

WHY
WE ASK

50 CENTS

OUR CATALOGUE

AND

WHY

WE CAN GET

50 CENTS

EACH

FOR THE BIG CATALOGUES
WE PUBLISH.

SEARS, ROEBUCK & CO.
CHICAGO.

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.

SEARS, ROEBUCK AND CO.

CHEAPEST SUPPLY HOUSE

Capital *Expenditure*
OVER
TWO MILLION
DOLLARS

OUR TRADE REACHES AROUND THE WORLD

REFERENCE BY SPECIAL PERMISSION
METROPOLITAN NATL. BANK, CHICAGO
CORN EXCHANGE NATL. BANK, CHICAGO
NATIONAL CITY BANK, NEW YORK

THE GREAT PRICE MAKER

THE REAL VALUE OF THIS BOOK IS PLAINLY SHOWN IN EVERY PRICE QUOTATION

PRICE **50** CENTS

CATALOGUE No. **111**

FULTON DESPLAINES JEFFERSON & WAYMAN STS.
CHICAGO, ILL.

COPY RIGHTED BY SEARS, ROEBUCK & CO. 1901

THIS CATALOGUE CONTAINS OVER 1100 PAGES, is 9x12 inches in size, about 2 inches thick, 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.

YOUR OLD CATALOGUE IS STILL GOOD.

IF YOU HAVE ONE OF OUR OLD CATALOGUES, No. 109 OR No. 110, it will not be necessary for you to send us 50 cents for a late revised Catalogue No. 111, for you can send us your orders taken from the old catalogue you have, No. 109 or No. 110, with our assurance and guarantee that you will be fully protected as to price, and where the price on any article has been reduced since your catalogue was printed, we will give you the benefit of the reduction in price and immediately return to you the difference in cash.

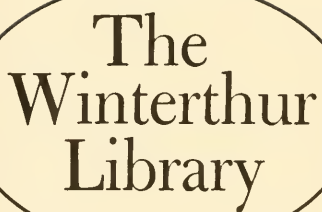
IF A NEIGHBOR OF YOURS HAS ONE OF OUR CATALOGUES, EITHER No. 109, No. 110 OR No. 111, and he is perfectly willing you should use it either for reference or for sending to us for goods,

there is no necessity of your sending us 50 cents for our late No. 111 Catalogue, for you can use your neighbor's catalogue in making up your order and where the prices have been reduced in our No. 111 Catalogue you will get the benefit of the very lowest prices and the difference will be returned to you in cash.


IF YOU HAVE ONE OF OUR CATALOGUES No. 109, No. 110 or No. 111, or if a friend or neighbor of yours has one he is perfectly willing you should use, there is no necessity of your going to the expense of sending us 50 cents for a late No. 111 Catalogue.

WHILE OUR BIG No. 111,
1200 - PAGE FOUR-POUND, GENERAL MERCHANDISE CATALOGUE,

the big, new, revised book will be sent to any address on receipt of 50 cents, and at our price, namely, 50 cents, the book is far cheaper than any other catalogue published, whether furnished free or for a fraction of the cost, for our prices are so very much lower, and yet anyone having one of our old catalogues. No. 109, No. 110 or No. 111, or anyone having the convenient use of our Catalogue No. 109, No. 110 or No. 111, may save the 50 cents expense of a new book by using the old book and sending their orders to us with our guarantee that they will be filled at the lowest prices printed in our latest No. 111 Catalogue, and the difference immediately returned in cash.



The
Winterthur
Library



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THE LIFE OF OUR BIG CATALOGUE

IT IS NOT OUR DESIRE TO SEE HOW MANY CATALOGUES WE CAN SELL AT 50 CENTS EACH; ON THE CONTRARY, we wish to put our customers to just as little expense as possible and where one catalogue can serve for several families it is much more satisfactory to us to furnish the one catalogue than to furnish more, and where one catalogue can be used for two or three years, we much prefer that our customers would preserve and use the one book rather than go to the expense of sending us 50 cents for a new book.

TRUE, THERE ARE SOME CHANGES IN STYLES and variety of merchandise from time to time, especially in wearing apparel, and prices are being reduced from time to time, but if you have a large catalogue today that was sent to you two or three years ago, you can send us your order from the catalogue you have, and with every assurance that you will get the very lowest price, as printed in the latest edition of our catalogue. For example: If you order a sewing machine from a catalogue in which the price is quoted at \$10.95, and our latest catalogue quotes a price for the same machine of \$8.95, the machine will be sent to you and the difference in price of \$2.00 will be immediately returned to you in cash.

IF YOU HAVE A CATALOGUE WHICH YOU HAVE HAD ONE OR TWO YEARS OR MORE, and the catalogue is in good condition there is no necessity of your going to the expense of sending us 50 cents for another large catalogue. You can make up your order from the catalogue you have and if you wish to include an order for men's or boys' ready made clothing, or for men's custom tailoring, you can send for one of our special sample books, as explained on the last two pages of this pamphlet. The sample booklet will show samples of our very latest lines for this season.

WE WANT ALL OUR OLD CUSTOMERS TO BE SUPPLIED WITH A COPY OF OUR LARGE CATALOGUE, either book No. 109, No. 110 or No. 111. We want you to be so situated that you can, whenever you like, send an order to us, with the assurance that you will get such value as you could not get elsewhere, that the goods will be perfectly satisfactory or your money will be immediately returned, and if there is any lower price than the price quoted in the catalogue from which you made up your order, the difference in price will be immediately returned to you in cash.

IF YOU HAVE NOT GOT OUR CATALOGUE No. 109, No. 110 OR No. 111, and you do not know of one in your immediate neighborhood that you can use whenever you like, we certainly hope you will send us 50 cents for the latest edition of our No. 111 Catalogue.

Why

we ask our customers to send the full amount of cash with their orders. we have been compelled to discontinue making C. O. D. shipments. we are compelled to get 50 cents for our big No. 111 Catalogue. we are compelled to make a charge for all samples, sample booklets, special lists, etc. (Sample Booklets described in last pages of this pamphlet).

Why

we have been compelled to make these changes is fully explained in this booklet.

WE GET 50 CENTS

FOR OUR BIG CATALOGUE, and require payment in advance for all samples and sample booklets, and we ask our customers to send the full amount of cash with their order in every case, wholly in the interest of our customers and lower prices, prices from which all advertising expense is deducted, all the clerical expense common to the handling of C. O. D. shipments is deducted, prices much lower than are made by any other house.

WE ASK 50 CENTS FOR OUR BIG CATALOGUE, and it is the only merchandise catalogue published that sells everywhere at 50 cents each. All other merchandise catalogues published by other houses are either furnished free for the asking, or for a few cents, 5 cents, 10 cents or 15 cents.

WE SELL OUR BIG CATALOGUE AT 50 CENTS

WHOLLY IN THE INTEREST OF OUR CUSTOMERS, THE PEOPLE WHO BUY FROM US. It makes a difference in price that you could not possibly appreciate unless you compared the prices in our catalogue with the prices printed in other catalogues.

IN THIS BOOKLET, BY ILLUSTRATING A FEW ARTICLES, AND NAMING OUR PRICE FOR SAME,

we have endeavored to give you just a few examples of the upwards of 100,000 similar price surprises in our new No. 111 Catalogue, prices that no other house furnishing catalogues free, or for a fraction of their cost, could even attempt to meet. Houses that furnish catalogues free, or for a fraction of their cost, 5 cents, 10 cents or 15 cents, receive thousands of applications for catalogues from people who never buy. Thousands of their catalogues go to children and others who have no money to buy; tens of thousands go to little storekeepers all over the country, who in this way endeavor to learn the competitive prices of catalogue houses. This all incurs an immense expense, a big outlay of money, and it all must be and is added to the selling price of the goods.

