

**.22 Rim Fire Boxes**  
of the U.S.A.  
**ID. Reference**

**RIM FIRE**

**WARDS**

**M O N T O G O M E R Y   W A R D   U . S . A .**

Created and Edited By  
Roger E. Huegel  
2012

## THANKS

Special thanks to the following collectors for helping me with this project by supplying me with box images and sharing their knowledge. Presented in alphabetical order.

DAVE CLEMENCE

BERNARD CHEVALIER

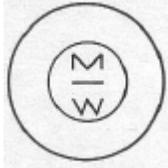
DR. DAVE FREDERICKSON

JERRY HANEWINCKEL

# MONTGOMERY WARD

## HEADSTAMPS (h/s)

*Headstamp drawings courtesy of the RIMFIRE HEADSTAMP GUIDE by George Kass and Ron Merchant*

MW-1	EP-1	F-8
		
		

# MONTGOMERY WARD

## EARLY HISTORY



Aaron Montgomery Ward was born February 17, 1844, in Chatham, New Jersey, to a family whose forebears had served as officers in the French and Indian Wars as well as in the American Revolution. He was named after General G. Aaron Montgomery Ward, a general in George Washington's army. When "Monty" was nine his father, Sylvester Ward moved his family to Niles, Michigan.

Young Monty's schooling ended when he was 14. According to his brief memoirs, he first earned money in a barrel stave factory, "doing a man's work at the cutting machine at 25 cents per day, then stacking bricks in a kiln at 30 cents per day." He noted the experience greatly increased his knowledge: "I learned that I was not physically or mentally equipped for brick or barrel making."

Looking for something more compatible, Monty left home and followed the river to Lake Michigan and the town of St. Joseph, county seat and market for outlying fruit orchards. "Being a fair salesman," his account continues, "within nine months, I was engaged as a salesman in a general country store at a princely salary of \$0 per month and board." He rose to become head clerk and general manager and remained at this store for three years before accepting a better job in a competing store, where he worked for another two years. In this period, Aaron Montgomery Ward learned the mechanics and customs of retailing.

Chicago was the center of the wholesale dry goods trade and in the 1860's Ward joined the leading dry goods house, Field Palmer & Leither. As a retailer, Potter Palmer had previously built a reputation for fair dealing. Ward absorbed these principles while working as a clerk for \$5 a week. Although he advanced to \$12, he felt he was not progressing fast enough. Ward left after two years.

The Chicago City Directories for 1868 through 1870 listed him as a salesman for various dry goods houses. In 1870, Ward was again foot loose. He then went to work for Walter M. Smith & Co. of St. Louis, working as a traveling salesman. Here he gained experience meeting with back country consumers. He felt they were being oppressed by the prices being charged by unscrupulous local retailers. Ward felt that a way of doing business must be found that would bring relief from the traditional systems of wholesalers selling to retailers, with each taking a high markup on the goods.

The plan shaping in Ward's mind was to buy goods at low cost for cash. By eliminating intermediaries, with their markups and commissions, and cutting selling costs to the bone, he could offer goods to people, however remote, at appealing prices -for cash. He would invite them to send

# MONTGOMERY WARD

## EARLY HISTORY

their orders by mail and deliver the purchases to their nearest railroad station. The only thing he lacked was cash.

By 1871, Ward had saved enough money to acquire some merchandise and to print a single page price list, which he intended to mail out to members of a fraternal, association of farmers known as the National Grange of the Patrons of Husbandry. These Grangers were very active in seeking "legislation" to establish fair business practices, so Ward felt these would be receptive to his new idea.

Just as he was about to make his first mailing, disaster struck. The Great Chicago fire in the fall of 1871 sent his dreams literally up in smoke. The fire was a setback, but did not spell defeat. In 1872, he found two other people to join him in his plans. With a total capital of \$1,600, they rented a small shipping room on North Clark Street and published their first price list the world's first general merchandise mail order catalog.

While not an instant success, Ward's customers were struggling with low crop prices. During 1873, George Thorne, a successful lumberman, invested \$500 and became an equal partner with Ward. This was the turning point for the young company. Soon the catalog, frequently reviled and even burned publicly by rural retailers who had cheated the farmers for so many years, became known fondly as the "Wish Book" and was a favorite in households all across America.

The mail order catalog has been perhaps the greatest single influence in increasing the standards of American middle-class living. It brought him benefits of wholesale prices to city and hamlet, to the cross roads and prairie. Aaron Montgomery Ward died December 8, 1913, at the age of 69, a victim of pulmonary edema. He had lived to see his idea grow mushroom into one of the great American retailing concerns. His catalogs were in almost all of the homes of that time and helped raise the standard of living of the farmer to that of his fellow city worker.

The Montgomery Ward catalog offered the guns and ammunition of most of the American manufacturers. These were sold under the name brands of Winchester, Remington, Stevens and Savage as well as the Union Metallic Cartridge Company. During the early 1930's, Wards introduced a line of ammunition under their own private label brand name. These are the offerings of most interest to the collector. The following pages of this catalog will attempt to display the .22 boxes of Wards in the order which they were offered to the public.

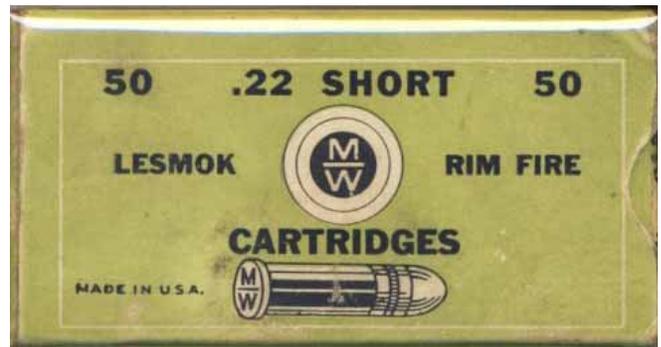
# MONTGOMERY WARD

## GREEN Box Issues

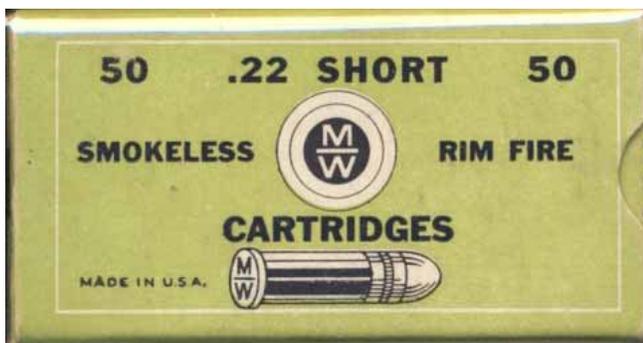
S-1



S-2



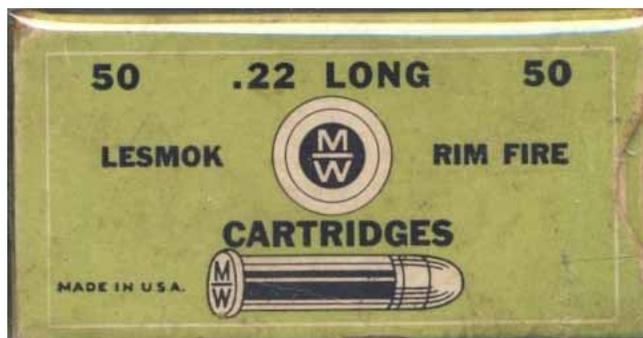
S-3



L-1



L-2



L-3



# MONTGOMERY WARD

## GREEN Box Issues

This is judged to be the first issue of the private label seller. Produced for Wards by the Federal Cartridge Corporation. The style of the boxes would place them in the late 1920's.

### Smokeless & Lesmok Bottom



### Staclean Bottom



- S-1 **.22 SHORT**. "STACLEAN". Green box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Lead bullet with 1K,1S. This may be a black powder loading. Variations noted:
- (a) No Product code.
  - (b) Product code 60-1005 stamped on the box top.
  - (c) Catalog number 60-1005 stamped on box end and a bottom like MW-2.
- S-2 **.22 SHORT**. 'LESMOK'. Green box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Lead bullets. Variations noted:
- (a) No Product code.
  - (b) Product code 60-1013 on the ends.
- S-3 **.22 SHORT**. "SMOKELESS". Green box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Lead bullets. Variations noted:
- (a) No Product code.
  - (b) Product code 60-1019 on the ends.
- L-1 **.22 LONG**. "STACLEAN". Green box with white and black printing. One-piece box with end flaps. Product code 60-1003 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- L-2 **.22 LONG**. "LESMOK". Green box with white and black printing. One-piece box with end flaps. Product code 60-1037 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- L-3 **.22 LONG**. "SMOKELESS". Green box with white and black printing. One-piece box with end flaps. Product code 60-1040 on the ends. "MW-1" h/s on a copper case. Lead bullets.

# MONTGOMERY WARD

## GREEN Box Issues

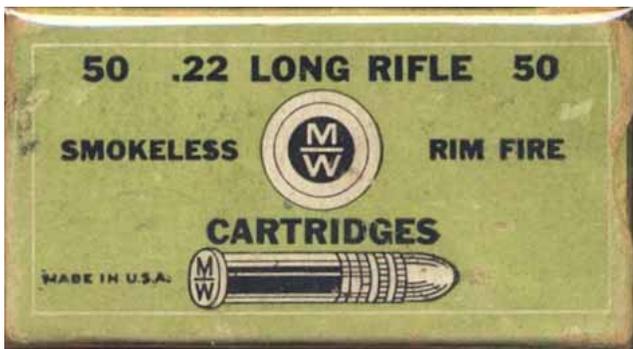
LR-1



LR-2



LR-3



# MONTGOMERY WARD

## GREEN Box Issues

- LR-1 **.22 LONG RIFLE**. "STACLEAN" Green box with white and black printing. One-piece box with end flaps. Product code 10-1007 rubber stamped on the ends. "MW-1" h/s on a copper case. Lead bullets.
- LR-2 **.22 LONG RIFLE**. "LESMOK". Green box with white and black printing. One-piece box with end flaps. Product code 10-1052 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- LR-3 **.22 LONG RIFLE**. "SMOKELESS". Green box with white and black printing. One-piece box with end flaps. Product code 60-1055 on the ends. "MW-1" h/s on a copper case with 3K,1S.

