

# Montgomery Ward & Co.

**The Oldest Mail Order House is to-day the most progressive —**

**1872**

THE first little one-page mail order leaflets were sent out by Montgomery Ward & Co. in 1872. The first catalogue, pictured above, was issued in 1874. It contained eight pages, about three by five inches in size. This was the beginning of the mail order business — of selling goods direct by mail at one small profit.



**1922**

FIFTY years of fair dealing, of prices that always offered a saving, and today this big Golden Jubilee Catalogue contains everything for the Home, the Farm and the Family — everything at money-saving prices.

# 50<sup>th</sup> Anniversary

*This big Golden Jubilee Catalogue pictured above is priced to match the spirit of the times. Some things are priced at no profit, many things at very little profit. It is your best guide to the lowest prices.*

**THIS** is the Golden Anniversary of Montgomery Ward & Co. We have completed Fifty Years in the service of the American Public.

In 1872 this business was begun in one small room, twelve by fourteen feet.

Today, millions buy from us on faith in the name: "Montgomery Ward."

Upon what is that faith founded? Upon Fifty Years of fair dealing, upon Fifty Years devoted to selling only goods of standard quality at the lowest possible prices.

This 50th Anniversary Catalogue keeps faith with our customers. It is priced to meet present-day conditions. It is filled with new, fresh merchandise with every price based upon the new low costs of production.

*If you have a copy of our 50th Anniversary Catalogue, lend it to your friends.*

## Some things at No Profit Many things at Little Profit

At Montgomery Ward & Co. we believe we owe a duty to our customers — that it is our duty to sell everything today at the lowest possible prices.

We believe we owe a duty to the American Farmer. Therefore, we are selling *all our Tillage Tools absolutely without profit to us.*

Many of these tools are actually priced at less than it would cost us to replace them today. This is the way we are keeping faith with the American Farmer.

And to the American Woman we are offering almost equal advantages — New York Fashions, selected in New York by Ward's own Fashion Experts. All are offered at the lowest prices possible today.

Everything needed in the home — everything to make the home more attractive — everything priced at a big saving for you.

## The New-Old Spirit of Montgomery Ward & Co.

We are entering our second half century of business existence. And we step forward with the spirit of youth, of progress in Service and Saving for you.

To give you bigger and bigger values, to give you better and still better service, to quote always lower and lower prices — that is our work and our accomplishment today.

Buy from this 50th Anniversary Catalogue. Know that the price you pay is the right price for whatever you buy. Know that every order you send, every letter you write, will be handled in the full spirit of the Golden Rule.

**MONTGOMERY WARD & CO.**

KANSAS CITY      CHICAGO      FORT WORTH  
ST. PAUL      PORTLAND, ORE.

*If you haven't our 50th Anniversary Catalogue, borrow one from a neighbor or write us for one.*