IF YOU SEND FOR A CATALOGUE TO A HOUSE THAT FURNISHES THE

CATALOGUE FREE OR FOR A FRACTION OF ITS COST, 5 cents, 10 cents or 15 cents, and you then order from this house a sewing machine, a bicycle, a gun or other article of merchandise costing say \$10.00 or more, the cost price of a half-dozen or a dozen catalogues that have been sent to people who never buy is added to the selling price of the goods you order, and in this way the party who buys from such houses pays for the many catalogues that are sent to people who never buy. We do not believe we have any right to add

SEARS, ROEBUCK & CO., CHICAGO, ILL.

to our selling prices, to ask any one of our customers to pay for any wasted circulation of our catalogues, when by getting paid for our catalogues we can eliminate this advertising expense and sell you goods at much lower prices than you can buy elsewhere.

IF YOU CAN BUY A SEWING MACHINE FROM US AT

\$8.95 that you can buy from no other house for less than \$15.00 to \$20.00, a bicycle at \$8.95 that you pay another house \$15.00 to \$20.00 for, a steel range for \$12.98 others ask \$20.00 to \$30.00 for, a double barrel breech loading hammerless shotgun for \$14.95 that others sell at double the price, if by asking our customers to send us 50 cents for our 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), this expense of catalogue circulation that has heretofore been wasted should be paid for by people who get the catalogue and do not buy, and not by the people who buy from us. This is our reason for asking 50 cents for our big catalogue, done solely in the interest of our customers to save all advertising expense, to enable us to deduct from our selling prices the expense that other catalogue houses must and do add to their selling prices, to save you the cost of the catalogue several times over every time you order, to make our catalogue the most valuable money saving book that ever went into any home, to make it extremely interesting from cover to cover, done to make it the only catalogue published that quotes the lowest prices on everything.

UNDERSTAND, IF YOU HAVE ONE OF OUR No. 109, No. 110 OR No. 111 CATALOGUES, it will not be necessary for you to send for a late No. 111 Catalogue, for you can order from the catalogue you have, with the understanding that where there has been any reduction in price by reason of our deducting all advertising and C. O. D. clerical expenses from our selling prices, you will always get the benefit and the difference will be immediately returned to you in cash.

IF YOU HAVE A CATALOGUE, IF THERE IS ONE IN YOUR HOUSEHOLD, if a friend or neighbor of yours has one and it is convenient for you to refer to it, when you wish to order, use the catalogue and save the 50 cents we require for our revised No. 111 book.

OUR POLICY HAS BEEN ENDORSED.

WE ARE DAILY RECEIVING THOUSANDS OF APPLICATIONS (accompanied by 50 cents each), for our big catalogue and these applications coming from the careful, shrewd, intelligent buyers in every town and community in the United States.

THE THINKING PERSON WHO WISHES TO BUY, WILL QUICKLY SEE IT IS NOT TO HIS ADVANTAGE to put us to an expense to supply him with a catalogue free, for if we go to an expense in supplying him with a catalogue we will go to a like expense in supplying hundreds of thousands of others and he will readily understand that when he buys from us he would not only pay for the catalogue sent him, but he would have to pay his portion

of the expense of catalogues supplied to others, and among them thousands who never buy, as this expense would all be added to the selling price of the goods and while in a measure it cleverly covers up the enormous expense of other houses, we have the strongest proof that our policy of saving our customers all this expense is appreciated by them. We have the proof in the hundreds of thousands of catalogues that have been circulated during the past season, paid for, each 50 cents in advance, and the further evidence that our low prices are appreciated in the wonderful growth of our business, and the universal satisfaction our customers report from every direction.

TRUE, THERE ARE A FEW PEOPLE THAT WILL NOT PAY 50 CENTS FOR A CATALOGUE. They will say they can get all the catalogues they want for nothing or for a few cents, 5 cents, 10 cents or 15 cents. This class, however are very much in the minority. They represent the comparatively very few who are so short sighted as to feel it is economy on their part to disregard the price they pay for goods they buy and look only to where they can get a catalogue for nothing or for a few cents. This class of people (and we occasionally hear from them), are those that would send another house 5 cents, 10 cents or 15 cents for a big catalogue instead of sending us 50 cents, and then would buy a bill of goods, a sewing machine, a buggy, a bicycle or some other article and pay \$20.00 for it, where they could buy the same goods or article from us for \$15.00. They would also feel that they had saved 35 cents to 50 cents on their catalogue, that they were doing business with a house that was liberal enough to supply their catalogues for nothing. They would not look far enough to see that they had paid \$5.00 more for the goods they got on their first purchase than the same goods could have been bought from us, they would not consider that their first purchase paid the price of ten of our catalogues.

WE KNOW THERE ARE A FEW, (BUT THE SUCCESS WE HAVE MET WITH IN MAKING PRICES BELOW ALL OTHERS has been so universally endorsed that we feel that there are but comparatively few), that are short sighted enough to believe that the millions of catalogues that are being scattered over the country, sent out free for the asking or for a small fraction of their cost, that the thousands of traveling salesmen that are constantly going about the country stopping at the best hotels, living on the best of everything and drawing big salaries, that this is all done for nothing. There are a few that are so short sighted as to believe that the house that employs them pays all this expense, but we have the undisputable proof that this is all clear to the great majority of our customers. It is plain to them that all this expense of luxuriously cared for traveling salesmen, the millions of free catalogues, etc., is all paid for by the people who buy the goods they sell. It is all added to the selling prices.

IF YOU BUY GOODS AMOUNTING TO \$1.00 OR \$100.00 from your storekeeper at home or from any catalogue house, you pay your portion of the expense for publishing these catalogues and circulating them free, your portion of the expense of maintaining the thousands of traveling salesmen on the road.

SEARS, ROEBUCK & CO., CHICAGO, ILL.

WHY

WE ASK EVERYONE TO SEND THE FULL AMOUNT OF CASH WITH THEIR ORDERS, AND,

WHY

WE HAVE DISCONTINUED SHIPPING ANY GOODS C. O. D., SUBJECT TO EXAMINATION, EITHER BY FREIGHT OR EXPRESS:

INFORMATION, EITHER BY FREIGHT OR EXPRESS:

OUR ONLY TERMS ARE CASH WITH THE ORDER,

WE REQUIRE ALL ORDERS TO BE ACCOMPANIED BY CASH FOR THE FULL AMOUNT OF THE ORDER, and we accept your order and money guaranteeing the goods to reach you in due time and in perfect condition, and if they are not perfectly satisfactory to you when received you can return them to us at our expense of express or freight charges both ways and we will immediately return your money.

WE HAVE DISCONTINUED MAKING C. O. D. SHIPMENTS; discontinued shipping by freight with draft on bill of lading for collection; discontinued shipping on open account or on any terms other than cash in full with orders, solely in the interest of our customers, with a view to naming still lower prices, giving greater values than ever before.

GOODS SHIPPED ON ANY TERMS OTHER THAN CASH IN FULL WITH ORDER means extra expense both to the buyer and seller. It means an extra cost to us in additional clerical work, in the handling and collecting of the money, and it means an extra charge to the buyer that the express companies always make for collecting and returning the money to us.

BY ABOLISHING THE C. O. D. SYSTEM WE MAKE A BIG SAVING

IN OUR CLERICAL EXPENSE, which immediately comes off the selling price and is shown in the low prices quoted in our latest catalogue, and besides you are saving the expense of collection charges and return of money to us on every C. O. D shipment.

ANY HOUSE THAT SHIPS GOODS BY EXPRESS C. O. D., subject to examination, or by freight with draft on bill of lading for collection, payable after goods are received, or on open account, whether a cash deposit accompanies the order or not, incurs an expense in the handling of such orders that makes it impossible to furnish their customers the same values we quote on the upwards of 100,000 items in our big catalogue.