# MONTGOMERY WARD

## Red STA-CLEAN Box Issues

S-1



S-2



S-3



L-1



LR-1



LR-2



LR-3



# MONTGOMERY WARD

## Red STA-CLEAN Box Issues

This is judged to be the second issue of this private label seller. Probably produced for Wards during the early to mid 1930's. This is the first non-corrosive primed issue by Wards. Manufactured by the Federal Cartridge Corporation.

Box Bottom



- S-1 **.22 SHORT.** "STACLEAN". Red box with white and black printing. One-piece box with end flaps. Product code 60 1005 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- S-2 **.22 SHORT.** "STACLEAN COPPER COATED". Same as S-1, except over-printed COPPER COATED. Ends have the 60 1005 Product code blacked out and 60 1008 over-stamped. Copper washed bullets.  
(a) End has 60-1005 Product code and nothing blacked out or added.
- S-3 **.22 SHORT.** "STACLEAN EXTRA POWER". Same as S-1, except over-printed EXTRA POWER". Catalog No. 60 1040 on the ends with the original catalog No. blacked out. "EP-1" h/s on a copper case
- L-1 **.22 LONG.** "STACLEAN". Red box with white and black printing. One-piece box with end flaps. Product code 60 1006 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- LR-1 **.22 LONG RIFLE.** "STACLEAN". Red box with white and black printing. One-piece box with end flaps. Product code 60 1007 on the end. "MW-1" h/s on a copper case. Lead bullets.
- LR-2 **.22 LONG RIFLE.** "STACLEAN COPPER COATED". Same as LR-1, except top over-stamped COPPER COATED. Product code 60 1007 blacked out and over-stamped 60 1010. Copper washed lead bullets
- LR-3 **.22 LONG RIFLE.** "STACLEAN EXTRA POWER". Same as LR-1, except the top is over printed EXTRA POWER. Product code 60 1044.

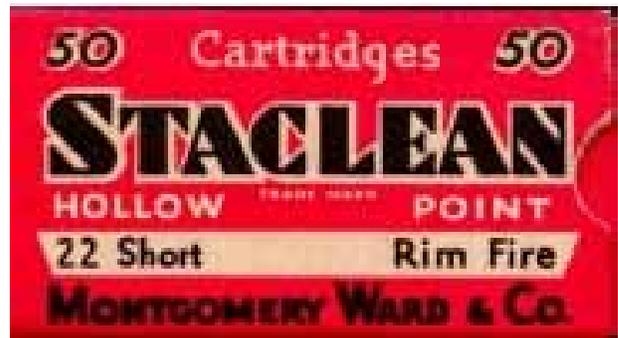
# MONTGOMERY WARD

## Red & White STA-CLEAN Box Issues

S-1



S-2



L-1



LR-1



LR-2



# MONTGOMERY WARD

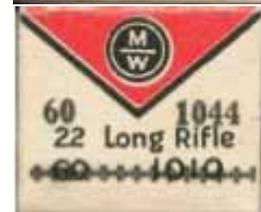
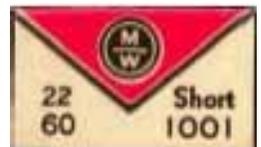
## Red & White STA-CLEAN Box Issues

During the 1930-1931 period, Wards introduced a new format to their Sta-Clean issue. The reason for the format change is not known at this time. This issue seems to have been replaced with the first Cleanfire issue within a short period of time. They were produced for Montgomery Ward by the Federal Cartridge Corporation. All of these boxes are very desirable to the collectors. No end flap warnings have been noted.

### Box Bottom



- S-1 **.22 SHORT. "COPPER COATED"**. Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 60-1008
- S-2 **.22 SHORT (HOLLOW POINT)**. Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 60-1010
- L-1 **.22 LONG. "COPPER COATED"** Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 60-1009
- LR-1 **.22 LONG RIFLE. "COPPER COATED"**. Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 60-1010.
- LR-2 **.22 LONG RIFLE. "COPPER COATED—EXTRA POWER"**. Red and white box with white and black printing. One-piece box with end flaps. EXTRA POWER over-stamped on top. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 60-1044.



# MONTGOMERY WARD

## Red & White STA-CLEAN Box Issues (Prototype)

LR-2



LR-3



LR-4



# MONTGOMERY WARD

## Red & White STA-CLEAN Box Issues (Prototype)

The next three boxes are from the Federal Cartridge Corporation archives and may have been used during production or sales. They should be considered to be prototype boxes.

LR-2 **.22 LONG RIFLE.** "EXTRA POWER COPPER COATED". Red and white box with black and white printing. One-piece box with end flaps. Box is empty. Product code 60 1044



LR-3 **.22 LONG RIFLE.** "COPPER COATED". Same as LR-2 above, except the EXTRA POWER on the top has been replaced by a "MW" logo. Product code 60 1010



LR-4 **.22 LONG RIFLE.** Same as LR-3, except box is not marked "COPPER COATED". No product code.



### Box Bottom



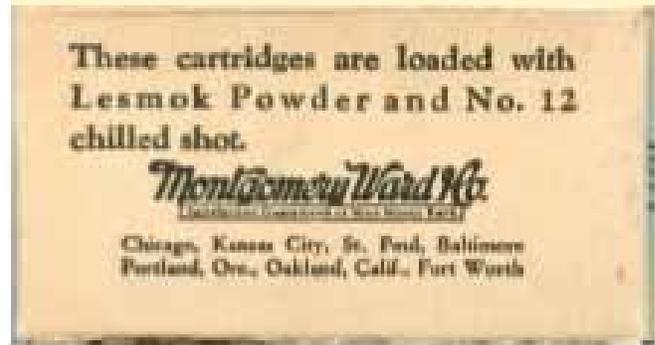
# MONTGOMERY WARD

## Red & White STA-CLEAN Box Issues with Rim Fire Cartridges on top

L-2



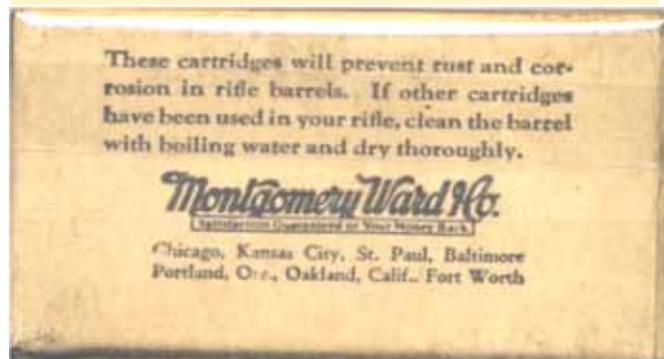
L-2 Bottom



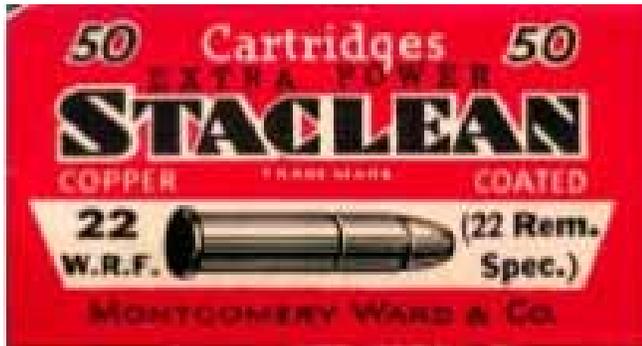
WRF-1



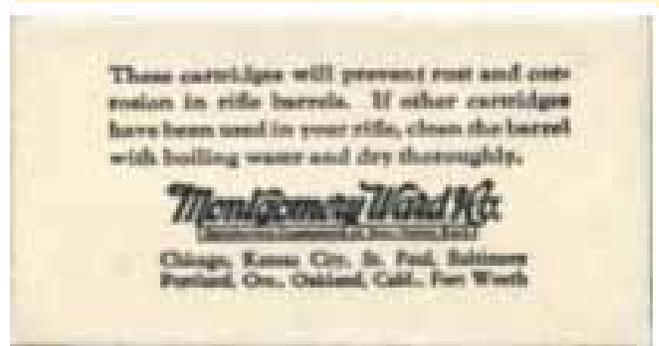
WRF-1 Bottom



WRF-2



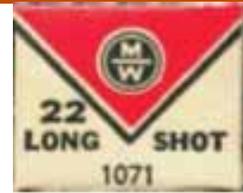
WRF-2 Bottom



# MONTGOMERY WARD

## Red & White STA-CLEAN Box Issues with Rim Fire Cartridges on top

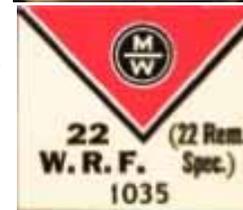
L-2 **.22 LONG (SHOT). "LESMOK"** Red and white box with white and black printing. One-piece box with end flaps. No h/s on a rose crimped copper case. Product code 1071.



WRF-1 **.22 WIN. RIM FIRE. "COPPER COATED"**. Cartridge on top. Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Copper plated lead bullets. Product code 1027



WRF-2 **.22 WIN. RIM FIRE. "EXTRA POWER—LESMOK"**. Cartridge on top. Red and white box with white and black printing. One-piece box with end flaps. No h/s on a copper case. Copper plated lead bullets. Product code 1035



# MONTGOMERY WARD

## First "CleanFire" Issues (with RIMFIRE CARTRIDGES on the top)

BB-1



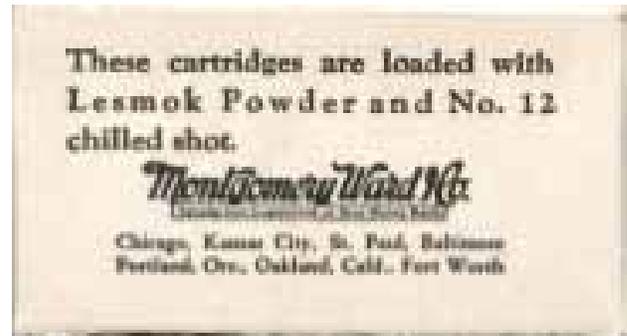
BB-1 Bottom



L-3



L-3 Bottom



L-4



L-4 Bottom



# MONTGOMERY WARD

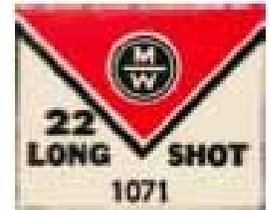
## First "CleanFire" Issues (with RIMFIRE CARTRIDGES on the top)

During the 1930's, Montgomery Ward introduced a new brand name for their .22 rimfires. Why they changed the name from Sta-Clean to Cleanfire is unknown at this time. During the 1930's they sold this box with several changes to it. We do not know how these fit into the product line at this time, but they seem to break down into three formats. The first of these states RIMFIRE CARTRIDGES between the "50s" on the upper part of the box top. No end flap warnings have been noted.

