ALDENS

OUR 70th YEAR • 1889 – 1959

annual

REPORT

for the fiscal year ended Jan. 31, 1959

1958

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ALDENS MANAGEMENT

directors

R. L. ARNHEIM, *Financial Consultant, Chicago*
C. E. BUTLER, *Business Consultant*
TOBÉ COLLER DAVIS, *President, Tobé and Associates, Inc.*
R. W. JACKSON, *President, Aldens, Inc.*
*W. A. KRAFFT, *President, Emporium World Millinery Co., Chicago*
G. P. MADIGAN, *Vice President, Madigan Brothers, Inc., Chicago*
H. V. MCNAMARA, *President, National Tea Co., Chicago*
M. A. RISKIND, *Partner, D'Ancona, Pflaum, Wyatt & Riskind, Chicago*
E. H. ROSENTHAL, *Real Estate Investments*
LAWRENCE K. SCHNADIG, *President, International Furniture Company, Chicago*
R. A. SEIDEL, *Vice President, Radio Corp. of America, New York*
J. C. STAEHLE, *Vice President, Aldens, Inc.*
H. J. STENTIFORD, *Vice President, Aldens, Inc.*
W. P. WISEMAN, *Vice President & Trust Officer, Chicago Title & Trust Co.*

officers

R. W. JACKSON, *President*
J. C. STAEHLE, *Vice President*
H. J. STENTIFORD, *Vice President*
G. R. WORLEY, *Vice President, Secretary, Treasurer*
J. A. GROSS, *Assistant Secretary*

*Deceased, January 6, 1959

SECURITIES INFORMATION

Transfer Agent—Common—Guaranty Trust Company of New York
Registrar—Common—The Chase Manhattan Bank of New York
Transfer Agent—Preferred—The First National City Bank of New York
Registrar—Preferred—Bankers Trust Company of New York
Trustee—4½% Convertible Debentures—
The Chase Manhattan Bank of New York
Conversion Agent—4½% Convertible Debentures—
Guaranty Trust Company of New York

AUDITORS

Certified Public Accountants—David Himmelblau & Co., Chicago

COUNSEL

General Counsel—D'Ancona, Pflaum, Wyatt & Riskind, Chicago

STOCK EXCHANGE DATA

Preferred Stock, Common Stock and 4½% Convertible Debentures
Listed on New York Stock Exchange

ALDENS ANNUAL REPORT

HIGHLIGHTS

	1958	1957
Earnings per Common Share	$ 3.01	$ 2.65
Net Sales	98,419,644	97,905,259
Net Profit before Taxes	3,772,028	3,506,204
Federal Taxes on Income	1,850,000	1,800,000
Net Profit after Taxes	1,922,028	1,706,204
Dividends paid per Common Share		
Cash	1.20	1.20
Stock	2%	—
Dividends paid per Preferred Share	4.25	4.25
Book Value per Common Share	30.51	28.67
Current Ratio	3.14	2.50
Number of shareowners		
Common Stock	3,535	3,416
Preferred Stock	440	472

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PRESIDENT

REPORTS TO THE SHAREHOLDERS OF ALDENS, INC.

SALES. In the year 1958 our sales totalled $98,419,644, which compares with sales of $97,905,259 in 1957, showing a slight increase in volume. The year began in a recessionary period, with a declining economy, and the results of our spring season were disappointing. At the end of our third quarter, sales were about 3% lower than last year for the same period, but in our fourth quarter, in pace with lessening unemployment and the rise in purchasing power, our aggressive merchandising program brought results to lift the year's volume above the previous year. In 1958 fourth quarter sales were almost 10% higher than for the same period in 1957. Our very satisfactory fourth quarter results reflect also the success of our strong promotion of more credit business, and volume attained through our Christmas catalog which was the most widely circulated and the largest we have issued for that season in recent years.

EARNINGS. Consolidated profit before federal taxes on income for the year 1958 amounted to $3,772,028, or 3.8% of sales, compared with $3,506,204 or 3.6% of sales in 1957. After provision for federal taxes, consolidated net profit for the year was $1,922,028, compared to $1,706,204 in the previous year. Profit per common share, after preferred dividends, was $3.01, which compares with $2.65 last year. This is the third highest profit in the company's history, and is more than 13% greater than last year—achieved with sales only slightly higher than last year through our continued program of greater efficiency and tighter expense controls.

DIVIDENDS. The year 1958 is the 25th consecutive year in which Aldens has paid dividends. Cash dividends per common share totalled $1.20, compared with the same rate in 1957. Regular cash dividends totalling $4.25 were also paid on our preferred shares. Total cash dividends, both common and preferred, paid during the year amounted to $824,881.