THE POLICY OF OUR HOUSE IS TO ADOPT SUCH BUSINESS METHODS AS WILL MAKE IT POSSIBLE TO GIVE THE GREATEST VALUE FOR EVERY DOLLAR SENT US BY OUR CUSTOMERS, and to this end we are endeavoring to eliminate every item of unnecessary expense commonly incurred by other houses, and in every case giving our customers the benefit of every penny of saving by quoting lower prices than ever before.

WHY YOU ARE SECURE ON ANY MONEY SENT US WITH ORDERS.

TO THOSE WHO HAVE NOT AS YET DEALT WITH US, and therefore may not know of our financial standing, our reputation for fair and honorable dealing, may not know of their absolute security in sending any amount of money to us in advance, we make this explanation;

WE ARE AUTHORIZED AND INCORPORATED under the laws of the State of Illinois with a cash capital and surplus of over Two Million Dollars, paid in full. We own and occupy entire, one of the largest business blocks in Chicago, and we refer by special permission to the largest National Bank in America, The National City Bank of New York, also the German Exchange Bank of New York, and the Metropolitan National Bank and Corn Exchange National Bank of Chicago. And on pages 12 and 13 in our big catalogue, we reproduce the strongest kind of letters of endorsement from our bankers, and give further references by special permission to the largest banking institutions in every country on the globe.

YOUR MONEY IS JUST AS SAFE IN OUR HANDS as in the strongest banking institution in the country. Our guarantee is as strong as the very strongest. We always accept your money and your order with the understanding that if the goods are not perfectly satisfactory when received, you are at liberty to return them to us at our expense and we will immediately return your money.

IF THERE IS ANY REDUCTION in price the difference is returned to you in cash at once. If there is any irregularity in your order so that it cannot be filled, if we happen to be out of the goods, or for any other reason cannot fill your order, your money will be immediately returned to you, and we return your money just as cheerfully as we receive it. All moneys are handled in and out of our house the same as they are handled in and out of the largest banks in the land.

WE ALSO REFER to our customers in your own neighborhood who have dealt with us. There are many people in every neighborhood who have sent to us for goods, and we refer you to them.

SEARS, ROEBUCK & CO., CHICAGO, ILL.

\$8.95 = BUYS THE = **SEROCO**
5-DRAWER, DROP HEAD, FULL CABINET
SEWING MACHINE.

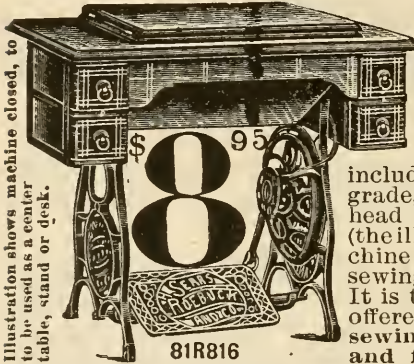


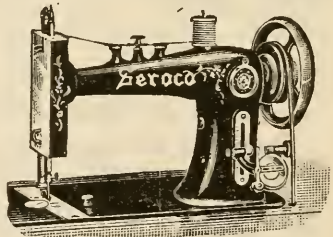
Illustration shows machine closed, to be used as a center table, stand or desk.

THIS IS A HIGH ARM, HIGH GRADE, 20-year guaranteed, elegantly finished Sewing Machine, mounted on one of the best sewing machine stands made, and includes complete, a high grade, solid oak, 5-drawer drop head cabinet, as illustrated (the illustration shows the machine closed), also includes all sewing machine accessories. It is the greatest value ever offered. You will find this sewing machine illustrated and fully described in our

big No. 111 Catalogue. You will also find in the big 4-pound book our complete line of sewing machines and sewing machine supplies, about twenty pages devoted to the most complete line of high grade sewing machines and supplies at prices heretofore unknown, prices from which all advertising expense has been deducted.

IF YOU ARE WILLING TO PAY FROM \$5.00 TO \$8.00 more for the same

grade of machine, you can get it from one of those houses that will furnish you a catalogue free, or for 5, 10 or 15 cents. Your storekeeper will furnish you a machine of the same grade at from \$20.00 to \$25.00. If you buy from him you will be helping to pay the expenses of the hundreds of salesmen that call on him throughout the year. If you send us 50 cents for our catalogue or get four or five of your neighbors to join you in sending 50 cents for our catalogue; or, if one of your neighbors who has our catalogue will be kind enough to allow you to use it you can save this extra expense, save from \$5.00 to \$15.00 on this machine by buying from a house that quotes prices with all advertising expense deducted.



THIS ILLUSTRATION gives you an idea of the appearance of the HIGH GRADE, HIGH ARM SEROCO SEWING MACHINE, which we furnish at \$8.95, in the handsome 5-drawer drop head oak cabinet illustrated.

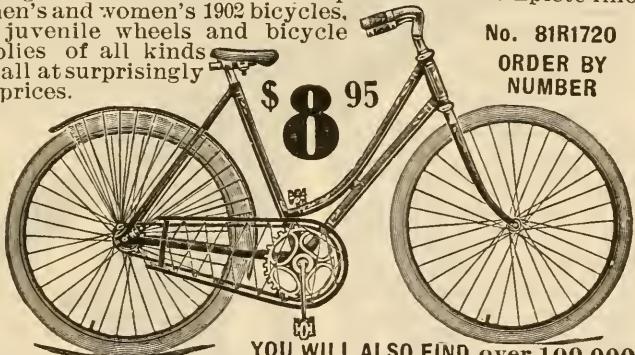
IF YOU OR YOUR NEIGHBORS have our No. 109 or No. 110 Catalogue, you need not send 50 cents for our No. 111 Catalogue, but you can order from the catalogue you have with our guarantee that you will get the benefit of our very lowest prices. \$8.95 for this machine and everything else in proportion.

\$8.95 Buys the Celebrated High Grade Ladies' Full Sized Edgemere **BICYCLE**

\$8.95 FOR A LADIES' FULL SIZED, high grade 1902 model bicycle, fully equipped, including high grade guaranteed tires, high grade padded saddle, handle bars, tools and tool bag, a bicycle that is full ball bearing, all bright parts heavily nickel plated, handsomely finished, and furnished in different colors of enamel, is a price heretofore unknown.

YOU WILL FIND this full sized \$8.95 Edgemere bicycle in our big 4-pound catalogue shown in a large illustration, with complete description. You will also find in this big catalogue illustrations and descriptions of our complete line of men's and women's 1902 bicycles, also juvenile wheels and bicycle supplies of all kinds and all at surprisingly low prices.

No. 81R1720
ORDER BY
NUMBER



YOU WILL ALSO FIND over 100,000 other price quotations that are correspondingly low.

BY ADDING \$4.00 OR \$5.00 to the price of this bicycle, by adding a liberal percentage to the price of everything in our big 4-pound catalogue, we, too, could furnish catalogues free for the asking, but when we sold you a bicycle we would be compelled to make you pay for a number of catalogues, and we do not think this is the right policy.

IF YOU HAVE ONE OF OUR No. 109 OR No. 110

CATALOGUES, YOU CAN ORDER FROM THE CATALOGUE YOU HAVE and you will get the benefit of our very lowest prices. If you order this Edgemere Bicycle at \$10.95 from an old catalogue, you will get it at our lowest price \$8.95, and the difference returned to you in cash.

IF YOU HAVE CATALOGUE No. 109, No. 110 OR

No. 111, USE IT UNDER OUR GUARANTEE to always give you the very lowest prices, and return your money if goods are not perfectly satisfactory.

IF YOU HAVE NO CATALOGUE No. 109, No. 110

OR No. 111 AND THERE IS NOT ONE IN YOUR IMMEDIATE NEIGHBORHOOD THAT YOU CAN USE, BE SURE TO SEND 50 CENTS FOR OUR NEW BIG 4-POUND CATALOGUE No. 111, JUST FROM THE PRESS.

SEARS, ROEBUCK & CO., CHICAGO, ILL.