- BB-1 **.22 B.B. CAPS.** Red and white box with white and black print. 100 rounds, bulk packed. One-piece box with top and bottom flaps. Product code 10-1004 on the top and sides. "MW-1" h/s on a copper case. Variations noted:
- (a) Plain lead bullets.
  - (b) Copper plated lead bullets.



- L-3 **.22 LONG (SHOT).** "LESMOK POWDER". Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a rose crimped copper case. Product code 60-1071 on the ends. The top shows a necked shot case. "A" bottom.



- L-4 **.22 LONG (SHOT).** "LESMOK POWDER". Same as L-2, except the top now shows a rose crimped case. Product code 60-1071.



# MONTGOMERY WARD

## First "CleanFire" Issues (with RIMFIRE CARTRIDGES on the top)

WRF-1



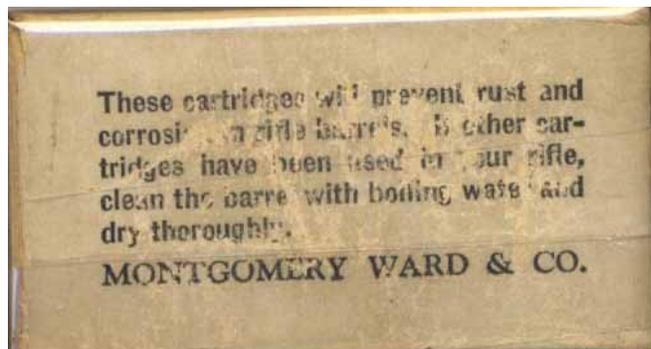
WRF-1 Bottom



WRF-2



WRF-2 Bottom



WRF-3



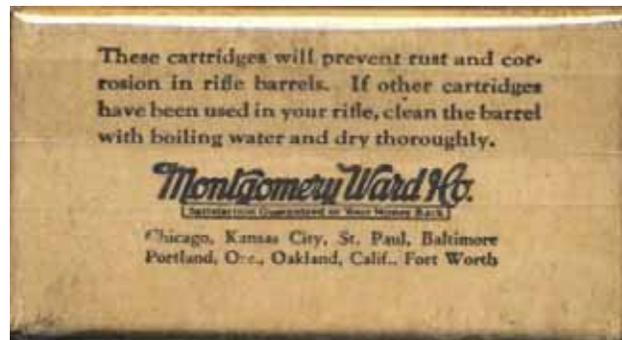
WRF-3 Bottom



WRF-4



WRF-4 Bottom



# MONTGOMERY WARD

## First "CleanFire" Issues (with RIMFIRE CARTRIDGES on the top)

WRF-1 .22 WIN. RIM FIRE (STANDARD VELOCITY). "COPPER COATED, LESMOK POWDER". Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1035.



WRF-2 .22 WIN. RIM FIRE (STANDARD VELOCITY). "COPPER COATED, SMOKELESS POWDER". Same as WRF-1, except for change in powder type on the sides. Copper washed lead bullets. Product code 60-1027. Variations noted:

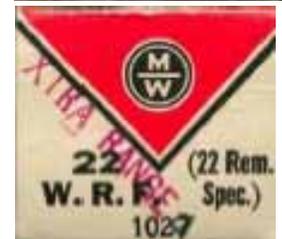


- (a) No h/s on a copper case.
- (b) "MW-1" h/s on a copper case.

WRF-3 .22 WIN. RIM FIRE (XTRA RANGE). "COPPER COATED". Like WRF-2 But different top and bottom format. No h/s on copper case. Product code 1027.



WRF-4 .22 WIN. RIM FIRE (XTRA RANGE). "COPPER COATED". Like WRF-3 but over-stamped in red ink "XTRA RANGE" on ends. No h/s on copper case. Product code 1027. Two end examples shown. Bottom one has a hand-written "9" over the "7".



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

S-1



S-1 Side



S-2



S-2 Side



S-3



S-3 Side



S-4



S-4 Side

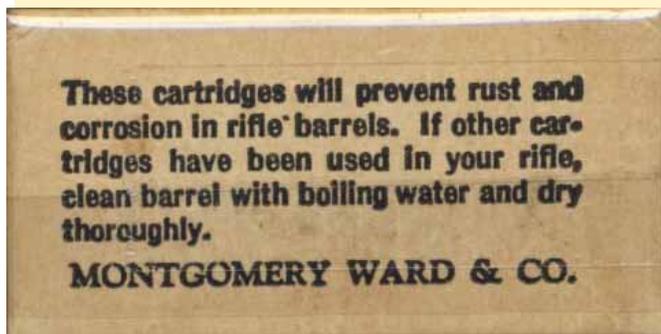


# MONTGOMERY WARD

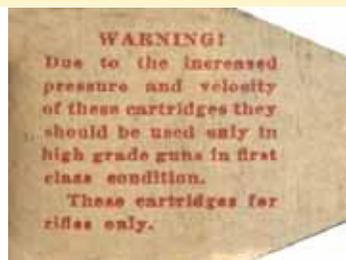
## Second "CleanFire" Issues (with CARTRIDGES on the top)

These seem to be the next Cleanfire issue due to the addition of end flap warnings and a new bottom style. Different bullet finishes were also available. The ones marked Cadium Plated are more difficult for the collector to locate than the ones marked Greased or Copper Coated. Per the dates on some of the boxes from the Federal cartridge Corporation's archives this issue was introduced during 1932. The boxes marked Extra Power are judged to be High Velocity loadings.

### Box Bottom



### End Flap Warning (S-6, L-7, LR-8 ONLY)



S-1 **.22 SHORT (STANDARD VELOCITY)**. "GREASED BULLETS". Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1005 on the ends. "MW-1" h/s on a copper case. Lead bullets.



S-2 **.22 SHORT (STANDARD VELOCITY-HOLLOW POINT)**. "GREASED BULLET". Same as S-1 above, except for a hollow point format to the top and sides. Product code 60-1001 on the ends. "MW-1" h/s on a copper case. Plain lead bullets.



S-3 **.22 SHORT (STANDARD VELOCITY)**. "COPPER COATED". Same as S-1, except for the change in the bullet finish called out on the top and sides. Product code 60-1008



S-4 **.22 SHORT (STANDARD VELOCITY-HOLLOW POINT)**. "COPPER COATED" Same as S-3 above, except the top now states HOLLOW POINT. The side still states COPPER COATED. Product code 60 1001



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

S-5



S-5



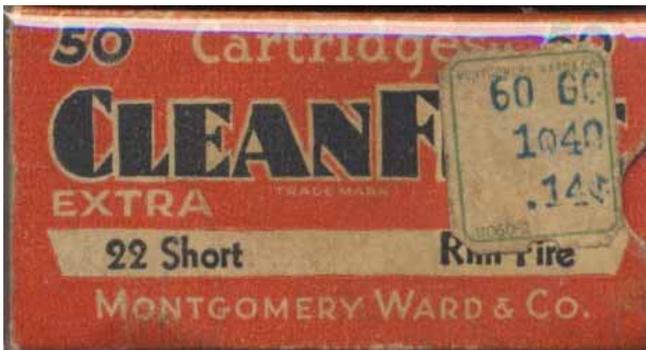
S-6



S-6 SIDE



S-7



S-7 SIDE



S-8



S-8 SIDE



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

- S-5 **.22 SHORT (HIGH VELOCITY), "CADMIUM PLATED"**. Red and white box with white and black printing. One-piece box with end flaps. Box is empty, so contents are unknown. Product code 60-1040
- S-6 **.22 SHORT (HIGH VELOCITY), "EXTRA EP POWER CADMIUM PLATED"**. Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1040 on the ends. "MW-1" h/s on a copper case. Lead bullets.
- S-7 **.22 SHORT (HIGH VELOCITY), "EXTRA EP POWER COPPER COATED"**. Same as S-5 except side states "COPPER COATED". Product code 60-1040.
- S-8 **.22 SHORT (HIGH VELOCITY, HOLLOW POINT), "EXTRA EP POWER CADMIUM PLATED"**. Same as S-2 except Copper Coated on side is blacked out and Cadmium Plated is over-stamped. Product code 60-1001



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

L-1



L-1 Side



L-3



L-3 Side



L-4



L-4 Side



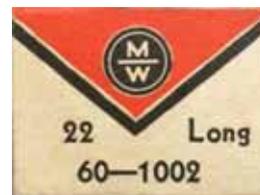
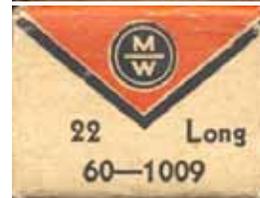
L-5



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

- L-1 .22 LONG. (STANDARD VELOCITY). "GREASED BULLET". red and white box with white and black printing. One-piece box with end flaps. Box is empty, so contents are unknown. Product code 60-1006.
- L-3 .22 LONG (STANDARD VELOCITY). "COPPER COATED". Same as L-1 above, except for the change in the bullet finish callout on the top. Product code 60-1009 on the ends. "MW-1" h/s on a copper case with IK. Copper plated lead bullet with 2K.
- L-4 .22 LONG (STANDARD VELOCITY-HOLLOW POINT). "COPPER COATED". Same as L-3 above, except for the hollow point format.
- L-5 .22 LONG. (STANDARD VELOCITY-HOLLOW POINT). "CADMIUM PLATED". Same as L-4 above, except the Copper Coated has been over-printed CADMIUM PLATED. Box is empty, so contents are unknown. Variations noted:  
(a) CADMIUM PLATED over-print is 3/4" long.  
(b) CADMIUM PLATED over print is 1-1/4" long.



L-5a Side



L-5b Side



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

L-6



L-6 Side



L-7



L-7 Side



L-8



L-8 Side



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

L-6 **.22 LONG (HIGH VELOCITY)**. "CADMIUM PLATED EXTRA POWER". Red and white box with white and black printing. One-piece box with end flaps. Box is empty, so contents are unknown. Product code 60-1042.



