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### Montgomery Ward 1922 Catalogue Reprint (ASIN: 0876371322)

# User Manual: 1922 Montgomery Ward Catalogue Reprint

A Guide to Exploring Historical Commerce and Culture

## 1. OVERVIEW OF THE 1922 MONTGOMERY WARD CATALOGUE REPRINT

This publication is a faithful reprint of the original 1922 Montgomery Ward Catalogue, a significant historical document that offers a unique glimpse into American life, commerce, and consumer culture of the early 20th century. It serves as a comprehensive record of goods available to the average American household, ranging from clothing and household goods to farm equipment and tools.

The catalogue, originally published by Montgomery Ward & Co., was a primary means by which rural and remote populations accessed a wide variety of products. This reprint preserves the original content, including illustrations, product descriptions, and pricing, providing an invaluable resource for historians, researchers, and enthusiasts of vintage Americana.

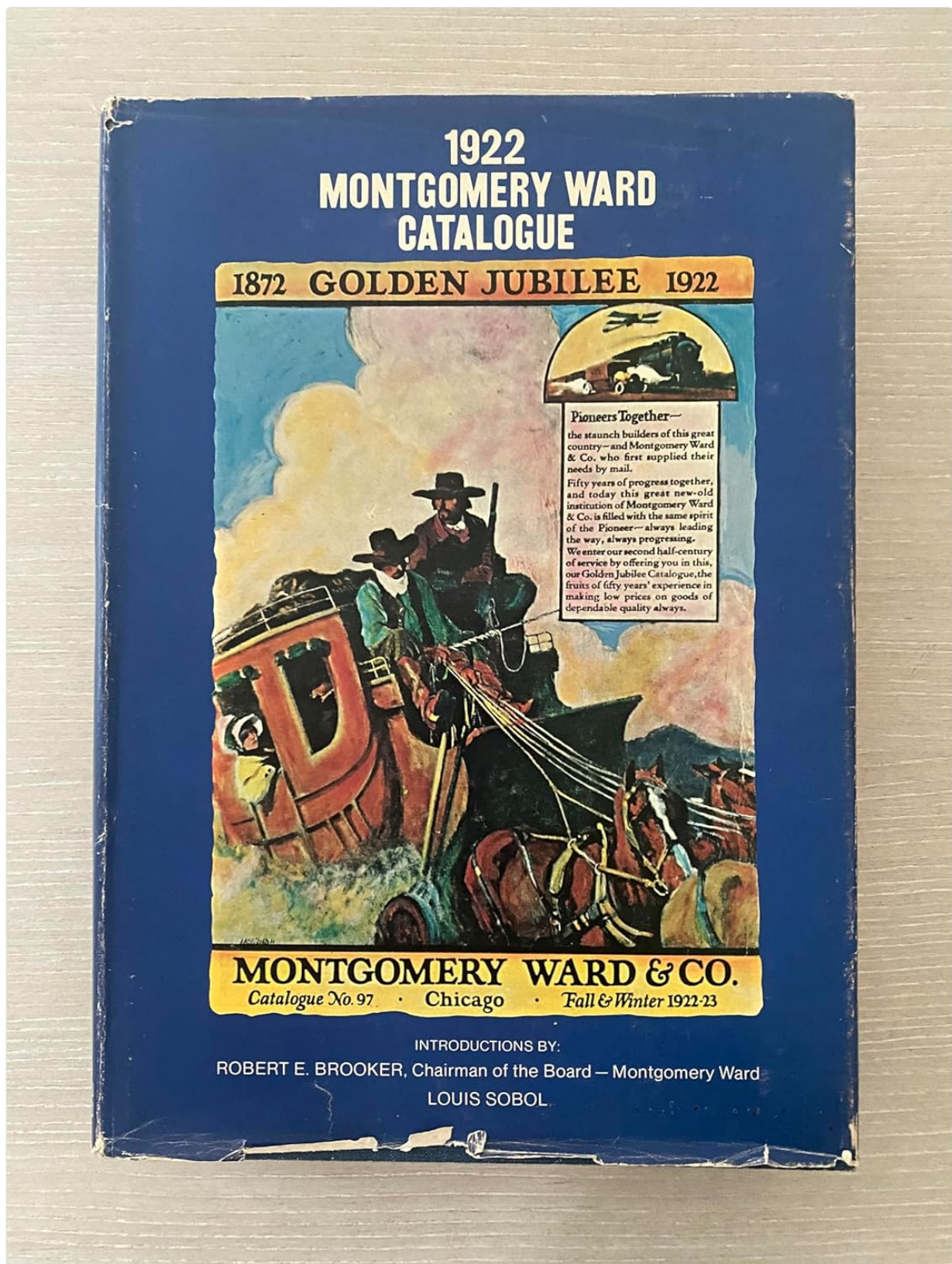


Image: Front cover of the reprinted 1922 Montgomery Ward Catalogue. The cover features an illustration of a horse-drawn carriage and highlights the "1872 Golden Jubilee 1922" theme, indicating 50 years of the company's operation.

## 2. USING THE CATALOGUE FOR RESEARCH AND ENJOYMENT

While not a traditional instruction manual for a device, this catalogue serves as a rich source of information. Here are guidelines for its effective use:

- **Historical Research:** Explore product evolution, pricing trends, and advertising techniques of the era. It provides insights into daily life, fashion, technology, and societal norms of 1922.

- **Cultural Study:** Analyze the language, imagery, and values promoted within the catalogue to understand the cultural landscape of the time.
- **Genealogy and Family History:** Discover items that your ancestors might have purchased or used, offering a tangible connection to their past.