OUR \$3.98 LONG RANGE WINNER

A SINGLE BARREL, AUTOMATIC SHELL
EJECTING, BREECH LOADING SHOTGUN.

THIS IS ONLY AN EXAMPLE OF THE HUN-

DREDS OF SIM-
ILAR GUN AND SPORTING GOODS VALUES to be
found in the Sporting Goods Department
of our big No. 111 Catalogue; only one
of over 100,000 similar price making sur-

prises to be found in the big book,
the book for which we are com-
pelled to charge 50 cents.

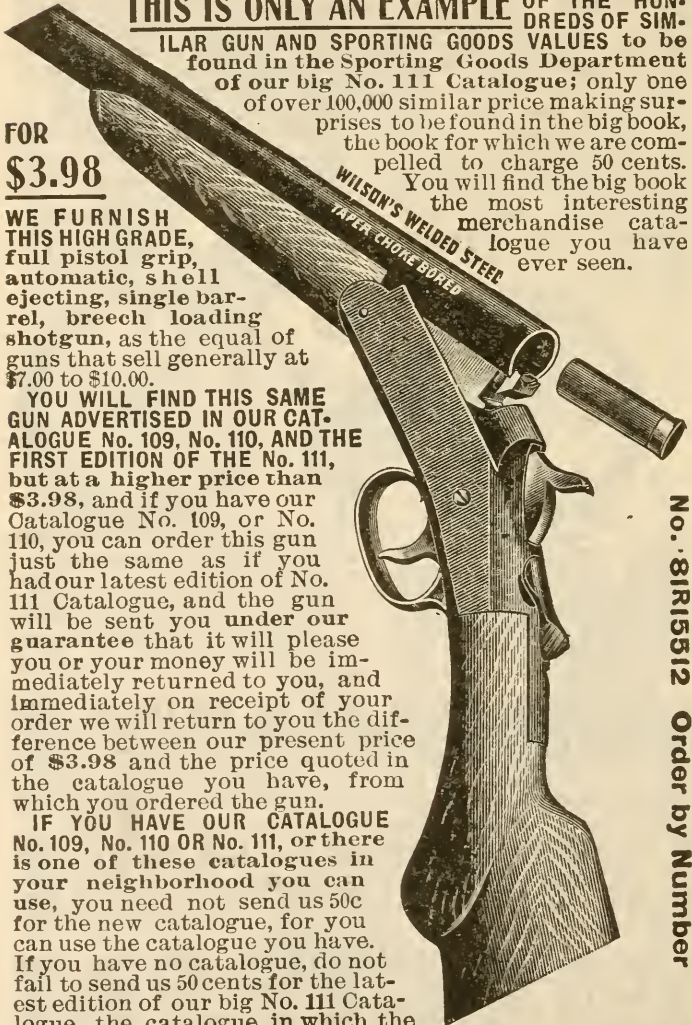
You will find the big book
the most interesting
merchandise cata-
logue you have
ever seen.

FOR
\$3.98

WE FURNISH
THIS HIGH GRADE,
full pistol grip,
automatic, shell
ejecting, single bar-
rel, breech loading
shotgun, as the equal of
guns that sell generally at
\$7.00 to \$10.00.

YOU WILL FIND THIS SAME
GUN ADVERTISED IN OUR CAT-
ALOGUE No. 109, No. 110, AND THE
FIRST EDITION OF THE No. 111,
but at a higher price than
\$3.98, and if you have our
Catalogue No. 109, or No.
110, you can order this gun
just the same as if you
had our latest edition of No.
111 Catalogue, and the gun
will be sent you under our
guarantee that it will please
you or your money will be im-
mediately returned to you, and
immediately on receipt of your
order we will return to you the dif-
ference between our present price
of \$3.98 and the price quoted in
the catalogue you have, from
which you ordered the gun.

IF YOU HAVE OUR CATALOGUE
No. 109, No. 110 OR No. 111, or there
is one of these catalogues in
your neighborhood you can
use, you need not send us 50c
for the new catalogue, for you
can use the catalogue you have.
If you have no catalogue, do not
fail to send us 50 cents for the lat-
est edition of our big No. 111 Cata-
logue, the catalogue in which the
prices on over 100,000 items are figured with all advertising
expense first deducted, with the lowest prices ever known.



No. 81R15B12 Order by Number

\$14.95 BUYS THIS HAMMERLESS DOUBLE BARREL BAR LOCK ALL AMERICAN GENUINE COLTON BREECH LOADING SHOTGUN

THIS IS A STRICTLY HIGH GRADE double barrel, hammerless shotgun, made by the celebrated Colton Manufacturing Company. It is

FULL PISTOL GRIP,
FULL BAR LOCK,
GENUINE HAMMERLESS,
BREECH LOADER,
AUTOMATIC SHELL
EXTRACTOR,
FINE TWIST
BARRELS.

IF YOU HAVE GOT ONE OF OUR CATALOGUES OR THERE IS ONE IN YOUR NEIGHBORHOOD YOU CAN USE, either No. 109, No. 110 or No. 111, it is not necessary for you to go to the expense of sending us 50 cents for our latest No. 111 Catalogue. You can order from the catalogue you have with our assurance and guarantee that we will give you the benefit of the very lowest prices and return any difference there may be to you in cash. For example: If you order this gun from one of our old catalogues in which the price is \$16.95, we will send you the gun and return the difference of \$2.00 to you in cash.

If you have not a copy of our No. 109, No. 110 or No. 111 Catalogue do not fail to

Send Us 50 Cents

FOR THE NEW BIG BOOK, the book from which all advertising expense has been deducted from the selling prices.

WE, TOO, COULD ADD \$5.00

TO THE SELLING PRICE OF THIS GUN, and afford to furnish catalogues free, to anyone who asks for them, but we do not believe it is fair to the buyer. If by explaining our policy we can induce our customers to send 50 cents for the big book and can induce them to allow their neighbors to use their catalogues, and thus save us all this enormous advertising expense, we can and do give them the benefit in the low prices we make.



NO. 81R15513
ORDER BY NUMBER.

SEARS, ROEBUCK & CO., CHICAGO, ILL.

\$3.98 BUYS THIS NEW **COUCH**
OVERSTUFFED
UPHOLSTERED

This is only an example of many similar Couch values to be found in our Big No. 111 Catalogue

THE HANDSOMEST LINE OF COUCHES, THE BIGGEST LINE OF NEW UPHOLSTERED FURNITURE, such a line of furniture throughout as you will find in no other catalogue, and all at prices that no other house will attempt to meet.



No. 81R7005 ORDER BY NUMBER.

\$3.98 IS A PRICE WITH ALL ADVERTISING EXPENSE FIRST DEDUCTED, a price that no house that furnishes catalogues free or for a fraction of their cost can possibly make. You will find in the big catalogue over 100,000 other price quotations correspondingly low. The big book will be a wonderful surprise to you. Some of your neighbors must have our new No. 111 Catalogue, and if so, you should not lose any time in seeing and examining the book. Your neighbor who has the catalogue will tell you how easy, simple and altogether satisfactory it is to send to us for goods and how much money he can save, and if there is anything that you do not understand, anything about dealing with us that is not perfectly plain to you, he will be glad to make it perfectly plain to you.

YOU DO NOT NEED OUR VERY LATEST CATALOGUE, in order to purchase goods from us.