L-7 **.22 LONG (HIGH VELOCITY)**. "CADMIUM PLATED EXTRA POWER". Same as L-6, except an "EP" has been added to the top. Variations noted:  
(a) No end flap warning.  
(b) With an end flap warning.



L-8 **.22 LONG (HIGH VELOCITY)**. "COPPER COATED EXTRA POWER". Red and white box with white and black printing. One-piece box with end flaps. Contents are unknown. Product code 60-1049.



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

LR-1



LR-1 Side



LR-2



LR-2 Side



LR-3



LR-3 Side



LR-4



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

LR-1 .22 LONG RIFLE (STANDARD VELOCITY), "GREASED BULLETS". Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1007 on the ends. "MW-1" h/s on a copper case. Lead bullets.

LR-2 .22 LONG RIFLE (STANDARD VELOCITY), "COPPER COATED". Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1010 on the ends. "MW-1" h/s on a copper case. Copper washed lead bullets.

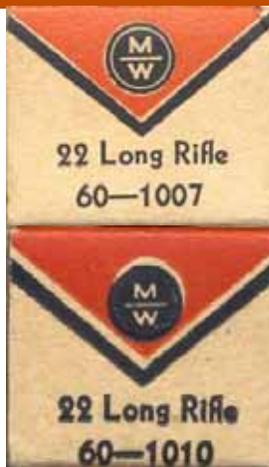
LR-3 .22 LONG RIFLE (STANDARD VELOCITY-HOLLOW POINT), "COPPER COATED" Same as LR-2 above, except for the hollow point wording on the top and sides.

- (a) Product code 60-1003
- (b) Product code 60-1010

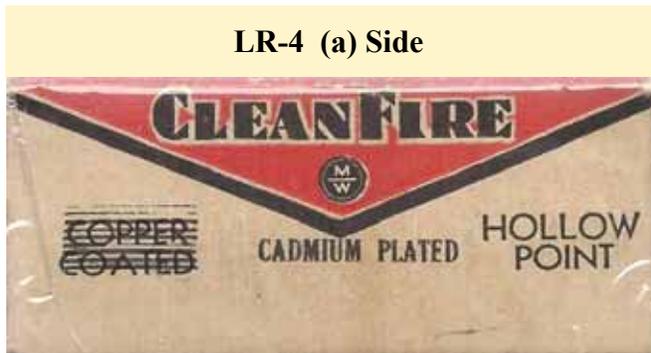


LR-4 .22 LONG RIFLE (STANDARD VELOCITY-HOLLOW POINT), "CADMIUM PLATED". Same as LR-3, except the sides have had the Copper Coated blacked out and over-printed with CADMIUM PLATED. Product code 60-1003. Variations noted:

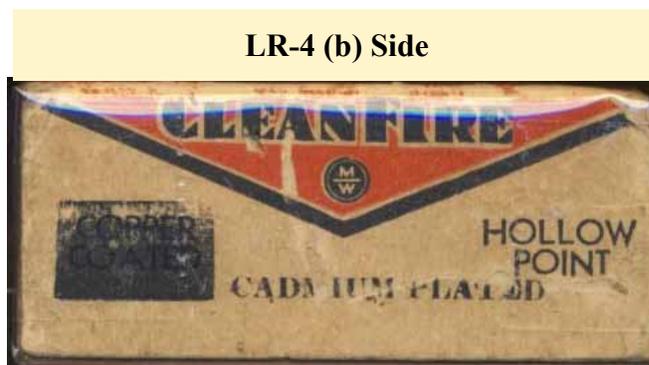
- (a) CADMIUM PLATED over print is 3/4" long.
- (b) CADMIUM PLATED over print is 1-1/4" long.



LR-4 (a) Side



LR-4 (b) Side



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

LR-5



LR-5 Side



LR-6



LR-6 Side



LR-7



LR-7 Side



LR-8



LR-8 Side



# MONTGOMERY WARD

## Second "CleanFire" Issues (with CARTRIDGES on the top)

LR-5 **.22 LONG RIFLE (HIGH VELOCITY).** "EXTRA POWER CADMIUM PLATED" Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1044 on the ends. "EP-I" h/s on a copper case.



LR-6 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT).** "EXTRA POWER CADMIUM PLATED". Same as LR-4, except HOLLOW POINT over-stamped on the sides.

LR-7 **.22 LONG RIFLE (HIGH VELOCITY).** "EXTRA EP POWER CADMIUM PLATED" Same as LR-5, except an "EP" has been added to the top. Product code 60-1044 on the ends.



LR-8 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT).** "EXTRA EP POWER CADMIUM PLATED". Same as LR-7, except sides over-stamped HOLLOW POINT. Product code 10-1044 blacked out and over printed 10-1045.



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

S-1



S-1 Side



S-2



S-2 Side



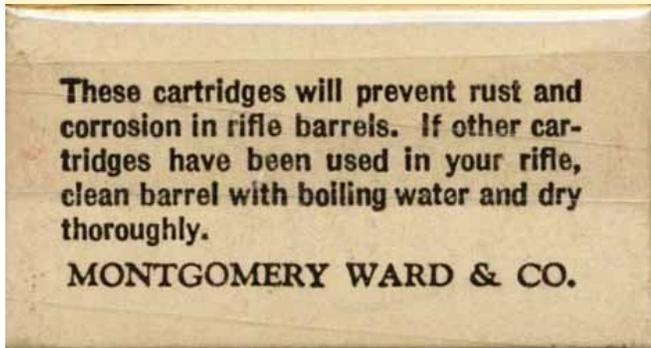
# MONTGOMERY WARD

## Third "CleanFire" Issues

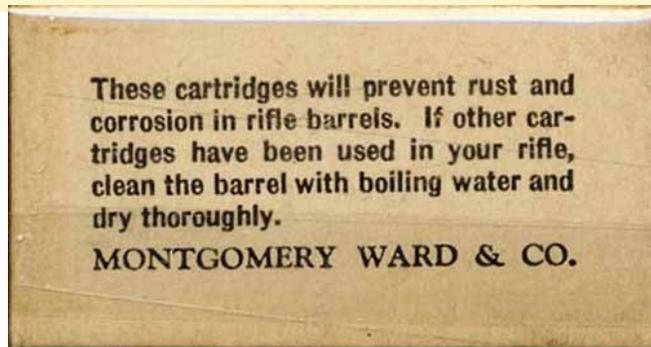
(with WARD'S on the top)

About 1933, Wards introduced still another format to their red and white Cleanfires. The top line on the top now states WARD'S. these were produced by the Federal Cartridge Corporation. These remained in the product line until at least the end of the 1930's. These seem to have been sold at the same time as the Red and Black box issues.

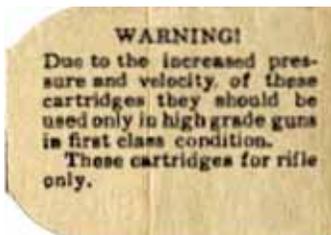
#1 Bottom (Short, Long, & Long Rifle)



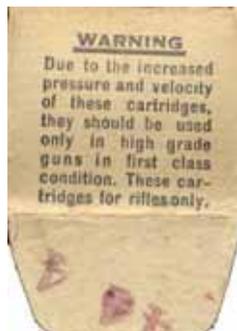
#2 Bottom ( all WRFs only)



#1 End Flap Warning



#2 End Flap Warning



#3 End Flap Warning



#4 End Flap Warning



S-1 **.22 SHORT (STANDARD VELOCITY). "GREASED BULLET CARTRIDGES"**. Red and white box with white and black printing. One-piece box with end flaps. No end flap warning. Product code 60-1005



S-2 **.22 SHORT (STANDARD VELOCITY). "COPPER COATED CARTRIDGES"** Same as S-1, except for different bullet finish wording on the top. No end flap warning. Product code 60-1008.



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

S-3 & S-3.1



S-3 Side



S-3.1 Side



S-4



S-4 Side



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

S-3 **.22 SHORT (HIGH VELOCITY)**. "EXTRA EP POWDER CARTRIDGES, CADMIUM PLATED". Same as 3C S-6, except a slightly different format to the top of the box. "EP-1" h/s on a copper case. With an end flap warning. Variations noted:



- (a) Product code 60-1008 on the ends.
- (b) Product code 60-1040 on the ends.
  - (1) Flap #3
  - (2) Flap #4

S-3.1 **.22 SHORT (HIGH VELOCITY)**. "EXTRA EP POWDER CARTRIDGES, COPPER COATED". Same as 3C S-6, except a slightly different format to the top of the box. "EP-1" h/s on a copper case. #2 end flap warning.

S-4 **.22 SHORT (HIGH VELOCITY HOLLOW POINT)**. "EXTRA EP POWDER CARTRIDGES, CADMIUM PLATED". Same as S-3 except for hollow point wording on top. Product code 60-1041.



