

WAR DECLARED!

— ON HIGH PRICES —

Fred Gerwig & Son's Cash & Carry Plan

!! REDUCES The High Cost of Living !!

Starting Monday, May 7th, we are going to adopt a new system of selling Groceries and Meats in Downers Grove. We are going to use what is known as the "CASH and CARRY Plan." Under this new system we will sell the same high grade groceries and meats that we now handle at a very material reduction on the present prices.

COMPARISONS

"Cash and Carry"

	OLD	NEW
Quaker Oats	\$.10	\$.08
Karo Syrup	.12	.10
Kitchen Klenzer	.05	.04
American Family, 10 bars,	.50	.39
Baker's Chocolate	.22	.18
	\$.99	\$.79

"Cash and Deliver"

	OLD	NEW
Baker's Cocoa	\$.25	\$.18
Grape Nuts	.15	.12½
Lux	.10	.08½
Coffee	.25	.21
Navy Beans	.20	.18
	\$.95	\$.78
Delivery		.05
		\$.83

"Deliver and Charge"

	OLD	NEW
Snyder's Catsup	\$.15	\$.12½
Crackers, pkg.	.12	.10
Gerwig's Japan Tea	.60	.49
Argo Starch	.05	.04½
Sapolio	.08	.07
Jello	.10	.08
Dromedary Dates	.15	.12
	\$1.25	\$1.02
Delivery		.06
Credit		.02
		\$1.10

(One cent for each dollar or fraction thereof.)

COMPARE

Our Prices with those You Have Been Paying

	OLD	NEW
Fould's Spaghetti	\$.10	\$.09
Karo Syrup	.12	.10
Puffed Rice	.15	.12
Armour's Grape Juice	.45	.41
Swift's Butterine	.32	.29
Country Roll Butterine	.32	.29
"Comagain" Bran	.14	.12
Liquid Veneer, small	.25	.22
Liquid Veneer, large	.50	.42
Package Crackers	.06	.05
Rice	.11	.09
Palmolive Soap	.10	.08
Hominy, large can	.13	.11
Bon Ami	.10	.08
Milk, large can	.13	.11
Beach Nut Baked Beans	.30	.27
Gerwig's Ideal Blend Coffee	.35	.31
Ivory Soap	.05	.04½
Jello	.10	.08
Sapolio	.08	.07
Argo Starch	.05	.04½
Gerwig's Japan Tea	.60	.49
Crackers, package	.12	.10
Snyder's Catsup	.15	.12½
Dromedary Dates	.15	.12
Post Toasties	.10	.09
Runkel's Cocoa	.21	.18
Nut Margarine	.30	.27½
Jelke's Butterine	.32	.29½
Olivilo Soap	.10	.08
Postum	.30	.24
Postum	.50	.45
Shredded Wheat Biscuit	.14	.11
Pears	.30	.24
Dutch Cleanser	.10	.08
Kellogg's Wheat Biscuits	.12	.10
Van Camp's Catsup	.15	.11

Outline of Plan:

First--We will make a material reduction in prices, same to be marked in plain figures. These prices are for those who pay net cash at our store and carry goods home.

Second--We will deliver any and all orders, but will charge a small sum of five cents for each order, a cake of yeast or a wagon load.

Third--We will give credit and charge to those who are entitled to same. No account extended over 30 days and all accounts must be paid in full, promptly. For this service we will make a small charge of 1 cent for each dollar, or part thereof, on each bill.

This plan enables those who would like to pay cash, and carry their purchases with them, to pay only for what they get, and not be required to pay the high cost of service rendered to others, and because of long time credits.

Please remember that the comparisons shown in the opposite column are only illustrations. Corresponding reductions are in force throughout the store and will apply to all purchases.

Give Us a Chance to Prove It!

These Prices subject to change in Market.

We are starting something absolutely new in Downers Grove. If the people show us that they want something of this kind, we will show them that we can sell them the highest grade of groceries just as cheap as anyone in the business. GIVE US A CHANCE TO PROVE IT!

The Government of the United States has urged the people of this country to pay cash and carry home their purchases, thus reducing the overhead cost of doing business and lowering cost to the consumer. HERE IS YOUR CHANCE!

New Selling Plan Starts Monday, May 7, 1917

FRED GERWIG & SON

NORTH SIDE GROCERY and MARKET