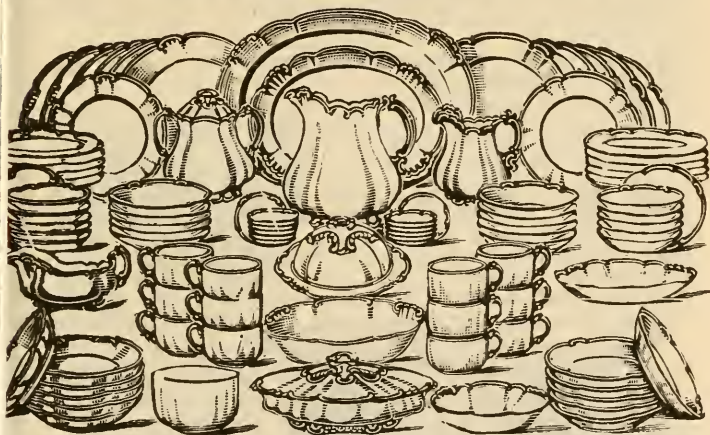
Everyone is treated alike in our store and they all get the benefit of the lowest prices on the day their orders are received. If you order this couch from an old catalogue No. 109, No. 110 or No. 111 at a higher price, the couch will be sent you and the difference between our old price and present price of \$3.98 will be returned to you in cash.

IF YOU HAVE AN OLD CATALOGUE, No. 109, No. 110 OR No. 111, we advise you to use it and save the 50 cents we ask for the latest edition of No. 111. But if you have no catalogue do not fail to send 50 cents for the new No. 111 book, a catalogue from which all advertising expense has been deducted from the selling prices.

EXTRACTS FROM OUR MAMMOTH 1200-PAGE CATALOGUE No. 111. PRICE 50 CENTS.

OUR \$4.98 100 - PIECE DINNER SET

FOR \$4.98 WE FURNISH A HANDSOME 100-PIECE DINNER SET, extra fine pure white vitreous china, such a set as you could not buy elsewhere at less than \$7.00 to \$12.00.



No. 81R2002 Order by Number.

YOU WILL FIND THIS \$4.98 SET illustrated and described, and the 100 pieces listed in our new, big No. 111 Catalogue. You will also find the most complete line of crockery and china ware, foreign and domestic goods, and all at correspondingly low prices, prices with all advertising expenses first deducted and in this book you will find over one hundred thousand price quotations that are correspondingly low. You will find the prices in this book entirely different from the prices in any catalogue furnished free or for a fraction of the cost. You will find the prices very much lower than any storekeeper can name, for your storekeeper buys in very small quantities, pays the highest market prices and pays his portion of expense for keeping on the road thousands of traveling salesmen that are constantly going from place to place.

YOU MAY HAVE ONE OF OUR OLD CATALOGUES No. 109, No. 110 OR No. 111. If so, you really do not require our latest No. 111 Catalogue, for even though the prices are lower on almost every item, (for all advertising expense has been deducted from the selling prices in our new catalogue), you can order from the catalogue you have, and you will get the benefit of our very lowest prices and the difference in price will be returned to you in cash. **WE WANT YOU TO HAVE A CATALOGUE.** If you have not our No. 109, No. 110 or the first edition of our No. 111 Catalogue, do not fail to send 50 cents for the new No. 111 Catalogue.

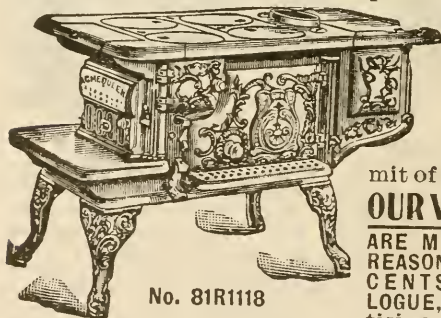
SEARS, ROEBUCK & CO., CHICAGO, ILL.

\$5.85 TO \$11.15.

AT \$5.85 FOR OUR SMALL SIZE ACME QUEEN COOK STOVE without reservoir, to **\$11.15** for our big sized 8x18 reservoir Acme Queen combination coal and wood burning cook stove, we furnish this high grade, new 1902, cast iron cook stove at about one-half the price charged by others.

AT \$11.15 WE FURNISH THIS STOVE, EXACTLY AS ILLUSTRATED, in the large size, 8x18, complete with reservoir, such a stove as you could not buy from your dealer at home at less than \$20.00, a stove, catalogue houses (furnishing catalogues free for the asking or for a fraction of their cost), will furnish you at \$15.00 to \$20.00.

THIS BIG VALUE IN A HIGH GRADE, COMBINATION COAL AND WOOD RESERVOIR COOK STOVE is only an example of the upwards of 100,000 correspondingly low price quotations to be found in our big No. 111 Catalogue. You will find the Acme Queen cook stove shown in a large illustration with complete description. You will



No. 81R1118

also find the most complete line of cast iron stoves and ranges, a big line of steel ranges; also a big line of all kinds of heating stoves, and all at prices that admit of no competition.

OUR VERY LOW PRICES

ARE MADE POSSIBLE BY REASON OF OUR GETTING 50 CENTS FOR OUR BIG CATALOGUE, deducting all advertising expense from our

selling prices, and giving our customers the benefit of all this saving.

THIS SAME STOVE WILL BE FOUND IN CATALOGUE No. 109, No. 110, AND THE FIRST ISSUE OF No. 111. While the price has been reduced in the late No. 111 catalogue, if you have either catalogue, No. 109 or No. 110, you can send us your order taken from the old catalogue, and the stove will be immediately shipped to you and the difference between our present price and the price quoted in the catalogue you have will be returned to you in cash.

IF YOU HAVE AN OLD CATALOGUE YOU CAN USE IT, and it will not be necessary for you to send us 50 cents for the new No. 111 book. If you have no old catalogue and there is not one in your immediate neighborhood that you can use when you like,

Do not Fail to Send 50 Cents for the Big New No. 111 Book.

\$12.98 BUYS A HIGH GRADE NEW 1902 MODEL WINNER STEEL RANGE . . .

YOU WILL FIND THIS RANGE ILLUSTRATED AND DESCRIBED IN our big 4-pound catalogue. You will also find the biggest line of steel ranges and cast iron cook stoves, everything in stoves at prices heretofore unknown.

\$12.98 without shelf or reservoir.

\$18.60 with shelf closet and reservoir, exactly as illustrated.

OUR SPECIAL \$12.98 PRICE FOR AN ALL STEEL RANGE is only shown as an example of the hundreds of similar stove values shown

in the big book, an example of the upwards of 100,000 other items in this catalogue and all at correspondingly low prices. By adding \$5.00 to \$10.00 to the price of this range we could easily afford to give our catalogues away, but we do not feel it to be right to do this, and then make our customer, who buys a steel range pay for 10 to 20 catalogues that were sent to people who never buy.

WE SIMPLY SHOW THIS RANGE, which we quote at **\$12.98,** as an example of the 100,-

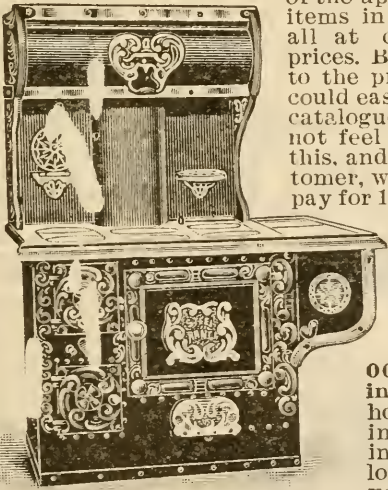
000 price offerings in our big book and we hope you will not delay in seeing and examining our No. 111 Catalogue. We do not ask you to send us 50 cents

for the catalogue if you have a neighbor who already has one, for we are sure he will be willing for you to use his catalogue, either for reference or for ordering goods. Or, if three or four of your neighbors will join with you in sending for a catalogue and thus reduce the expense to 10 or 15 cents, it would suit us much better than to put each of your neighbors to the expense of 50 cents.

UNDERSTAND, IF YOU HAVE ONE OF OUR CATALOGUES necessary for you to send us 50 cents for the latest No. 111 Catalogue. While in the latest book all advertising expense has been deducted from our selling prices, yet you can order from the catalogue you have, even though it be an old book with our guarantee that the goods will please you or we will immediately return your money, and where the prices have been reduced in our late No. 111 Catalogue and are lower than the prices in the catalogue you have, we will immediately return the difference to you in cash.