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

L-1



L-1 Side



L-2



L-2 Side



L-3 & L-3.1



L-3 Side



L-3.1 Side



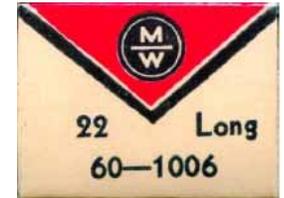
# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

L-1 .22 LONG (STANDARD VELOCITY). "COPPER COATED". Red and white box with white and black printing. One-piece box with end flaps. Box is empty, so contents are unknown. Product code 60-1009



L-2 .22 LONG (STANDARD VELOCITY). "GREASED BULLET CARTRIDGES" Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Plain lead bullets. No end flap warning. Product code 60-1006



L-3 .22 LONG "EXTRA EP POWDER CARTRIDGES, CADMIUM PLATED". Red and white box with white and black printing. One-piece box with end flaps. "EP-1" h/s on a copper case. Plain lead bullets. End flap warning.#3 Product code 60-1042

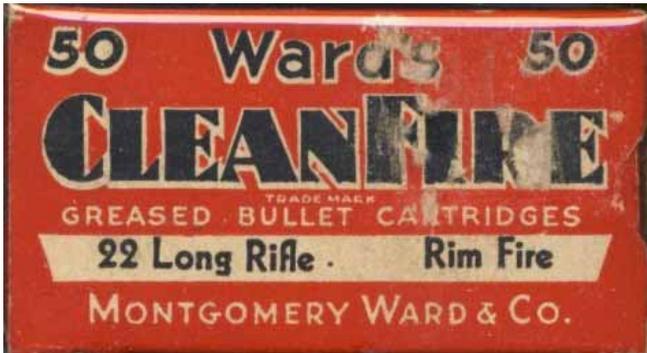


L-3.1 .22 LONG "EXTRA EP POWDER CARTRIDGES, COPPER COATED". Red and white box with white and black printing. One-piece box with end flaps. "EP-1" h/s on a copper case. Plain lead bullets. End flap warning.#2 Product code 60-1042

# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

LR-1



LR-1 Side



LR-2



LR-2 Side



LR-3



LR-3 Side



LR-4



LR-4 Side



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

- LR-1 **.22 LONG RIFLE (STANDARD VELOCITY).** "GREASED BULLET CARTRIDGES" Red and white box with white and black printing. One-piece box with end flaps. "MW-1" h/s on a copper case. Plain lead bullets. No end flap warning. Product code 60-1007
- LR-2 **.22 LONG RIFLE (STANDARD VELOCITY).** "COPPER COATED CARTRIDGES" Same as LR-3, except for a change in the bullet finish callout line. No end flap warning. Product code 60-1010
- LR-3 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT).** "CADMIUM PLATED" Red and white box with white and black printing. One-piece box with end flaps. Cadmium plated lead bullets. #4 end flap warning. Product code 60-1045
- (a) Copper cases with "EP-1" h/s
  - (b) Brass cases with "EP-1" h/s
- LR-4 **.22 LONG RIFLE (HIGH VELOCITY).** "COPPER COATED" Red and white box with white and black printing. One-piece box with end flaps. "EP-1" h/s on a copper case. Cadmium plated lead bullets. #2 flap warning. Product code 60-1044.



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

LR-5



LR-5 Side



WRF-1



WRF-1 Side



WRF-2



WRF-2 Side



WRF-3



WRF-3 Side



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

LR-5 .22 LONG RIFLE (HIGH VELOCITY). "EXTRA EP POWER CADMIUM PLATED". Red and white box with white and black printing. One-piece box with end flaps. "EP-1" h/s on a copper case. Cadmium plated lead bullets. Flap warning #4. Product code 60-1044.



NOTE: The Federal Cartridge Corporation did not produce .22 W.R.F. cartridges during this period. The Western Cartridge Company produced the below W.R.F. loadings on a contract basis and probably shipped them to Federal for packaging and distribution.

WRF-1 .22 WIN. RIM FIRE (STANDARD VELOCITY). "COPPER COATED". Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1027 on the ends. No h/s on a copper case. Copper plated lead bullets.



WRF-2 .22 WIN. RIM FIRE (HIGH VELOCITY). "EXTRA EP POWER COPPER COATED" Red and white box with white and black printing. One-piece box with end flaps. Product code 60-1029 on the ends. #2 end flap warning. "MW-1" h/s on a brass case. Copper coated lead bullets.



WRF-3 .22 WIN. RIM FIRE (HIGH VELOCITY). "EXTRA EP POWER CADMIUM PLATED". Same as WRF-4, except for the change in bullet finish callout on the side. "EP-1" h/s on a copper case. Cadmium plated lead bullets. Product code 60-1029 on the ends. #3 end flap warning.



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

WRF-4



WRF-4 Side



WRF-5



WRF-5 Side #1



WRF-5 Side #2



# MONTGOMERY WARD

## Third "CleanFire" Issues (with WARD'S on the top)

WRF-4 **.22 WIN. RIM FIRE (HIGH VELOCITY).** EXTRA EP POWER". Same as WRF-5, except the CADMIUM PLATED on the side is blacked out. #3 end flap warning. Product code 60-1029 Variations noted:

- (a) No h/s on a copper case.
- (b) No h/s on a brass case.
- (c) "MW-1" h/s on a copper case.



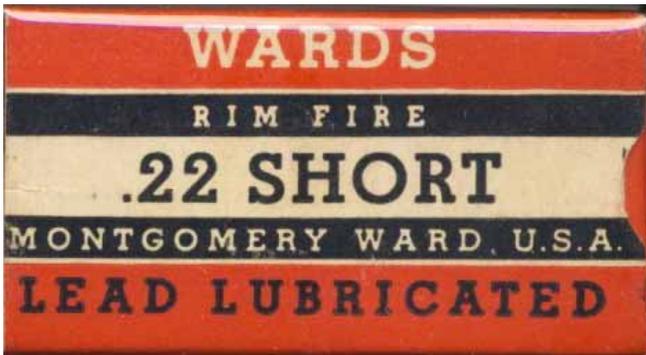
WRF-5 **.22 WIN. RIM FIRE (HIGH VELOCITY).** "EXTRA EP POWER". Same as WRF-4 above, except side over stamped "LEAD LUBRICATED". #3 end flap warning. Product code 60-1029. Two stamping variations shown.



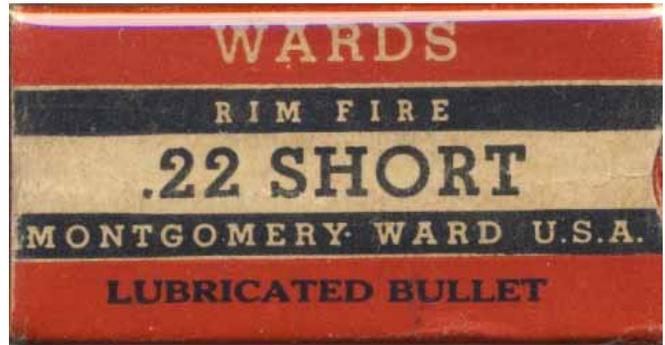
# MONTGOMERY WARD

First RED & BLACK Box Issues  
(with RIMFIRE under Ward's on the top)

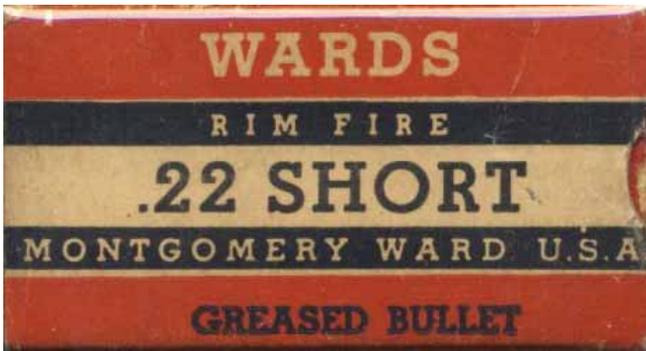
S-1



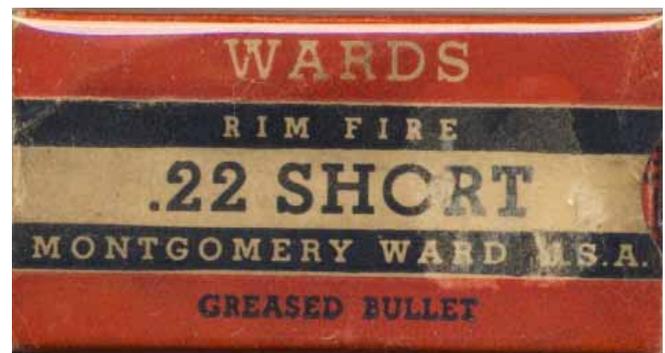
S-2



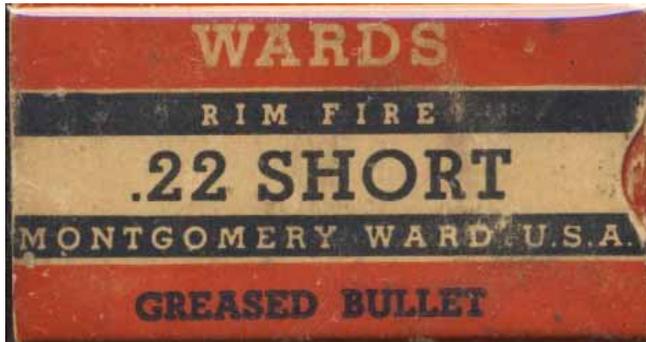
S-3



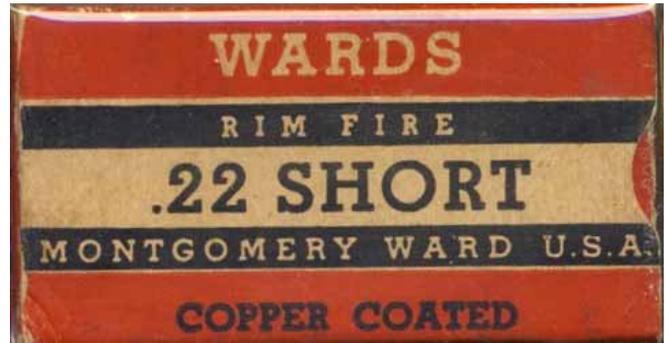
S-3.1



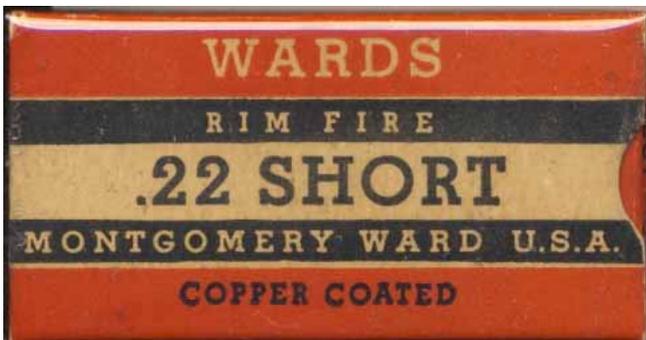
S-3.2



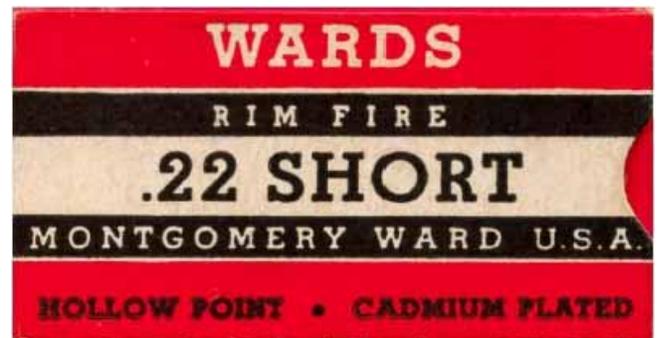
S-4



S-4.1



S-6



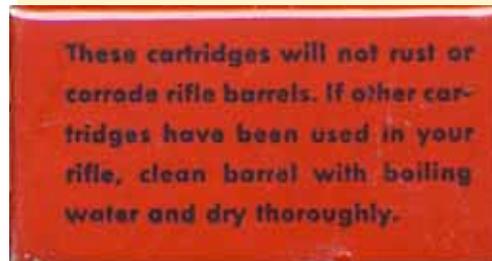
# MONTGOMERY WARD

## First RED & BLACK Box Issues

(with RIMFIRE under Ward's on the top)

This style of box was introduced in the mid-1930's. Exact dates are unknown. This is a private label from the Federal Cartridge Corporation. No end flap warnings are noted for this issue. This box style seems to be the Standard Velocity loading, while the Long Range boxes in the next section of this publication will be the High Velocity loadings. Dropped from the line in the late 1950's.