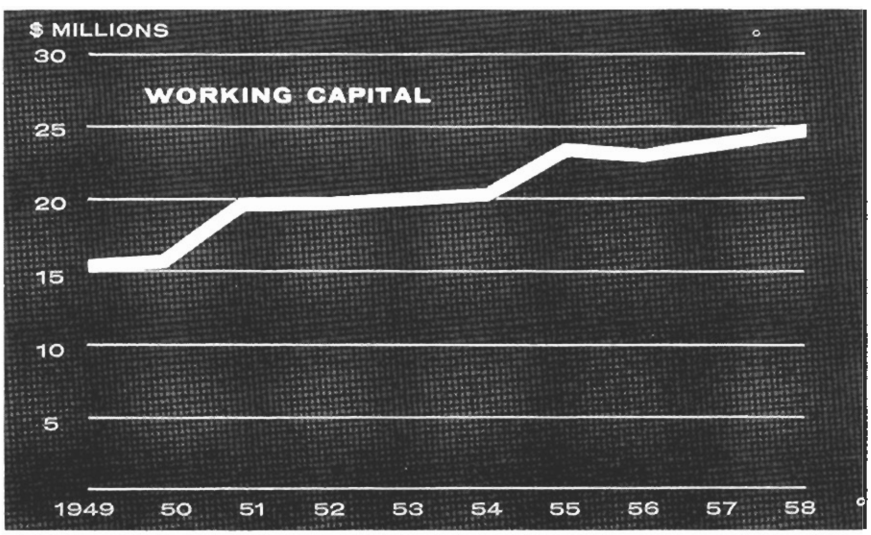
On January 3, 1959, a 2% common stock dividend was also paid. We took this means of extending to our shareholders an increased participation in the profits of the company, so that cash funds might be retained in the business to help finance our expanding credit sales. It is our intention to continue the present annual cash dividend rate of $1.20 per common share, and we also anticipate the annual payment of a stock dividend of at least 2%, if our earnings continue to warrant such payment.

CREDIT SALES AND ACCOUNTS. Credit sales accounted for approximately 41% of our total sales, compared with 39% last year. With the depressed economy of the first part of the year we curtailed our extension of credit, but as business conditions improved in the fall season we renewed our vigorous credit promotions, with excellent results both in volume of sales and growth of our customer list. We have found credit business to be highly desirable, for the size of the average credit order in our mail order division is almost three times that of a cash or COD order, with resultant lower expense of handling, and the average credit customer buys annually almost four times as much as a cash or COD customer.

Careful screening has maintained the caliber of our credit customer list at a very satisfactory level, and we have experienced no unusual delinquency as a result of our growing credit sales. During the recessionary part of the year we were gratified to find that our time payment customers had themselves exercised a control over the amount of their credit buying, and in the fall season, with renewed consumer confidence in the national economy, there was a resurgence of credit purchasing by our customers.

For successful expansion of this phase of our business, additional financing was needed. For the first time in 1956 we sold a portion of our accounts receivable to a group of banks. We were pleased with the results of this form of financing, and repeated it in 1957. Late in 1958 we arranged with a group of Chicago banks for a $15,000,000 similar financing program for a five-year period. This provides the funds for our planned credit expansion, enables us to operate with a reduced amount in short term bank loans, and helps to maintain the liquid cash position which facilitates the handling of our business. The successful completion of this arrangement demonstrates also the soundness of our credit position. The chart on this page shows clearly the strengthening of our working capital from year to year.

The importance of credit selling to Aldens comes from the profitability of credit sales through greater credit customer loyalty, the higher annual sales per customer,



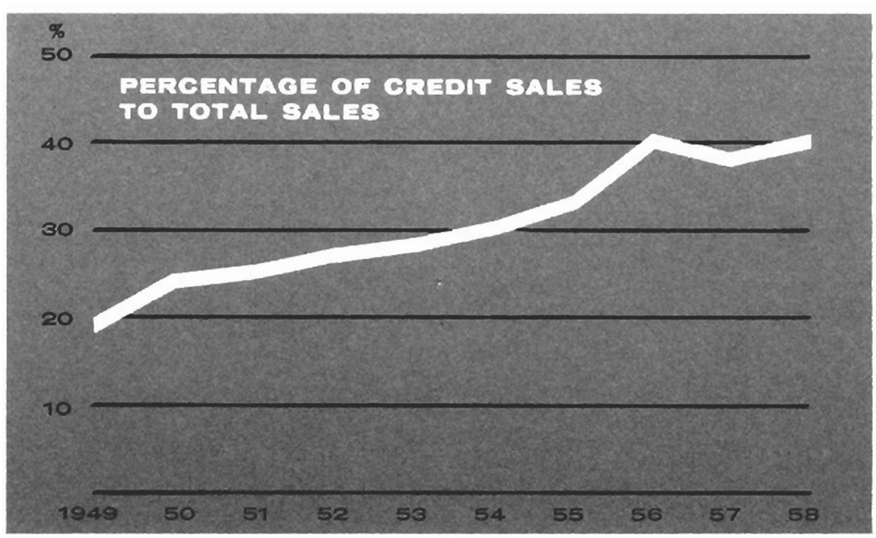
THE PRESIDENT REPORTS – Continued

and the larger credit customer order. The credit carrying charges assessed on credit sales are sufficient to cover only the expenses incurred in carrying these receivables, including interest costs, payroll, postage, and the other items involved in the operation of a credit division. The chart below shows graphically the rise in credit sales over the past ten years.

