

Buy With Judgment

Babson Also Discusses Bank Stocks

Baltimore, Maryland, April 24.—I am astounded by the way people are pouring into big retail stores to buy goods. Thus far the sales in this city are 40% ahead of the same period for last year. I surely urge readers to keep their heads. With the exception of metal, rubber, and a few other goods, stocks of merchandise unsold are still above last year. When this crazy buying period is over, you may again see "Fire and Water" sales and general mark-downs in order to move goods.

War Will End Some Day And Earnings Decline

Another thing: When spending your money, spend it wisely. Buy things of permanent value. Your husband will not always bring home the fat envelope which he may now be getting from war work. Buy only for cash. Lay up money for the rainy days ahead which are bound to come. Use both "cents" and "sense" when buying.

There is one sure forecast: This is that the World War II will end some time. It may run for years or it may all be over before 1943. Moreover, when it

does end, the end will come suddenly at an unexpected moment. This means that some day we are to see very different conditions than exist today. Let us now reef our sails and prepare for storms.

How Businessmen Can Help U. S.

Businessmen ask me how they can help win the war and prepare for the peace that is to follow. There are many ways—including the development of character and the building up of physical health. All can help in civic affairs, talk hopefully, trust those handling the war, and be square-shooters.

But to merchants and other businessmen who read this column, let me say: As we are trusting Washington to manage the war, Washington is trusting us to manage business. This is our main job. Unless we at-

tend to this, no one will do it. We must not be like the shoemaker whose own children went barefooted.

Let's Ration Money As War Effort

Men who have left their own work to serve the government are entitled to much credit. They are making real sacrifices. This includes those who are serving part time without any salary as rationers of tires and other things. Their work is a thankless task. It especially applies to the soldiers who are at the front or in training camps.

All of us, however, can help win the war by spending wisely and saving much. We do not need an appointment from Washington for this important work. By thrifty habits in our business and homes we are helping our boys at the front. But let us remember that it is not

only tires, sugar, and other commodities which need rationing. We should and must ration money.

Consider Bank Stocks As Good Investment

Those who owe money are not the only ones who should be thrifty. All of us should store up reserves in order to prepare for whatever may be ahead. This means buying defense bonds and putting your money in a bank. By the way, there are two ways of "putting your money in a bank."

One way is to "deposit" it subject to call; but this gives you little or no interest. The other way is to buy the stock of the bank. Such stocks appear now to be selling at bargain prices. Consider the big New York City banks for instance: Chemical with book value of \$40, selling

about 32, yielding 51%; Bankers with book value of \$44, selling about 33, yielding 41%; Chase with book value of \$33, selling about 22, yielding 61%; Irving with book value of \$21, selling about 9, yielding 61%. My favorite is the Guaranty selling for \$100 per share below its book value and yielding 6%. When you buy some of these stocks it is much like buying U. S. government bonds at 60 cents on the dollar.

Read Your Bible And Obey Teachings

If you are afraid that New York City will be bombed, then put your money into a St. Louis or Kansas City bank. Better still buy the stock of your own local bank. Good bank stocks should give safe diversification, experienced management, and government supervision un-

equaled in any other investment.

Winning World War II will be a double-barreled affair. As a nation, we must spend money and go into debt; but as individuals we should save money and get out of debt. Readers who take religion and their Bible seriously should obey all its teachings. One of its most important commands is, "Owe no man anything" as ordered by St. Paul in his famous letter to the Romans and found in the eighth verse of the 13th chapter.

Tehama, Cal. (U.P.)—This city, which claims to be the "smallest incorporated city in the United States," may become the first city in the country to be "wiped out" by the war. The entire population of 175 has signed a petition for reincorporation as a "patriotic gesture."

French, Belgians Work For Germany

Vichy, April 24.—(U.P.)—Newspapers of Nazi-occupied Paris announced today the departure of the 150,000th French workman for voluntary labor in Germany. He was one in a trainload of 550.

As a comparison, the newspapers said Belgium, with a population only one-fifth that of France, had supplied 250,000 volunteer workers for Germany at the beginning of 1942.