### Box Bottom

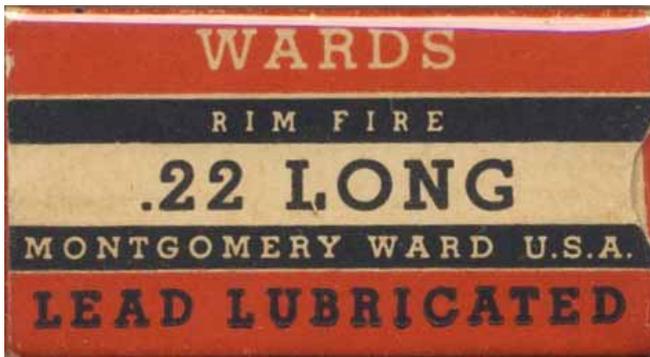


- S-1 **.22 SHORT (STANDARD VELOCITY).** "LEAD LUBRICATED". Red, black and white box with white and black printing. One-piece box with end flaps. Product code 60-1005 on the ends. No end flap warning. This box probably predates S-2. Variations noted:  
(a) No h/s on a brass case.  
(b) "MW-1" h/s on a brass case.
- S-2 **.22 SHORT (STANDARD VELOCITY).** "LUBRICATED BULLET". Same as S-1, except the change in the bullet finish callout.
- S-3 **.22 SHORT (STANDARD VELOCITY).** "GREASED BULLET". Same as S-2, except for change in bullet finish callout. No end flap warning. The COPPER COATED on the top is noted as being printed 1-1/8" long and 1-1/4" long. Variations noted:  
(a) "MW-1" h/s on a copper case.  
(b) "MW-1" h/s on a brass case.
- S-3.1 **.22 SHORT (STANDARD VELOCITY).** "GREASED BULLET". Same as S-3, except for smaller bullet callout.
- S-3.2 **.22 SHORT (STANDARD VELOCITY).** "GREASED BULLET". Same as S-3, except for larger bullet callout.
- S-4 **.22 SHORT (STANDARD VELOCITY).** "COPPER COATED". Same as S-2, except for bullet finish callout on the top. Product code 60-1008 on the ends. Copper coated lead bullets. No end flap warning. Variations noted:  
(a) "MW-1" h/s on a copper case.  
(b) No h/s on a brass case.
- S-4.1 **.22 SHORT (STANDARD VELOCITY).** "COPPER COATED". Same as S-4, except for smaller bullet callout.
- S-6 **.22 SHORT (STANDARD VELOCITY-HOLLOW POINT).** "HOLLOW POINT. CADMIUM PLATED". Same as S-4, except for the hollow point format on the top and ends. This bullet finish callout is now CADMIUM PLATED. All Cadmium Plated boxes are rare.

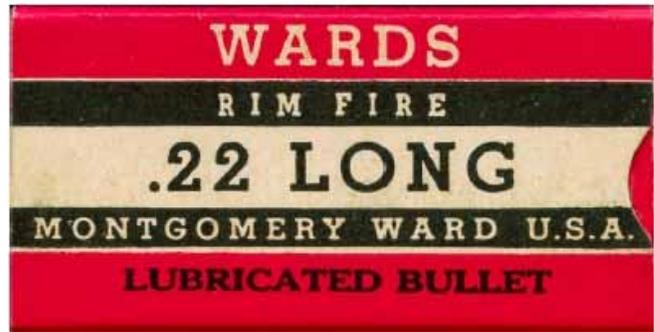
# MONTGOMERY WARD

First RED & BLACK Box Issues  
(with RIMFIRE under Ward's on the top)

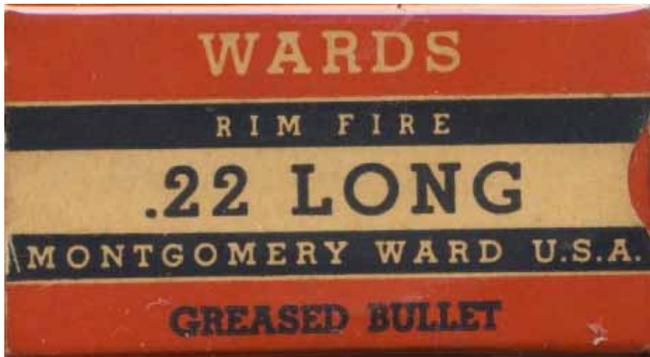
L-1



L-2



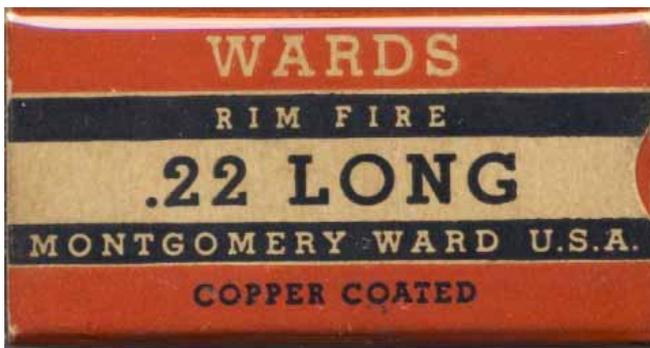
L-3



L-4



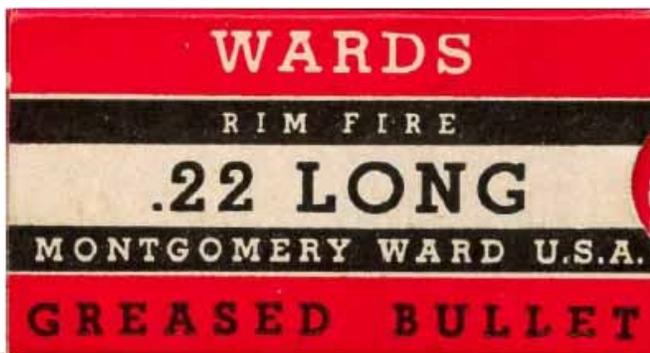
L-5



L-6



L-7



L-8



# MONTGOMERY WARD

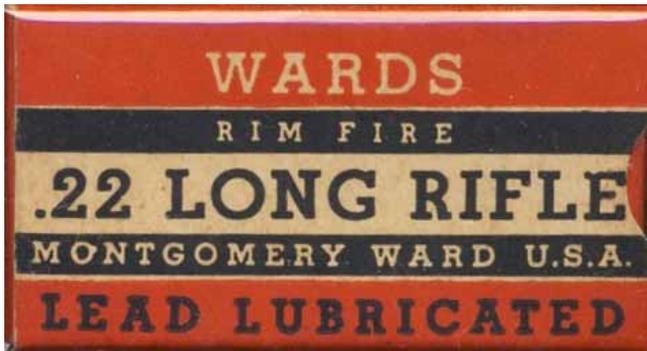
## First RED & BLACK Box Issues (with RIMFIRE under Ward's on the top)

- L-1 **.22 LONG (STANDARD VELOCITY)**. "LEAD LUBRICATED". Red, black and white box with white and black printing. One-piece box with end flaps. Product code 60-1006 on the ends. "MW-1" h/s on a copper case. Lead bullets. No end flap warning.
- L-2 **.22 LONG (STANDARD VELOCITY)**. "LUBRICATED BULLET" Same as L-1, except for the bullet finish callout on the lower top of the box. Box is empty, so contents are unknown
- L-3 **.22 LONG (STANDARD VELOCITY)**. "GREASED BULLET", Same as L-2. except for change in bullet finish callout on the top. box is empty, so contents are unknown.
- L-4 **.22 LONG (STANDARD VELOCITY)**. "COPPER COATED". Same as L-3, except for a change in the bullet finish callout. Product code 60-1009 on the ends. "MW-1" h/s on a copper case
- L-5 **.22 LONG (STANDARD VELOCITY)**. "COPPER COATED", Same as L-4, except the bullet finish callout is much smaller. Product code 60-1009 on the ends. "MW-1" h/s on a copper case. No end flap warning
- L-6 **.22 LONG (STANDARD VELOCITY-HOLLOW POINT)**. "CADMIUM PLATED". Same as L-5, except for the hollow point format on the top and ends. "MW-1" h/s on a copper case coated lead bullets. Product code 60-1002
- L-7 **.22 LONG (STANDARD VELOCITY)**. "GREASED BULLET", Same as L-3 except for GREASED BULLET callout is larger on the top. "MW-1" h/s on a copper case . Lead bullet. Product code 60-1006.
- L-8 **.22 LONG (STANDARD VELOCITY)**. "COPPER COATED". Same as L-4, except for Copper Coated callout is larger. Product code 60-1009 on the ends. "MW-1" h/s on a copper case. Copper coated bullet.

