

# Montgomery Ward



## Montgomery Ward & Co.

1872 gründete Aaron Montgomery Ward, Amerikaner mit schottischen Wurzeln (1844-1913), zusammen mit zwei Partnern in Chicago, Illinois, einen Versandhandel, nachdem er zuvor mehrere Jahre als Handelsvertreter tätig war. Der erste „Katalog“ bestand nur aus einem einzigen Blatt, das 162 Artikel listete, worin seine Partner keine Zukunft sahen, so dass sie das Unternehmen schon nach einem Jahr verließen. Doch elf Jahre später wies der Katalog von *Montgomery Ward* bereits 240 Seiten und über 10.000 Artikel auf. Wards Konzept hatte sich durchgesetzt, denn seine Kundschaft fand sich im ländlichen Bereich der USA, die bis dahin nur über kleine regionale Einzelhändler mit sehr eingeschränktem Angebot versorgt wurde und deren festgelegte Preise akzeptieren musste. Ungewöhnlich für die damalige Zeit war dann das Versprechen des Versandhauses einer Geld-zurück-Garantie bei berechtigten Reklamationen. 1895 wies der Warenkatalog über 600 Seiten mit zigtausend Angeboten auf, die alle zudem als Holzschnitte abgebildet waren. ‚Dry-Food‘, darunter auch Tee, befand sich ebenso im Angebot, wie ganze Einfamilienhäuser. 1904 hatte der Auswahlkatalog ein Gewicht von vier Pfund erreicht! Bis in die 1920er Jahre konnte sich der Versandhändler *Montgomery Ward* gegenüber dem größten Mitbewerber, *Sears, Roebuck and Company*, behaupten. Erst 1926 erkannte die Firma, dass neben dem Versandhandel auch Ladengeschäfte wichtig waren, um die Kundenbindung an ausgewählten Standorten zu festigen. 1928 hatte man bereits stolze 244 Geschäfte eröffnet, drei Jahre später waren es dann 531. *Montgomery Ward* bildete damit die größte Handelskette in den USA.



Aaron Montgomery Ward

Nach dem 2. Weltkrieg befürchtete die Geschäftsleitung eine erneute Wirtschaftskrise und reduzierte vorsorglich alle Investitionen. Durch diese Fehleinschätzung verlor *Montgomery Ward* die Marktführerschaft. 1968 musste sich die Firma mit der *Container Corporation of America* zusammenschließen. 1976 wurde sie von *Mobil Oil* übernommen. Und 1985 erschien der letzte Versandkatalog. 2001 wurde das Unternehmen liquidiert und die verbliebenen 37.000 Mitarbeiter entlassen.

## Die Teedose

Größe: 13 × 13 × 21,5 cm (B×T×H)

Die Teedose hat einen quadratischen Grundriss mit Stülpedeckel, die Seitenwand ist über Falz verbunden, der Boden gebördelt.

Das Dosenoberteil weist noch die alte klassische Bauart aus mehreren Einzelteilen auf. Der Stülpedeckel ist tiefgezogen, das Oberteil harmonisch gebauht.

Vorder- und Rückseite sind identisch gestaltet und zeigen den Markennamen mit dem Bildmotiv einer lodernen Fackel. Neben dem Füllgewicht wird noch auf die erste eröffnete Filiale in Kansas City verwiesen.

Auch die Seitenflächen sind bildlich identisch und zeigen in einer floralen Vignette ein Jugendportrait der namensgebenden englischen Königin Victoria (geb. 1819). Auf einer Seite findet sich ein Papieraufkleber mit der genauen Bezeichnung der Teesorte sowie der Katalognummer ‚480‘.

Dem Füllgewicht von zwei Pfund im angloamerikanischen Maßsystem (lbs., von altrömisch *libra*) entsprechen 900 Gramm. Der Aufmachung nach passt die Teedose eher ins Ende des 19. Jahrhundert. Hierfür spricht auch, dass auf der Front- und Rückseite lediglich die Firmenzentrale in Chicago und die erste Filiale in Kansas City erwähnt werden. Spätere Teedosen erwähnen auch die Verwaltungsfilialen (Zweigniederlassungen) in New York, Fort Worth und Portland. Noch im Katalog des Jahres 1916 wird die Teemarke „Victoria“ erwähnt. Nicht mehr im Angebot ist dann eine ganz ähnliche zweite Teemarke „Oriental“.



## Der Tee

Der beinhaltete „Young Hyson Tea“ war eine früher gebräuchliche Bezeichnung für einen in Anhui gepflückten Grüntee, der aufgrund seiner besonderen Qualität auch einen höheren Preis aufwies. Anhand der aufgestempelten (Katalog)Nummer 480 zeigt sich, dass diese Nummern dauerhaft beibehalten wurden, da diese auch noch im Katalog des Jahres 1916 unverändert gültig waren.

