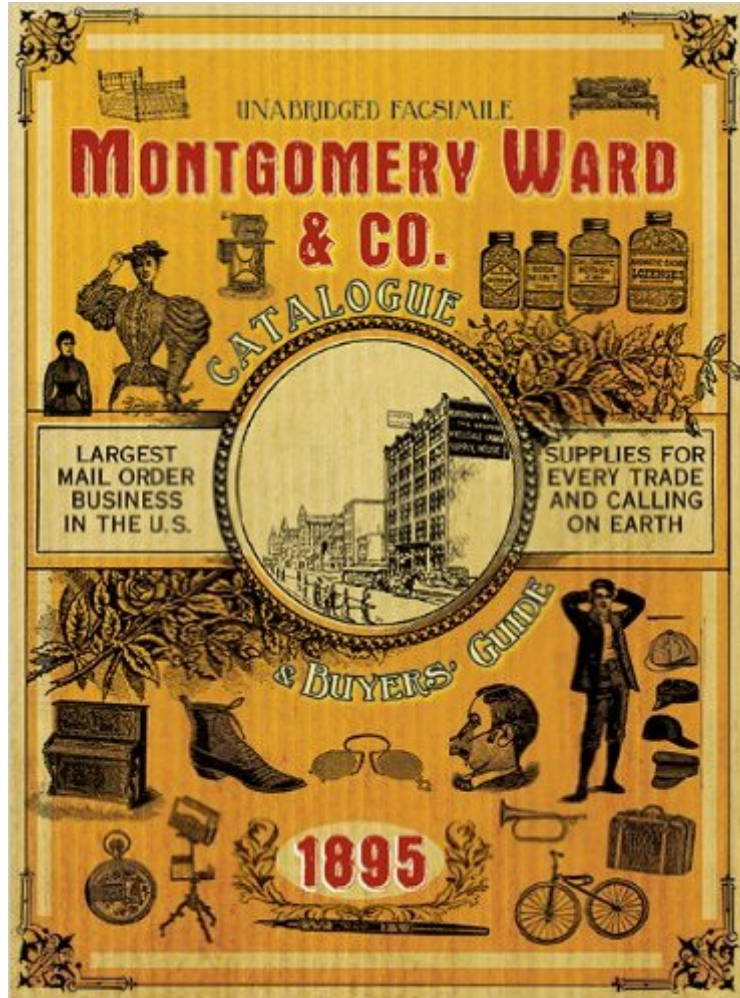


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Montgomery Ward & Co. Catalogue And Buyers' Guide (1895)



Synopsis

"Our mail order methods meet many wants," wrote a poetic but anonymous copywriter on a page of the 1895 Montgomery Ward & Co. catalogue. He had a gift for understatement. At its zenith from the 1880s to the 1940s, Montgomery Ward, like its cross-town Chicago rival, Sears, sold virtually everything the average American could think of or desireâand by mail. This was a revolution, and Ward's fired the first shot. To buy spittoons, books of gospel hymns, hat pins, rifles, wagons, violins, birdcages, or portable bathtubs, purchases that used to require many separate trips to specialist merchants, suddenly all the American shopper had to do was lick a stamp. This unabridged facsimile of the retail giant's 1895 catalogue showcases some 25,000 items, from the necessities of life (flour, shirts) to products whose time has passed (ear trumpets). It is an important resource for antiquaries, students of Americana, writers of historical fiction, and anyone who wants to know how much his great-grandfather paid for his suspenders. It is a true record of an era.

Book Information

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Customer Reviews

The Montgomery Ward catalog is just what I needed. I'm writing a historical romance set in the 1890s and the catalog has been so helpful as a visual aid with the clothing, furniture, and even kitchen utensils available to people at that time.

I absolutely loved this product. I am a history scholar and it really gave me an insight to what products were available to consumers at that time. Great piece of history for history buffs and

excellent reference for anyone that likes advertising, clothing, etc from that time period.

This book is a must for all history buffs or people that are interested in that time period. Personally I am both those things, so this book is like Christmas morning for me. It is full of so much interesting stuff and it really helps you to understand what life was like in the late 1800's. It's amazing some of the weird and crazy stuff in this catalogue, and how cheap things were (at least by our standards). It really brings that world to life and I highly recommend it to everyone!

You would not find a more graphic and accurate description of the clothing, jewelry, tools, etc. of the time period. This is basically the mail order catalog of everything you could get delivered by train. The Montgomery Ward Catalog is a little better than the Sears and Roebuck catalog in my opinion. This book contains a wider selection of merchandise. A highly recommended resource for anyone interested in the "old ways." Makes for a very interesting coffee table book as well.

I love the past and the pricing. I purchased this book because I'm doing some research and it has been educational, to say the least! I wish I could go back in time and buy everything at those prices!

Great piece of history, Very authentic, Great reading pleasure, Great documentary for collectors of antiques and historical information. Everyone that sees it sitting on my coffee table picks it up and enthusiastically thumbs through the pages with great interest! Love it!

It's like taking a trip to the past, amazing. Great edition. Exactly what I thought it was. Everybody has to open it, and when they do, instantly a smile appears. Happy to have it. If you are curious about the way people live in the past, you must have it. Really enjoyable.

While I can honestly say the Sears Roebuck catalogues are my favorite, this Montgomery Ward catalogue is no slouch! It doesn't have the same number of goods as the Sears Catalogue and it might be slightly too heavy on clothing goods, but this catalogue is filled with entertaining descriptions of all manner of goods from the end of the 19th century. I found the print to be tiny but sharp and clear. I recommend this to anyone looking for a glimpse of what Americans used in their homes during this time period.

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