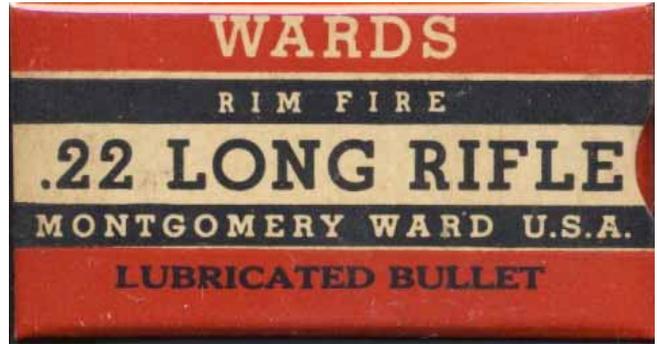
# MONTGOMERY WARD

First RED & BLACK Box Issues  
(with RIMFIRE under Ward's on the top)

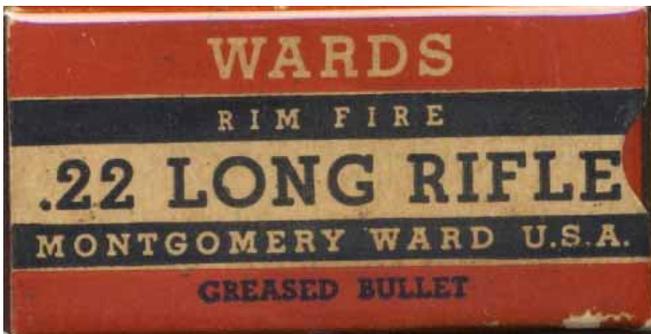
LR-1



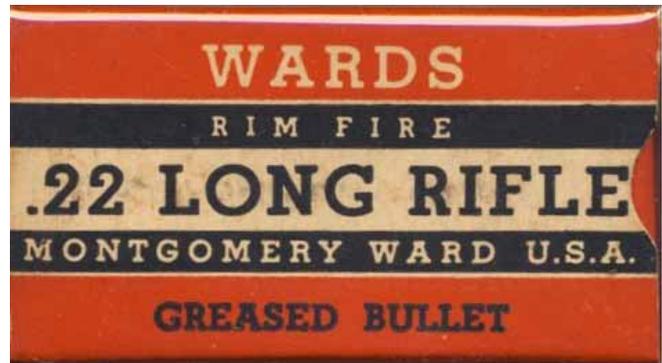
LR-2



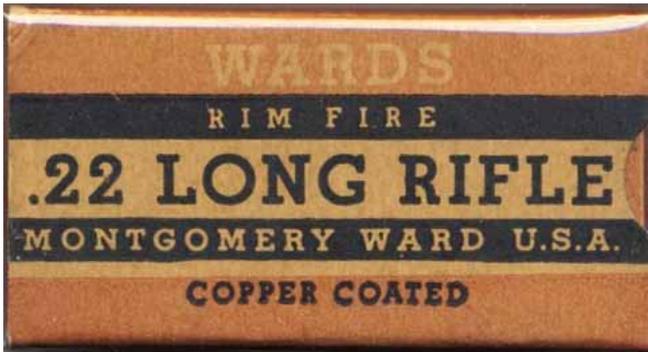
LR-3



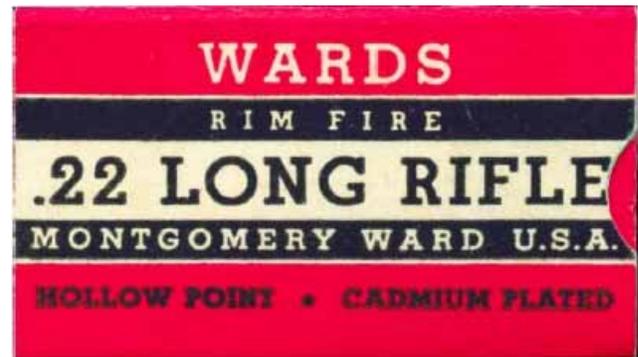
LR-3.1



LR-4



LR-5



LR-6



LR-6 End



# MONTGOMERY WARD

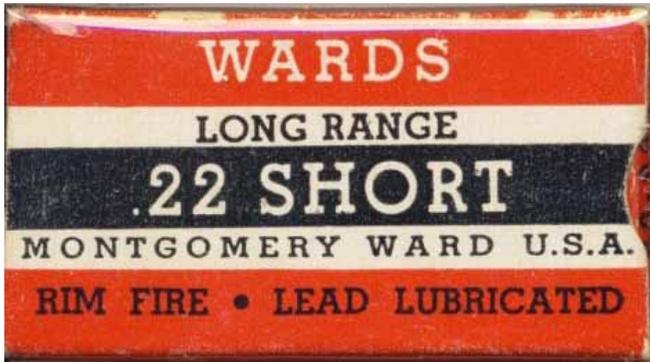
## First RED & BLACK Box Issues (with RIMFIRE under Ward's on the top)

- LR-1 **.22 LONG RIFLE (STANDARD VELOCITY).** "LEAD LUBRICATED". Red, black and white box with white and black printing. One-piece box with end flaps. No end flap warning. "MW-1" h/s on a brass case. Plain lead bullets. Product code 60-1007
- LR-2 **.22 LONG RIFLE (STANDARD VELOCITY).** "LUBRICATED BULLET" Same as LR-1 above, except for the change in bullet finish callout. This is probably a later issue. "MW-1" h/s on a brass case. Product code 60-1007 on the ends. Plain lead bullets.
- LR-3 **.22 LONG RIFLE (STANDARD VELOCITY).** "GREASED BULLET", Same as LR-2 above, except another bullet finish change. "MW-1" h/s on a copper case. Plain lead bullets with 3K,IS. Product code 60-1007 on the ends.
- LR-3.1 **.22 LONG RIFLE (STANDARD VELOCITY).** "GREASED BULLET", Same as LR-3 above, except for larger bullet callout.
- LR-4 **.22 LONG RIFLE (STANDARD VELOCITY).** "COPPER COATED". Same as above, except for another change in bullet finish callout. "MW-1" h/s on a copper case. Product code 60-1010 on the box ends. Copper plated lead bullets with 3K,IS.
- LR-5 **.22 LONG RIFLE (STANDARD VELOCITY-HOLLOW POINT).** "CADMIUM PLATED". Same as above, except a hollow point format and cadmium plated bullets. The specimen is empty, so contents are unknown at this time. "MW-1" h/s on a copper case. Product code 60-1003.
- LR-6 **.22 LONG RIFLE (STANDARD VELOCITY-HOLLOW POINT).** "CADMIUM PLATED". Same as LR-5 except for HOLLOW POINT over-stamp in black ink over WARDS on top. Hollow point and last two digits of product code is over-stamped and 45 added on the ends. #4 end flap warning. "EP-1" h/s on a copper case. Lead bullet.

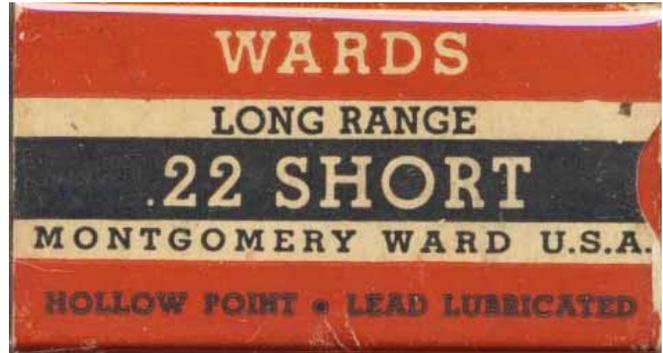
# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

S-1



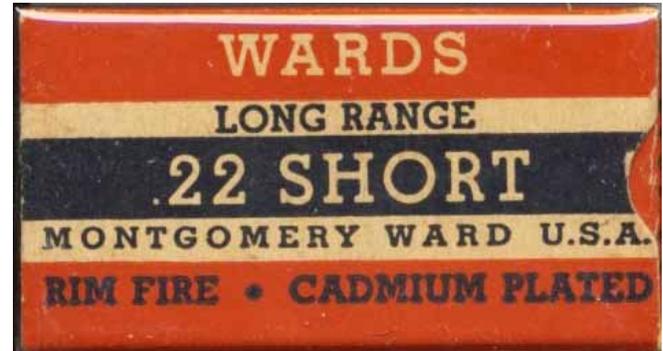
S-2



S-3



S-4



#1 End Flap Warning



#2 End Flap Warning



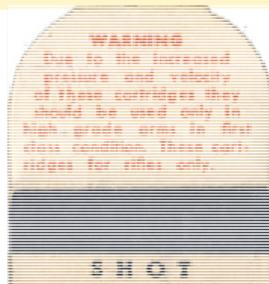
#3 End Flap Warning



#4 End Flap Warning



#5 End Flap Warning

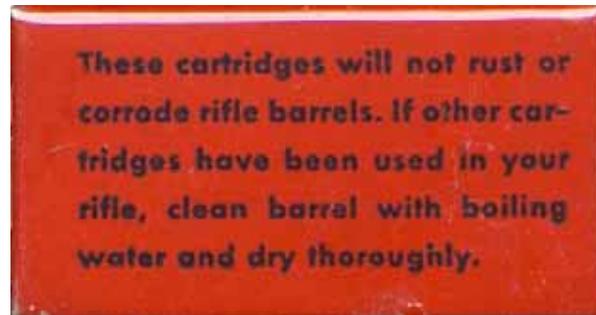


# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

This issue seems to be the High Velocity counterpart of the Red & White box issues. It is assumed that it was sold during the middle 1930's and discontinued during the early 1950's. Again this is a private label produced for Wards by the Federal Cartridge Corporation. The box bottom is the same as the prior issue.

### Box Bottom



(Various font sizes have been noted for the bullet finish callouts.)

