

Montgomery Ward & Co.

Chicago

- 1872 Aaron Montgomery Ward (photo 1) issues his first mail-order catalog. 246-254 Kinzie St, Chicago.
- 1894 Now located at 111-116 Michigan Ave, Chicago.
- 1904 Ward now has 3 million customers.
- 1960 Ward now has a new office at 618 W. Chicago Ave (photo 2).
- 1985 The last mail-order catalog is issued.
- 1997 Montgomery Ward files for bankruptcy.
- 1999 They are now owned by GE Capital.
- 2000 All remaining stores are closed at the end of the year.
- 2008 Ward is purchased by Colony Brands, Inc.

The earliest brass instruments marked with the Montgomery Ward name are these Jules De Vere examples. They are probably made in Austria by Bohland and Fuchs.



Concertone Band Instruments - Easy to Play - Priced Low

Concertone Band Instruments are made for the use of the instrument department of the factory. They are made in the factory and are guaranteed to be of the highest quality. Nickel and silver plated instruments are plated after we receive your order, to insure a fresh finish. Allow 10 days for plating and shipping.

Concertone B-Flat Trombone

"Our Leader" B-Flat Concertone Cornet

Professional Model B-Flat Cornet

B-Flat Trumpet Cornet

Low Priced B-Flat Cornet

Upright E-Flat Alto

E-Flat Bass or Tuba - B-Flat Baritone

B-Flat Baritone

U. S. Regulation Bugle

Value Oil
Kerosene Lamps and
Candles for sale at
reduced prices. See
page 403-5-0-0-0-0
Postage, 10c extra



Beautiful Finish - Hand Engraving - Pearl Keys

Our confident are we that our Concertone Band instruments are made for the use of the instrument department of the factory. They are made in the factory and are guaranteed to be of the highest quality. Nickel and silver plated instruments are plated after we receive your order, to insure a fresh finish. Allow 10 days for plating and shipping.

Professional B-Flat Trombone

Concertone C, B-Flat and A Trumpet

Popular Long Model B-Flat Trumpet

B-Flat Trumpet with Rotary Change to A

Straight C or B-Flat Soprano Saxophone

Circular E-Flat Alto

Mellophone in F with C, D and E-Flat Crooks

E-Flat Sousaphone - 24-Inch Bell

Nickel Silver Boehm System Flute



1956 Catalog – Grenadier line made by the Ohio Band Inst. Co.

Examples on the right are from Horn-u-Copia.net.



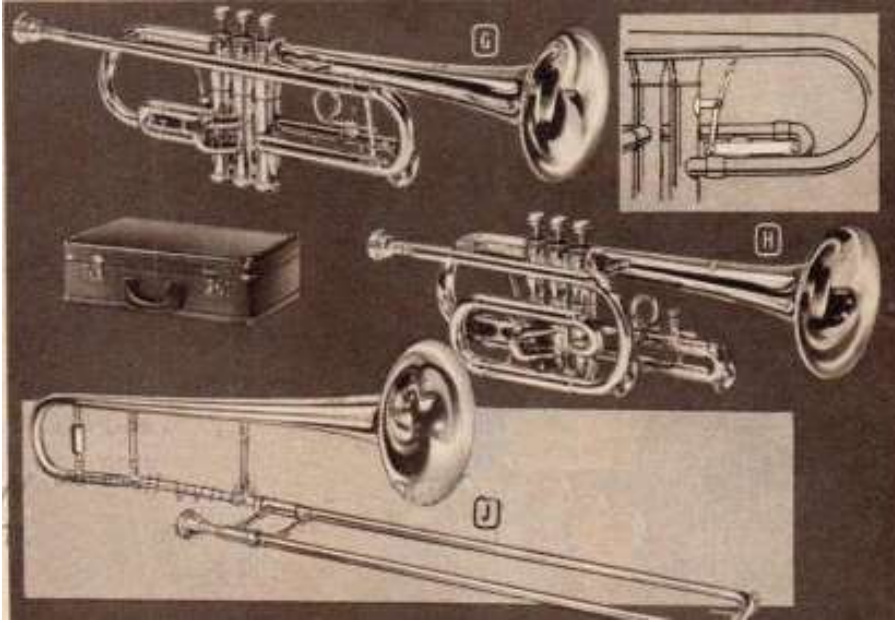
They also offered the medium-priced Professional line from an unknown maker and the low-priced Student line made in France (probably by Couesnon).

