the books they get, we could not attempt such price offers.

BUYS A REGULAR \$12.00 GENUINE GOVERNMENT, 50-CALIBER.
\$2.90 **SPRINGFIELD BREECH LOADING RIFLE**

For \$2.90 we will furnish a 50-Caliber, Central Fire, Springfield Government Breech Loading Rifle, complete with Twenty Rounds of Ammunition; a Springfield Rifle that originally cost the Government from \$12.00 to \$14.00.
GOOD FOR A 1,000 YARDS RANGE.

SEND US \$2.90

and we will send you this breech loading rifle, a genuine 50-caliber, Springfield government breech loading rifle, together with twenty rounds of ammunition; will send it to you by express. You can examine it, test it, and if you do not find it perfectly satisfactory; if you do not say it is a regular \$12.00 rifle, that you are buying it at a small fraction of the first cost to make, you can return it to us at our expense and we will immediately return your money. These rifles were made by the United States Government and bear the government stamp. We bought them at a forced sale, without regard to the first cost. We bought the entire lot, an immense quantity, at our own spot cash offer price, and to the net cost to us we have added our one small percentage of profit, and name the astonishingly low price of \$2.90.

WE CHARGE 50 CENTS FOR OUR CATALOGUE.

Our new big revised, 4-pound, 1200-page catalogue is furnished for 50 cents. By getting 50 cents for every catalogue, we do not have to add to our selling price to cover wasted catalogue circulation. If we furnished our new revised catalogues free for the asking, or for 5 cents, 10 cents or 15 cents, a small fraction of the cost, we would have to do as others do who furnish catalogues in this manner, viz: add a liberal percentage to our selling price. We would have to make our selling price high enough to pay for the catalogues we furnish you free, or nearly free; and for the half dozen catalogues that are sent out at the same time to people who never buy. All this is what other houses do; add to their selling prices a sufficient amount to defray the expense of samples and catalogues, that go out to people who never buy. When you send us 50 cents for the catalogue you are then in a position to buy anything you want at the actual cost to manufacture, with only our handling expenses and one small percentage of profit added. You pay nothing for wasted circulation or printed matter, nothing for catalogues that are going to people who never buy.

Our new big revised, 4-

WITH THIS RIFLE you can kill all kinds of big game. There is no stronger shooting large caliber, breech-loading rifle made. These rifles were made by the government, and every rifle has received the government inspection and bears the government stamp.

AT OUR SPECIAL PRICE

of \$2.90 we furnish the rifle complete as illustrated, with twenty rounds of ammunition, all carefully boxed. The rifle weighs boxed ready for shipment, about 18 pounds.

No. 53M56
 Price for rifle, with twenty rounds of ammunition.

\$2.90.



From the illustration, which has been engraved by our artist direct from the photograph of this rifle, you can get some idea of the appearance of the gun. It is a genuine Springfield breech loading rifle, caliber 50-70 government center fire, reloadable cartridges. Any of our customers who have been in the civil war will know there are no better rifles made at any price. These are the same rifles as used in the civil war. They are in perfect condition. We bought them direct from the government at our own close out spot cash offer. They have 36-inch steel barrels. The empty shell is thrown out when you open the breech lock ready for a new cartridge. Three bands, as illustrated, are fitted with sling swivels. The rifle is fitted with the very best walnut stock. We can furnish them with bayonets at the same price, \$2.90, in case some of our customers wish to use them for G. A. R. purposes.

THIS \$2.90, CALIBER 50

Springfield, government rifle furnished complete, with twenty rounds of ammunition, will serve as a sample of the upwards of 100,000 similar values to be found in our big catalogue which we mail to any address for 50 cents. This rifle at \$2.90 is a sample of the hundreds of similar values offered in our Sporting Goods Department, of everything in shotguns, rifles, revolvers, fire arms of every kind, ammunition, sporting goods of every description, as well as everything in all the other departments. They are all priced on the same basis of profit, not one penny is added for wasted catalogues or free samples.

YOU PAY 50 CENTS WHEN YOU GET OUR CATALOGUE,

you pay it once and only once, whereas if you should get the catalogue for nothing, or for 5 cents, 10 cents or 15 cents, you would be paying for from one to a dozen wasted catalogues every time you sent us an order. This you will be doing every time you order from any house that furnishes catalogues at much less than they cost.

DON'T FAIL TO SEND 50 CENTS

for the money you can save on the goods you order from us, but it will prevent others from overcharging you on goods you buy from them. We show prices on over a hundred thousand items that will astonish you. You must compare our prices with prices asked by other houses to appreciate how much money we can save you, and how much lower prices we can make when the cost of wasted catalogue circulation has been deducted from our selling price.

SEND 50 CENTS FOR CATALOGUE NO. 111.

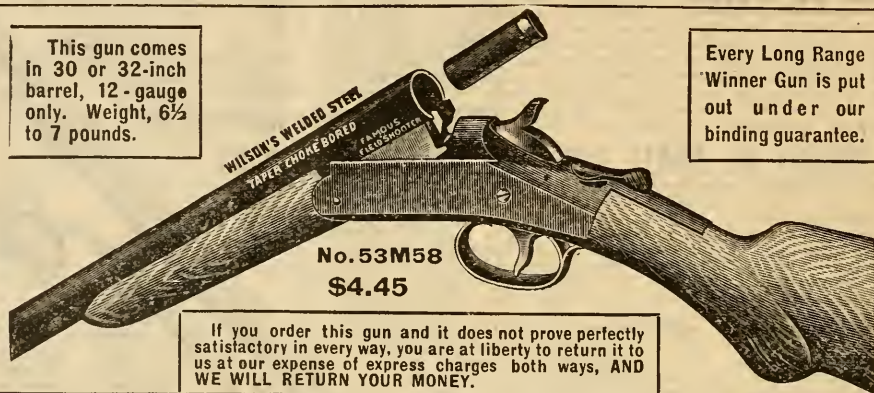
We will send it to you with the understanding that if it is not perfectly satisfactory, if you do not consider it to be cheap at ten times the price, you can return it to us and we will immediately return your 50 cents.

OUR \$4.45 LONG RANGE WINNER AUTOMATIC SHELL EJECTING SINGLE BARREL BREECH LOADING SHOTGUN.

FOR \$4.45 a big reduction from last year's price, a price lower than dealers can buy in any quantity, we offer you this the celebrated Long Range Winner Shotgun, as one of the highest grade single barrel breech loading Shotguns on the market.

This gun comes in 30 or 32-inch barrel, 12-gauge only. Weight, 6½ to 7 pounds.

Every Long Range Winner Gun is put out under our binding guarantee.



If you order this gun and it does not prove perfectly satisfactory in every way, you are at liberty to return it to us at our expense of express charges both ways, AND WE WILL RETURN YOUR MONEY.

THIS GUN IS WIDELY ADVERTISED BY SEVERAL OTHER CATALOGUE HOUSES AT PRICES RANGING FROM \$6.00 TO \$8.00. . . .

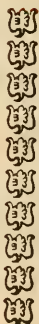
WE FORMERLY SOLD IT FOR \$5.50, BUT BY CONTROLLING THE OUTPUT OF THE FACTORY AND ELIMINATING THE CATALOGUE ADVERTISING EXPENSE, discontinuing the furnishing of catalogues free for the asking or for the nominal charge of 15 cents, WE HAVE BEEN ABLE TO DEDUCT FROM OUR SELLING PRICE ALL ADVERTISING EXPENSE **AND NAME THE HERETOFORE UNHEARD OF PRICE OF \$4.45.**

THIS GUN IS MADE FOR US

UNDER CONTRACT BY A RELIABLE GUN MAKER, made from strictly high grade material, only skilled mechanics are employed in the factory and on every gun is put our brand

"LONG RANGE WINNER,"

the equal of any gun made in shooting qualities. It has an extra quality walnut stock, pistol grip, latest top snap brake. The barrel and mountings are beautifully case hardened and finished, made extra strong at all essential points, accurately adjusted and gauged.



THE BARREL IS SELECTED,

BORED, FITTED AND STRENGTHENED AT BREECH with a view of giving great penetration and killing at longer range than any other single barrel gun on the market. The automatic shell ejector is the best ejector device made. When you break the gun the shell is thrown clear from the gun, and as a result, two shots can be fired nearly as quickly as from a double barrel gun. The barrel is made from the highest grade Wilson steel, choke bored by the celebrated Taper system, bored especially for white, nitro or black powder, as desired.

IF YOU WILL SEND US 50 CENTS

FOR OUR NEW REVISED 4-POUND, 1200-PAGE CATALOGUE No. 111, you will find in the book over 100,000 articles priced on the same price reduction basis, the same catalogue expense deducted from the selling price, the same comparative saving between

OUR PRICE AND THE PRICES QUOTED BY ANY OTHER HOUSE.

UNDERSTAND, WE KNOW THAT YOU COULD GET OTHER CATALOGUES FOR THE ASKING, for a one cent postal card or for 5, 10 or 15 cents in postage, a mere fraction of the cost of the book, and if you do not wish to order anything—any of these catalogues will no doubt serve your purpose; but if you wish to know how cheaply goods can be sold, or if you are in the market to buy anything,

THE 50 CENTS WE ASK FOR OUR CATALOGUE WILL BE PUT A FRACTION OF THE AMOUNT YOU WILL SAVE ON YOUR PURCHASES.

THE PRICES ON THE VARIOUS ITEMS SHOWN IN THIS BOOKLET will give you some little insight into what to expect in the **1200-PAGE CATALOGUE, WITH OVER 100,000 ITEMS PRICED ON THE SAME BASIS OF COST AND SELLING CALCULATION.**

OUR NEW 1901 MODEL HIGH GRADE AMERICAN GUN \$10.95

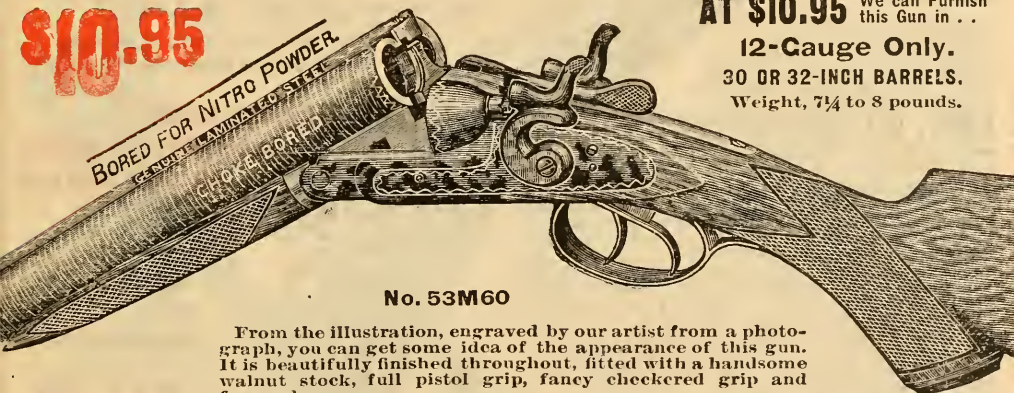
FOR \$10.95 WE FURNISH THIS, ONE OF THE HIGHEST GRADE DOUBLE BARREL HAMMER BREECH LOADING SHOT-GUNS MADE. An all American gun, the class of guns that retail generally at \$20.00 to \$25.00, such gun value as can be had from no other house.

THIS GUN IS MADE FOR US UNDER CONTRACT by one of the best gun makers in New England. It is strictly up to date, combines all the good features of all high grade breech loading shotguns, with the defects of none, and every gun is covered by our binding guarantee.

