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Wishbone exhibit

June 1982

Photo: E.M. Hall

For other views see
Contact sheet 05456

05456

18a



Wishbook exhibit

June 1932

05456
11a

Photo: E. M. Hall

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Contact sheet 05456



Wishbook exhibit

June 1992

05456
6a

Photo: E.M. Hall

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Firms and Founders



With offices at American Square through Chicago, Montreal, Toronto, St. Louis, and Washington, D.C.

From their original headquarters in Chicago, the firm expanded to the West, to the East, and to the South. The firm's success was due to its high quality of goods and its efficient service to its customers.

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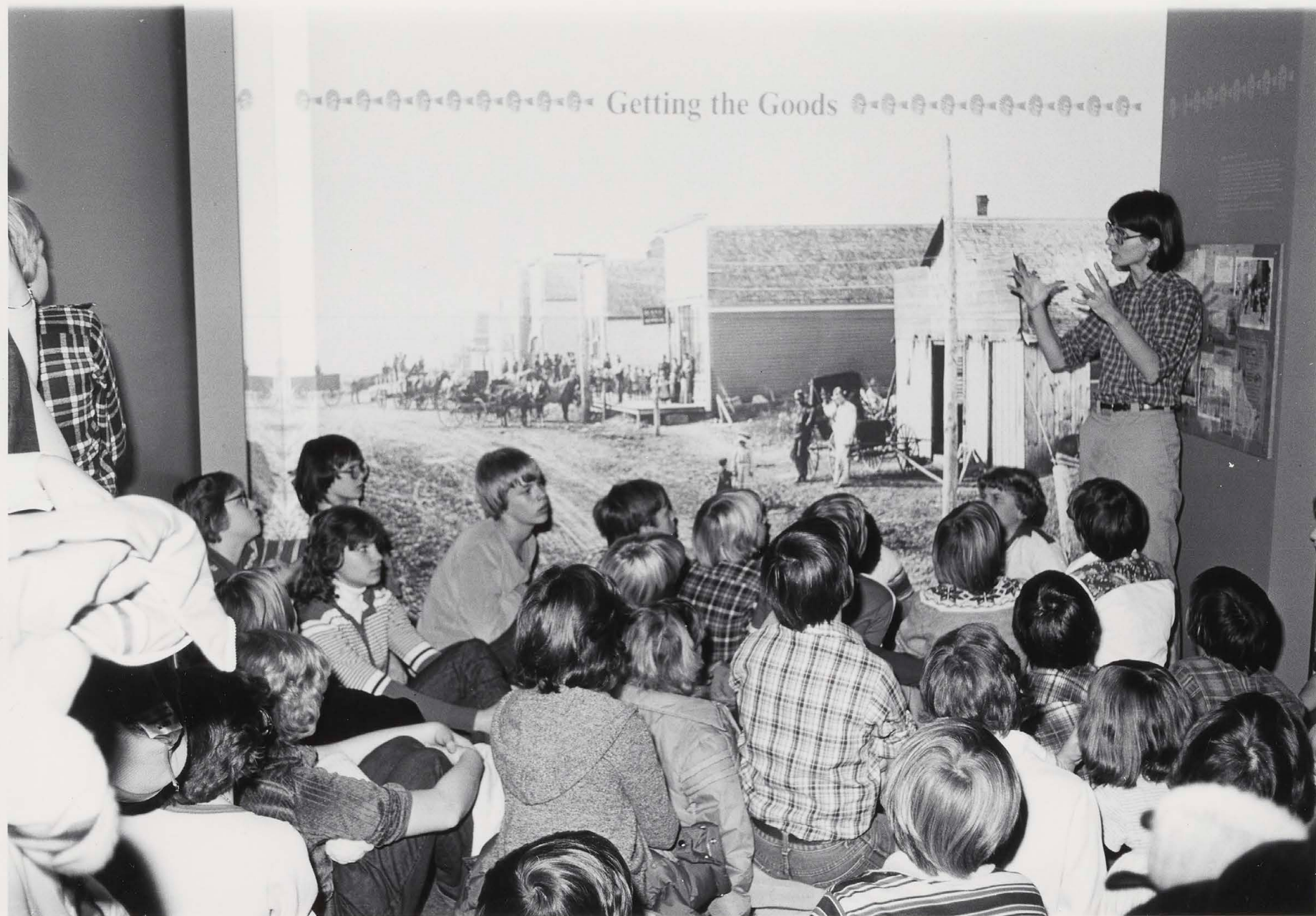
Wishbook Exhibit