As has been our practice in the past, we have created reserves for uncollectible accounts and collection costs, based on an aging analysis of individual accounts, and we believe these reserves to be adequate.

INVENTORIES AND COMMITMENTS. Merchandise inventory at January 31, 1959 totalled $12,218,131, compared with $14,378,779 last year, a decrease of 15%. This sharp drop in inventory reflects the increased sales in our fourth quarter, which depleted our stocks in greater proportion than we had anticipated. Our merchandise commitments at year-end were $5,346,001, compared with $2,481,819 last year. This higher commitment total includes both replenishment of unusually low stocks and placing of orders to provide inventory for the early Easter season in 1959.

RETAIL DIVISON. At the present time we have 13 junior department stores in this division. In April 1958 we closed our store in Lansing, Michigan, and after the holiday season we closed our store in Rockford, Illinois. Both of these stores had been operating at a loss and served to lower the profit of the retail division. All expenses involved in closing these stores had been absorbed at the close of fiscal 1958. It is

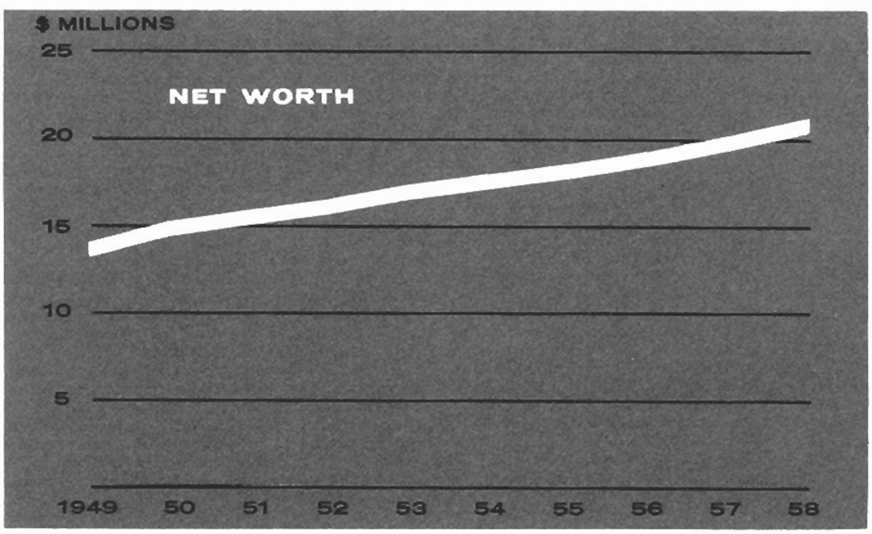


our plan to expand this division by the acquisition of additional well established businesses, as stores which meet our requirements are presented to us.

CATALOG OFFICES. We now have 60 catalog order stores and telephone order offices. Sales in this division increased slightly over last year, although we have eight fewer locations. The catalog order store is an attractively fixtured display room where a customer may receive personalized attention in placing her order and may examine merchandise on display. The same personalized attention is given by the operator in our telephone order office when the customer phones in her order. We are at present refurbishing most of our order stores, improving their appearance and method of operation, and changing locations where a better site can be found. It is our plan to increase the number of these order stores and offices about 10% each year. This division has proven to be a successful means of tapping the urban market.

The year just passed was the first full year of operation of our order stores in National Food Stores. We have five of these locations at present, each of these units progressing satisfactorily. We anticipate further expansion here, for we believe the super-market traffic and parking facilities offer good sales potential.

NET WORTH. While the net worth of our company is shown in our financial statements, we have added a chart to demonstrate at a glance the healthy growth from year to year and the strengthening of our financial position, which, in turn, represents greater value in our common stock and in our shareholders' equity.



THE PRESIDENT REPORTS—Continued

We are deeply sorry to announce to our shareholders the death on January 6, 1959 of Mr. Walter A. Krafft, senior member of our Board of Directors and Vice Chairman of our Executive Committee. Mr. Krafft served our company faithfully for more than twenty-five years. He was a courageous and astute business leader, a man of rare judgment, and he is sorely missed by all who knew him.

Mr. Robert A. Seidel, who has been a member of our Board since 1948, has advised us that he is retiring from active employment this spring and does not wish to stand for reelection at our annual meeting in May.

In view of Mr. Krafft's death, and Mr. Seidel's retirement, our Board of Directors has reduced the number of its members from fourteen to twelve, effective on the date of our annual shareholders' meeting, May 26, 1959.