THIS, OUR SPECIAL \$10.95 GUN,

changeable. The gun is made with the latest top snap break, as illustrated, extra high grade genuine laminated steel barrels, bored for nitro, white or black powder. No stronger barrels made. Has the very latest bar rebounding locks, as illustrated, barrels are made round at breech, they are fitted with the latest concave circular hammers, latest patent nitro firing pins; has heavy full extension rib, latest patent fore end, fancy rubber butt plate; left barrel is full choke bored by the latest taper system, right barrel is cylinder bored.

\$10.95



AT \$10.95 We can Furnish this Gun in . . .
12-Gauge Only.
30 OR 32-INCH BARRELS.
 Weight, 7¼ to 8 pounds.

No. 53M60

From the illustration, engraved by our artist from a photograph, you can get some idea of the appearance of this gun. It is beautifully finished throughout, fitted with a handsome walnut stock, full pistol grip, fancy checkered grip and fore end.

NO EXPENSE FOR ADVERTISING MAKES POSSIBLE THIS SPECIAL \$10.95 PRICE.

SHOOTING QUALITIES.

For strong, hard, long range shooting, this is one of the best guns made. There is no gun made that will give better penetration or

CAN KILL AT LONGER RANGE.

Our special \$10.95 price is based on the actual cost of material and labor, with but our one small percentage of profit added.

SEND US \$10.95 STATE WHETHER YOU WISH 30 OR 32-INCH BARRELS, state weight wanted, and we will send the gun to you with the understanding that if it is not perfectly satisfactory in every way, such value as you could not possibly get elsewhere, you can return it to us at our expense of express charges both ways and we will return your \$10.95.

WE ASK 50 CENTS FOR EVERY LARGE CATALOGUE WE MAIL. We ask all people who receive our catalogue to pay this advertising expense, and we are thus able to deduct the catalogue advertising expense from our selling price. If you send 50 cents for our new 4-pound, 1200-page Catalogue No. 111, you will receive quotations on over 160,000 items at prices much lower than any other house does or can quote, prices to which we have not added for the catalogues wasted, the catalogues that go to those who do not buy.

OUR CATALOGUE IS SENT TO ANY ADDRESS, POSTPAID, ON RECEIPT OF 50 CENTS.

Get your friend or neighbor or several neighbors, two, three or five people to join with you and send us 50 cents for the catalogue. It will reduce the expense to each one 10 to 25 cents, you will all then have the opportunity of buying goods at much lower prices than you can possibly buy elsewhere, you will buy where nothing is added to the selling price to defray an enormous catalogue expense.

50 CENTS FOR A CATALOGUE MAY AT FIRST SEEM A BIG PRICE, but it is nothing compared with the saving you will make on the goods you buy. On your first order you will save several times the price of the catalogue, as compared with buying from your store-keeper or ordering the same goods from another house that furnishes a catalogue free for the asking or for a small fraction of its cost.

Don't Fail to Send 50 Cents for Catalogue No. 111. You Cannot Afford to be Without It.

\$15.95 BUYS THE GENUINE COLTON DOUBLE BARREL

BREECH LOADING HAMMERLESS SHOTGUN

THIS HIGH GRADE DOUBLE BARREL HAMMERLESS SHOTGUN

Is made for us under contract by the celebrated Colton Manufacturing Co., improved for this season, made to embody the good points of all standard hammerless shotguns, with the defects of none.

IT IS NICELY FINISHED, AND ONE OF THE STRONGEST SHOOTING GUNS MADE.

UNDERSTAND this Special Inside Price of \$15.95 is made possible only by reason of our customers and others paying for the catalogues they receive, 50 CENTS EACH.

It is the first time a strictly high grade guaranteed . . .

DOUBLE BARREL HAMMERLESS BREECH LOADING SHOTGUN was ever offered at anything approaching our

\$15.95 PRICE.

NUMBER 53M62

\$15.95

is a much lower price than we have ever before quoted on a double barreled hammerless shotgun, and this price has been made possible for the following reasons:

FIRST. WE CONTROL THE ENTIRE OUT-PUT OF THIS FACTORY. We take every gun the manufacturer makes. The cost to us is the cost of material and labor

SECOND. WE DO NOT HAVE TO ADD SEVERAL DOLLARS TO THE SELLING PRICE of a hammerless shotgun to defray the cost of advertising, of catalogue expense. If you send to us for a hammerless shotgun (like any other article of merchandise), not one penny is added to cover the catalogue expense. We, today, are the only house in America in this position. A house that will send you a catalogue for the asking, or for 5 cents, 10 cents, or 15 cents, a fraction of the cost of the book, to get your order, will also send several catalogues to others who do not order and when you order the cost of your book and the cost of several other books to those who don't order, is added to the selling price of the gun or any other article. It is a fixed percentage that has to be added, that has to come out of the buyer.

WE HAVE ELIMINATED ALL THIS EXPENSE BY ASKING EVERYONE TO PAY FOR THE BOOK, and our big 1200-page, 4-pound Catalogue No. 111 is now mailed to anyone, postpaid, on receipt of 50 cents.

And the man who does NOT buy pays for his catalogue, and the man who DOES buy, pays for the one catalogue he gets; and his friends, his neighbors and the entire community often use the same book and in this way all get the benefit of the big saving feature of catalogue expense.

ASKING 50 CENTS FOR OUR CATALOGUE DOING AWAY WITH THIS BIG ITEM OF CATALOGUE ADVERTISING EXPENSE has gone a long way in making possible this, our special \$15.95 price, on this justly celebrated COLTON DOUBLE BARREL HAMMERLESS SHOTGUN.

THIS HANDSOME HAMMERLESS SHOTGUN COMES IN 12-GAUGE ONLY, 30 OR 32-INCH BARRELS, AS DESIRED; WEIGHT, 7; TO 8 POUNDS; MENTION LENGTH WANTED.

THE BARRELS ARE MADE OF GENUINE LAMINATED STEEL, highly finished and handsomely browned; taper choke bored by the celebrated Taper system for close, hard and long range shooting. Every gun is carefully targeted, has the latest top snap break, the latest shell extractor, heavy extension rib, heavy bolts, highest grade locks, one of the strongest actions made, is full pistol grip, handsome checkered grip and fore end, handsome selected walnut stock, fancy rubber butt plate.

AT 50 CENTS WE GUARANTEE OUR CATALOGUE TO BE THE CHEAPEST BOOK PUBLISHED, whether another book can be had for the asking, a postal card, or for 5 cents, 10 cents or 15 cents in postage. Our catalogue at 50 cents is far the cheapest. You save the 50 cents and more every time you order. You may get the 50 cents back five or ten or twenty fold with your first order, as compared with the prices you would have to pay your storekeeper at home or a house that has a price tag above for the asking or for a fraction of their cost.



OUR \$3.75 GUITAR OUTFIT OFFER

No. 53M64 ORDER BY NUMBER.

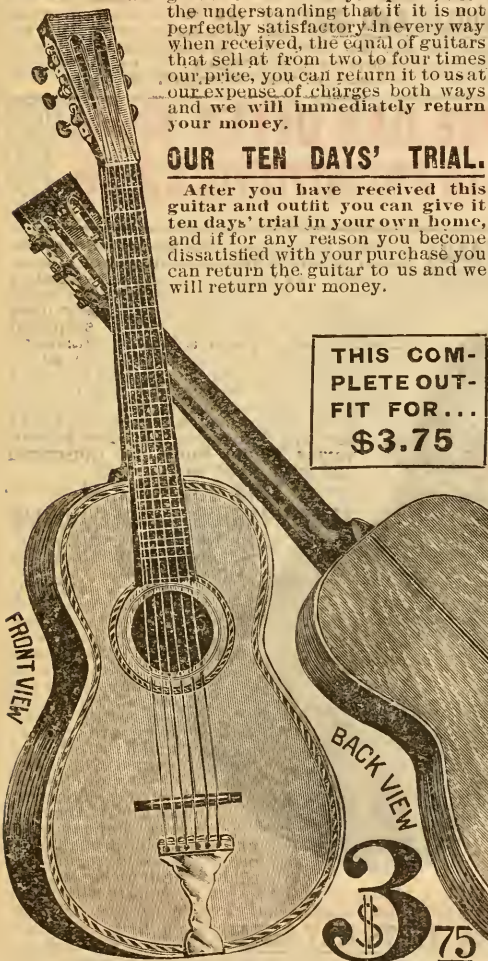
FOR \$3.75 we furnish a handsome quarter sawed oak guitar, complete, with a full set of Glendon strings, a fingerboard chart by the aid of which anyone can learn to play without a teacher; also a valuable instruction book.

SEND US \$3.75 handsome quarter sawed oak guitar and outfit by express, with the understanding that if it is not perfectly satisfactory in every way when received, the equal of guitars that sell at from two to four times our price, you can return it to us at our expense of charges both ways and we will immediately return your money.

OUR TEN DAYS' TRIAL.

After you have received this guitar and outfit you can give it ten days' trial in your own home, and if for any reason you become dissatisfied with your purchase you can return the guitar to us and we will return your money.

**THIS COMPLETE OUTFIT FOR...
\$3.75**



DESCRIPTION OF GUITAR AND OUTFIT

THIS HANDSOME GUITAR

is made of solid quarter sawed oak, fully guaranteed. Has beautiful fancy wood inlaid around sound hole and top edge, with celluloid bound top edge, and has a fancy inlaid strip in back. Fingerboard is made of rosewood, accurate in scale, raised frets, and position dots. American screw patent head and nickel plated metal tailpiece. We furnish free with this instrument the extras described above and when you receive this instrument, we ask you to compare it with any instrument sold by other dealers at from \$8.00 up. Our special price is made possible, first by eliminating the catalogue expense which all other catalogue houses must add for, and by reason of our arrangement with one of the largest and best manufacturers of guitars, a contract to take the entire output of the factory, every guitar the manufacturer makes. We own every instrument on the basis of the actual cost of material and labor and to this is added our one small percentage of profit, nothing for catalogue advertising expense, and as a result we offer you for \$3.75, under our binding guarantee, under our ten days' trial offer, this handsome quarter sawed oak guitar, together with complete outfit as before described.

IF YOU SEND 50 CENTS FOR CATALOGUE No. III

You will be surprised at the fine line of guitars shown in the big book and the great variety of all kinds of musical instruments at the heretofore unheard of prices that are named on each, and you will be equally surprised at the prices we have put on over one hundred thousand items in this book.

WE REALIZE

it is a bold move to undertake to ask every one to send 50 cents for the catalogue, but it is an honest move in the right direction, because it helps the people who buy from us and makes those who do not buy, pay for what they get. It helps the buyer because he pays nothing

for wasted catalogue circulation, and we believe the intelligent buyer will be only

too glad to pay 50 cents in advance when he knows he will save it many, many times over before the next catalogue is issued, twelve months hence.

There are hundreds of items in our musical goods department, as shown in our big No. 111 Catalogue, and every item is quoted on the same basis of selling price, prices much lower than you can possibly buy elsewhere. This guitar is offered in this booklet only as a specimen of the hundreds of musical instruments to be found in our big book, only as a specimen of over one hundred thousand items that are quoted at prices unknown to buyers generally, prices lower than any other catalogue house attempts to quote. We get 50 cents for every catalogue we send out and you cannot imagine what a difference this makes in the prices we can offer you until you have seen and compared our prices with those asked by other catalogue houses.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. III

OUR \$2.45 VIOLIN OUTFIT

FOR 2.45 WE WILL FURNISH A HANDSOME STRADIVARIUS MODEL VIOLIN,

also one Genuine Brazil Wood Bow with Ebony Frog, and Good Quality of Hair, Handsome Marbled Violin Case, Large Piece of Rosin and a Complete Instruction Book.

SEND US \$2.45 and we will send you this GENUINE STRADIVARIUS MODEL VIOLIN, as illustrated, together with complete outfit, as described.

We will send it to you by express with the understanding that it

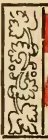
is not perfectly satisfactory when received, you can return it to us at our expense of express charges both ways and we will return your \$2.45 immediately.