05455
13a

June 1982

Photo: E.M. Hall

For other views see
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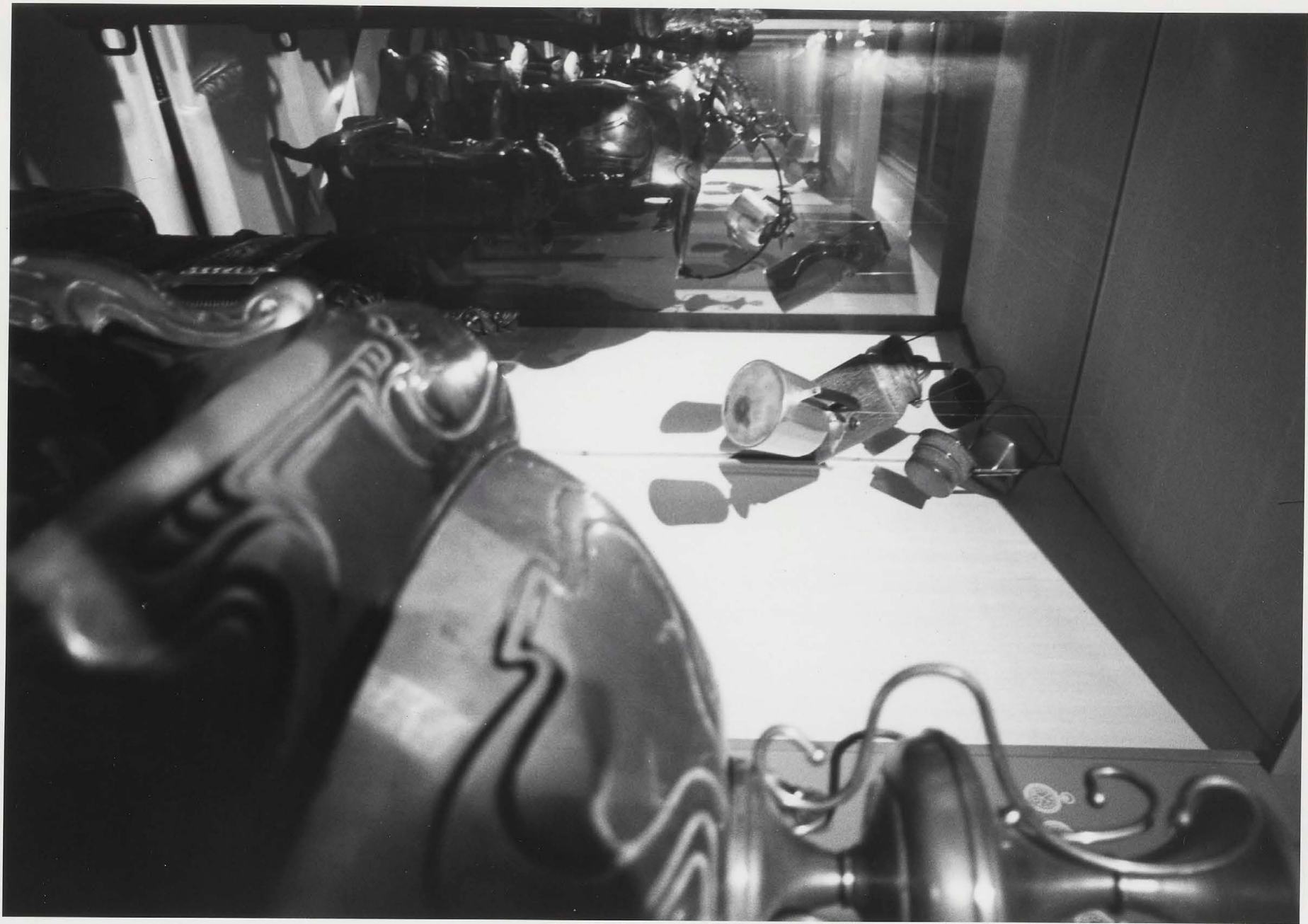


Children from Glencoe
visiting Wishbook Exhibit

12-7-1979

03363
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for other views see contact
sheet 03363



Wishbone exhibit

June 1982

05455
19a

Photo: E.M. Hall

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Wishbook exhibit

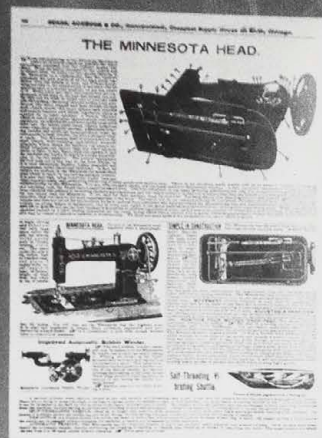
June 1982

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16a

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Wishbook exhibit

June 1982

05453

16

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The 2-4-6-8 come-on

"Can I trust my money to a mail-order house?" wondered potential customers paging through the catalogs. The mail-order firms tried to overcome readers' doubts. Sears and Ward's offered money-back guarantees and published letters from satisfied customers. They endlessly described the superior virtues of their goods and proposed easy ways to get into the mail-order habit.

The prices in the Sears "2-4-6-8" department proved irresistible to many people who had never before ordered by mail. Learning a lesson from F.W. Woolworth's Five and Ten Cent stores, the department offered a variety of common household goods nearly at cost. Sears, Roebuck, however, would not accept orders totaling less than 50 cents. Customers ensnared by the 2-4-6-8 offer usually found themselves choosing a new hat or another hoe as well.

From the Sears, Roebuck Catalog, 1908.

Wishbook exhibit

June 1982

05453

20

Photo. E.M. Hall

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Wishbook Exhibit

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Wishbook exhibit

05453

4

June 1982

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Wishbook exhibit

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Wishbook exhibit

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