IT IS NOT OUR OBJECT TO SELL CATALOGUES AT 50 CENTS EACH. On the contrary, we want one catalogue to serve as many people as possible.

Order by Number. No. 81R1119



SEARS, ROEBUCK & CO., CHICAGO, ILL.

OUR **\$29.90** **HIGH GRADE**
TOP BUGGY.

THIS IS A TOP BUGGY made in our own factory in Ohio and our price barely covers the cost of material and labor with but our one small percentage of profit added, nothing added for advertising, nothing for traveling salesmen.

BY ADDING \$10.00 OR \$15.00 to the price of this buggy, offering it at \$39.00 to \$50.00, we, too, could furnish catalogues free for the asking or for a few cents in postage, but when you bought a top buggy from us you would be paying for a great many catalogues you never got. We believe it is better to ask our customers to pay 50 cents for our big book, or get their neighbors to join with them and reduce the cost to each to 10 or 15 cents. Or, if there is one of our catalogues in your neighborhood, you can use without expense, if you use your neighbor's catalogue, you can buy your goods from a house that sells them without the enormous expense of advertising added to the selling price.

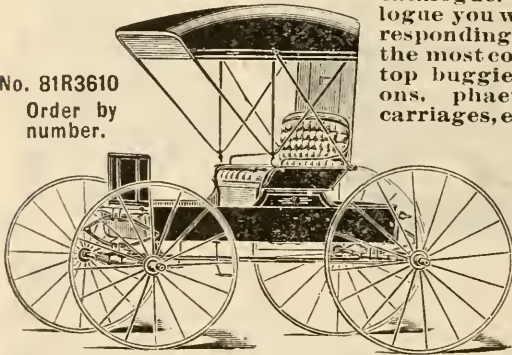
THIS OUR \$29.90 BUGGY

DEPARTMENT of our big 4-pound

IS ILLUSTRATED AND FULLY DESCRIBED IN THE VEHICLE DEPARTMENT of our big 4-pound general merchandise catalogue. In this catalogue you will find at correspondingly low prices the most complete line of top buggies, road wagons, phaetons, surreys, carriages, etc., everything

No. 81R3610

Order by number.



in the vehicle line, everything in harness and harness supplies, you will find over 100,000 price quotations that will be very interesting to you.

IF YOU WANT A BUGGY OR ANY OTHER ITEM OF MER-

CHANDISE and you have one of our No. 109, No. 110 or No. 111 catalogues, or there is one in your immediate neighborhood that you can use, you can send us your order from the Catalogue you have, and if the price is lower in our latest No. 111 Catalogue we will immediately return the difference to you in cash.

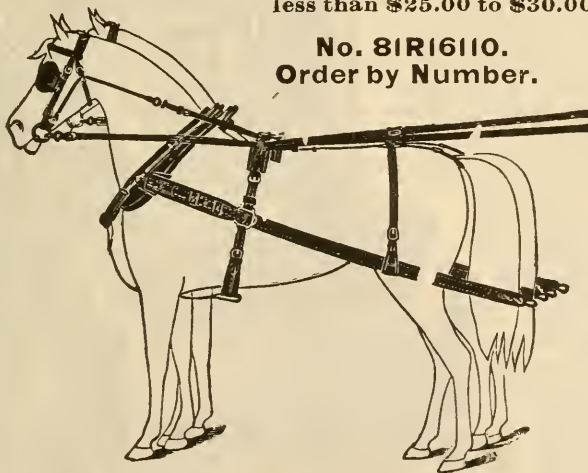
WE DO NOT WANT YOU TO FEEL that you must go to the expense of sending us 50 cents for our latest No. 111 Catalogue if you have a catalogue you can use. Our plan is to make our catalogues good, season after season. You can order from the catalogue you have no matter what the date of the book may be, always with the understanding and agreement on our part to give you the benefit of the lowest price and return the difference, if any, to you in cash.

EXTRACTS FROM OUR MAMMOTH 1200-PAGE CATALOGUE No. III. PRICE 50 CENTS.

\$16.99 BUYS THIS EXTRA HEAVY FARM HARNESS

THIS HARNESS IS MADE WITH FULL LENGTH, 6-FOOT EXTRA HEAVY $1\frac{1}{2}$ inch traces, heavy leather pads with hooks and terrets, an extra heavy, well made harness, made from heavy specially tanned oak stock leather, such a harness as you could not buy from your harness dealer at home or from any catalogue house that furnishes catalogues free for the asking, or for a fraction of their cost, for less than \$25.00 to \$30.00.

No. 81R16110.
Order by Number.



\$16.99 IS A PRICE WITH ALL ADVERTISING EXPENSES DEDUCTED. It is a price made possible only by getting 50 cents for our No. 111 Catalogue. You will find this harness illustrated and fully described in our big 4-pound No. 111 Catalogue. You will also find the most complete line of single and double harness, saddles and saddlery, harness findings and saddlery hardware, over 100,000 items at correspondingly low prices, prices never before known.

WHILE THE PRICES IN OUR LATEST No. 111 CATALOGUE, are made with all advertising expenses deducted, and it is the only catalogue published from which all advertising expense has been deducted from the selling prices, you need not go to the expense of sending us 50 cents for the big book if you already have our No. 109, No. 110 or the first edition of our No. 111 catalogue. Or, if there is one of our catalogues in your immediate neighborhood that you can use, **IT WILL NOT BE NECESSARY FOR YOU TO SEND US 50 CENTS FOR OUR BIG BOOK**, but if you have not one of our catalogues, and there is not one in your immediate neighborhood that you can have the use of, **DO NOT FAIL TO SEND 50 CENTS FOR THE BIG No. 111 CATALOGUE.**

SEARS, ROEBUCK & CO., CHICAGO, ILL.

\$27.45 BUYS THE CELEBRATED HIGH GRADE
ACME QUEEN ORGAN.

YOU CAN BUY AN ORGAN LIKE THIS from some mail order house that will furnish you catalogues free or for 5, 10 or 15 cents, for \$35.00 to \$40.00. You can buy an organ of like grade from your store-keeper at home at \$40.00 to \$50.00.

If you buy it from your storekeeper at home, you will pay, in addition to two or three profits, your portion of the expense that keeps the thousands of traveling men on the road. If you buy it for \$35.00 to \$40.00 from another catalogue house, you will be paying for a large number of catalogues that will be furnished free or for a few cents, that go to people that never buy. If you buy it from us at \$27.45, you will be getting it at the actual cost to build, with only our handling expenses and our one small percentage of profit added, all advertising expenses deducted.

YOU MAY HAVE ONE OF OUR LARGE CATALOGUES, book No.



No. 81R9106 Order by Number.

109, No. 110, or the first edition of the No. 111, or there may be one of our catalogues in your household sent to another party, or one in your immediate neighborhood you can use. If so, it is not necessary for you to send us 50 cents for the new No. 111 Catalogue, and although the prices in the No. 111 Catalogue are made with all advertising expenses deducted and are therefore lower than in previous catalogues, you will get the benefit of the lowest prices no matter what catalogue you order from. If the price is lower than that quoted in the catalogue you have, the dif-

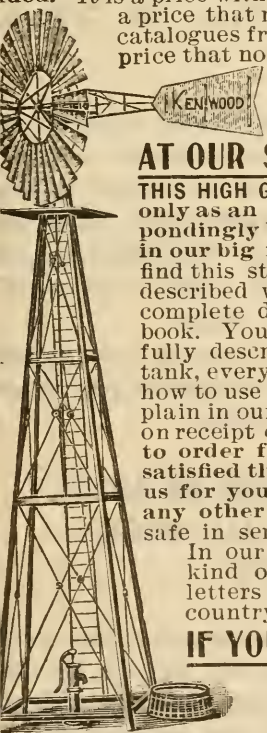
EXTRACTS FROM OUR MAMMOTH 1200-PAGE CATALOGUE No. III, PRICE 50 CENTS.

