



10030—Beautiful 100 piece White Porcelain embossed Dinner Set—an exceptional value, given for using or selling \$10 worth of our Products.



387—Beautiful Florentine combination gilt frame Mirror; size 18 x 40, French plate glass, around bevel edge, given for using or selling \$10 worth of our Products.



392—This beautiful Oak Dresser, with full serpentine front brass trimmings, French bevel plate Mirror, given for a \$16 purchase of our Products.



388—A beautifully well-made Chiffonier, 3 large drawers, 2 small ones and a large hat-box. Size 18x33, with casters. Given for using or selling \$10 worth of our Products.

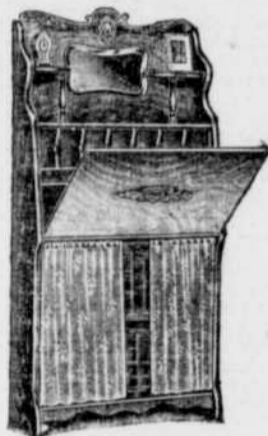
Music Cabinet—quartered oak with golden finish, or Birch with mahogany finish. Interior contains five compartments. Given with a \$10 purchase of our Products.



No. 663.



657—This beautiful comfortable, highly finished, quarter-sawn Oak Rocker given for selling or using \$10 worth of our Products. Big value.



167—Solid Oak Desk. Has French bevel-plate Mirror, pigeon holes and shelves for books. Given for using or selling \$10 worth of our Products.



442—Beautiful American Marten Boa. Made with double fur throughout—trimmed with two mounted heads and six large fluffy tails. Given for using or selling \$8.00 worth of our Products.



675—Kitchen Cabinet, complete with top. Given for using or selling \$10 worth of our Products. Many other styles shown on page 25 of our Catalogue.

## How to Save Nearly ONE-HALF Your Household Expenses

Wouldn't you like to save about half the cost of the things you buy and use every day? Take, for instance, your Soaps, Baking Powder, Tea, Coffee, Spices, Breakfast Foods, Flavorings, Toilet Goods, etc. Think what it would mean to save NEARLY HALF on these every-day articles?

You can do it—as thousands have done by adopting our Factory-to-Home plan of buying. By this plan you cut out ALL middlemen's profits and get the benefit in cash or in a beautiful premium of your own selection like those shown herewith.

### THIS IS HOW YOU SAVE HALF

You see we are ACTUAL manufacturers and DIRECT importers of nearly everything in household supplies—our list covers about 250 home needs. These we sell only DIRECT to users and at manufacturers' prices, thus saving you all middlemen's profits, which amount to nearly one-half. Soap that you pay 5c. a bar for we charge you only 2½c. a bar. Baking Powder you pay 25c. a can—our price is 12½c. Tea you pay 60c. a lb. for—our price is 30c. The quality of all our Products we leave to you. We give you

### 30 DAYS TRIAL—NO MONEY IN ADVANCE

We let you test them in your own home 30 days. If they don't please you, send them back at OUR expense—no charge for what you use. You are the judge of the quality. We take all the risk. If you wish a Premium with your order you pay regular retail prices and get, without extra cost, a Premium of your own selection equal in value to the amount of your order. For instance, with a \$10 order of Products you can get a \$10 Oak Rocker like No. 657—\$20 value for only \$10. Read what Mrs. Sadie R. Olin, Vicksburg, Miss., has to say:

"I feel it my duty to send this testimonial for the fair dealings and kind treatment I have received. I recommend Crofts & Reed Co. to all who wish to furnish their homes beautifully, as the premiums are all they are represented to be and the products are as good as the best. I have received the following premiums: 100 piece Dinner Set, Graphophone and Lamp. Every person who sees them pronounces them fine."

### SEND IN THE COUPON AT ONCE

at the lower right corner of this page. It means the start of many dollars saving in the future, and the surest way to household economy. Do not delay another day, but send it now and receive our large Illustrated Catalogue of 250 Products and 1,200 Premiums and our Fall and Winter Style Book of Wearing Apparel, free, prepaid.

**Crofts & Reed Co.,** Dept. A-375, Chicago

#### EASY TO EARN

By getting your neighbors interested—taking their orders for our Guaranteed Products—you can earn these valuable premiums very easily. Thousands doing it now.

#### CLUB OF TEN PLAN

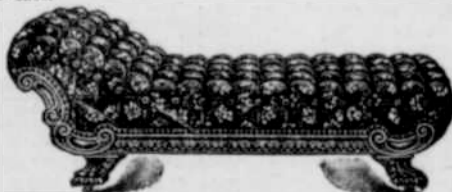
By interesting your friends and neighbors in our Club of Ten Plan you can earn many premiums during your spare time. Full particulars in large catalog.

#### This Beautiful Doll Absolutely Free

—With a small order of our Products. It stands 24 inches high, has movable eyes and joints, fine bisque head, lace stockings, kid shoes, blonde or brunette, long, wavy hair—a doll that sells in Chicago stores for about \$4. You can get one without a cent of cost. Send for Big Premium Book telling all about it, and you will be surprised how easily you can get one—it is a beauty. Remember, the Products are full value—the doll is free. Fill out coupon and mail at once.



41012—Ladies O size Watch, Gold filled, 10 year warranted hunting case. Good movement. Given with a \$10 purchase of our Products.



105—Elegant quarter-sawn oak Frame Couches. Given for using or selling \$10 worth of our Products and up.



588—Swing Reclining Chair. This elegant, comfortable chair, given for using or selling \$10 worth of our Products.



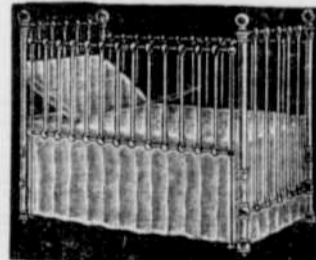
#### Blankets

—An excellent pair of All Wool Blankets, size 70x90 in, given for using or selling \$10 worth of our Products. Big value. Quality guaranteed to satisfy you.



#### Wearing Apparel

—in latest styles—well made of best materials by expert workmen. Given for using or selling \$10 worth of our Products and up. We also give furs, boas, mufflers, etc., on the same plan. All shown in our Wearing Apparel catalog. Sent free if you ask for it.



403—Latest Improved Child's Iron Cot, big value, given with \$10 worth of our Products.



465—This Morris Hand Saw. Rocker, solid oak, beautifully finished, excellently unholstered. Given with a \$16 purchase of our goods.

**Write Your Name and**

Name.....  
Street and No.....  
Town.....State.....

MAIL THIS COUPON TO-DAY, Crofts & Reed Co., Dept. A375, Chicago. Please send your Big Free Premium Book.