**Extra Quality Nickel-Plated Copper Ware**  
 Made of heavy, solid copper, nickel-plated outside, tinned inside. Strong and durable ware that will give excellent service. Most attractive in appearance.

Item	Price
Tea Kettle (Size 7)	86c
Tea Kettle (Size 8)	94c
Tea Kettle (Size 9)	\$1.08
Coffee Percolator	\$1.85
Tea Pot (Size 1)	57c
Tea Pot (Size 2)	63c
Coffee Pot (Size 1)	63c
Coffee Pot (Size 2)	74c
Coffee Pot (Size 3)	85c

**Tea Kettles With Flat Bottoms**

**Tea Pots**

**Coffee Pots**

**Coffee Percolator**

It is well known that a percolator makes black, better and clearer coffee than can be made by any other method, and coffee will always be free from grounds. This high grade, handsome percolator makes delicious coffee, and is handled in an elegant and convenient manner. The body is made of heavy copper, nickel-plated, with glass top and ebony wood handle. It is furnished with a metal stove plate, for set or gas stove.

Capacity	Wt., about	Price
88B1211—3 cups	4 lbs.	\$1.85
88B1212—5 cups	6 lbs.	2.45
88B1084—Extra glass top, weight, about 2 lbs.		.50

**NEW YORK STORE**  
Serves New England and Atlantic  
Coast States



**CHICAGO STORE**  
Solid Concrete, 27 Acres  
of floor space



**KANSAS CITY STORE**  
Completed 1914. Largest Business  
Building West of Mississippi



**WHAT DOES SERVICE MEAN?**

In our estimation Service means: Everything that  
you have a right to expect when you send  
your order in. Good service is our hobby.

**FT. WORTH  
TEXAS STORE**



**PORTLAND  
STORE**



**MONTGOMERY WARD and Co.**

NEW YORK CHICAGO KANSAS CITY  
FORT WORTH PORTLAND

With our immense yearly purchases, we gain first choice of the most fragrant teas. Our volume gives our buyer first call in the world's markets. From the millions of pounds imported each year, we select, grade for grade, some of the finest teas sold in America. According to your taste, you are always sure of the very finest, most fragrant quality—we offer you the very cream of the teas shipped out of the Orient.

The better, finer flavor of the higher priced teas more than makes up for the extra cost. You really make the greatest savings by buying the grades we quote at from 40c to 60c. Of course, our lower grades are very good values for the price, too.

Tea loses its flavor if it is not carefully and quickly handled. As soon as it is picked, sorted, and fired, it is packed in sealed

# TEAS

lead tea chests. Many plantations are far inland. The tea is transported to the seaports in ox-carts, and sometimes on the backs of elephants. From these seaports the tea is shipped to our warehouse, where it is packed in the form in which it reaches you. The flavors are never allowed to evaporate—they are kept closely sealed up, to delight you with their full fragrance at your table.

Our full line of Teas is shown in our Grocery List issued every 60 days. Send for a Copy



## TEA PRICES SUBJECT TO MARKET CHANGES

When this catalogue went to press we did not look for any decided change in the Tea Market. However, we reserve the privilege of following the market in the case of any extraordinary changes, should the present unsettled condition result in a tax on Tea or Coffee, or otherwise seriously affect the market on these commodities. We do, however, endeavor to give our customers the benefit of any reduction in price, and will protect you in every way.

## JAPAN TEAS

### Uncolored Japan Tea (Short Green Leaf)

Uncolored Japan Tea is a short, tender green leaf, formerly known as Sun Dried Japan. Draws a delicately flavored, light-colored liquor, that is most pleasing to the palate. The most popular tea in our list. Three grades in this Catalogue:

Good Quality 40 Cent Retail Value	Fine Quality 60 Cent Retail Value	Fancy Quality 70 Cent Retail Value
99B204-1-lb. canister . . . \$0.30	99B276-1-lb. canister . . . \$0.42	99B282-1-lb. canister . . . \$0.45
99B262-5-lb. canister . . . .87	99B274-5-lb. canister . . . 1.23	99B280-5-lb. canister . . . 1.32
99B261-5-lb. canister . . . .87	99B273-5-lb. canister . . . 1.20	99B279-5-lb. canister . . . 2.15
199B260-10-lb. canister . . . 1.40	199B272-10-lb. canister . . . 3.90	199B278-10-lb. canister . . . 4.20

### Basket-Fired Uncolored Japan Teas (Long Olive Green Leaf)

Basket Fired Uncolored Japan Tea is a wiry needle-shaped olive-green leaf, commonly called Uncolored Japan. The leaves are a darker green and longer than the Sun Dried variety. Draws a beautiful, clear liquor; mild, delicate flavor. Three grades to choose from in this Catalogue.