THE FUTURE. We face with confidence a highly competitive year ahead, a year which has begun well, with sales considerably ahead of this period last year. We believe that the present upward trend in the nation's economy will continue, and that our selling media will find good consumer acceptance. We have aggressive merchandising and promotional plans, designed to increase both cash and credit sales, and to continue the growth of our customer list. We are alert to opportunity for expansion in every phase of our business.

My full recognition and thanks for a good year are extended to every employee in our organization, to each member of our management team, to our directors, our resources, and all of the many others who contribute to the success and growth of our business.

Sincerely,

RHJackson

ALDENS, INC. AND ITS MERCHANDISING SUBSIDIARIES

STATEMENT OF CONSOLIDATED INCOME

	Fiscal Year Ended January 31, 1959	Fiscal Year Ended January 31, 1958
NET SALES	$98,419,644	$97,905,259
DEDUCT:		
Cost of goods sold (including publicity, occupancy and buying expense)	$78,640,982	$77,959,984
Selling, general and administrative expenses	13,408,653	13,367,203
Building maintenance and repairs	163,507	166,009
Depreciation and amortization	498,423	515,302
Social security, property and sundry taxes	838,546	850,870
Interest expense	1,245,085	1,362,728
	$94,795,196	$94,222,096
	$ 3,624,448	$ 3,683,163
MISCELLANEOUS INCOME OR EXPENSE* (NET)	147,580	176,959*
Income before provision for federal taxes on income	$ 3,772,028	$ 3,506,204
PROVISION FOR FEDERAL TAXES ON INCOME	1,850,000	1,800,000
NET INCOME FOR YEAR	$ 1,922,028	$ 1,706,204

*Denotes red

STATEMENT OF CONSOLIDATED PAID-IN SURPLUS

	January 31, 1959	January 31, 1958
Balance at beginning of year	$ 1,726,768	$ 1,714,882
Excess of par value over cost of preferred shares cancelled during year	11,307	11,886
Excess of market value over par value of common shares distributed as dividend on common stock (transferred from retained earnings)	212,926	—
Excess of carrying value of 4½% Convertible Subordinated Debentures converted over par value of common stock issued upon conversion	5,488	—
Balance at end of year	$ 1,956,489	$ 1,726,768

STATEMENT OF CONSOLIDATED RETAINED EARNINGS

	January 31, 1959	January 31, 1958
Balance at beginning of year	$12,476,394	$11,599,252
Net income for year	1,922,028	1,706,204
	$14,398,422	$13,305,456
Market value of common shares distributed as dividend on common stock (transferred to capital stock and paid-in surplus)	$ 271,551	$ —
Cash dividends paid:		
Common stock ($1.20 per share)	703,329	703,241
Preferred stock ($4.25 per share)	121,552	125,821
	$ 1,096,432	$ 829,062
Balance at end of year	$13,301,990	$12,476,394

ASSETS

	January 31, 1959	January 31, 1958
CURRENT ASSETS:		
Cash resources—		
Cash on deposit and on hand	$ 3,556,602	$ 3,045,369
U. S. Government securities plus accrued interest	46,736	24,607
	$ 3,603,338	$ 3,069,976
Accounts receivable—		
Time payments	$32,607,417	$29,730,052
Less—Accounts sold	15,000,000	10,000,000
	$17,607,417	$19,730,052
Customers and trade	2,888,741	3,163,166
	$20,496,158	$22,893,218
Less—Reserve for doubtful accounts and collection expense	2,838,450	2,771,037
	$17,657,708	$20,122,181
Inventories (at lower of cost or market)	$12,890,575	$15,142,521
Advances on Spring season catalogs and expenses	$ 2,550,616	$ 2,438,540
TOTAL CURRENT ASSETS	$36,702,237	$40,773,218
OTHER ASSETS:		
Investment in real estate subsidiaries (see attached statements and Note 1)	$ 615,000	$ 620,819
Sundry	266,283	276,307
	$ 881,283	$ 897,126
FIXED ASSETS:		
Real estate, leasehold improvements and equipment (at cost)	$ 7,850,483	$ 8,350,213
Less—Reserves for amortization and depreciation	3,930,834	3,952,791
	$ 3,919,649	$ 4,397,422
	$41,503,169	$46,067,766

