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## 510,000 Shares

Montgomery Ward \& Co.
Incorporated
(IllinoisCorporation)
Common Stock (Having no Par Value)

Dividends Exempt from Federal Normal Income Tax
Exempt from Personal Property Tax When Held by Residents of Illinois
$1.000,000$.shares Common Stock authorized.
Of this amount 150.000 shares are reserved for
employes of the Company; 340.000 shares are
held by new interest in the Company; and
510,000 shares are already applied for or are
to be sold to the public.
 Bankers' Trust Company, New York City First National Bank of the City of New York

## Listed on the Chicago Slocke Exchang Application will be made to list on Nevp Yorte. Stock Exchange

BUSINESS. Montgomery Ward \& Company was established in 1872 as the first catalogue nd mail order heo Law, the company has been reincorporated in Illinois, thus making all of its stock exempt from personal property taxes when held by residents of Illinois.

SALES TERRITORY. Since the organization of the company its volume of business and sales territory have constantiy increased until now orders are received from every state and
outside teritory of the United States, as well as foreign countries, the sales to date for 1919 being approximately $\$ 90,000,000$.

Salient Features
From the letter of Mr. Robert J. Thorre. President of the Company, and the report of Messrs.
Arthur Young \& Co.. Certified Public Accountants, we summarize as follows:
$\mathbf{9 8 \%}$ OF THE COMPANY'S ORDERS MERCHANDISE IS BOUGHT directly from manufacturers and sold by
mail directly to conssmers, largely eliminating all intermediate profits. The
company itself operates factories and is interested in many others.

IN VIEW OF THE FACT that company has been in business nearly 0 years and that mithions of dollars have bee
expended in advertising and distributing catalogues, and tha
hundreds of thousands of customers have dealt with hundreds of thousands of customers have dealt with it
continuously, it it clear that the Good Will, catalogues and
lists are of immense value. It is believed that the Good Will equal to entire net assets of company, although neither
hese nor other intangible values are carried on its books hese nor

SALES FOR 1918 were over $\$ 76,000,000$, an increase of over $100 \%$ in
the past six years; and the estimated sales for 1919 show an increase of
of almost $150 \%$ during that period.
NET PROFITS have shown an increase from $\$ 1,653,481$ in 1913 to
$\$ 6,390,181$, before taxes, in 1918 .
THE ASSOCIATION with men who have recently become large holders
of this new stock will greatly benefit the company in broadening its of this new stock will greatly benefit the company in broadening its
merchandising field. and the company, continuing under the same manage-
ment, will be greatly strengthened.

THE COMPANY has specific plans for large developments, which will
balance it facilitic for new warhouses and distribution covecing the entire
United States in the most economical and eflicient manner balance its facilities for new warehouses and distribution cov
United States in the most economical and eflicient manner.
THIS FINANCING of the company is ample to carry out these projects
and to maintain a generous cast reserve the balance sheets showing cash
on hand, $\$ 29,701,495.16$; Liberty Bonds, $\$ 1,609,43,25$.
The legality of this issue has been approved by Messrn. Winston Strawn \& Shaw of Chicago:
Messrs. White \& Case of New York City, and Mr. Henry L. Moses of New York City.

At $\$ 45.00$ Per Share
John Burnham \& Co. H. P. Goldschmidt \& Co.

The statements in this advertisement. while not guaranteed, are based
upon information and advice which we believe to be accurate and rcliable.




Investors study The Wall StreetJonnal


## $\$ 52,000.00$

Greater Winnipeg Water District 5\% Gold Bonds
 Price: $\mathbf{9 7 . 0 6}$ and Interest to Yield $\mathbf{6 . 2 5} \%$

LIBERTY and VICTORY BONDS No.



MORRIS BROTHERS, Inc.


## We Own and Offer $\$ 40,000$ <br> Out of a New Issue of <br> American Gas and Electric Company

One-Year and Two-Yea
6\% Secured Gold Notes
Company second largest of its type in United States, The net earnings for year ending October 31,1919 , were three times
These notes secured by pledge of $\$ 6,667,000$ Ohio Power
Company First and Refunding 5 s, pledged at $60 \%$ of par.
Prices: $\begin{aligned} & 99.05 \text { for one-year notes yielding } 7 \% \\ & 98 \text { for two-year notes yielding over } 7.10 \%\end{aligned}$
Telephone Broadway 951
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 institution
offering.
Clark, Kendall \& Co., Inc., make it a business to give information, sug
gestions and advice regarding investments-as well as handle the very gestions and advice rees.
best class of securities.


## BONDS <br> Government <br> Municipal

 CorporationG. E. Miller \& Company

Phone Main $4195 \quad$ 205-6 Northwestern Bank Building

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To Net $\mathbf{4 . 9 0} \%$ to $\mathbf{6 . 5 0} \%$
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