TEN DAYS' FREE TRIAL.



YOU CAN GIVE THIS VIOLIN AND OUTFIT ten days' trial in your own home after you receive it, and if at any time during the ten days you become dissatisfied with your purchase for any reason whatever you can return it to us at our expense of express charges both ways and we will return your money.



HOW WE CAN OFFER SUCH A VIOLIN AND OUTFIT FOR \$2.45



UNDER CONTRACT

We take every violin he makes. As fast as a sufficient quantity are made up to make

we take from one of the largest European manufacturers his entire supply of violins. As fast as a sufficient quantity are made up to make direct from Europe, and immediately upon receipt of the bill with notice that shipment has been made, we send a draft on Hamburg, Germany, paying cash in advance, and in this way we reduce the cost to the very minimum. To this cost we add our one small percentage of profit, hence this heretofore unheard of price of \$2.45 for this handsome genuine Stradivarius Model Violin, as illustrated and with outfit as described.

THIS OUR SPECIAL STRADIVARIUS MODEL VIOLIN

which we furnish with outfit complete at \$2.45, is the equal of violins that sell everywhere at \$5.00 to \$10.00. Every violin is put out under our binding guarantee. The violin is made of choice selected old maple back and sides, selected spruce top. They are handsomely varnished and shaded in imitation of the violins of the old masters. The trimmings are of the best quality of ebony finish

and the violin throughout is one that could readily be sold at retail for three times



No. 53M66 Price, \$2.45 the price we ask. violins to appreciate

It is a violin you must see and compare with other the most extraordinary value we are offering.

WE GET 50 CENTS for every catalogue No. 111 we furnish. This alone makes possible our \$2.45 price offer. The eliminating of all catalogue advertising expense makes possible proportionately low prices on the upwards of 100,000 items to be found in Catalogue No. 111. If you send 50 cents for our new revised four-pound Catalogue No. 111 you will find our prices remarkably lower than the prices quoted by any other house, for all other houses add to their selling price enough to pay for the expense of issuing thousands of catalogues. They figure an extra selling price, so that when you send them an order you pay for the catalogue you get for nothing, or for a fraction of its cost, and in addition you also pay for catalogues that are sent to people who never buy.

50 CENTS MAY SEEM just a little high because you are not accustomed to it, but the price you are paying for the goods you order will seem very low because you have not been accustomed to buying at such low prices; you have not bought where the catalogue expense has been deducted from the selling price.

YOU CANNOT AFFORD TO BE WITHOUT OUR NEW REVISED CATALOGUE No. 111

because it will surely rearrange your entire living expense. It is a revelation in catalogue and price making. It is a new departure made wholly in the interest of the buyer, done to make possible lower prices than ever before.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. 111.

OUR \$2.95 GEM ROLLER ORGAN

GO TO ANY MUSIC STORE AND PRICE THE GEM ROLLER ORGAN, AND YOU WILL BE ASKED FROM \$4.50 TO \$7.00. LOOK AT ANY CATALOGUE PUBLISHED BY ANY OTHER HOUSE, AND YOU WILL FIND THE GEM ROLLER ORGAN QUOTED AT \$4.00 TO \$6.00.

THE OTHER FELLOW

HAS THE
CATALOGUE
EXPENSE.....

WE HAVEN'T

THE MAN WHO ADVERTISES THE GEM ROLLER ORGAN

AT \$4.50 TO \$6.00 is sending catalogues to everyone free for the asking or for a small fraction of the cost of the catalogue. The party that buys the Gem Roller Organ is paying for the catalogue sent him and the catalogue sent to a half dozen who never buy.

IT IS A CASE OF MAKING THE BUYER
PAY ABOUT FIVE TIMES HIS SHARE
OF THE CATALOGUE EXPENSE.....

WE GET FROM 35 TO 50 CENTS MORE FOR OUR CATALOGUE THAN ANY OTHER MAIL ORDER HOUSE IN AMERICA, and we get from \$2.00 to \$10.00 less for a stove, \$1.00 to 10.00 less for a watch, \$10.00 to \$100.00 less for an organ or a piano, \$10.00 to \$25.00 less for a buggy, \$5.00 to \$15.00 less for a sewing machine, a bedroom suite, a parlor suite, \$1.00 to \$5.00 less for a suit of clothes, a ladies' cloak or cape, a harness or agricultural implement.

WE COVER UP NOTHING. WE CHARGE YOU WHAT WE PAY FOR THE GOODS, and we add to this the cost of handling and one small profit. We always make our profit. That's where we stop, but the other houses don't stop until you have paid the advertising expense. It makes quite a difference. A few items in this booklet will give you an idea of the difference, and the 100,000 items in the big catalogue will astonish you with the wide difference in price.

WE GET 50 CENTS FOR OUR CATALOGUE AND WE GET \$2.95 FOR OUR GEM ROLLER ORGAN. We get from 35 to 50 cents more for our catalogue than the other fellow does and we get from \$2.00 to \$4.00 less for our organ than the other fellow.

THIS HOLDS GOOD

on almost every one of the upwards of 100,000 items in our new revised 1200-page, 4-pound General Merchandise Catalogue No. 111.

WE get from 35 to 50 cents more for our catalogue than any other house in America, but every time you send us an order for from \$10.00 to \$50.00 worth of goods we give you from \$2.00 to \$10.00 more for your money.



No. 53M68 Price, \$2.95

THIS, OUR SPECIAL \$2.95 GEM ROLLER ORGAN, IS A MUSICAL INSTRUMENT OF EXTRA QUALITY. Case is made of imitation black walnut; music box is 16 inches long, 14 inches wide and 9 inches high. Weighs, when boxed, about 15 pounds. This music box contains the best reeds with accurate cylinders, and it produces music of surprising quality. It is so simple a child can play it. The music is obtained from the roller, which has teeth or pins like those of the cylinder of a regular Swiss music box. These pins operate on the valve keys, and the roller is turned by a gear which also works the bellows. The general mechanism is made similar to the regular cabinet parlor organs.

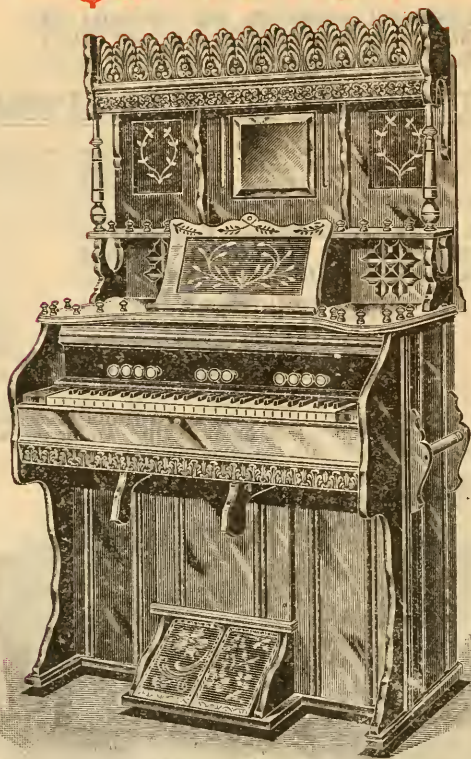
WE CAN FURNISH ALL KINDS OF MUSIC for this organ, including popular airs of all kinds, SACRED, SPANISH, GERMAN, NORWEGIAN. We have an immense list of music, which we furnish at 18 Cents each or \$2.16 per dozen.

THIS COMPLETE LIST WILL BE FOUND IN OUR NEW No. 111, 1200-PAGE CATALOGUE.

IF YOU SEND 50 CENTS AND GET OUR BIG CATALOGUE it will clearly point out to you the way of lessening your living and general expenses. It will show you how you can make and save more money than heretofore. **IT IS A REVELATION IN PRICE MAKING.**

DON'T FAIL TO SEND 50 CTS. FOR THE NEW BOOK.

OUR \$25.95 NEW PRINCESS PARLOR ORGAN.



No. 53M70. Price, \$25.95.

\$25.95 is a price made with all catalogue advertising expense deducted in advance, a price that barely covers the cost of material and labor, the most economic handling, direct from the factory in Chicago, and our one small percentage of profit added.

THE OTHER HOUSES that furnish catalogues free or for a small fraction of the cost, and have to send a dozen catalogues to curiosity seekers, who do not buy, at the same time they send one to you, who buys, are compelled to add the cost of the dozen wasted catalogues and your catalogue to the goods you buy. It is an item of expense that is all figured in, and charged to the fellow that buys. The hundreds of thousands of dollars that are expended in wasted circulation of catalogues, does not come out of the catalogue house. Don't believe it! It comes out of the fellow that buys.

WE HAVE CHANGED this proposition. The fellow who doesn't buy from us and wants a catalogue must pay for it, and the fellow who does buy from us is willing to pay for the catalogue, and we have decided that we cannot afford to fool him by adding to our prices enough to cover the loss of the wasted catalogues. We are going to ask him to pay for the catalogue when he gets it, but never one penny for his book or any other book when he sends an order.

\$25.95 is a price on this New Princess Organ that we know will astonish anyone who has any idea of organ prices, but it is no more astonishing than the hundred thousand other items that are priced on the same basis in our No. 111 Catalogue.

... DESCRIPTION OF THE ORGAN ...

THIS HANDSOME NEW PRINCESS PARLOR ORGAN is the equal of instruments that sell everywhere at double the price. It stands 70 inches high, is 41 inches in length and 22 inches wide; is a large, full sized instrument, weighing 325 pounds.

AT OUR SPECIAL \$25.95 PRICE

we furnish it carefully boxed and delivered on board the cars in Chicago, and the freight charges will amount to next to nothing as compared with what you will save in price. Every organ is put under our written binding 25 years' guarantee and every organ is sent with the understanding that if at any time within three months you become dissatisfied with your purchase for any reason whatever, you can return the organ to us at our expense, of freight charges both ways and we will immediately return you your money.

NAMES OF THE 11 STOPS. Diapason, Principal, Dulciana, Melodia, Celeste, Cremona, Bass Coupler, Treble Coupler, Diapason Forte, Principal Forte and Vox Humana.

THIS ORGAN HAS 5 OCTAVES, 11 stops, two octave couplers, one toning swell, one grand organ swell, four sets of orchestral toned resonatory high quality reeds, 37 in all, one set of 37 charmingly brilliant celeste reeds, one set of 24 rich, mellow, smooth, diapason reeds, ONE SET OF 24 PLEASING, SOFT, MELODIOUS PRINCIPAL REEDS; A TOTAL OF 122 REEDS.

THE CASE, as illustrated, is large and handsome, comes in solid oak, beautifully finished, carved and ornamented. Is especially constructed to develop the acoustic properties of the organ, forming a qualifying chamber, WHICH GIVES A PIPE LIKE QUALITY TO THE TONE, HITHERTO UNATTAINED IN THE FINEST REED ORGANS.

THE ACTION of this our New Princess Parlor Organ consists of the celebrated Newell reeds, which are used only in the highest grade instruments. The instrument is fitted with Hammond's couplers and vox humana; also the best Dolge felts, leathers, etc.

SEND US \$25.95,

cheerfully return your money.

REMEMBER

if you send 50 cents for our big 1200-page catalogue No. 111, you have over one hundred thousand items priced on this same basis, prices that no other house will attempt to compete with.

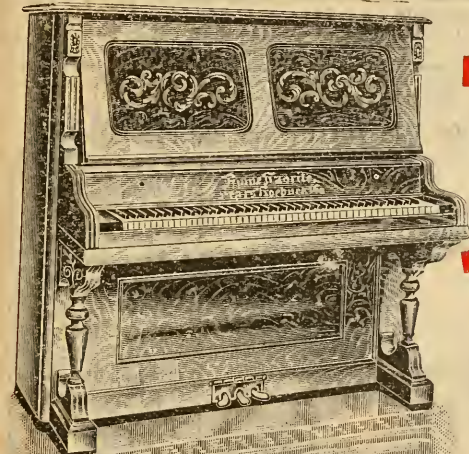
We will send you 50 cents back at once if you are not satisfied with the Big Book.