\$15.05 STEEL WINDMILL

OR \$15.05 THE HIGHEST GRADE, STRONGEST AND EASIEST RUNNING STEEL WINDMILL MADE.

EVERY WINDMILL COVERED BY A BINDING GUARANTEE.

\$15.05 BARELY COVERS THE COST of material and labor with but our one small percentage of profit. It is a price with all advertising expense deducted, a price that no house can name if they furnish catalogues free or for a fraction of their cost, a price that no wholesaler or manufacturer who markets his goods by employing traveling salesmen can begin to compete with us.



AT OUR SPECIAL PRICE OF \$15.05,

THIS HIGH GRADE STEEL WINDMILL is offered only as an example of over 100,000 correspondingly low price quotations to be found in our big four-pound catalogue. You will find this steel windmill illustrated and fully described with our large illustrations and complete description in the big four-pound book. You will find every little detail carefully described, all the parts, the tower, the tank, everything pertaining to the windmill, how to use them, how to order, all made very plain in our big book which we send anywhere on receipt of 50 cents. We do not want you to order from us until you are thoroughly satisfied that you can get better value from us for your money than you can get from any other house, and that you are perfectly safe in sending your money and order to us.

In our catalogue we give the strongest kind of bank references and reproduce letters from the biggest banks in this country vouching for our reliability.

IF YOU WANT A WINDMILL OR ANY OTHER

ITEM OF MERCHANDISE and you have one of our catalogues, no matter how old the book may be, send us your order from the book you have and we will give you the benefit of the lowest price printed

No. 81R6014

in our latest catalogue and the difference will be returned to you in cash. And as long as you have one of our catalogues, no matter what the number may be, you can use it to send us orders, always depending upon getting the lowest prices prevailing at the time your order is received.

SEARS, ROEBUCK & CO., CHICAGO, ILL.

SPECIAL PRIVILEGES AND ADVANTAGES....

To Merchants, Storekeepers, Hotelmen, Bankers, Manufacturers, Millmen, Tradesmen, Liverymen, Blacksmiths, Carpenters, Builders and all other Business Men in Cities, Towns and Villages.

OUR NAME AND ADDRESS will never appear on any box or package, tag, label, envelope or catalogue wrapper. Hereafter our name and address will not appear on any article of merchandise. **EVERY TRANSACTION WITH US WILL BE TREATED AS STRICTLY CONFIDENTIAL, SO THAT NO ONE CAN KNOW WHAT GOODS YOU HAVE BOUGHT OR WHERE YOU BOUGHT THEM.**

When goods purchased from us come to the railroad station or express office and are delivered to you, either by the agent, the expressman or drayman,

THERE WILL BE NO MARK ON ANY BOX OR PACKAGE TO TELL WHERE YOU BOUGHT THE GOODS

No name or mark on the goods to show that they were purchased from us. We would be very glad, for the advertising it would give us, to print our name and address on every package we ship or mail, and on every article of merchandise, **BUT AS A PROTECTION TO ALL OUR CUSTOMERS OUR NAME AND ADDRESS WILL NOT APPEAR ON ANY ARTICLE OF MERCHANDISE OR PACKAGE IN WHICH THE MERCHANDISE IS SHIPPED.**

OUR NAME AND ADDRESS

WILL BE LEFT OFF FROM EVERYTHING FOR THE FOLLOWING REASONS:

MANY OF OUR CUSTOMERS, ESPECIALLY TOWNS PEOPLE, do not wish to in any way antagonize their home storekeepers. If they send to us for any article of merchandise they do not wish their storekeeper at home to know what they have purchased or where they bought it. They want to know that when the goods ordered from us come to the railroad station or express office there will be no marks on the package or any marks on the goods that will cause the merchant to make inquiry as to why they are sending away for their goods and not patronizing their storekeepers at home.

WE HAVE FOUND, through dealing with our customers, especially trades people such as bankers, hotelmen, carpenters and builders, liverymen, professional men and others, that they like to take advantage of our money saving prices, but they like to receive the goods in a way that there will be no possible chance of a jealous home competitor making inquiry as to what they bought or where they bought it.

UNDER OUR SYSTEM A BLACKSMITH CAN BUY ALL HIS SUPPLIES FROM US; the liveryman his harness, saddlery and vehicles; the carpenter or builder his tools and building supplies. The hotel man his groceries, furniture and other supplies. Any tradesman in a town, any farmer adjacent to any town can buy from us as often and as much as he likes, always at our big saving in cost to him, and there will be no possibility of his being asked by his storekeeper at home why he sends to Chicago for his goods, for his local dealer need not know what he has bought or where he bought it.

THE STOREKEEPER'S ADVANTAGE.

STOREKEEPERS ARE TODAY PAYING TOO MUCH for the goods they buy, and the reason a simple one, for it is estimated there are about one hundred and fifty thousand salesmen on the road whose salaries and expense accounts amount to about two million dollars a day, and all this enormous expense is added to the selling price before the merchant buys his goods and is finally paid by the customer who buys from the merchant.

FOR THE BENEFIT OF MERCHANTS everywhere who wish to buy at lower prices than they are now buying, our name and address is left off every article we sell so that the merchants may take advantage of our incomparably low prices.

AS OUR PRICES ARE ALIKE TO ONE AND ALL, the same for any quantity, whether one or one thousand, and the

SEARS, ROEBUCK & CO., CHICAGO, ILL.

farmer knows he can buy any article from us for just as little money as the biggest merchant in his town, if our name and address appeared on any article offered for sale by the merchant, he could not add any profit no matter how low the cost might be, for the party buying would know that he could get the same price from us that the merchant gets.

WITH OUR NAME AND ADDRESS not appearing on any article, any merchant can make up his orders from our big catalogue, and by comparing our prices with the prices he has been in the habit of paying he will at once see a big saving on every article he buys from us. He will have the advantage of buying from a house that can supply him with everything in every line, shipping all goods together, thus effecting a big saving in freight charges. The merchant can buy in any quantity. **FOR EXAMPLE:** In buying dress goods, instead of buying full piece lots and getting only a few styles, he can buy in half or quarter piece lots, or even in single dress patterns, and get five times the assortment with the same investment. He can control his stock much better, can show a bigger assortment of merchandise, thus giving his customers a much better selection and that at a big saving in investment.

TRUE, THERE ARE SOME MERCHANTS narrow minded enough to give a hundred dollar order to a traveling salesman when they know they could buy the exact same bill of goods from us for seventy-five or eighty dollars. They would do this for the reason that we sell to everyone alike and all at the same price. We make no distinction between the largest merchant and the farmer, the mechanic or the laborer, no difference whether we sell one or one thousand

OUR GOODS ARE FOR SALE AT OUR PRICE to any one who is willing to pay for them and one man's money is just as good as another's. Our business is selling merchandise at lower prices than any other house, selling in any quantity, large or small, to any one who wishes to buy, and we have as our customers thousands of the shrewdest and most careful buying merchants of the country, among them some of the largest retail houses in the largest cities. They find in our lines many goods that they can buy at much lower prices than they can buy from any of the manufacturers, and on such lines we get all their trade. The same applies to many of the largest manufacturers and contractors, the shrewdest buyers in the largest cities. Also in towns and villages, the shrewd, successful merchant wishes to get the greatest possible value for his money and he buys from the house that can furnish him the goods he wants at the lowest price. He does this regardless of any petty jealousy caused by any kind of competition. He does it that he may undersell his competitors and be the leader in his section.

TO ACCOMMODATE OUR MERCHANDISE to the shrewdest buyers among the best merchants in the land, our name and address will not appear on any article of merchandise or any package in which the merchandise is shipped.