LIABILITIES AND CAPITAL

	January 31, 1959	January 31, 1958
CURRENT LIABILITIES:		
Due banks	$ 4,639,100	$ 9,500,000
Accounts payable—trade creditors	2,081,476	1,194,102
Due customers	1,233,708	905,877
Accrued payrolls	822,458	820,901
Accrued property and franchise taxes	377,779	361,472
Accrued federal and state taxes (Note 2)	2,404,524	3,403,288
Sundry payables	117,392	134,824
TOTAL CURRENT LIABILITIES	$11,676,437	$16,320,464
LONG TERM DEBT:		
3½% Promissory note (final maturity February 1, 1966)	$ 5,000,000	$ 5,400,000
4½% Convertible subordinated debentures plus unamortized premium (due September 1, 1970)	3,391,704	3,486,258
	$ 8,391,704	$ 8,886,258
RESERVES	$ 325,448	$ 783,487
CAPITAL:		
4¼% Preferred stock, cumulative, $100 par—Issued	$ 3,040,000	$ 3,120,000
Common stock, $5 par—		
Authorized—1,000,000 shares		
Issued—598,028 and 586,034 shares at respective dates	2,990,140	2,930,170
Paid-in surplus (premium on capital stocks)	1,956,489	1,726,768
Retained earnings (Note 3)	13,301,990	12,476,394
	$21,288,619	$20,253,332
Less—Treasury preferred stock (at cost)	179,039	175,775
	$21,109,580	$20,077,557
	$41,503,169	$46,067,766

COMBINED BALANCE SHEET

ASSETS

	January 31, 1959	January 31, 1958
CURRENT ASSETS:		
Cash on deposit	$ 220,014	$ 169,821
OTHER ASSETS	$ 33,149	$ 35,268
FIXED ASSETS:		
Real estate and equipment (at cost) (Note 4)	$5,214,085	$5,214,085
Less—Reserves for depreciation	636,396	443,013
	$4,577,689	$4,771,072
	$4,830,852	$4,976,161

LIABILITIES AND CAPITAL

	January 31, 1959	January 31, 1958
CURRENT LIABILITIES:		
Current installments on long term debt	$ 148,000	$ 141,000
Accrued interest	17,959	18,566
Accrued federal income taxes (Note 2)	4,710	4,742
Prepaid rent	34,634	34,634
Total current liabilities	$ 205,303	$ 198,942
DUE TO PARENT COMPANY	—	$ 5,819
LONG TERM DEBT:		
First and leasehold mortgage 5%-4½% sinking fund bonds (due in quarterly installments to April 1, 1976)	$4,171,000	$4,312,000
Less—Current installments	148,000	141,000
	$4,023,000	$4,171,000
CAPITAL:		
Common stock	$ 615,000	$ 615,000
Deficit	12,451*	14,600*
	$ 602,549	$ 600,400
	$4,830,852	$4,976,161

*Denotes red

ALCO REALTY CO. AND CIRO LAND CORP.

STATEMENT OF COMBINED INCOME AND DEFICIT

	Fiscal Year Ended January 31, 1959	Fiscal Year Ended January 31, 1958
RENT RECEIVED FROM PARENT COMPANY	$415,609	$415,609
DEDUCT:		
Depreciation	$193,383	$193,377
Interest expense	212,393	219,464
Property and sundry taxes	394	334
Other expenses	2,890	8,000
	$409,060	$421,175
Income or loss* before provision for federal taxes on income	$ 6,549	$ 5,566*
PROVISION FOR FEDERAL TAXES ON INCOME	4,400	4,500
NET INCOME OR LOSS* FOR YEAR	$ 2,149	$ 10,066*
DEFICIT AT BEGINNING OF YEAR	14,600*	4,534*
DEFICIT AT END OF YEAR	$ 12,451*	$ 14,600*

*Denotes red

NOTES TO FINANCIAL STATEMENTS

(1) The consolidated financial statements of Aldens, Inc. include all subsidiaries except Alco Realty Co. and Ciro Land Corp. (both 100% owned) which are combined in separate statements.

(2) Federal income tax returns of Aldens, Inc. and its wholly owned subsidiaries have been reviewed by the Internal Revenue Service through January 31, 1957.

(3) Under provisions of the indenture covering the 4½% Convertible Subordinated Debentures issued September 1, 1955, approximately $5,000,000 of retained earnings was unrestricted at January 31, 1959 with respect to the payment of dividends on the common stock.

(4) All of the real estate appearing on the combined balance sheets of Alco Realty Co. and Ciro Land Corp. is rented to Aldens, Inc. under a long term lease. The lease, land and building are pledged under the First and Leasehold Mortgage 5%—4½% Sinking Fund Bond Indenture.

AUDITORS' OPINION

TO SHAREHOLDERS OF ALDENS, INC.:

In our opinion, the accompanying financial statements present fairly:

(a) the consolidated financial position of Aldens, Inc. and its merchandising subsidiaries at January 31, 1959 and January 31, 1958 together with the related statements of income and retained earnings for the years then ended; and

(b) the combined financial position of the real estate subsidiaries at January 31, 1959 and January 31, 1958 together with the related statement of income and deficit for the years then ended,

in conformity with generally accepted accounting principles applied on a consistent basis during the two years.

Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

Chicago, Illinois
March 10, 1959

David Himmelblau & Co.
Certified Public Accountants

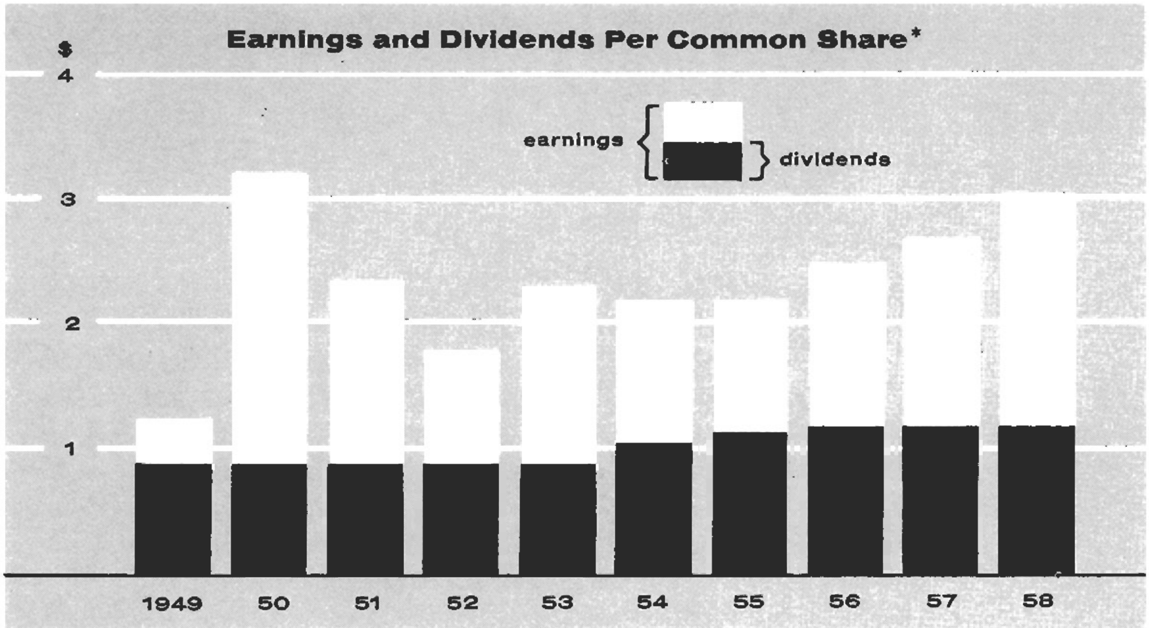
A TEN YEAR PERFORMANCE

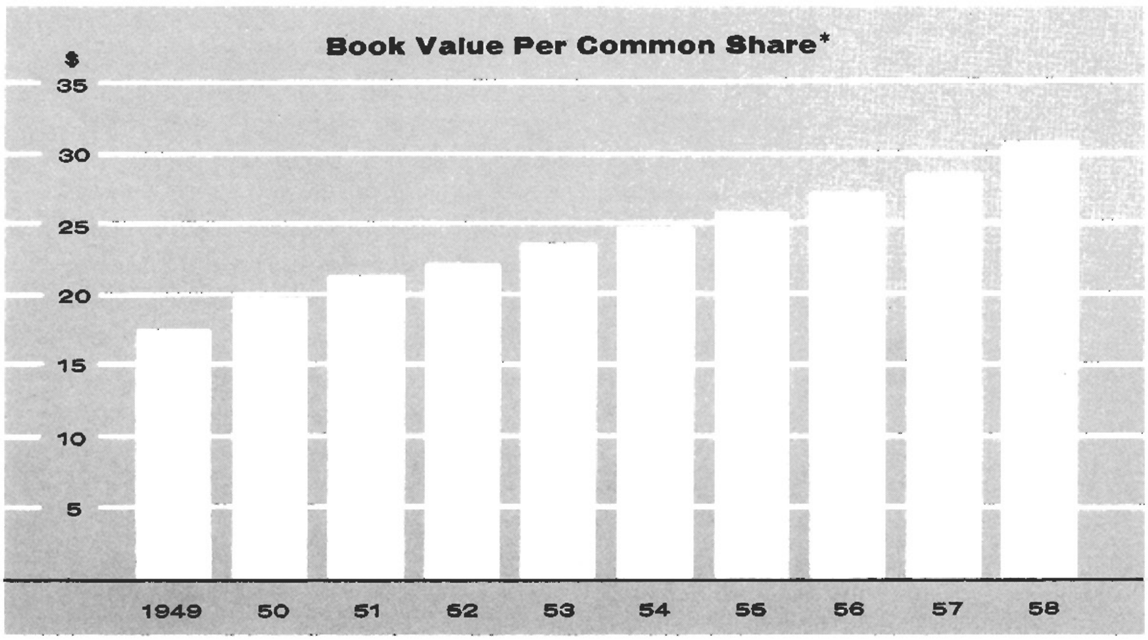
FISCAL YEAR	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949
(Following are reported in thousands—000 omitted)										
Net Sales	$98,420	$97,905	$102,372	$97,352	$90,505	$92,443	$85,726	$87,443	$79,784	$68,918
Net Profit before Federal Taxes	3,772	3,506	3,453	2,720	2,687	3,407	2,111	3,673	4,555	1,379
Federal Taxes	1,850	1,800	1,865	1,300	1,268	1,906	920(1)	2,144	2,507	500
Net Profit after Federal Taxes	1,922	1,706	1,588	1,420	1,419	1,501	1,191(1)	1,529	2,048	879
Common Stock and Surplus	18,249	17,133	16,244	15,468	14,831	14,139	13,288	12,749	11,873	10,479
Working Capital	25,026	24,453	23,575	23,886	20,837	20,565	20,124	20,127	16,227	15,723
Accounts Receivable	17,658	20,122	20,518	24,886	21,156	19,564	16,948	15,500	12,867	8,732
Merchandise Inventories	12,218	14,379	13,625	13,071	11,181	10,207	10,591	10,625	12,237	8,087
(Following reported in actual amounts)										
Earnings per Common Share(2) after Preferred Dividends	$ 3.01	$ 2.65	$ 2.44	$ 2.15	$ 2.15	$ 2.27	$ 1.75(1)	$ 2.31	$ 3.19	$ 1.21
Dividends paid per Common Share(2)	1.18	1.18	1.18	1.13	1.03	.89	.89	.89	.89	.89
Dividends paid per Preferred Share	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25
Book Value per Common Share(2)	30.51	28.67	27.18	25.88	24.81	23.66	22.22	21.32	19.86	17.53
Current Ratio	3.14	2.50	2.34	2.13	2.26	2.36	2.54	2.68	2.14	3.38
Price of Securities at close of year Common Stock(2)	$24⅝	$16⅝	$16⅜	$21⅞	$17¼	$13½	$11¼	$12⅝	$14⅝	$10
Preferred Stock	80	73⅝	76⅞	88	83	72¾	72	70	79½	69½
Convertible Debentures	104	86	83	102						