Good Quality 40 Cent Retail Value	Choice Quality 60 Cent Retail Value	Fine Quality 70 Cent Retail Value
99B283-1-lb. canister . . . \$0.30	99B294-1-lb. canister . . . \$0.42	99B300-1-lb. canister . . . \$0.46
99B285-5-lb. canister . . . .87	99B292-5-lb. canister . . . 1.23	99B296-5-lb. canister . . . 1.35
199B284-10-lb. canister . . . 1.40	99B291-10-lb. canister . . . 2.00	99B297-10-lb. canister . . . 2.20
	199B290-10-lb. canister . . . 3.90	99B298-10-lb. canister . . . 4.30

### Young Hyson Teas (Short Green Leaf)

Young Hyson Tea is a short, curly uniform green leaf. Draws a light, clear liquor, with a rich, full flavor. We list two grades only in this Catalogue.

Good Quality 40 Cent Retail Value	Fancy Quality 60 Cent Retail Value
99B337-1-lb. canister . . . \$0.25	99B349-1-lb. canister . . . \$0.43
99B336-5-lb. canister . . . .87	99B347-5-lb. canister . . . 1.20
99B334-5-lb. canister . . . .87	99B348-5-lb. canister . . . 2.00
199B333-10-lb. canister . . . 1.20	199B346-10-lb. canister . . . 4.00



Illustration shows our attractive, decorated, night canister used for packing 3 pounds of tea.

### Gunpowder Teas (Round Green Leaf)

Gunpowder Tea is a round, closely rolled, shotty green leaf. Draws a clear light liquor, delicately flavored, with enough sweetness to please almost every palate. We list two grades only in this Catalogue.

Good Quality 40 Cent Retail Value	Fine Quality 70 Cent Retail Value
99B335-1-lb. canister . . . \$0.30	99B367-1-lb. canister . . . \$0.45
99B332-5-lb. canister . . . .87	99B365-5-lb. canister . . . 1.32
199B331-10-lb. canister . . . 1.20	99B364-10-lb. canister . . . 2.16
	199B363-10-lb. canister . . . 4.20

To get the finest flavor and most delicate aroma from teas, fresh water should be heated to a point where it boils furiously. Then, after scalding the teapot, put in a level teaspoonful of tea for each cup of tea you wish to make. Pour on the boiling water and let it steep from 5 to 6 minutes.

### Oolong Teas (Curly Black Leaf)

Oolong Tea is a fragrant, curly black leaf. Draws a light amber liquor, which is very popular for its sweet, rich flavor. Two grades for your selection from this Catalogue.

Good Quality 40 Cent Retail Value	Fine Quality 60 Cent Retail Value
99B380-1-lb. canister . . . \$0.30	99B392-1-lb. canister . . . \$0.41
99B377-5-lb. canister . . . .87	99B390-5-lb. canister . . . 1.20
199B376-10-lb. canister . . . 1.20	99B389-10-lb. canister . . . 1.95
199B375-10-lb. canister . . . 10.00	199B388-10-lb. canister . . . 3.50

### English Breakfast Tea (Curly Black Leaf)

English Breakfast Tea is a curly, black leaf. Draws a beautiful amber liquor. Makes a rich satisfying cup of tea. Two grades only listed in this Catalogue.

Good Quality 40 Cent Retail Value	Fine Quality 50 Cent Retail Value
99B404-1-lb. canister . . . \$0.28	99B410-1-lb. canister . . . \$0.30
99B402-5-lb. canister . . . .81	99B408-5-lb. canister . . . 1.14
99B401-5-lb. canister . . . 1.30	99B407-5-lb. canister . . . 1.85
199B400-10-lb. canister . . . 2.50	199B406-10-lb. canister . . . 3.60

### Victoria Brand Teas

70 Cents Pound Retail Value

# 2 Pounds, 95c

Victoria Brand Teas are the first pickings from the finest gardens, and are of an excellent quality. The greatest care is exercised in handling and preparing Victoria Brand Teas. The delicious flavor and fragrance are developed to the highest degree. Victoria Brand Teas are packed in 2-pound and 5-pound decorated Old English Style Tea Canisters.

### Monoya Brand Blended Orange Pekoe Ceylon Tea (Black)

60 Cent Retail Value

The quality of our Monoya Brand Blended Orange Pekoe Ceylon Tea is excellent. You will be pleased with its rich, delicious flavor. Packed in fancy illustrated canisters. Full weight in each canister.

