

MAIL ORDERS

1919 Net Sales \$233,982,584.00
 1919 Net Profits \$20,082,067.00

How Many Marfa Dollars Were Included in this Enormous Sum?

What ONE Mail Order House Has Done

A few minutes employed in studying the figures herewith would be time well spent.

The table indicates the growth of the business of Sears Roebuck (ONE MAIL ORDER HOUSE ONLY) from 1910 through 1919. It tells more plainly than words of the tremendous growth of ONE big mail order house, and indicates with equal accuracy the growth of the mail order business in general.

Sears, Roebuck & Company did a business of \$61,329,791 in 1910. In 1919 their net sales were \$233,982,584. Here are the figures in detail for the last 10 years:

	Net Sales	Net Profits
1919	\$233,982,584	\$20,082,067
1918	181,665,830	13,781,948
1917	165,807,608	15,025,413
1916	137,200,803	16,488,622
1915	106,228,421	11,100,388
1914	96,024,755	9,081,521
1913	91,357,276	9,027,669
1912	77,116,859	8,322,611
1911	64,112,194	6,984,967
1910	61,329,792	6,759,876

Sears, Roebuck & Company is the largest mail order house in the world. Montgomery Ward & Company has run a fair second. Under the new leadership of the Whalen and Duke interests that control the United Cigar Stores, there is the expectation of a big increase in their business. There are hundreds of other mail order houses that are constantly tempting millions of home dollars to make the journey to Chicago and other large centers. The total value of mail order business is estimated at a figure running close to a billion dollars annually.

Mail order and chain store competition is becoming more and more serious. Some people are inclined to throw up their hands and say it's no use—that the retail business is a losing fight.

At the other extreme we have those who refuse to recognize the existence of mail order houses, and go plodding along with their eyes shut to their most serious form of competition.

The mail order houses can't get all the business. But they are pushing ahead. They are getting new customers all the time through their advertisements.

Wherever they find merchants negligent in not advertising in their local communities, there is where they draw the bulk of their trade.—HARDWARE WORLD.

There's plenty of money in Marfa. Dull times are here for those merchants who refuse to tell the public of good opportunities to save—but the Mail Order Houses are not kicking! Post Office Money Orders and Express Receipts tell the story!