1962 Catalog – all said to be US made

Good Kadit model, Better Thor model, & Best Grenadier.



1964 Catalog
Grenadier models with first slide triggers



Kadit & Thor models

christmas.musetechnical.com 1964 Montgomery Ward Fall Winter Catalog, Page 1140 97,448,816 cc:1 ipcvc:2

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SUPERIORITY
Where it Counts

- (1) **TOP-ACTION NICKEL-SILVER, NICKEL-PLATED HAND-HOLED VALVES** for easier playing, lighter touch, extra response to rapid fingering. Hard tempered inner surfaces eliminate "leak-in" period.
- (2) **TROUBLE-FREE VALVE CAPS** due to protected inside threading.
- (3) **2 WATER KEYS**. Both are tough, extruded metal.
- (4) **3RD VALVE SLIDE RING** hand hold for professional feel.
- (5) **NICKEL-SILVER TERN** beautifies and protects the instrument.
- (6) **SEAMLESS CONSTRUCTION** from valves to bell flare for true tone.
- (7) **ADJUSTABLE 3RD VALVE FINGER RING** for rapid change, comfort.

EXTRA QUALITY BUILT INTO WARDS BRASSES makes them easier to play. Special formable bells for finest tone. Beautiful appearance and tone, plus above features, assure trouble-free performance.

Good Quality "Kadit" Brasses \$84.95

A B C EXCELLENT OUT-PUT for beginners. Easy blowing. Good mellow tone—unusual at this low price. All have features (1), (2), (3), (4) above plus all features at above right, facing page. Good quality plash lined case. Available.

(A) TRUMPET, Good Semi-Gladstone case.
62 B 8571 M—Ship, wt. 9 lbs. . . . \$84.95

(B) CORNET, Good Semi-Gladstone case.
62 B 8570 L—Ship, wt. 9 lbs. . . . \$84.95

(C) TROMBONE, Nickel-silver outside slides, Chrome-plated inside. 7 1/2-inch bell. Good French-style case.
62 B 8572 MO—Ship, wt. 15 lbs. . . . \$84.95

American Made Smooth
Economically Priced For

Better Quality "Thor" Brasses \$109.95

D E F **TOP ACTION VALVES** ground to 1/10,000-in. for perfect intonation in any register. Have features (1) through (7) above left plus all above at right, facing page. Stronger construction. Trombone has hexagon balancer on tuning slide, special protector brace. Better quality, plash lined trumpet, cornet cases, black-bound corners reinforced with bindings. Trombone in French-style, plash lined case. Available.

(D) TROMBONE, Nickel-silver outside slides, Chrome-plated inside for fast, smooth operation. French-style case.
62 B 8573 MO—Ship, wt. 15 lbs. . . . \$109.95

(E) CORNET, Medium-large bore. Better semi-Gladstone case.
62 B 8573 L—Ship, wt. 9 lbs. . . . \$109.95

(F) TRUMPET, Medium-large bore. Better semi-Gladstone case.
62 B 8574 M—Ship, wt. 9 lbs. . . . \$109.95



You're ready for orchestra or band with Wards finely crafted instruments

Designed and built to meet school requirements and standards.
The finest American brass instruments and woodwinds from France.

Wards "Grenadier" models—Full-featured, exclusive designs on French models with 100% nickel-silver or nickel-silver-plated brass and chrome-plated inner surfaces. Chromatized brass slides give better tone, more accurate intonation and extra response. Light, durable case with inside lock. \$29.95 nickel-silver and nickel-silver-plated. \$38 monthly or cash \$48.95

Wards "Kadit" models—Designed for the school market. The ultra-affordable priced models feature nickel-silver-plated brass and chrome-plated inner surfaces. Light, durable case with inside lock. \$24.95 nickel-silver and nickel-silver-plated. \$32 monthly or cash \$44.95

Wards "Thor" models—Designed for the school market. The ultra-affordable priced models feature nickel-silver-plated brass and chrome-plated inner surfaces. Light, durable case with inside lock. \$24.95 nickel-silver and nickel-silver-plated. \$32 monthly or cash \$44.95

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1966 Kadit and Grenadier models (top right)
1970 Kadit and Grenadier models (middle right)
The last trumpet offered in 1980 (bottom right)