ANY MERCHANT WHO WISHES TO UNDERSELL HIS COMPETITOR can buy bicycles, sewing machines, stoves, guns, hardware, and all classes of merchandise from us at our special inside prices, prices that no other house attempts to compete with, he can buy them so cheap that after adding his profit he will have no competition in his own market.

OUR CATALOGUE was originally published for the sole purpose of selling to the consumer, to the party who purchases goods for his own use, and for the advertising we might receive, our name and address usually appeared on every article of merchandise and was boldly printed on every box, package and catalogue wrapper. But our policy of selling goods on one uniform, small percentage of profit above the actual cost to produce has been a history of constant reduction in prices, our business having grown so very rapidly that we have been able in many cases to take the entire output of different factories, thus greatly reducing the cost of merchandise, giving us big advantages over other houses in the first cost of our goods; and wherever we have been able to reduce the cost of production by taking the entire output of a factory making any one article, we have invariably given our customers the benefit of this reduction, never asking more than one small percentage of profit above the actual cost of the goods, and our fixed expense of doing the business.

WE HAVE BEEN RAPIDLY ENLARGING and constantly reducing our expense of getting and handling our business, and by reason of the greatly increased volume of sales (now by far the largest of any catalogue house in existence), our control of many factories that make the goods, the eliminating of all catalogue advertising expense (an enormous advantage over other houses), the employing of no traveling salesmen, getting cash in full with all orders, eliminating all clerical C. O. D. expense, and bad debts, no losses of any kind, our expense of doing business is very much less than any other catalogue house, very much less than any wholesale house.

ALL THESE ADVANTAGES THAT HAVE COME FROM TIME TO TIME, have been given to our customers in lower prices. From the start, our prices were lower than any other catalogue house selling to the consumer, but by constantly whittling down prices and getting to where they are, with very few exceptions, lower than any prices quoted by the largest wholesale houses, and in very many cases lower than the prices quoted by the largest manufacturers, lower than the prices at which wholesale houses buy their goods, and as a result our catalogue has, some time since, ceased to be a catalogue for the consumer and has become a catalogue for all shrewd, careful buyers, many of the largest manufacturers finding they can buy from us many of the supplies they use in their manufacturing, at less than they can buy from any manufacturer; for our cost (controlling a factory), with our one small profit added, is lower than any other factory can sell to the manufacturer. Many of the largest clothing dealers in cities, and even in Chicago, buy largely from us. They find that we have one of the most economically run clothing factories in the country,

SEARS, ROEBUCK & CO., CHICAGO, ILL.

and adding our one small percentage of profit name lower prices than any wholesale clothing house here or in New York.

IN GUNS we control two of the largest factories, and are supplying many of the biggest wholesale dealers in the country. In sewing machines, bicycles, stoves, vehicles, harness, and in fact, in many other lines we are recognized by the shrewdest buyers, even the large exporters, as headquarters. We are conceded to be in a position to make prices on these goods that no manufacturer can compete with, and as a result we have the trade from the very largest buyers.

OUR CATALOGUE is intended to quote the lowest possible prices on all kinds of merchandise, exactly the same as the daily market reports the prices on all kinds of produce. We know no difference between one man's dollar and another's. The dollar of one man will go just as far in our store as the dollar of another man. Our aim is, whether you be a merchant, a farmer, a mechanic or a tradesman, to make your one dollar go further in our store than in any other source of supply in America.

WE ISSUE THE FOLLOWING SPECIAL PRICE LISTS AND SAMPLE BOOKLETS:

GROCERY PRICE LIST. OUR GROCERY PRICE LIST IS REVISED AND ISSUED EVERY 60 DAYS. It is the most complete grocery price list published, a large 32-page booklet, illustrating and describing the most complete line of staple and fancy groceries, and all priced below any kind of competition on the date of issue. As the grocery market is constantly fluctuating, this book is revised every 60 days to follow the very lowest market and give our customers the benefit of any special inside prices that we may have secured, we always aiming and almost invariably succeeding in being below all other houses on our prices of such staples as sugar, coffee, meats, soaps, dried fruits, etc., while on all kinds of fancy groceries the difference between our prices and those of other houses is even more striking.

THIS GROCERY PRICE LIST will be sent by mail regularly every 60 days for one year, postpaid, to any address on receipt of 15 cents. We require 15 cents for one year's subscription to our grocery price list. This does away with all advertising expense (an enormous saving), and makes it possible for us to quote much lower prices than other houses. If you are interested in buying groceries at much lower prices than you are now paying, don't fail to send 15 cents for a year's paid subscription to our Grocery Price List.

MEN'S CUSTOM TAILORING. WE ISSUE A HANDSOME BOOK OF CLOTH SAMPLES of men's custom tailoring, showing fair sized cloth samples of our entire line of foreign and domestic fabrics for men's suits, overcoats, etc. The book also contains fashion plates, fashion figures, tape measure, order blanks, rules for measuring, etc., an immense line of fine fabrics which we make to measure in men's suits, at prices ranging

from \$8.00 upwards, an immense line of suits from \$10.00 to \$12.00. This booklet will be mailed to any address on receipt of 5 cents. When writing for this booklet, ask for Booklet No. 52R. By getting 5 cents for this sample booklet, doing away with all advertising expense, we give you the benefit of the lowest prices ever heard of for made to measure clothing. Don't fail to write for Sample Booklet No. 52R if you are interested in men's custom tailoring.

MEN'S READY MADE CLOTHING. WE ISSUE A HAND-SOME SAMPLE BOOKLET of men's ready made clothing, including a fair sized cloth sample of our entire line of men's ready made suits, overcoats, etc. Men's suits at from \$4.50 to \$7.00, equal to anything you could buy elsewhere at about double the price. This booklet includes tape measure, fashion figures, simple rules for self measurement and order blanks, and will be sent to any address on receipt of 5 cents. In writing for the booklet, ask for Booklet No. 56R.

BOY'S READY MADE CLOTHING. WE ISSUE A HAND-SOME CLOTH SAMPLE BOOK of boy's ready made clothing, including a fair sized cloth sample of our entire line of boy's ready made clothing, knee pants, vestee and reefer suits, long pants suits, overcoats, jackets, etc., everything in boy's wearing apparel and at prices heretofore unknown. The book includes tape measure, fashion plates, fashion figures, order blanks and simple rules for self measurement, and will be mailed to any address on receipt of 5 cents. In writing for samples of boy's clothing, ask for Booklet No. 64R.

READY MIXED HOUSE AND BARN PAINT. WE ISSUE A HAND-SOME SAMPLE BOOKLET showing samples of each color of our complete line of ready mixed paints, including paints for houses, barns, fences, floors, ceilings, inside, enamel, buggy and wagon paint. It also includes everything in painters' supplies; information as how to figure the amount of paint required for a given amount of work, and other very valuable information on paint and its uses. Our prices on paint are below any kind of competition. This color booklet will be mailed to any address on receipt of 2 cents.

WALL PAPER SAMPLE BOOKLET. WE ISSUE A HAND-SAMPLES OF WALL PAPER, showing a fair sized sample of every number in our line of new 1902 wall papers, all offered at prices that will admit of no comparison, prices never before attempted. This book of samples of wall paper will be mailed to any address on receipt of 2 cents.

MERCHANT'S WALL PAPER SAMPLES. TO ACCOMMODATE MERCHANTS, PAINTERS, PAPER HANGERS, ETC., we have gotten out a very large book, showing samples 18 inches square, of everything in our line of wall paper, including side wall, ceiling and border. It is one of the handsomest wall paper sample books issued, and the prices are so low that any merchant, painter or paper hanger can make a big saving by making his selections from this big book. This big book will be sent to any address prepaid on receipt of 25 cents.

ONE OF THE LARGEST COMMERCIAL BUILDINGS IN THE WORLD

OCCUPIED BY ONE CONCERN.

Covers an Entire Block, Frontage on Four Streets: Fulton, Desplaines, Jefferson and Wayman.

