

MONTGOMERY WARD

PORTLAND, OREGON

Dear Customer:

Please read Wards guarantee.

SATISFACTION OR YOUR MONEY BACK

QUALITY: We guarantee every article we sell to be of dependable quality - the kind of merchandise that will give you the service you have a right to expect.

PRICE: We guarantee that if after this catalog is printed, we can still further reduce prices on any items because of lower markets, or better buying, we will fill your order at the lower price and refund the difference.

SATISFACTION: We guarantee complete satisfaction or your money back. Whatever you may buy from us must please you in every way ... or you may return it and we will either exchange it for what you want or refund all you paid, including all your transportation charges.

It is my job as manager of this House to see that you receive the service you have a right to expect under this guarantee. The merchandise must satisfy you, must arrive promptly and must be in good condition.

As you go through this catalog, keep this guarantee in mind and let us help you with your shopping problems whenever we can. Write me and I will give your letter my personal attention.

MONTGOMERY WARD

O. W. Huddleston
Manager, Portland House

HM.CL

PLEASE READ OTHER SIDE—THANK YOU

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How Wards General Catalogs are Distributed

The catalog is one of the most economical means of selling merchandise. Yet the low cost of selling by catalog would end if books were distributed unwisely. Then you and other customers would face higher prices.

For this reason, most of our new Catalogs must go to regular, active customers who need them. These are customers who have ordered at least \$10 worth of goods from the last book. To them, we send about 5,000,000 of the 6,000,000 Catalogs printed every Spring and Fall.

As another help in keeping our prices low, we ask customers to make "one Catalog to a family" the rule. It makes our supply of books go farther and cuts the cost of selling by catalog. Your family can assist by ordering in the name of one person only—preferably the head of the household.

Ordering under one name works to the advantage of your family, as this example shows: Three records under three names, each with orders totaling \$5, would show only three persons who bought less than \$10 worth in six months. None would get a book. The same orders if made in one person's name would total \$15 on his record, and the family would get the next Catalog.

When sending an order from a new address, be sure to write your old address in the space at the bottom of the Order Blank. We will then be able to take the record of orders sent from your old address and add it to the new record under your latest address. For similar reasons, we like to have customers notify us when their names are changed by marriage.

In addition to the General Catalogs sent to regular customers, we hold 1,000,000 copies for persons who may become customers. Their requests are filled in the order received. If requests are high, even a million copies may not be enough, and late requests cannot be filled.

Many customers do all their shopping from Ward Retail Stores and therefore do not require personal copies of the General Catalog. We urge these customers to make use of the loan copies which are always available at the Stores and to ask to see copies of any of the 50 or more special catalogs whenever they wish to use them.

Ward
Manager, Portland House