OUR \$89.00 HOME FAVORITEUPRIGHT PARLOR GRAND PIANO.....

FOR \$89.00 we furnish this handsome Upright Parlor Grand Piano as the equal of pianos that sell generally at \$200.00 and upwards, THE GREATEST PIANO VALUE EVER BEFORE OFFERED.

IN THE PAST WE HAVE GIVEN OUR CUSTOMERS THE BENEFIT OF OUR IMMENSE BUYING POWER. Our sales have been so enormously large that we have in pianos, as in most of the articles of merchandise we handle, been able to, at least in a measure, and often completely, control the production, taking the entire output of one or more factories, reducing the cost of the goods to the actual cost of material and labor.

WE ARE PRACTICALLY ELIMINATING OUR ADVERTISING EXPENSES AND WE DEDUCT IT FROM OUR SELLING PRICE AND GIVE YOU THE BENEFIT, hence this price of \$89.00 on our Upright Parlor Grand Home Favorite Piano and correspondingly low prices on the 100,000 items in our No. 111 Catalogue.



No. 53M72 Price, \$89.00

OUR \$89.00 PIANO

binding, 25 years' guarantee, by the terms and conditions of which if any piece or part gives out within 25 years by reason of defect in material or workmanship, WE WILL REPLACE OR REPAIR IT FREE OF CHARGE.

(PRICE MADE POSSIBLE BY ELIMINATING OUR ADVERTISING EXPENSE) is a handsome parlor grand piano the Home Favorite, made for us under contract by one of the first makers in this country, is offered under our terms and conditions of which if any piece or part gives out within 25 years by reason of defect in material or workmanship, WE WILL REPLACE OR REPAIR IT FREE OF CHARGE.

... DESCRIPTION OF PIANO ...

THIS PIANO is 4 feet 7 inches high, 2 feet 3 inches wide, 5 feet 1 inch long and weighs, boxed for shipment, about 800 pounds.

THE CASE OF THE HOME FAVORITE PIANO is of handsome design, made of carefully selected hard rock maple, beautifully finished in mahogany or fancy burl walnut, if desired.

THE ACTION IS OF A VERY DURABLE CONSTRUCTION, made of selected material, the hammers and felts being of a superior quality. Has perfect and simple adjustment to take up all possible wear; is very responsive and pleasing to the touch.

SCALE. FULL SIZE, 7½ octaves, overstrung bass, three strings to each note, except wound bass strings. Double cap hammers. The scale is perfectly even. The touch is fine and perfectly repeating.

THE WREST PLANK OR PIN BLOCK is made of maple with the grain running in different directions. This makes the tuning pin set firmly in the wood and renders frequent tuning unnecessary. This wrest plank is securely bolted to our composition metal frame, and its construction makes twisting, warping or otherwise pulling out of shape impossible.

THE TONE IS, OF COURSE, THE MOST IMPORTANT CONSIDERATION when selecting a piano and in this piano we have used our very best endeavors to produce an instrument that would not be lacking in this respect. We can therefore guarantee this instrument to possess a tone that is full, round and powerful, at the same time, sweet and melodious.

WE SEND FREE WITH EVERY HOME FAVORITE PIANO AT \$89.00 A COMPLETE INSTRUCTION BOOK.

SEND US \$89.00

for any reason whatever, you can return the piano to us at our expense of freight charges both ways and we will immediately return your \$89.00. Remember, when you send 50 cents for our big 1200-page Catalogue No. 111, you have prices on over 100,000 articles made on the same basis as this \$89.00 piano, prices that no other house can attempt to compete with, prices from which all advertising expenses, all wasted catalogue circulation, has been deducted in advance, a deduction found in no other catalogue.

WE HAVE GIVEN OUR CUSTOMERS THE BENEFIT OF OUR BUYING POWER, and as a result our prices have been lower than all other houses and we have become recognized everywhere as makers of low prices. Our low prices of the past have been based on the first cost of the merchandise, the expense of advertising including our large catalogue, the other necessary expenses of conducting our business and our one very small percentage of profit added. Today we are cutting off a big slice of expense and deducting it from the selling price, doing what no other house has ever attempted to do, doing we believe what every one of our customers will understand is wholly in their interest and will therefore appreciate.

HOW WE DO IT.

WE CHARGE 50 CENTS FOR OUR No. 111 CATALOGUE. We are asking our customers to defray this expense. We do not believe we have a customer on our books who will not be willing to send 50 cents for our catalogue when he understands that it means a big saving to him on everything he buys, a much lower price than he can buy elsewhere, when he knows that the hundreds of thousands who annually send for a catalogue out of idle curiosity will now be compelled to pay for it and this expense to us will not hereafter be added to the selling price of the goods.

WE ASK 50 CENTS

for our No. 111 CATALOGUE with the understanding that after you receive it and compare our prices with the prices charged by other houses, if you do not say that our catalogue at 50 cents is cheaper and more valuable to you than any other catalogue published, whether offered free, for 5 cents, 10 cents or for 15 cents, you can return the catalogue to us and we will return your 50 cents.

THE 50 CENTS

WE ASK FOR OUR CATALOGUE No. 111 is working wonders in price making. It is manifested in every quotation on every page of the 1,200 pages in the book, practically wiping out our advertising expense, discontinuing the issuing of catalogues to idle curiosity seekers, asking 50 cents from everyone, with greatly increased sales, with the most rigid policy of economy in every branch of our house, Catalogue No. 111 is full of the most wonderful price surprises.

\$5.98

100-PIECE GENUINE WAVERLY SEMI-PORCELAIN

DINNER SET

FOR \$5.98 WE OFFER THIS HANDSOMELY

DECORATED 100-PIECE DINNER SET, carefully

packed in a barrel and delivered on board the cars at the pottery in eastern Ohio, as the equal of dinner sets that sell generally at double the price and more.

\$5.98 IS A PRICE

BASED ON THE ACTUAL COST OF MATERIAL AND LABOR, WITH NO

HANDLING EXPENSES save the expense of the barrel, packing in the barrel at the pottery, and trucking from the pottery kiln into the car, which is side tracked at the pottery, this, and our one small percentage of profit added, practically nothing for advertising expenses, the big catalogue expense eliminated.

IF YOU SEND US 50 CENTS FOR

OUR BIG CATALOGUE No. 111 AND YOU buy this one dinner set and nothing more for the year (our catalogue is good for one year) you will save several times the cost of the catalogue in the purchase of this dinner set, and if you send us other orders, you will make a proportionate saving on everything you order.

SEND 50 CENTS AT ONCE.

ENCLOSE A 50-CENT PIECE

in the enclosed pasteboard carrying card, or enclose 50 cents in postage stamps. If you do not feel like investing 50 cents in the catalogue get one or more of your neighbors to join with you so as to have our No. 111 Catalogue in the neighborhood. In this way you can reduce the expense for each one to 30 cents, or 25 cents, and you will have a catalogue from which you and your friends or neighbors can order at very much lower prices than from any other catalogue published.

THIS HANDSOME 100-PIECE

FANCY DECORATED WAVERLY SEMI-

PORCELAIN DINNER SET, is made for us at the pottery in Ohio. They are good smooth, clear, white goods, with fancy color decorations as illustrated, decorated in green, blue or brown as desired, all in handsome designs. These goods are fired three times, guaranteed not to craze, chip, crack or wear.

THIS 100-PIECE DINNER SET CONSISTS OF THE FOLLOWING 100 PIECES:

No. 53M74

Price, \$5.98.



- 12 Tea Cups with Handles
- 12 Tea Saucers
- 12 Dinner Plates
- 12 Breakfast Plates
- 12 Tea or Pie Plates
- 12 Sauce Plates
- 12 Butter Plates
- 1 Medium Platter
- 1 Large Platter
- 1 Open Vegetable Dish
- 2 Covered Vegetable Dishes (4 pieces)
- 1 Sugar Bowl (2 pieces)
- 1 Cream Pitcher
- 1 Pickle Dish
- 1 Soup Bowl
- 1 Covered Butter Dish (3 pieces)
- 1 Sauce Boat

100 PIECES IN ALL

SEND US \$5.98 AND WE WILL SEND YOU

THIS DINNER SET DIRECT FROM OUR POTTERY IN OHIO, carefully packed in a barrel, send it to you by freight, with the understanding that if

it is not perfectly satisfactory when received you can return it to us at our expense of freight charges both ways and we will immediately return your money Weight, packed for shipment, 100 pounds.

IN CONSIDERING OUR CATALOGUE NO. 111

FOR 50 CENTS AS AGAINST OTHER CATALOGUES FOR NOTHING, 5 CENTS, 10 CENTS OR 15 CENTS IN POSTAGE; a fraction of their cost, please stop for

a moment and imagine yourself just about to send in an order for goods to the amount of \$10.00, \$20.00 or \$30.00, and imagine yourself making up an order from the catalogue which you got for nothing to the amount of say \$30.00, and your neighbor making up the exact same order from our catalogue for which he paid 50 cents. The same goods from our catalogue would probably cost your neighbor from \$23.00 to \$25.00, a saving of from \$5.00 to \$7.00 on one order. He paid 50 cents for his catalogue, you a postal card or possibly 10 cents, or 15 cents, or you saved 35 cents on the catalogue; while our customer saves \$5.00 to \$7.00 on his first order and proportionately as much on all orders that follow. The 50 cents is asked only in the interest of the customer, the one who buys, and we urge you to send us 50 cents for Catalogue No. 111.

OUR \$11.95 4-PIECE OVERSTUFFED UPHOLSTERED PARLOR SUITE

FOR \$11.95 WE OFFER THIS HANDSOME, 4-PIECE, OVERSTUFFED, UPHOLSTERED PARLOR SUITE, entirely new for this season, made in our own factory in a suburb of Chicago where we have by manufacturing our own frames, by buying the three-toned colored velours cloths direct from the mills in carload lots, and by employing the most modern type of upholstery and frame making machinery, been able to reduce the cost of this handsome, 4-piece, overstuffed, upholstered parlor suite to where, with the cost of handling at the factory—simply the billing, tagging, packing and delivering on board the cars—(the cars being side tracked into our factory), this expense added to the first cost and our one small profit add'd, we make you a price on the four pieces of **\$11.95.**

THERE ARE OVER 100,000 ARTICLES

IN OUR CATALOGUE THAT WE PRICED DIFFERENTLY THAN WE WOULD IF WE DIDN'T CHARGE FOR THE CATALOGUE. An article we sell for \$1.00, we might sell for \$1.15; an article we sell for \$5.00, we might sell for \$5.50; or an article we sell for \$10.00, we might sell for \$11.00 to \$12.00; one we sell for \$20.00 we might sell for \$22.00 or \$24.00, or even more. Other houses do this, and if we did so we could easily offer our catalogues to anyone free for a postal card; but we have nearly 2,000,000 customers to protect, and these customers have friends who are becoming customers and we want to protect them, and we believe we have adopted the proper way of doing it by making everyone pay for the catalogue in advance.



No. 53M76
Price, \$11.95

WE CHARGE 50 CENTS FOR OUR CATALOGUE AND WE CHARGE \$11.95 FOR THIS SUITE. We could charge 5, 10 or 15 cents for the catalogue and \$15.00 or \$16.00 for the suite. **WE PREFER THE OTHER WAY.** We know it's fair, we believe it's honest and we have confidence in the judgment of the majority of the people to endorse our action.