99B444-1-lb. canister . . . \$0.42
99B443-5-lb. canister . . . 1.16
99B442-5-lb. canister . . . 1.90

### Perfection Brand India and Ceylon Tea (Black Leaf)

80 Cent Retail Value

Perfection Brand India and Ceylon Tea, mixed, black, curly leaf. Draws a deep, amber colored liquor. Rich, heavy flavor.

99B505-1-lb. canister . . . .60c

### Sheba Brand India and Ceylon Tea (Black)

A very rich, high grade tea. It is entirely free from admixture of any kind. Put up in attractive, decorated cans.

99B540-1-lb. can. . . \$0.55
99B539-5-lb. can. . . 1.55
99B538-5-lb. can. . . 2.45

### Gold Medal Brand, Pure Uncolored Teas

Japanese cup and saucer free with every 5 pound canister.

Our Gold Medal Brand Teas are new crop. Tasty—good strength and finely flavored. Packed in 5-lb. hinge-top cover, square, enameled tin canisters, suited to kitchen and pantry uses when emptied. Every canister contains one Genuine Japanese Cup and Saucer, imported from Japan for our customers. Cup and Saucer are made of thin Japanese China and attractively decorated. Both useful and ornamental. The Teas represent 60c Retail Value.

CAUTION: Be careful in unsealing your canister of Gold Medal Brand Tea, as cup and saucer is packed inside. Gold Medal Brand Teas in the following varieties:

<b>Uncolored Japan</b> 99B460—Gold Medal Brand Uncolored Japan Tea. (Green). Short, tender, green leaf. Formerly known as Sun Dried Japan. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00	<b>Oolong Tea</b> 99B464—Gold Medal Brand Oolong Tea. (Black). Small, curly, black leaf, very fragrant. Draws amber liquor. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00
<b>Basket Fired Uncolored Japan</b> 99B461—Gold Medal Brand Basket Fired Uncolored Japan Tea. (Green). Long, needle-shaped green leaf. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00	<b>English Breakfast</b> 99B465—Gold Medal Brand English Breakfast Tea. (Black). Small, curly, black leaf. Draws deep amber liquor. 5-lb. canister full weight. (Cup and Saucer Free.) For . . . . \$2.00
<b>Young Hyson</b> 99B462—Gold Medal Brand Young Hyson Tea. (Green). Short, curly green leaf. Draws mild, light liquor. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00	<b>Mixed Tea</b> 99B466—Gold Medal Brand Mixed Tea. Composed of Oolong and Gunpowder, mixed. Very fine quality and a popular blend. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00
<b>Gunpowder Tea</b> 99B463—Gold Medal Brand Gunpowder Tea. (Green). Tightly rolled green leaf. Draws mild, light liquor. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00	<b>Ceylon Tea</b> 99B467—Gold Medal Brand Ceylon Tea. (Black). A short, curly black leaf. Very fragrant, high grade tea. Draws a deep amber liquor. 5-lb. canister, full weight. (Cup and Saucer Free.) For . . . . \$2.00

### Uncolored Japan (Green)

Generally known as Sun Dried Japan. Fine, tender leaf. Light, clear liquor. Delicate flavor.

99B474-2-pound canister . . . \$0.95
99B475-5-pound canister . . . 2.40

### Basket-Fired Uncolored Japan (Dark Green Leaf)

Very long, closely rolled leaf. When brewed the liquor is very pale. The flavor is delicious.

99B477-2-pound canister . . . \$0.95
99B478-5-pound canister . . . 2.40

### Young Hyson (Green)

Short, bold uniform leaf. Draws light, clear liquor. Very fine flavor.

99B480-2-pound canister . . . \$0.95
99B481-5-pound canister . . . 2.40

### Gunpowder (Green)

Small, closely rolled leaf. Draws clear, light liquor. Delicious flavor.

99B483-2-pound canister . . . \$0.95
99B484-5-pound canister . . . 2.40

### Oolong (Black)

Very fine grade of Formosa Oolong. Very fragrant. Draws light amber liquor.

99B485-2-pound canister . . . \$0.95
99B487-5-pound canister . . . 2.40

### English Breakfast (Black)

This is a very fine North China Congou Tea. Draws deep amber liquor. Makes a delicious cup of tea.

99B489-2-pound canister . . . \$0.95
99B490-5-pound canister . . . 2.40

### Mixed Tea

Basket Fired Uncolored Japan and Formosa Oolong. These who prefer a mixed tea will appreciate this brand.

99B492-2-pound canister . . . \$0.95
99B493-5-pound canister . . . 2.40