(1) Includes carry-back excess profits tax credit adjustment of $161,116 which is equivalent to $.26 per share of Common stock.

(2) All years adjusted for 50% stock distribution issued in 1954, 10% stock dividend paid in 1955, and 2% stock dividend paid January 3, 1959.

RECORD OF ALDENS 1949-1958





*All Per Share data adjusted to reflect the 50% stock distribution issued in 1954, the 10% stock dividend paid in 1955, and the 2% stock dividend paid in 1958.

ALDENS 1889 · 1959

In the busy pages of a mail order catalog is a pictorial record of the way of American life. From the early days of the elaborate bonnet perched atop milady's head to the present casual sportswear, from the prosperous eras of luxury merchandise to the depressed years of necessities only, from the concentration of farm population to the present urban expansion—all of these are reflected in the changing pages of the catalog. Our history, as that of any company, must be bound up in the development of the nation's economy, and with the rapid rise in purchasing power through the years Aldens, too, has enjoyed an honest, steady growth.

We began in 1889 as the Chicago Mail Order Millinery Company, with quarters in a small loft at Wabash and Congress Streets in Chicago. There were five employees and a stock of the lavish millinery of the day which the new company hoped to sell from the pocket-sized catalogs sent into the rural areas. Hats ranged in price from $1.69 to $8.00. We entered a field already peopled with growing mail order firms, and in our own small way began vigorously to compete for our share of the consumer dollar.

In a few paragraphs we can trace our progress from 1889 to the present day, spanning the years to Aldens in 1959, with the catalog and the changing times as our guide. In 1902 we incorporated in the State of Illinois, with capitalization of $20,000, and by 1905 our catalog had grown to 66 pages of widely assorted women's fashion apparel. The following year, when we dropped the word "Millinery" from our title, we were selling an eighty-five inch mink stole "with tails" for $4.98 (no tax) as one of the items in a catalog of 118 pages, and a wicker go-cart with ruffled parasol attached was a feature of the 371 page catalog of 1910.

With old lines expanded and new lines added, additional space was

needed, and as our volume increased we moved to larger locations and took on additional warehouse area. We worked hard to overcome the problems of 1921, a year of recession and 5,500,000 unemployed, but by 1929 our sales had risen to $26,000,000, and our catalog featured the flapper styles of the day. Three years later, in the grip of the depression, we fought for our sales volume of $18,000,000.

Each era brought its own step forward. There were the difficult recovery years of the 1930's, though it was in 1934 that we began our uninterrupted payment of dividends to our stockholders. For the first time in 1936 we sold merchandise on credit in one state, and with the success of this pilot operation we extended credit in all states the following year. In the early 1940's we moved into the retail store field, in step with the nation's urban expansion and the changing market.

