# The LITTLE THINGS THAT COUNT in ORDERING

**SAVE THIS CATALOGUE— IT WILL SAVE YOU MONEY**

YOU can't help but save money by buying your groceries direct, at wholesale prices, the Wilson Way. Even if you buy only in small quantities, you will make a substantial saving. But if you learn the little things that count in buying by mail, you can make even larger savings.

While express or parcels post shipment will undoubtedly be entirely satisfactory for those desiring to order a few lightweight articles, such as cigars, toilet accessories, etc., or for use in ordering groceries where exceptionally quick delivery is desired, we cannot emphasize too strongly the advisability of ordering all groceries "shipped by freight" in lots of 100 pounds or more.

Under government freight regulations the minimum freight charge is fifty cents, no matter how small the shipment. For instance, if your order weighs thirty pounds, when packed, and your neighbor's order weighs one hundred pounds, his freight on the one hundred-pound shipment will cost no more than your freight on the thirty-pound shipment, provided the freight rate from Peoria to your station does not exceed fifty cents. Again, if the fourth class freight rate from Peoria to your shipping point is twenty-five cents or less, your freight charge on two hundred pounds of fourth class freight will amount to only the minimum charge of fifty cents.

This means that the minimum charge will cover a shipment of two hundred pounds of fourth class freight from Peoria to any point in Illinois, or a shipment of one hundred pounds of fourth class freight from Peoria to any point in Iowa, Indiana, Michigan or Wisconsin, and to nearly any point in Missouri, Minnesota, Kentucky or Ohio.

The freight charge on shipments containing first, second and third class freight will be proportionately higher, but the relative charges on large and small shipments will be the same.

When you are ready to place your next order, take stock carefully. Estimate how much of each item constitutes a month's supply for you. You will find that in some cases you will require a dozen or a case of some items instead of the three or six you had thought to order.

If after you have estimated your necessary supplies your order is still less than you want to have shipped, get some of your friends to combine with you in making up a big order. In this way you can take advantage of the additional saving offered by the lower quantity prices. If you do this, however, be sure to give your order under one name to be shipped to one address.

All transportation charges are to be paid by the customer, and remember, the freight on one hundred pounds is no more than on thirty pounds.

## MAIL ORDER BLANK

## WILSON GROCERY COMPANY, Peoria, Ill., U.S.A.

DATE _____

NAME _____

ADDRESS _____
(In Giving Address State Fully Street and Number, R. F. D. Number or Box Number.)

TOWN _____ STATE _____

SHIP TO _____
Use this space only when goods are to be shipped to a person or point different from that shown above.

The best way to send money is by Post Office Money Order, Express Money Order, Bank Draft, Currency by Registered Letter or by personal check if you have a checking account. Avoid sending coin if possible, but if necessary, wrap it securely and send by Registered Mail to insure safe delivery.

**PLEASE DO NOT WRITE IN THESE SPACES**

| CAT. | SHEETS | REGISTER | CHECKER | INS'P. | AMOUNT REC'D. |
|---|---|---|---|---|---|
| | | | | | |

**Put an X in proper square below to show how you want goods shipped.**

☐ Freight ☐ Express

IF BY ANY SPECIAL ROUTE STATE HERE

☐ PREPAID FREIGHT

You must send money to cover freight charges if there is no agent at your station. If there is an agent at your station you can pay the freight when you receive your shipment. See catalogue for full instructions.

☐ PARCELS POST

Sufficient money must be sent to cover postage charges. Our catalogue explains fully

Stateamount of money sent with this order.

$

BEFORE MAILING CHECK YOUR ORDER OVER CAREFULLY

| Don't Use | Number of Article in Catalogue | Quantity Desired | NAME AND SIZES OF ARTICLES DESIRED | AMOUNT | Do Not Use This Column |
|---|---|---|---|---|---|
| | | | | | |

### *Order Blanks*

Use this order blank when you are ordering, and we will enclose others with your shipment. However, if you have no order blank, write your order on blank paper of any kind, and it will receive our prompt and careful attention.

### *Our Terms*

Our terms are strictly "cash with order." We do not ship goods C. O. D., as the cost of handling accounts and collecting money is so great that it does not pay either you or us. Our prices are made on a cash basis, and would have to be increased were we to sell in any other way.

Our guarantee protects you fully.

### *To Send Money*

We recommend the sending of money by Postoffice Money Order, Express Money Order, Bank Draft, Currency by registered letter, or personal check if you have a checking account. If you live on a rural route, give your letter and money to your mail carrier, and he will obtain a money order for you at the postoffice and mail it to us with your order.

Avoid sending coin if possible, but if necessary, wrap securely and send by registered mail to insure safe delivery.

### *Our Responsibility*

Our financial standing and reputation gained through almost half a century of fair, honest business dealings is the best recommendation of our responsibility.

For further information we refer you to any Peoria or Chicago bank, or to Dun and Bradstreet mercantile agencies.

### *Order Under One Name*

Always order under the name of the head of the household. Sign your order plainly and always the same, giving all of the initials and the last name, as for example, J. R. Smith. However, if you have no middle initial, write your first name in full, as for example, John Smith.

If you will do as above requested, it will simplify and expedite the handling of your order and avoid mistakes.

### *Our Guarantee*

Your order is shipped under our absolute money back guarantee of satisfaction, which you will find printed on page 2 of this catalogue.

### *Examine Your Shipment*

When you sign for your shipment examine the boxes. If they are in bad order, or indicate having been opened, or are short any item, have the agent note the condition or shortage on your freight bill and send it to us for credit. Don't overlook this. It is important.

### *Prepaid Station*

If there is no freight agent at your shipping point [or town] send money to prepay freight charges. If there is an agent at your shipping point, you can pay freight charges when shipment reaches you.

### *Don't Forget*

We are anxious to give you prompt and efficient service, and if you will follow the above outline in making up your orders, it will enable us to handle them promptly and without error.