- **Inspiration for Creative Works:** Artists, writers, and designers can find inspiration in the vintage aesthetics, product designs, and historical context.
- **General Interest:** Simply browse through the pages to enjoy a nostalgic journey and marvel at the vast array of goods available a century ago.



Image: An open spread of the catalogue displaying various home furnishings, such as a solid oak kitchen cabinet and a

metal-top kitchen table, complete with original pricing and descriptions. This page highlights the range of household items available.



Image: Another open spread from the catalogue, focusing on men's fashion. It showcases various styles of wool suits and overcoats, providing a visual record of early 20th-century attire and associated costs.

### 3. HISTORICAL CONTEXT AND SIGNIFICANCE

The 1922 Montgomery Ward Catalogue represents a pivotal moment in American retail history. Montgomery Ward, established in 1872, was one of the pioneers of mail-order business, bringing goods directly to consumers across the vast American landscape, particularly those in rural areas who lacked access to large department stores.

This specific catalogue reflects the post-World War I era, a period of significant social and economic change in the United States. It captures the transition from a largely agrarian society to one embracing new technologies and consumer goods. The catalogue's contents provide a tangible link to the daily lives and aspirations of people living a century ago.

### 4. SPECIFICATIONS OF THE REPRINT

This reprinted edition faithfully reproduces the original catalogue. Key specifications are as follows:

Attribute	Detail
Publisher	HC Publishers, Inc.
Publication Date (Reprint)	January 1, 1969

Attribute	Detail
Edition	1969th
Language	English
Print Length	670 pages
ISBN-10	0876371322
ISBN-13	978-0876371329
Item Weight	5.35 pounds
Dimensions	13 x 9.5 x 2 inches