SEND US \$11.95 FOR THIS HANDSOME 4-PIECE, OVERSTUFFED, UPHOLSTERED PARLOR SUITE, and we will send it to you with the understanding that if it is not perfectly satisfactory in every way and exactly as represented, you can return it to us at our expense and we will immediately return your money. This is only an example of the hundreds of similar furniture values offered in our big new No. III catalogue.

WE HAVEN'T BEEN COMPELLED TO ADD \$2.00 OR \$3.00 TO THE SELLING PRICE OF THIS PARLOR SUITE to defray the expense of advertising, the expense of distributing catalogues either free for the asking, or for 5, 10 or 15 cents in postage, a fraction of their cost. We discontinued doing this because we don't think it's right. We don't think we have any right to give out two or three dollars worth of catalogues to people who don't buy, and then when we you do patronize us make you pay these two or three dollars in extra selling price. Others do it; we don't.

THIS HANDSOME 4-PIECE OVERSTUFFED PARLOR SUITE is the very latest style for this season. It consists of one large sofa, 36 inches high, 23 inches wide, 52 inches long; one large rocker, 33 inches high, 24 inches wide, and two large parlor chairs, each 31 inches high and 20 inches wide. The suites are made in the very latest style. The frames are hardwood, made extra strong, well braced throughout. Springs are the genuine Eagleton high grade tempered steel springs, and the suite is upholstered in the highest style of the art. We use nothing but the genuine Wilton three-tone velours upholstery cloth in the very latest style patterns and colorings, at least three different shades in each suite, all harmonizing perfectly. Each piece is fully overstuffed, handsomely decorated and finished with deep wool fringe, fancy binding and decorated with a handsome rocco brass gimpornamentation. Shipping weight, 170 pounds.

No. 53M76 4-Piece Overstuffed Parlor Suite, carefully burlapped, packed and delivered on board the cars at the factory. Our special price... **\$11.95**

Don't fail to send 50 cents for Catalogue No. III if you want to be able to buy everything on this same basis of cost.

OUR \$8.95

STOCK SINGLE HARNESS



This is a Good, Strong Substantial Harness made of carefully selected stock. Good, strong 1-inch lines; extra quality single strap gig saddle; extra quality leather skirt; heavy bearer and shaft tug; Griffith style bellyband; 5/8-inch hip strap; 3/4-inch side strap; 3/4-inch turn back scalloped with round crupper sewed on; extra quality breast collar, folded with heavy straight layer and box loops; breeching, folded, extra heavy, straight layer doubled and stitched breeching brace. Traces are extra heavy, 1 1/2 inches wide by 6 feet long and of extra good stock, smooth round edge to buckle in round collar; bridle has 3/4-inch fancy box loops, round winker brace, patent leather blind, overcheck or side rein, as desired; fancy front and initial letter rosette trimmings with extra quality of fine nickel or Davis imitation rubber, as desired.

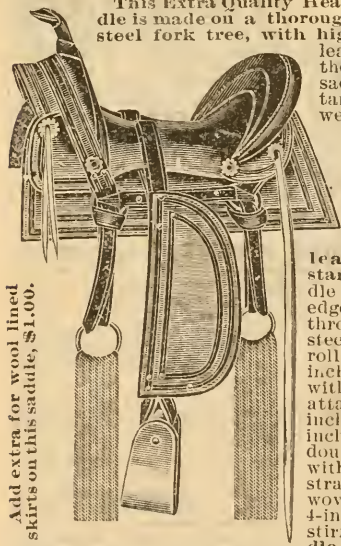
No. 53M78 Our special price for this single harness.....\$8.95

OUR \$8.95 HEAVY STOCK SADDLE.

AT \$8.95 we offer this extra stock saddle only as an example of the over one hundred thousand similar values to be found in our big 1200-page new revised Catalogue No. 111, which we will mail to any address for 50 cents.

This Extra Quality Heavy Stock Saddle is made on a thoroughly first class steel fork tree, with high horn. The leather used in the making of this saddle is a fine oil tanned skirting, well selected and nicely finished. The tree is 14 1/2 inches with 2 1/2-inch unlined skirts. The seating is of solid

leather, fancy stamped. The saddle is made with edged creasing throughout with steel strainer and roll cantle, has 1 1/2-inch stirrup straps, with large fenders attached, size 15 inches long by 7 inches wide. It is double rig to tie with 1 1/2-inch tie straps and 4-inch woven cinches and 4-inch Texas wood stirrups. The saddle weighs about

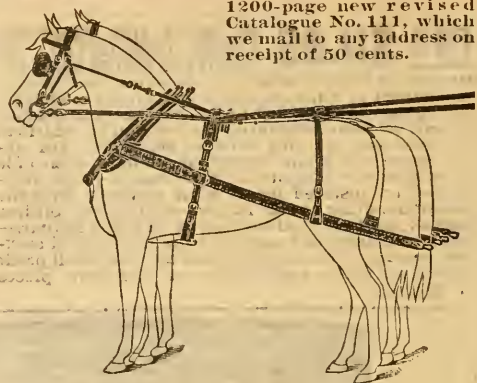


Add extra for wool lined skirts on this saddle, \$1.00.

15 pounds; packed for shipment, about 25 pounds. No. 53M80 Our special price for this heavy stock saddle.....\$8.95

OUR HEAVY \$18.95 FARM HARNESS.

This is but an example of the upwards of one hundred thousand similar values to be found in our 1200-page new revised Catalogue No. 111, which we mail to any address on receipt of 50 cents.



This is an Extra Heavy, Strong and Durable Farm or Team Harness. The bridles are 3/4-inch stock, sensible blinds, round reins and winker stays; heavy black hames, iron overtop; heavy hook and terret pads or self adjusting long tugs as desired; 1-inch hip straps and back straps; heavy 1 1/2-inch leather traces, double and stitched; lines, extra stock, 3/4-inch, 18 feet, with extra quality 1 1/2-inch breast straps, with slides and snaps; pole straps 1 1/2-inch, extra quality X O trimmings.

No. 53M82 Our special price without collars.....\$18.95
 Extra for 1 1/2-inch traces..... 1.00
 Extra for team breeching..... 3.05
 For extra large harness large enough for 1500-pound horse, extra..... 2.00

OUR \$11.90 GUNNISON STOCK SADDLE.

FOR \$11.90 we offer this strictly high grade, heavy, strong, substantial stock saddle only as an example of the hundreds of similar values to be found in our Saddlery Department.

This Gunnison Stock Saddle is made on a new steel fork Gunnison tree, with hide covered 14 1/2-inch tree. The leather used in this saddle is a fine quality of oil tanned skirting stock, well selected and well finished. The stirrup, fender and jockey are fancy stamped. The saddle is made with 2 1/2-inch skirts, lined with an extra quality of wool sheepskin, with steel strainer and roll cantle. Has raised and beaded gullet, 1 1/2-inch stirrup straps to buckle, with large fenders attached. Size of fender, 16 inches long, 7 inches wide, 1 1/2-inch latigo straps to tie on a double cinch ring; has genuine Mexican strong hair cinches and 3-inch California wood stirrup, leather bottom. Weight, 20 pounds, net. Packed for shipment, 45 pounds.



No. 53M84 Price for Gunnison stock saddle.....\$11.90

DON'T FAIL TO SEND 50 CENTS FOR THE BIG BOOK.

return it to us and we will immediately return the 50 cents.

Remember, if it is not entirely satisfactory when received you can

OUR \$34.95 HIGH GRADE TOP BUGGY.

FOR \$34.95

We furnish this strictly high grade, solid panel back, piano box body, top buggy, carefully crated and delivered on board the cars at either of our factories in Southern Ohio, or Southern Michigan, the point nearest you.

No. 53M88

Price,
\$34.95.



AT \$34.95 WE OFFER THIS BUGGY UNDER OUR WRITTEN BINDING GUARANTEE AS THE EQUAL OF buggies that sell everywhere at \$50.00 to \$75.00, the greatest buggy value ever attempted by any buggy maker.

WHILE WE SELL CHEAPER TOP BUGGIES AS LOW AS \$29.90, and other buggies as low as \$21.85, this, our special \$34.95, high grade solid panel back, piano box buggy, is our leader of buggy value, and a most extraordinary bargain.

IF WE FURNISHED OUR CATALOGUE FREE FOR THE ASKING, or for a fraction of their cost—5, 10 15 cents in postage, and we sent them free to anyone on application, sending a half dozen catalogues to those who did not buy where one went to one who did buy, we would have to ask the customer who bought to pay us for the expense of the half dozen catalogues sent to the curious people who did not buy; we would be compelled to do as every other catalogue house does add several dollars to the selling price of our buggy to cover this advertising expense.

WE DO NOT BELIEVE THERE IS A CATALOGUE HOUSE IN EXISTENCE that does not add, at least \$3.00 to \$6.00 to the selling price of every buggy to cover the catalogue or advertising expense. While it is true the catalogue they send to the one who buys does not cost them to exceed 50 cents, the half dozen or dozen catalogues they send at the same time to those who never buy also cost them at least 50 cents each. The man who buys is the man who pays for all these catalogues; hence every mail order house that advertises buggies and sends their catalogues out free, or approximately free for the asking, adds \$3.00 to \$6.00 to the selling price of every buggy to cover this expense and when you buy you pay the bill.

WE ASK 50 CENTS FOR OUR CATALOGUE, and not one penny is added to the selling price of the you have paid for the catalogue, and the party who does buy is not called upon to pay for any catalogues sent to those who do not buy. **ONCE YOU HAVE OUR CATALOGUE YOU WILL SAVE SEVERAL TIMES ITS COST WITH THE FIRST PURCHASES,** and after that, without expense, you are able to supply all your wants, and your friends and neighbors can do the same, by buying from a house, and the only house, whose goods are priced with all catalogue expenses eliminated, nothing for catalogue advertising added to the selling price. What applies to this, our \$34.95 buggy, applies to every item shown in this booklet, and applies to upwards of 100,000 items shown in our new No. 111 Catalogue, which we urge you to send 50 cents for at once.

THIS, OUR \$34.95 BUGGY, IS THE VERY LATEST STYLE FOR THIS SEASON; has a handsome piano box body, extra well built, has extra high grade full Sarven's patent wheels, full bolted; extra quality tires, high grade elliptic end springs, gear made from the very best selected second growth hickory, ironed throughout with Norway iron. It is painted in the highest style of the art; body black; gear, dark Brewster green, with suitable striping. The top is three-bow, quarters are genuine Raymond Black Rubber, cut very deep; roof is made of extra quality rubber top is well lined, and at our special \$34.95 price it comes upholstered in dark green cloth, with full spring seat, and full spring solid panel back, full length side and back curtains, carpet, wrench, anti-rattlers and shafts.

- Extra for leather upholstery in place of cloth.....\$1.50
- Extra for pole with neckyoke and whiffletree complete in place of shafts..... 1.20

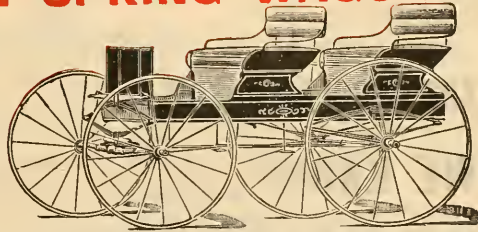
ORDER THIS BUGGY AT.. \$34.95

We will guarantee it to reach you in the same perfect condition it leaves our factory, and if not found perfectly satisfactory and exactly as represented, you can return it to us at our expense and we will immediately return your money.

An investment of 50 cents will enable you to buy everything at prices proportionately low, prices much lower than any other house will attempt to make.

OUR \$29.95 THREE-SPRING WAGON.