Pacific Coast Edition
The Wall Street Journal
THE FRONT PAGE OF AMERICAN BUSINESS & FINANCE
Send for free sample copy
415 Bush St., San Francisco, Calif.

Hurry! Last Chance to SAVE during WARD WEEK Sale ends this Saturday!

REDUCED FOR WARD WEEK

Treasure Chest Sheets—Famous for Quality!

Laundry-tested 360 times—equal to 7 years' wear

154

81"x99" size. Fat Ward Week savings on the finest muslin sheets made! They wear so long they cost less per year to use! Limit: 4 to customer. Hurry!

42"x36" size, reduced to 35c (only 6 to customer).



WHITE SHOES ON SALE!

"Gay Moderns" Reduced for Ward Week!

Sandals, Pumps, Spectators!

197

Regularly 2.49! Choice of 3 new summer styles!

Career girls! Glamour girls! Here's your chance to stock up on white summer shoes—and save!

Get a white dress-maker pump with a knotted brown bow! Get a smart spectator! Come early!



WARD WEEK BEDROOM VALUE!

Beautiful 3-piece Suite—Compare up to \$20 More!

10% down is all you need... pay balance later!

64⁸⁸

Now! Buy at Ward Week's sensational price cut! Get the beauty and long-lasting quality of genuine walnut veneers and gumwood... in bleached or natural walnut finish! Clear plate glass mirror! Vanity bench to match other pieces.....4.48



NOW YOU SAVE TWO WAYS!

Save in Ward Week on Dryfast Enamel

Choice of 13 Colors

Regularly 1.43. NOW

89^c

Equal to the costliest at its regular low price... NOW it's reduced even lower! (You save twice!) Dries to a hard, mirror-like finish... without brush marks! Unharmed by alcohol, acids, perfumes, or vinegar!



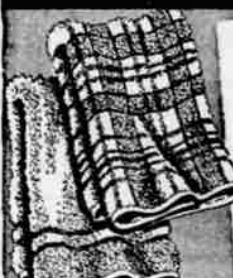
SPECIAL FOR WARD WEEK

Sensational! Cannon Towels

Both size—only

19^c

Wonderful Ward Week low price for these fine 20"x40" towels! Built for wear, they come in good-looking plaids, solid colors and white with colored borders! Buy now!



FOR WARD WEEK ONLY!

Brand New Spring Rayons

Compare with \$2.98 dresses elsewhere!

2⁰⁰

Beautiful spun rayon, crunch rayon, shirtings, even smooth rayon crepes... at this Ward Week saving! In young florals, coördinates and shirtwaists! 12-20, 38-44.



FOR WARD WEEK ONLY!

Regular \$5.98 Draperies...

Sale price...

4⁸⁸

Sparkling spun rayon and long-wearing cotton texture in life-like floral prints to brighten your home! Sun-resistant Decorator colors! Lined! 34" x 2 1/2 yds. Buy NOW—SAVE!



SAVE NOW—IN WARD WEEK

Commander Battery

3⁸⁸

1 yr. guarantee!

80 ampere hour capacity! Compare to batteries selling for as much as \$8.00 elsewhere!

Kwik-Start, 3 yr. guarantee \$3.99 Winter King, 2 1/2 yr. guarantee \$3.87



SAVE NOW—IN WARD WEEK

Petaldown Print Sale!

Crown-tested!

54^c yd.

See what Ward Week brings you! A big saving on superb rayon crepes, crown-tested for washability, wear, seam strength! Exquisite Spring patterns! 99% shrinkproof! 39".



SPECIAL FOR WARD WEEK

E-Z-Do Rol-A-Dor

Reg. 3.98

3⁴⁹

Ward Week bargain! Strong 3-ply fiberboard with sturdy wood frame. Holds up to 20 garments! Door rolls up smoothly. 59"x36"x20". 49c E-Z-Do Moth Humidor included free!



REDUCED FOR WARD WEEK

Wardoleum! 9x12 Size!

