

50th Anniversary Montgomery Ward & Co.



Montgomery Ward and George R. Thorne started business under the name of: "Montgomery Ward & Co." Mr. Ward had been a clerk in a small town store, with farmers as his customers, farmers as his friends. And so he conceived the idea of helping save the farmer from paying three or four profits by selling him goods direct by mail at one small profit. With a capital of less than \$2,000 they issued their first little one-page leaflets, and so began this vast business of Montgomery Ward & Co.

The Oldest Mail Order House is Today the Most Progressive

FOR FIFTY YEARS the American Farmer and Montgomery Ward & Co. have been helping each other. For Fifty Years we have worked conscientiously always to offer you a saving. And you, by your appreciation, by your patronage, have built this business, until today we have five million customers.

And there is the proof of the saving and the service Montgomery Ward & Co. have rendered to the public. No business that is not sound can weather the storms of fifty years. No business that does not render a genuine service can win the patronage of five million people.

Our big 50th Anniversary Catalogue, pictured below, adds greatly to the sum of all our past achievement in making low prices. This book is today a Price Guide, sets the low price standard for America, and tells you the right price, the price you should pay for almost everything you buy.

This book shows the new-old spirit of Ward's — progressive, alert, working to give lower prices, to give you bigger and bigger values, and better and still better service—and always under the Banner of the Golden Rule.

TO THE AMERICAN FARMER:

Let Us All Pull Together

We know business conditions on the Farms of America, as well as in the towns and cities. We have customers everywhere. We believe the worst is behind us and we are hopeful and encouraged.

But we are all in the same boat. We must all pull together. We are going to do our part with you.

This season you will need some new tillage tools to replace those that are worn out. We are going to furnish them without one cent of profit to us.

Our Tillage Tools Sold Without Profit

The prices on Tillage Tools in our 50th Anniversary Catalogue are absolutely no-profit-prices. Many items are priced at less than we can replace them for today.

And the prices all through this book have been made to meet present-day conditions. At Montgomery Ward & Co. we feel we owe a duty to our customers—to help make prices come down.

We are in the same business boat with all of you. Let us all pull together. We are doing our part.

MONTGOMERY WARD & CO.

Kansas City Chicago Fort Worth
St. Paul Portland, Ore.



In 1874 the first catalogue of Montgomery Ward & Co. was issued. It contained eight pages, about three by five inches in size. Today the 50th Anniversary Catalogue—this 1922 Price Guide—shows everything for the Home, Farm and Family—new, fresh merchandise of standard quality always, with every price based upon today's low costs of production.

If you have a copy of this book, buy from it regularly. It always brings you a saving. And lend this book to your neighbors. Let your neighbor take advantage of the cash saving it always offers.