FOR \$29.95 WE FURNISH THIS THREE SPRING, TWO-SEATED, HANDY, ALL-PURPOSE WAGON, carefully crated and delivered on board the cars at our factory in Southern Ohio. \$29.95 is a price from \$8.00 to \$12.00 lower than the same wagon is being offered by any other house. First, we save you the profit of the retail dealer, we give you the benefit of one of the best equipped factories, where the cost of manufacture is confined to the cost of material and labor, and then as against any house that offers a catalogue free for the asking or for a fraction of its cost, and are thus compelled to add from \$3.00 to \$6.00 to the selling price of the wagon to cover the advertising expense, we save you all this.



No. 53M88 Price, \$29.95.

THIS OPEN, TWO-SEATED, LIGHT, THREE-SPRING, HANDY WAGON is made with a good, strong body, 6 feet long, 28 inches wide; has two full sized seats, is well ironed, both seats are removable. The wagon is hung on a good strong gear. Gear is made with 1-inch axle in front and 1½-inch axle in rear, ¾-inch wheels, ¾-inch tires, 1¼-inch elliptic springs. It is painted black, with neat striping. Seats are made with good wide backs as illustrated, and at our special \$29.95 price we furnish the rig with seats trimmed in imitation leather, complete with wrench, anti-rattlers and shafts. Wagon weighs 700 pounds and our \$29.95 price is for the wagon delivered on board the cars at the factory in Southern Ohio.

Extra for pole with neckyoke and whiffletree complete in place of shafts.....\$1.50

IF WE WERE TO SEND YOU OUR CATALOGUE FREE FOR THE ASKING or for only 15 cents, a fraction of the cost, you know we would furnish the catalogue to others on the same terms, and thousands of applications for this catalogue would be received daily, and thousands of dollars would be expended in distributing our catalogue in this way. This has been the case in the past and is the case today we believe with every other catalogue house in the country. You know all this expense comes out of the buyer, and we don't believe it's fair.

OUR \$7.⁹⁸ AJAX FANNING MILL

FOR \$7.98 WE FURNISH THIS HIGH GRADE GENUINE AJAX FANNING MILL, a price that barely covers

the cost to manufacture and the handling at the factory, tagging, billing, crating, and simply trucking from the factory into the car at the factory, and our one small percentage of profit added, not one penny for advertising, for catalogue expense, nothing for the catalogues that are wasted in the hands of those who never buy.

SEND US \$7.98 AND WE WILL SEND YOU THIS HIGH GRADE GENUINE

AJAX FANNING MILL by freight, with the understanding that

IF IT IS NOT PERFECTLY SATISFACTORY

in every way you can return it to us at our expense of freight charges both ways and we will immediately return your money.

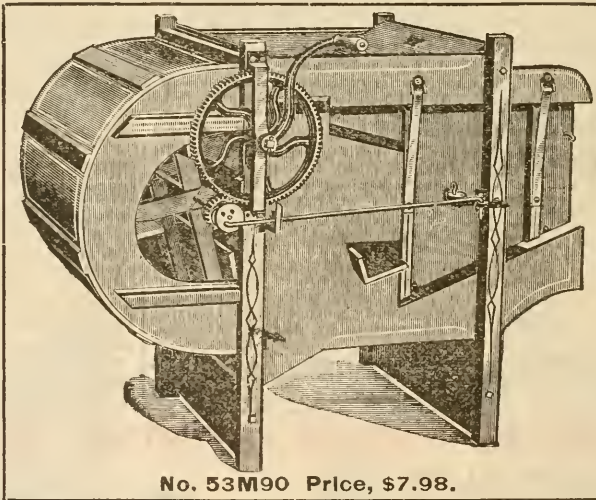
IF WE WERE TO ADD FROM \$2.00 TO \$4.00 TO THE PRICE OF THIS MILL AND THEN OFFER IT AT \$10.00 TO \$12.00, AS OTHERS DO, THEN WE, TOO, COULD FURNISH CATALOGUES FREE FOR THE ASKING, AND IT WOULD NOT MATTER MUCH IF WE DID WASTE 200,000 DURING THE SEASON BECAUSE WE WOULD GET THIS ADDITIONAL PRICE FOR OUR GOODS.

THE MILL

WEIGHS ABOUT

120 POUNDS.

You will find the freight will amount to next to nothing as compared to what you will save in price.



No. 53M90 Price, \$7.98.

THIS Fanning Mill

is made for us by one of the best makers, it is covered by a

A BINDING GUARANTEE,

has all the very latest improvements, including a very short and quick shake, double the screening surface of the cheaper mills.

THE REGULAR OUTFIT FURNISHED WITH THIS MILL IS CALLED A GRAIN OUTFIT, and consists of one wheat or rye huller, with zinc top and wire middle and bottom sieves; one corn or oats sieve; one barley or bean sieve; one wheat grader; two wheat or barley screens and one cheat or cockle board.

WE KNOW IT HAS BEEN CUSTOMARY, FOR ALL TIME, TO ADD THIS WASTED CATALOGUE EXPENSE TO THE SELLING PRICE and make the party who bought the goods pay for the expense of furnishing books to people who do not buy. We have decided to change this method, decided that everyone who gets our catalogue must pay for it and everyone who buys goods from us must get the benefit of the money saved in this change. **AND THE BENEFIT IS NO MORE APPARENT IN THIS OUR HIGH GRADE AJAX FANNING MILL AT \$7.98 THAN IN THE OVER ONE HUNDRED THOUSAND OTHER ITEMS THAT ARE TO BE FOUND IN OUR NEW CATALOGUE No. 111.**

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. 111.

REMEMBER, IT WILL SAVE YOU MORE MONEY THAN ANY OTHER CATALOGUE PUBLISHED. Don't say the price is too much, but think of the difference in **THE PRICE YOU WILL PAY** for the goods you will buy. Remember, this 50 cents is asked entirely in your behalf, only in the interest of the party who buys.

DON'T FAIL TO SEND 50 CENTS FOR OUR CATALOGUE No. 111.

SEAL, HOLE, CUT, STITCH, OR WIRE BINDING. 15 VOLUMES. \$2.98 BUYS A REGULAR \$11.25 ...COMPLETE SET OF... **Charles Dickens' Works** IN 15... Volumes

For \$2.98 we furnish this big 15-volume set of Dickens' complete works, a set that was made to retail at \$11.25.

HOW WE MAKE THE PRICE. Having secured control of the plates (by this we mean we have secured an electrotype plate of every page in the 15 complete volumes), we have been able to eliminate all royalty of manufacturers, wholesalers' and retailers' profits. Under our new policy nothing has been added to the selling price to cover the big catalogue expense, the expense of furnishing hundreds of thousands of catalogues to people who do not buy.

OUR \$2.98 PRICE is based as follows: The cost of the paper bought direct from one of the largest paper mills in the country; the cost of printing in large sheets on the most modern type of rotary perfecting printing presses, where the sheets are folded by automatic folding machines, attached to the press. To this is added the cost of covering or binding, all done on the highest type of money saving machinery. To this actual cost of material, the labor of printing and binding, we add our one small percentage of profit; and as a result, we can furnish you this complete set of Dickens' works in 15 volumes for \$2.98, the same set as has been sold largely through exclusive book stores and retail stores generally at \$11.25.

IF YOU SEND 50 CENTS FOR CATALOGUE No. III you will find in this new book over one hundred thousand items in merchandise that are all figured on the same basis of profit as this our \$2.98 15-volume Dickens' set. You will find in the Book Department a big line of books and stationery all figured on the same basis; you will find in other departments everything conceivable in merchandise at prices lower than ever before, prices in which nothing for wasted catalogue circulation or free samples has been included. If you will send 50 cents for Catalogue No. III you will save the cost of the catalogue several times over with your first order. You will find the book will be worth to you one hundred times its cost, more valuable to you than all other catalogues published, catalogues that are furnished free or for a fraction of their cost. We, too, could furnish our big No. III Catalogue free for the asking, or for a fraction of the cost, 5 cents, 10 cents or 15 cents, furnish them to anyone who might write for them, whether they ever bought from us or not, if we would add a liberal percentage to our selling price of every article to defray this expense. If we added \$1.00 to the selling price of this our 15-volume Dickens' set, making the price \$3.98, and added accordingly to every article in our catalogue, then the people who bought from us would pay us liberally for all the catalogues we print, for all catalogues that go to people who do not buy. This would be very nice for the hundreds of thousands who send for catalogues out of idle curiosity, but we believe it would be an imposition on our customers who do buy, and we believe our customers will appreciate the position we take and gladly send 50 cents for our No. III catalogue when they know that all the catalogue expense that they are put to for a year is summed up in the one 50-cent investment AND THEY ARE NOT PAYING FOR TWO OR THREE WASTED CATALOGUES IN THE EXTRA PRICE ON EVERY ORDER THEY SEND US.



SEND US \$2.98

and we will send you this complete set of Charles Dickens' works in 15 volumes. The set weighs about 30 pounds. If after you have received it you are not perfectly satisfied with it, you can return it to us at our expense and WE WILL CHEERFULLY RETURN YOUR MONEY.

THE POPULARITY of Charles Dickens' works never wanes. The reader invariably finds each book so interesting he is constantly tempted to read them again and again. They never grow old. They are widely read in every country and translated into every modern language, hence no library is complete without a set.

THIS IS AN ENTIRE NEW, big 15-volume edition, printed in clear type set plates on extra quality of paper, durably bound in genuine binders' silk cloth. The size of each volume is 5 1/2 x 7 1/2 inches, and the set comprises the following 15 stories in 15 volumes:

- | | |
|---------------------|---------------------|
| Bleak House, | History of England, |
| Martin Chuzzlewit, | Our Mutual Friend, |
| Pickwick Papers, | Great Expectations, |
| Barnaby Rudge, | Little Dorrit, |
| Tale of Two Cities, | Nicholas Nickelby, |
| Old Curiosity Shop, | David Copperfield, |
| Oliver Twist, | Dombey & Son. |
| Christmas Stories, | |

YOU GET THE COMPLETE SET...

of 15 volumes for only **\$2.98**

Send us \$2.98, with the understanding that if you are not perfectly satisfied with the set when received you can return it at our expense and we will immediately return your money.

No. 53M92 Special price, for set of 15 volumes - - - - \$2.98

SEND 50 CENTS FOR CATALOGUE No. III. Don't delay. Don't put it off for tomorrow. As soon as you receive this announcement you get an example of

the values we are offering in books, and our book department includes everything in all the latest and most popular copyrighted and uncopyrighted books, all on the same basis of prices as this, our \$2.98 Dickens' set. It includes everything in merchandise, at prices heretofore unknown. Fill out our catalogue application blank, send us 50 cents at once, and if you are not perfectly satisfied with the catalogue you receive, return it to us, and we will immediately return your half dollar.

OUR \$6.95 DUEBER ELGIN WATCH

FOR \$6.95 WE FURNISH THIS HIGH GRADE, 20-YEAR GUARANTEED, GOLD FILLED WATCH, either a genuine Duober gold filled case or a Sears gold filled case, as desired, complete with a 7-jeweled stem wind and stem set Elgin or Waltham movement.

FOR \$6.95 WE FURNISH YOU SUCH A WATCH as you could not buy elsewhere at less than \$10.00 to \$15.00, a watch you will see illustrated and priced in no other catalogue published at less than \$9.00 to \$10.00.

INCLUDED IN OUR SPECIAL \$6.95 PRICE IS NOT ONE PENNY FOR CATALOGUE CIRCULATION OR OTHER ADVERTISING EXPENSE; IT HAS ALL BEEN DEDUCTED.



