

Catalog and Mail Order:

The large mass merchants, Sears & Roebuck, Montgomery Ward, and J.C.Penney are all involved in the mail order business. However the most furniture oriented catalog house is undoubtedly Spiegel (also located in Chicago). According to Spiegel the company is unique because it offers full department store lines through its catalog. At this stage very little Spiegel furniture is sold KD. Katherine Hart, casegoods and occasional buyer sees the KD business gathering momentum. She claims consumer reluctance has held up progress but that this is now changing. The influx of "eurostyled" KD is a major factor in this change.

The largest mail order business ranked by volume of sales in 1984 (expressed in millions of dollars) were:

Sears Roebuck	\$2,275
Montgomery Ward	\$ 975
Spiegel	\$ 671
Fingerhut	\$ 500
J.C.Penney	\$ 465
Merchandise Services	\$ 240

The big four catalog houses produce spring and fall catalogs.