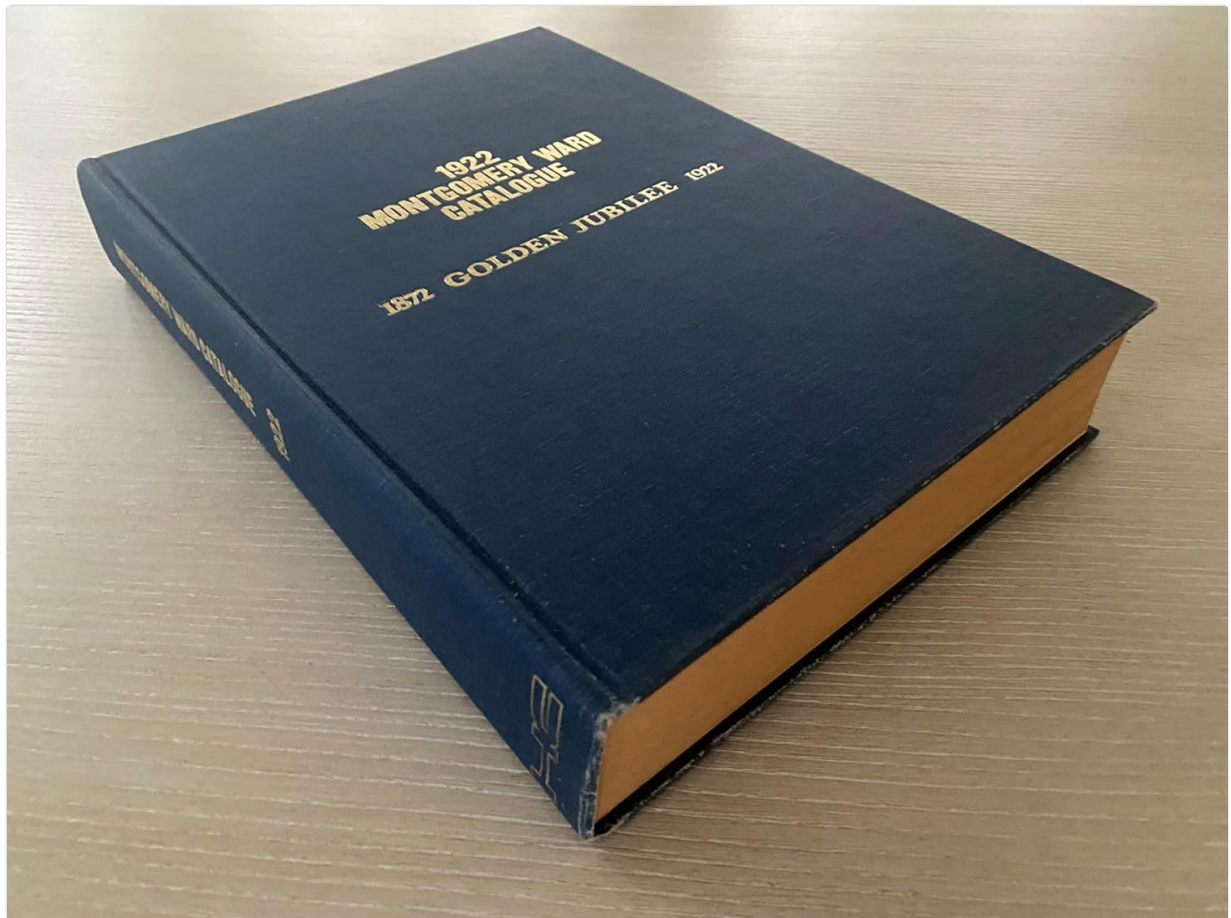


Image: Side view of the hardcover reprint, showcasing its substantial thickness and the title printed on the spine, indicating its comprehensive nature.



Image: Top-down view of the closed hardcover book, highlighting its sturdy construction and the classic blue cover with golden page edges.

## 5. CARE AND PRESERVATION

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To ensure the longevity of this historical reprint, follow these care guidelines:

- **Storage:** Store the book in a cool, dry place away from direct sunlight and extreme temperature fluctuations. Avoid areas with high humidity to prevent mold or warping.
- **Handling:** Handle the book with clean, dry hands. Avoid bending the spine excessively or forcing pages open flat, especially if the binding feels stiff.
- **Cleaning:** Dust the cover gently with a soft, dry cloth. Do not use liquid cleaners or abrasive materials.
- **Protection:** Consider storing the book in a protective slipcase or archival box to shield it from dust and physical damage.

## 6. FURTHER INFORMATION AND SUPPORT

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For additional information regarding Montgomery Ward, the history of mail-order catalogues, or the early 20th century, consider consulting the following resources:

- Local libraries and university archives often hold collections related to historical commerce.
- Historical societies and museums specializing in American history or consumer culture.
- Online digital archives and historical databases.
- Academic texts and scholarly articles on the history of retail and American economic history.

This reprint is intended as a historical document and does not come with a manufacturer's warranty for its content, as it is a reproduction of a historical work. For inquiries regarding the physical book's condition upon purchase, please refer to the retailer's return policy.