No.
53M94

PRICE,
\$6.95

WE, TOO, COULD OFFER THIS WATCH FOR \$9.00, and well afford to give our catalogue free for the asking, or for 10 cents or 15 cents, a fraction of its cost, then, with every order, we would be asking the buyer to pay for several catalogues, pay his percentage for the catalogues that were wasted by going to those who don't buy. We do differently. We ask you to send us 50 cents for our Catalogue No. 111. We ask everyone to do this. We ask it in the interest of those who buy from us, that we may make this special \$6.95 price on this watch, and proportionately low prices on every watch we catalogue, the same low prices on all the upwards of one hundred thousand items that are listed in our catalogue. Our prices are very low, very much lower than your home merchant or other catalogue houses, because we have done away with this advertising expense. You pay for the one catalogue when you get it. You don't wait until you buy and then pay for half a dozen catalogues you never got. You pay us for one catalogue, 50 cents. After that you buy your goods at lower prices than you can possibly buy elsewhere.

DESCRIPTION OF OUR SPECIAL \$6.95 DUEBER WATCH.

We give you your choice of either the Duober case or the Sears case, as desired. The case is gold filled, made of two plates of solid gold, covering an inner plate of hard composition base metal, is screw back and bezel, dust proof, gents' regular 18-size stem wind. Every case is accompanied by a written binding 20-year guarantee, by the terms and conditions of which, if it wears through or discolors within 20 years we will replace it with a new case. The Sears case is our own special make and the equal of any gold filled case made, regardless of price. The Duober case (the one illustrated), is too well known to require description by us. It is made by the Duober Watch Case Company, of Canton, Ohio, and a written 20-year binding guarantee, signed by Mr. J. C. Duober, president of the great Duober Watch Case Company, is stamped on the back of every Duober watch case.

DESCRIPTION OF MOVEMENT. THE MOVEMENT IS THE

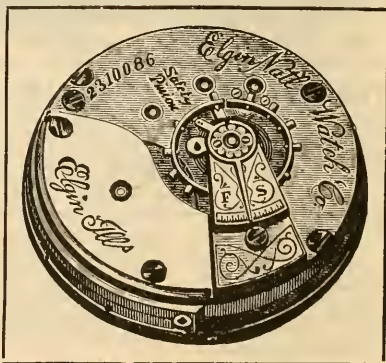
ELGIN OR WALTHAM, AS DESIRED, the Elgin being made by the Elgin National Watch Co., at Elgin, Ill., the Waltham at Waltham, Mass. In ordering be sure to state whether you wish Elgin or Waltham movement; 18-size, open face, stem wind and patent pendant setting, 7-jewel, new model, accurately regulated and guaranteed accurate timekeepers for five years. A written binding guarantee accompanies every movement.

SEND US \$6.95, STATE WHETHER YOU WISH A DUEBER

OR SEARS 20-YEAR GOLD FILLED CASE, whether you wish Elgin or Waltham movement, and we will send the watch to you by express, with the understanding that if it is not satisfactory in every way, you can return it to us at our expense and we will return you \$6.95.

CATALOGUE NO. 111 WILL BE FOUND FULL OF SIMILAR

PRICE SURPRISES. A few items like this watch, listed in this booklet, are only examples of the upwards of one hundred thousand items listed in our new Catalogue No. 111, in which all expense for advertising has been deducted.



YOU CANNOT AFFORD TO BE WITHOUT OUR CATALOGUE No. 111 IF YOU HAVE ANYTHING TO BUY

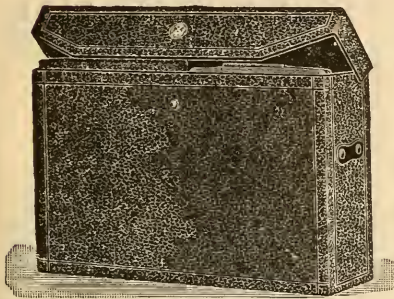
If it makes any difference to you what you pay for what you get, Catalogue No. 111 will be worth the 50 cents to show you just the difference between what you must pay the other houses and what you can buy for from us.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. 111.

OUR \$4.40 DELMAR FOLDING CAMERA

FOR 4X5 PICTURES.

We offer this handsome 4x5 Delmar Folding Camera at \$4.40 merely as a sample of dozens of similar camera values to be found in our new No. 111 Catalogue, which will be mailed to any address on receipt of 50 cents.



Carrying Case.

It is fitted with a set of diaphragms for regulating the intensity of illumination and bringing both near and distant objects into sharp focus at the same time. The view finder has the very finest of lenses. Extra high grade single achromatic large size lens, extra rapid, making it especially desirable for instantaneous exposures. The camera is suitable for either interior or outdoor work. It will take snap shots, interiors, flashlights, portraits, landscapes or buildings.

SEND 50 CENTS for the big Catalogue No. 111, and you will find therein the most complete line of cameras at prices heretofore unknown. You will also find in the book 100,000 items at correspondingly low prices, prices from which all newspaper advertising expense has been deducted.

THE ILLUSTRATIONS show our \$4.40 Delmar Camera open, also closed, also enclosed in a compact carrying case. These cameras are made from fine selected solid mahogany, with fine piano finish, metal parts are lacquered brass and the bellows are the best grade of red leather. The outside of the camera is covered with fine quality of black morocco leather with seal grain finish.

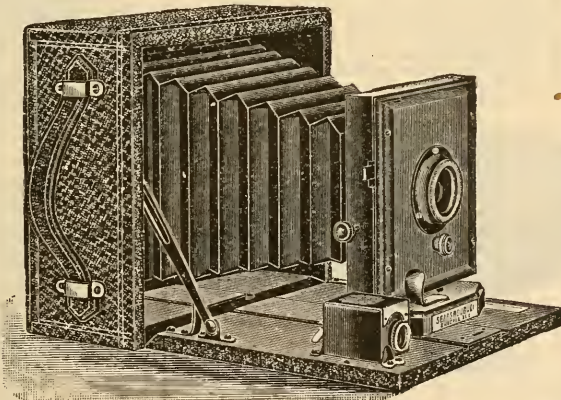
THE SHUTTER is so constructed that it may be used for either time or instantaneous exposures, and so simple in construction and operation that it is practically impossible for it to get out of order. The camera is provided with a spring actuated ground glass focusing screen, an accurate focusing scale, has rising and falling front, enabling the operator to control the relative amount of sky and

Its size combines compactness, light weight and simplicity, with

EASE OF... OPERATION,

making it a favorite with

BICYCLISTS AND TRAVELERS.



Camera Open.

When closed this camera measures only $2\frac{1}{2} \times 5\frac{3}{8} \times 6\frac{1}{4}$ inches; the carrying case measures only $2\frac{7}{8} \times 6\frac{1}{2} \times 10\frac{3}{4}$ inches, and the total weight of the camera, carrying case and one double plate holder is only 40 ounces.

No. 53M96 Order by Number.

AT OUR SPECIAL \$4.40 PRICE

we furnish this camera complete with our 112-page instruction book, carrying case and one plate holder. Every camera is sent out under our binding guarantee. Send \$4.40 and we will send you this our high grade Delmar Folding Camera, complete as described. If you do not find it perfectly satisfactory, exactly as represented, return it to us and we will return your money.

DON'T FAIL TO SEND 50 CENTS FOR OUR No. 111 CATALOGUE.

You will find in it over 100,000 items at prices in the same proportion as this our special \$4.40 Camera, and when you receive the big catalogue, if you are not perfectly satisfied with it you can return it to us and we will return your 50 cents.



Camera Closed.

OUR \$6.95 HIGH GRADE PLATFORM SCALES.

AT \$6.95 WE OFFER THESE HIGH GRADE PLATFORM SCALES UNDER OUR BINDING TEN YEARS' GUARANTEE, THE EQUAL OF SCALES THAT SELL EVERYWHERE FOR ABOUT DOUBLE OUR PRICE.

\$6.95

SEND US \$6.95

AND WE WILL SEND YOU THESE SCALES

by freight, with the understanding that if they are not perfectly satisfactory in every way you can return them to us at our expense of freight charges both ways and we will return your money.

No. 53M98

Price, \$6.95

...THESE... Platform Scales

WHICH WE OFFER AT

\$6.95

F. O. B. FACTORY

ARE NOT TO BE IN ANY WAY compared with the many cheap grades of scales on the market. These scales are made for us under contract by one of the best scale manufacturers in America.

THEY ARE GUARANTEED TO US, AND BY US TO OUR CUSTOMERS

and our price of \$6.95 is based on the actual cost to produce, the cost of material and labor, with but our one small percentage of profit added, nothing added for catalogue expense,

PLEASE NOTE that our scales have full size platforms, and are not raised in capacity by simply adding another weight, as is done by many manufacturers and dealers. Size of platform, 17½x26½; capacity, 600 pounds. Shipping weight, boxed, 160 pounds.

BY ASKING 50 CENTS

For every catalogue, receiving 50 cents for the catalogues that go to people who do not buy, we do not have to charge this expense to the people who do buy, and different from other houses that furnish catalogues for nothing or for a fraction of their cost, we do not have to add from \$1.00 to \$3.00 to the selling price of a set of scales to pay for this wasted catalogue circulation.

SEND US FIFTY CENTS FOR CATALOGUE No. III.

You will find in this book over one hundred thousand items all at prices that will astonish and please you : : : : :

DO NOT COMPARE OUR CATALOGUE No. III, FOR WHICH WE CHARGE 50 CENTS, with other catalogues published that you can get for nothing or for 10 or 15 cents, a mere fraction of their cost.

DON'T BE INFLUENCED BY THE DIFFERENCE IN THE COST OF THE CATALOGUE. CONSIDER HOW MUCH LOWER WE PRICE EVERYTHING.

IT IS WORTH MORE TO YOU THAN ALL THE CATALOGUES IN THIS COUNTRY that you can get for the asking or for a fraction of their cost. It is worth it because it contains illustrations and descriptions of the goods you want. There is nothing you can imagine that will not be found in this book, and the prices are lower, much lower than in other books, and that is why it is worth the 50 cents. It is largely by reason of getting the 50 cents that we can make it worth so much to you, that we can make the prices so very low. If you send us 50 cents for our No. III catalogue and you are not satisfied with it you can return it to us and we will immediately return your 50 cents.

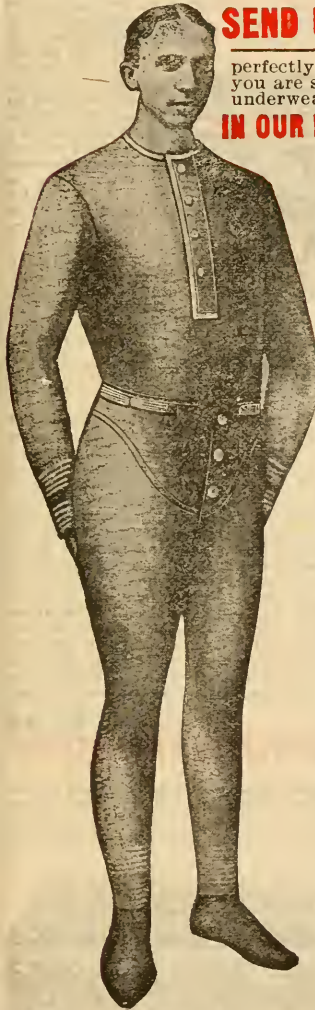
DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE No. III.

OUR BIG \$1.68 WINTER UNDERWEAR OFFER.

FOR \$1.68 WE FURNISH TWO FULL SUITS, INCLUDING TWO UNDERSHIRTS AND TWO DRAWERS. THIS FINE HEAVY WINTER WEIGHT, EXTRA QUALITY UNDERWEAR MADE WITH A FINE ALL WOOL FLEECE LINING-

AT 42 CENTS per garment, 84 cents for a suit of shirt and drawers, \$1.68 for two full suits, we offer this underwear as the equal of underwear that sells generally at double the price, underwear that sell at 75 cents to \$1.00 a garment, \$3.00 to \$4.00 for two suits

WE CAN FURNISH this underwear in sizes: shirts, 34, 36, 38, 40, 42, 44 and 46 inches breast measure. Drawers, 30, 32, 34, 36, 38, 40, 42 and 44 inches waist measure.
In ordering be sure to state size of shirt and drawers wanted.