Strong Felt Base

4⁶⁸

Newest patterns in florals... tiles... marbled! Stainproof... easy to clean! Baked enamel surface! 6x9... 2.38 9x10 1/2... 4.38 11x12... 5.18 per sq. yd. \$7.00



WARDS FAMOUS RIVERSIDES

Eligible Tire Buyers...

Bring your certificate to Wards... and get longer-wearing RIVERSIDES—your best buy! Today the wise motorist looks to the future... then buys Riversides, the tire that gives him more mileage at less cost! Actual road tests prove you get more miles from Wards Riversides than from any other first quality tire!



Printed Cotton Sheets

29^c yd.

Cool, crisp and charming tub-fast batistes and dimities at an excellent Ward saving!



Bright New Anklets That Should Be 13c

8^c

Special Purchase! Stock up on these fine cottons! Novelty stitches! Elastic tops!



Sale! 39c Flannel Shirts

34^c yd.

Cool prints and plaids in lovely colors! Crease-resistant, slightly nubby weave. 39".



Special! Terry Wash Cloths

3 for 10^c

Fine bargains! Edges lock-stitched for extra wear! White with pastels. Stock up!



Sale! Crinkle Spreads

1.09

Closely woven cotton. Reversible, need no ironing! Pastels. Double bed size. Save!



Sale! Women's Denim Slacks

1.98

They're Sanitized—99% shrinkproof! Man tailored! Handy pocket! Side placket!

WARD WEEK DRESS SALE!

Sale! Stunning New Cottons

Compare with 1.69 dresses elsewhere!

1¹⁵

Save during Ward Week on dainty lawns and batistes! Stock up while you can on sturdy percales! Colorful tie-backs, shirtwaists, coördinates in sizes 12-20, 38-44 and 46 to 52.



New Percale Aprons Regularly 44c

33^c

They're Fruit-of-the-Looms, favorites with women from coast to coast! Bibs and pinafores.



All Those 59c Brassieres Reduced to

54^c

Buy 4 for the regular price of 3! Save now! Pick from rayon satins, laces, cottons.

WARD WEEK DINETTE SALE!

5-pc. Chrome Dinette Set!

10% down puts it in your home!

42⁸⁸

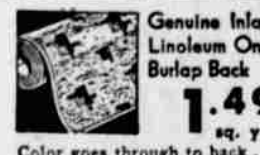
Save up to \$10 in Ward Week! Hardwood dinette with chrome-plated table legs! Table top has natural honeywood finish... opens to 56 in. Red or blue chair seats!



Regular 15c Curtain Materials...

13^c yd.

Buy yards NOW—SAVE! Your choice fresh, crisp pin dots, big cushion dots! Some 42" wide!



Genuine Linoleum On Burlap Back

1.49 sq. yd.

Color goes through to back... can't wear off! 6 ft. widths... assorted colors! Save!



Regular Wire Lawn Rake

38^c

Price cut! Built for long service! 16 spring-wire enameled teeth... 48-inch wood handle!



Sale! Sweat Shirts

79^c

Medium-weight, fleece-lined, full athletic cut! Ribbed collar, cuffs and waistband. Save Now!



Reduced! Outdoor Clothes Dryer

3.88

Saves time, steps and space! Easy to set-up or take down! 100 ft. of clothes. 6-ft. arm!



Supreme Quality Plug

32^c

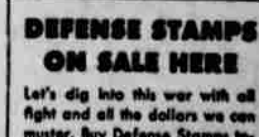
With the Knife-Edge electrode that lets spark jump easier for quick start! Save plenty now!



First Quality Screen Enamel Cut-Price!

29^c pt.

Reduced from 35c! Durable enamel lengthens screen life!



DEFENSE STAMPS ON SALE HERE

Let's dig into this war with all fight and all the dollars we can muster. Buy Defense Stamps today...and as often as you can.

MONTHLY PAYMENT PLAN may be used on any purchases totaling \$10 or more! Buy NOW...pay LATER!

BUY DEFENSE STAMPS...ON SALE AT MONTGOMERY WARD

CATALOG ORDER SERVICE saves you money on thousands of items we haven't room to stock in our store!