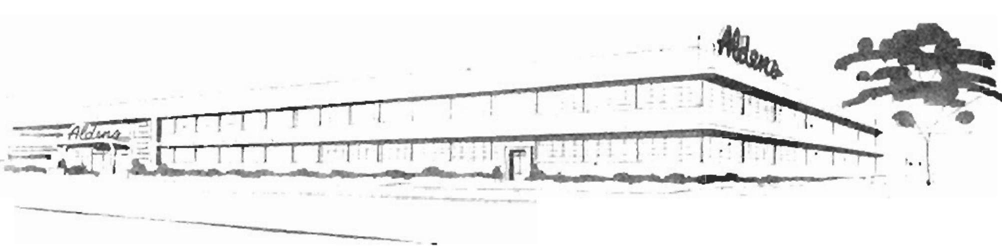
It was this new phase of our business which brought the change in name from Chicago Mail Order Company to Aldens, Inc. Aldens had long been our top brand name, a name familiar to our customers through its use on millions of items shipped all over the country. Chicago Mail Order Company was no longer properly descriptive of a company branching into the retail store field and so, when a survey showed that our customers recognized Aldens almost as quickly as Chicago Mail Order Company, and found it easier to use and to remember, we adopted our top brand name as our corporate title, and became Aldens, Inc.

A November, 1946 issue of Life Magazine pictured one of our models on the cover, and three inside pages told the story of our catalog photography. The following year our catalog showed the longer, fuller skirts of the "new look," and our sales reached $79,000,000.

The 1950's have shown a continued pattern of growth. In 1954 we shared with our stockholders the results of successful operation of our business through a 50% stock distribution, and in the following year issued a 10% stock dividend. We anticipate that the 2% stock dividend paid in January, 1959 will be repeated annually. The new $5,000,000 building which is our headquarters and our hard lines mail order plant provides 658,000 square feet of the most modern and efficient mail order operation in the country. The eight-story, block-square building which houses our soft lines mail order plant is only a short distance away.

We have thirteen junior department stores in the Midwest. A network of 60 catalog order stores and telephone order offices serves hundreds of American communities. More than 24,000,000 catalogs and other sales media were sent to our customers all over the country in 1958, picturing complete lines of wearing apparel for the entire family, as well as home furnishings, sporting goods, auto accessories, garden needs, and many other lines. More than 100,000 items were listed in over 2,900 separate catalog pages. Almost 25,000,000 pieces of merchandise were delivered—much of it shipped the same day the order was received. Thousands of employees serve our customers now. Sales in 1958 were $98,419,644.

From 1889 to 1959 — our 70th year — a year in which to note our progress thus far, a year in which to move steadily forward, but, more importantly, a year to usher in a new decade of growth.



ALDENS LOCATIONS

EXECUTIVE OFFICES BUYING OFFICES CLERICAL OPERATIONS HARD LINES PLANT & WAREHOUSE	**5000 Roosevelt Road** **Chicago 7, Illinois**
SOFT LINES PLANT & WAREHOUSE	**511 South Paulina Street** **Chicago 7, Illinois**
NEW YORK BUYING OFFICE	**200 Madison Avenue** **New York 16, New York**

ALDENS RETAIL STORES

ILLINOIS
Alton (Young's)
Chicago
Elmwood Park
Galesburg (O. T. Johnson's)
Kankakee

INDIANA
Bedford
Bloomington
Frankfort
Terre Haute
Vincennes (Gimbel-Bond)

IOWA
Iowa City

KENTUCKY
Owensboro (McAtee's)

PENNSYLVANIA
Uniontown (Kaufman's)

ALDENS CATALOG ORDER STORES AND TELEPHONE OFFICES

ILLINOIS
Aurora
Berwyn
Broadview (in National Food Store)
Chicago (in National Food Store)
Chicago Heights
Danville
Decatur
East St. Louis
Elgin
Granite City
Harvey
La Salle
Moline
Peoria
Rock Island
Springfield
Sterling

INDIANA
Elkhart (in National Food Store)
Gary
Hammond
Indianapolis
Kokomo
Marion

IOWA
Dubuque
Waterloo

KENTUCKY
Louisville

MICHIGAN
Battle Creek
Bay City
Benton Harbor
Detroit
Flint

MICHIGAN (Cont.)
Grand Rapids
Jackson
Kalamazoo
Mt. Clemens (in National Food Store)
Muskegon
Pontiac
Royal Oak
Wayne
Ypsilanti

MINNESOTA
Minneapolis

MISSOURI
St. Louis

NEW JERSEY
Newark

NEW YORK
Buffalo
New York City

OHIO
Akron
Canton
Cincinnati
Cleveland
Columbus
Dayton
Lima
Lorain
Toledo
Youngstown
Zanesville

PENNSYLVANIA
Pittsburgh

WISCONSIN
Eau Claire (In National Food Store)
Kenosha
Milwaukee

OUR

70th

YEAR

1889 · 1959