SEND US \$1.68

with your order for two full suits. Be sure to state size, and we will send you these two suits of underwear by express with the understanding that if they are not perfectly satisfactory, exactly as represented, and if you are not convinced you are saving from \$1.50 to \$3.00 by sending your order to us, you can return the underwear to us at our expense and we will immediately return your money.

IN OUR BIG FALL AND WINTER CATALOGUE NO. III,

the book we furnish for 50

cents you will find an immense line of everything in men's, women's, misses', boys' and children's underwear, all figured on the basis of the actual cost to manufacture, with but our one small percentage of profit added, and the items of advertising, of catalogue and sample expense, which all other houses add, have been deducted. In addition to more than 250 wonderful price offerings on everything in underwear for all seasons, you will find over one hundred thousand other items at correspondingly low prices.

THIS OUR SPECIAL 42-CENT UNDERWEAR,

(42 cents for a garment,

84 cents for a suit, \$1.68 for two complete suits), is of extraordinary quality, made for us by one of the best makers in this country. It is an especially strong, warm and neat garment, light blue in color, lined with a fine, heavy, all wool fleecing, is practically non-shrinking, as the outside surface is of full weight, very fine cotton, but the inside surface fleecing is of fine, all pure selected wool. The shirts are made with silk trimmed front, pearl buttons, collarette neck, double knit ribbed cuffs. The drawers are full sized, stitched with the Union Special sewing machine. All garments made with double stitched, elastic covered seams, thus insuring extra durability. Every garment is cut especially full size; no larger, roomier, more comfortable, better made or better fitting underwear is offered at any price. The heavy, all wool fleecing lining makes this underwear twice as warm as any cotton fleecing lined, ribbed or other grades of underwear usually offered at much higher prices.

HOW WE MAKE THE PRICE

only 42 cents, or 84 cents per suit, two suits for \$1.68. Last season

we placed with the mill the largest contract they ever look. We purchased from the one mill 38,000 garments. This most extraordinary purchasing power enables us to secure a price heretofore unknown in this line. Making 38,000 garments of the one kind the mills were able to run a large number of machines on the one kind of garment, using the one grade of material, one class of mechanics, thereby reducing the cost of labor as well as the cost of material to the very minimum, and in our special \$1.68 offer price you get the benefit of this saving. If you will need two suits of good heavy weight underwear, all fleecing lined, for the coming fall and winter, don't fail to send us your order. Enclose \$1.68, give size of shirt and drawers wanted, and we will send them to you with the understanding that if they are not perfectly satisfactory you are at liberty to return them to us at our expense and we will return your money.

- No. 53M102 Our special price per garment..... \$0.42
 - No. 53M104 Our special price for suit (shirt and drawers).... .84
 - No. 53M106 Our special price for two suits complete..... 1.68
- Always give two measurements: All around breast, all around waist.

WE GET 50 CENTS FOR OUR CATALOGUE NO. III

and this fact

makes possible the very low prices we are making on this particular underwear, the low prices we are making on the different items shown in this booklet, and the correspondingly low prices we are making on upwards of one hundred thousand other items to be found in our 1200-page, 4-pound, revised No. III Catalogue.

OUR CATALOGUE NO. III AT 50 CENTS

is a far better investment, cheaper in cost to anyone who wishes to buy than any other catalogue is for the asking, a postal card, or for a fraction of its cost, 5 cents, 10 cents, or 15 cents. We know you can get catalogues for nothing, for the mere asking. You can get other large catalogues for a small fraction of their cost, 5 cents, 10 cents, or 15 cents, and if you never order anything from such catalogues they are cheap enough, but with your first order you begin to pay for the catalogue that was sent you and the catalogues that were sent to a dozen others who never order, and you continue paying for them every time you order from the house that furnishes you a catalogue for nothing or for a fraction of its cost. This enormous expense of distributing catalogues among thousands who never order, sending out cloth samples of clothing, dress goods and thousands of such samples going to people who are asking out of idle curiosity, is indeed expensive to the ones who do order. Someone must pay for all this, and every intelligent person knows it is added to the selling price of the goods. We have done away with all this adding to the selling price of merchandise, and brought the price of our merchandise down to a net cash basis.

DON'T FAIL TO SEND 50 CENTS FOR CATALOGUE NO. III. WE WILL RETURN YOUR 50 CENTS AT ONCE IF IT DOESN'T PLEASE YOU

\$7.45 BUYS A REGULAR \$15.00 HANDSOME OVERSTUFFED UP- HOLSTERED BUTTON TUFTED ROCOCO PATTERN COUCH

This our handsome, new 1901, overstuffed, upholstered couch, which we offer at \$7.45 is the equal of upholstered couches that retail generally at \$15.00 and upwards. It is one of the handsomest couches shown this season, a big, massive piece of furniture, a couch you must see and examine to appreciate its beauty.

OUR SPECIAL \$7.45 PRICE is made possible, first, by reason of our doing away with all catalogue advertising expense. We ask 50 cents for our new, revised, improved and price reduced Catalogue No. 111, and everyone who gets our Catalogue No. 111 must pay 50 cents for it. This enables us to deduct from our



No. 53M108

FROM THE ILLUSTRATIONS engraved by our artist from a photograph of the couch, you can get some idea of the appearance of this handsome couch, but it must be seen to be appreciated.

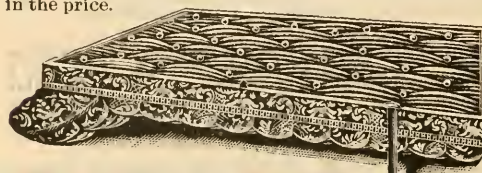
50 cents for the new catalogue when they understand they can save the cost of several catalogues on the purchase of one couch, or a like amount of any kind of merchandise.

THIS COUCH has a handsome mahogany finished hardwood or golden oak frame of the very latest rococo design, as illustrated, with large, massive scroll carved effect, heavy carved scroll legs. The couch is extra large, being 30 inches wide and 75 inches long, one of the widest, longest and in every way the largest, strongest and most durable couches made. It is finished with a double set of Rangelly tempered steel springs, upholstered in the latest style of the art. The upholstery is an extra high grade of fine three-toned genuine Weston velours cloth, one of the highest grade, fast color three-toned velours woven. The cloth comes in beautiful assortment of interwoven floral designs, with a body of green, red or brown, as desired. (Be sure to state color wanted). It is extra deep button tufted; all tufts are fastened with steel tufting buttons, making it impossible for the tufts to become loosened, as in the old style of tufting. There are six rows of deep tufting, giving the couch a handsome, small, deep button tufted biscuit pattern effect, such as you will find only on the most expensive couches. The couch is very springy, very soft, is tufted with the highest grade of special upholstery materials; it is made extra strong throughout, and the springs are the highest grade, and rest on slats firmly placed. It is interlined with a heavy canvas to insure durability, and is a couch that will out wear a half dozen of the many cheap couches on the market. At our special \$7.45 price we furnish this couch carefully packed, wrapped in burlap, and delivered on board the cars in a suburb of Chicago. The couch weighs, packed for shipment, about 100 pounds, and the freight will average for 200 miles, 40 to 60 cents; 400 miles, 60 to 90 cents. Greater or less distances in proportion. This couch is only an example of the low prices on everything in our No. 111 catalogue.

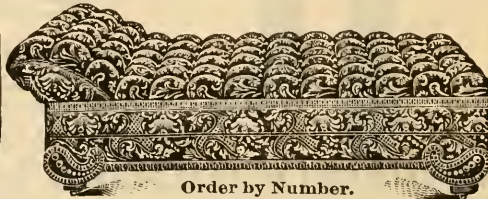
No. 53M108 Rococo upholstered couch. Price..... **\$7.45**

\$8.75 BUYS A REGULAR \$15.00 HANDSOME OVERSTUFFED UP- HOLSTERED COMBINATION BED AND COUCH.

A handsome overstuffed button tufted couch and a large wide comfortable full spring bed in one piece. \$8.75 barely covers the cost of material and labor as made in our own factory in the suburbs of Chicago, nothing added for advertising expense, not one penny of advertising expense included in the price.



No. 53M109



Order by Number.

THIS IS THE VERY LATEST STYLE of combination bed and a couch, one of the largest, handsomest, strongest and best, full tufted and upholstered bed couches made. Open, as a bed, it is 50 inches wide by 72 inches long. Closed it is a large, comfortable couch. It is made on a handsome heavy hardwood frame, new rococo design, beautifully carved, decorated and finished. It is upholstered in the very best imported three-tone velours cloth in green, red or brown, as desired, is handsomely button tufted, as illustrated. The bed is made of high grade woven wire, with good quality cotton top mattress, a comfortable and luxurious full sized bed when open. This combination bed and couch weighs, wrapped in burlap ready for shipment, about 100 pounds, and you will find the freight amounts to next to nothing as compared to what you will save in price. This couch is only an example of the low prices on everything in our No. 111 catalogue.

No. 53M109 Combination bed and couch. Price..... **\$8.75**

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and you will have before you constantly all the buying advantage of the biggest department store in Chicago, with the additional advantage of lower prices on everything. You have a binding guarantee as to quality, you can buy for as little as your merchant can buy, you have no more freight to pay than he, and if by reason of your buying from us the merchant ceases to pay taxes to the town and county, for the few dollars in taxes he pays we will save you \$100.00. If he says our goods are second grade we will prove before your own eyes it is a falsehood.

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**READ THIS BOOKLET AND STUDY THE
PROPOSITION FOR TEN MINUTES,**

and we will guarantee you will endorse our action and say, "It is just the thing to do, it is all in your own interest," and you will send us 50 cents for Catalogue No. III. Send today, right now, this moment! Place 50 cents in the enclosed coin carrying card, fill out the enclosed catalogue application blank and send it to us today. Please write today. It is so easy to delay, and once laid aside you may neglect to send, and if you do you will pay perhaps \$100.00 more for the goods you buy this year than you would have paid if you had had our No. III Catalogue.

**WE WILL SEND YOUR 50
CENTS BACK IMMEDIATELY**

if by comparison you do not say our catalogue is by far the lowest priced catalogue you ever saw, and far cheaper at 50 cents than any other catalogue is for the asking. Catalogue No. III is good for one year, 12 months; about 4 cents per month, and the prices are so low you can save several dollars every month, usually from \$2.00 to \$5.00 on every \$10.00 purchase you make.

IF YOU ARE ONE OF OUR VERY GOOD CUSTOMERS

and you sent us a lot of orders last year and a lot of money and you now get this booklet and letter asking you to send us 50 cents for Catalogue No. III, we are awfully afraid you will say we are very ungrateful; and on first thought one might say you were right, but we want your second and careful thought and consideration of this catalogue method of doing business, and we are sure you will think differently and will at once send 50 cents for the big book.

WE ARE INDEED VERY GRATEFUL FOR THE ORDERS

you have sent us, too grateful in fact to take one unnecessary penny from you, too grateful to take one cent from you for catalogues that we send to others who do not buy. We promise not to increase our profit one cent. We do not want to add one cent to our net profit. The 50 cents, we promise you, is not asked for ourselves. It is asked for our customers, the people who buy.

FIFTY CENTS IS NOT TO BE THROWN AWAY.

We know our customers have not got 50 cents to waste or throw away. Those who can afford to throw away 50 cents can afford to pay big prices for everything they buy, and really do not need our catalogue. Those who (like ourselves), appreciate the value of 50 cents and know what it means, are the ones that need our catalogue and the benefits of our greatly reduced prices; those who appreciate a saving of \$2.00 to \$5.00 on every \$10.00 worth of goods they buy (and that is just what our catalogue does for you), and the 50 cents you send for the book very soon comes back to you many times over.

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