

Montgomery Ward Item Descriptions & Prices

Possible Discussion Questions:

1. How do the prices compare to items today?
2. How do the toys compare to toys you play with today?
3. Is there anything you're surprised was available?

Students can choose an item from the catalog and write an advertisement for the item.
Consider sharing one or two advertisements from below to share an example.





Price: \$3.98
Postage: 0¢ extra

**DREADNAUGHT
COASTER**



Price: \$53.75
Postage: 0¢ extra

**CHALLENGER
WINDSOR**



Price: 59¢
Postage: 0¢ extra

MUSICAL POPGUN



Price: 98¢
Postage: 0¢ extra

**QUEEN OF THE
STOCK SHOW WITH
STABLE SUPPLIES**



Price: \$1198.00
Postage: 0¢ extra

**"FLORENCE"
WARDWAY HOME**



Price: 69¢
Postage: 0¢ extra

**ALL READY FOR
WASHDAY IN
TOYVILLE**



Price: \$79.95
Postage: 0¢ extra

**SQUARE DEAL
BUGGY**

Details about items from the catalog:

Tu Tex The Health Underwear	Scratchy underwear will not improve the disposition of any boy. Let him wear Tu Tex. It provides wool warmth and cotton smoothness to a degree unattainable in other garments. Tu Tex--two separate fabrics--one wool, the other cotton--knitted together in such a way as to produce a single fabric--the wool outside, the cotton inside. Twice the warmth, with less weight. Will not irritate the skin. Provides a greater degree of underwear comfort than the wearer has ever before known.
"Comfytog" The Best Union Suit Made	Mothers will appreciate the convenience of these practical waist Union Suits for boys or girls. They are the most comfortable garments made, answering the purpose of three undergarments. This "Comfytog" is our best waist union suit. It is knit of good quality, serviceable cotton, cut in extra full sizes. Well reinforced tapes extending over shoulders front and back, with durable buttons, and pin tubes for hose supporters. Drop seat, with large, roomy gusset. Card of two extra buttons with each suit.
Tu Tex: Heavy Weight-Part Wool Dutch Neck Union Suit	It's the smoothness--the wool warmth and the perfect fitting qualities you'll like about Tu Tex. This Suit is made with Dutch Neck, elbow sleeves; ankle length. Open part way down the front. Has smooth, flat seams; neat crocheted edge in front and around neck. There are two qualities in this style. The difference is a matter of grade of material and of price.
Wardwear Heavy Weight Part Wool Union Suit	Service and perfect fit are assured in Wardwear Union Suits. Only the highest grade of materials are used. The excellent workmanship is evident in the finish, in the fitting, and the durability of this splendid Suit. Knit of heavy weight yarn, containing about one-sixth pre wool, the rest being of fine combed cotton. Has military shoulders which will not sag.
All Ready For Washday in Toyville	When washday comes around the busy little housekeeper will appreciate such a complete and useful laundry set. There are two paper-mache pails, one to use in filling the tub and one in which to soak dolly's soiled clothes. After the clothes have soaked a while, they are put into the fiber tub of warm soapy water and rubbed on the washboard until they are clean. Then you put them through the wringer. After you have rinsed the clothes you hang them on the drying rack out in the warm sunshine. Before you know it they will be ready to iron on the board and dolly's clothes are fresh and clean.

	It is just loads of fun to play washday--every little girl knows that. Shipping weight of set 3 lbs.
Queen of the Stock Show with Stable Supplies	This beautiful Jersey stands so proudly because she's sure to win the blue ribbon at the Stock Show. She's all decorated for the occasion, too--white metal headgear, metal buckles, leatherette muzzle, and imitation horns, bright glass lifelike eyes. The carefully moulded papier-mache body is covered with brown felt. Length, 6 inches. Mounted on metal wheels. The manger, wheelbarrow, milking stool, rake, shovel, and blanket are included. Imported.
Musical Popgun	A curious combination of Music Box and high speed popgun. Pops by pulling barrel back and forth. Unusually well made black enameled wood with red stripings. Gun has loud pop; 15 inches long. Imported.
Dreadnaught Coaster	All ready for the race! Down the hill you scoot on your Dreadnaught Coaster. Always in the lead because yours has ball bearing wheels and they run smoothly and swiftly. Always under control because with your hand on the emergency brake you can stop 'er up quickly. Boy! There's sport for you! The Dreadnaught has a roomy body. The wheels are 8 inches high and are unusually sturdy. You can carry big loads without straining this sturdy wagon. It will not wobble. It steers easily. You'll be proud of your Dreadnaught Coaster. It will help you run errands and give you a world of pleasure.
Challenger Windsor	In the Challenger Windsor we offer a medium weight Cast Iron Range of splendid cooking and baking qualities, as well as most attractive appearance. While it is not as large and heavy as our Advance Windsor, the Challenger is nevertheless a range which will give you many years of perfect satisfaction. It is intended particularly for families of average size, but will take care of any ordinary cooking and baking requirements without difficulty. This range gets its striking appearance from the liberal use we have made of brilliant nickel and white porcelain enamel. The price is unusually low for such an excellent and handsome range.
Square Deal Buggy	Any easy riding, good looking buggy that will give you splendid service. Built right, of carefully selected materials and finely finished and upholstered. Body --Hardwood sills and frame. Upholstering --Beautifully upholstered with good quality artificial

	<p>leather. Will trim in green cloth if so ordered. Full spring back and cushion. Padded seat ends.</p> <p>Painting--Body and seat, black, piano finish; gear, Brewster green, neatly striped.</p> <p>Sundries--Large fancy dash. Large storm apron. Side curtains and washer. Full rubber mat.</p> <p>Shipping weight about 550 pounds.</p>
<p>"Florence" Wardway Home</p>	<p>The "Florence" is one of our most popular five room bungalows. It contains five rooms, bath, and a big front porch--an ideal home for the average family. The shingled side walls, the broad comfortable porch, the exposed rafters and sturdy roof all combine in making the exterior of the home exceedingly attractive. The Craftsman front door and quaint Colonial windows also add their part, giving a distinctive touch of individuality which makes the "Florence" pleasingly different from the ordinary home.</p> <p>Entering through the beautiful glazed front door, flanked by windows on either side you gain the impression of an unusually large living room because of the wide opening which has the effect of combining living and dining room. The bedrooms and bath are conveniently located on a connecting hall which keeps them entirely separate from the other rooms of the house--a most desirable arrangement. The kitchen has a most convenient location for the range while a twin window admits a flood of light on the sink and work table.</p>