- S-1 **.22 SHORT (HIGH VELOCITY). "LEAD LUBRICATED"**. Red, black and white box with white and black printing. One-piece box with end flaps. Plain lead bullets. Brass case. Variations:
- |     |                      |                      |            |
|-----|----------------------|----------------------|------------|
| (a) | Product code 60-903. | End flap warning #1. | "MW-1" h/s |
| (b) | Product code 60-903  | End flap warning #1  | "EP-1" h/s |
| (c) | Product code 60-903  | End flap warning #2. | ? h/s      |
| (d) | Product code 60-903. | End flap warning #3. | "EP-1" h/s |
| (e) | Product code 60-1040 | End flap warning #2  | "MW-1" h/s |
| (f) | Product code 60-1040 | End flap warning #3. | ? h/s      |
| (g) | Product code 60-1040 | End flap warning #4. | "EP-1" h/s |
- S-2 **.22 SHORT (HIGH VELOCITY-HOLLOW POINT). "LEAD LUBRICATED"**. Same as S-1, except for the hollow point format on the top and ends. #4 end flap warning. Product code 60-1043
- S-3 **.22 SHORT (HIGH VELOCITY). "LUBRICATED BULLET"**. Same as S-1, except for the change in the wording of the bullet finish callout. #4 end flap warning. "MW-1" h/s on a brass case. Plain lead bullets with 2K,1S. Product code 60-1040

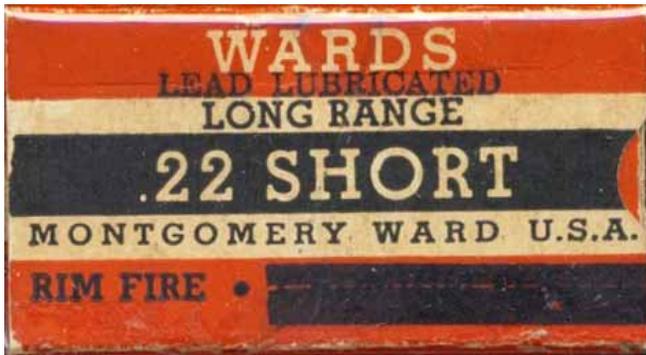
NOTE: Cadmium was only used for a short period as a dry bullet lubricant. It was discontinued due to bore fouling and replaced by a lubricated bullet finish.

- S-4 **.22 SHORT (HIGH VELOCITY). "CADMIUM PLATED"**. Same as S-1, except for the change in the bullet finish callout on the box top\_ Product code 60-1040 on the ends. #4 end flap warning

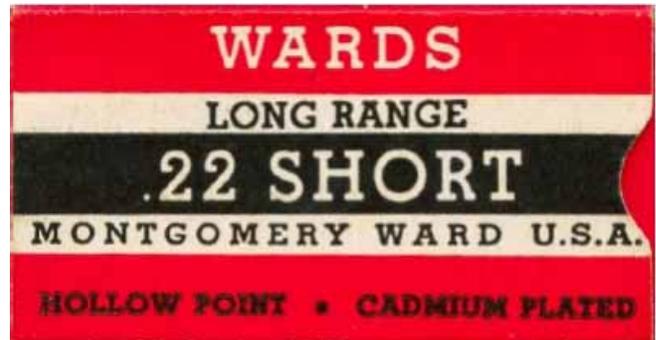
# MONTGOMERY WARD

Second RED & BLACK Box Issues  
(with LONG RANGE under Ward's on the top)

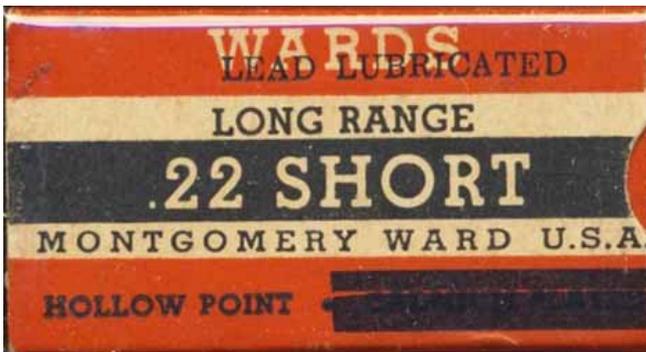
S-5



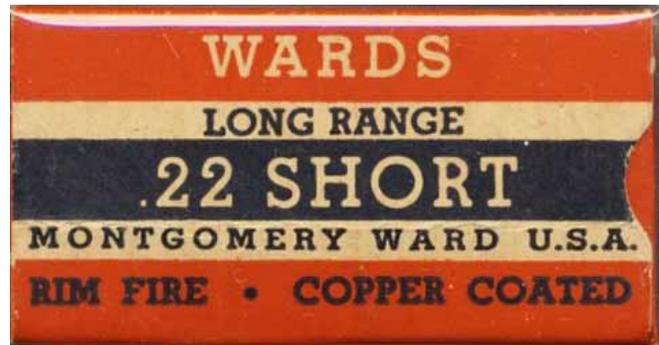
S-6



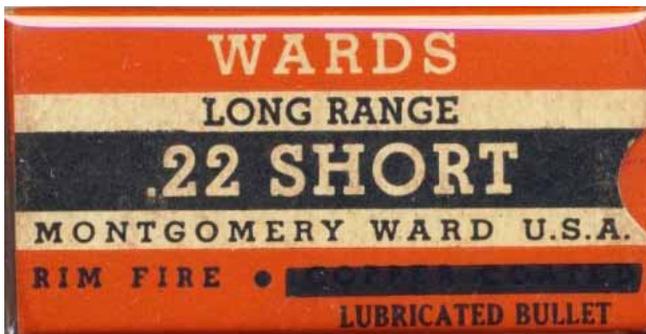
S-7



S-8



S-9



# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

- S-5 .22 SHORT (HIGH VELOCITY). "LEAD LUBRICATED". Same as S-2, except the Cadmium plated has been blacked out and over printed LEAD LUBRICATED.
- S-6 .22 SHORT (HIGH VELOCITY-HOLLOW POINT). "CADMIUM PLATED", Same as S-3, except for the hollow point format.
- S-7 .22 SHORT (HIGH VELOCITY-HOLLOW POINT). "LEAD LUBRICATED". Same as S-5, except the Cadmium Plated has been blacked out and the top over printed LEAD LUBRICATED. #4 end flap warning
- S-8 .22 SHORT (HIGH VELOCITY). "COPPER COATED" Same as S-3, except for the change in the bullet finish callout. Product code 60-1040. End flap warning #2. Copper plated lead bullet.
- S-9 .22 SHORT (HIGH VELOCITY). "LUBRICATED BULLET". Same as S-5, except the Cadmium plated has been blacked out and over printed LUBRICATED BULLET.

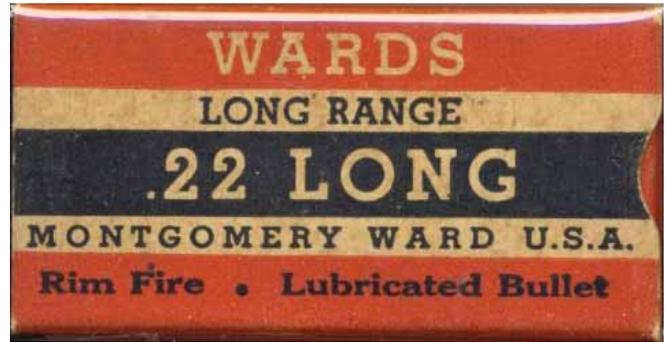
# MONTGOMERY WARD

Second RED & BLACK Box Issues  
(with LONG RANGE under Ward's on the top)

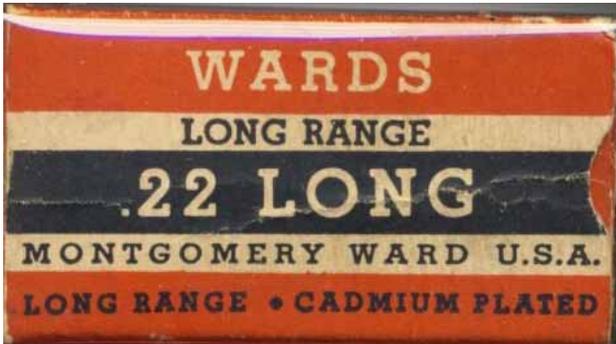
L-1



L-2



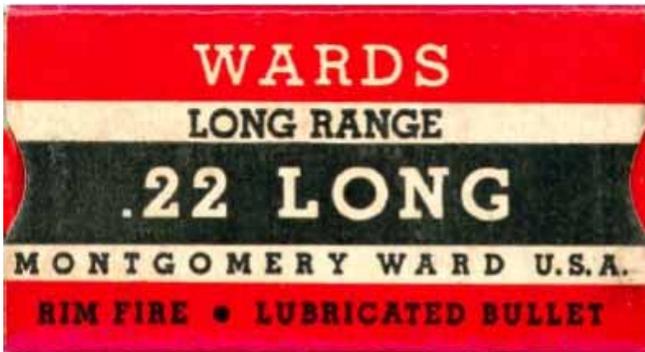
L-3



L-4



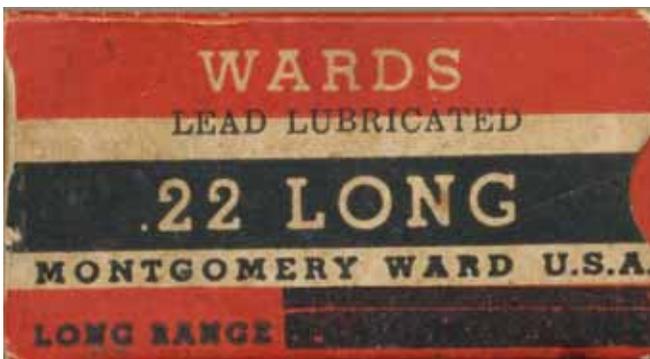
L-5



L-6



L-7



# MONTGOMERY WARD

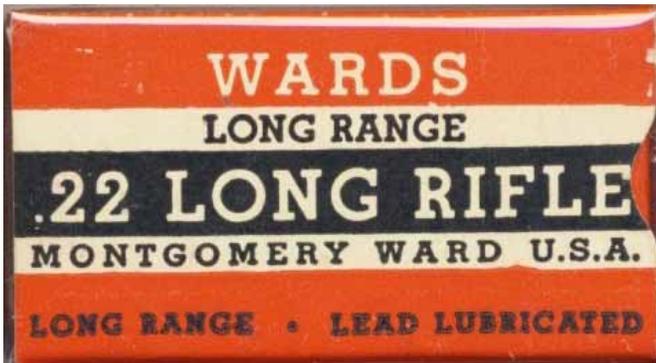
## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

- L-1 .22 LONG (HIGH VELOCITY). "LEAD LUBRICATED" Red, black and white box with white and black printing. One-piece box with end flaps. Product code 60-1042 on the ends. Plain lead bullets. #4 end flap warning
- L-2 .22 LONG (HIGH VELOCITY). "LUBRICATED BULLET". Same as L-1, except for the change in the bullet finish callout. End flap warning #2. "MW-1" h/s on a brass case. Product code 60-1042
- L-3 .22 LONG (HIGH VELOCITY). "CADMIUM PLATED". Same as L-2, except the bullet finish is now Cadmium. Product code 60-1042. "EP-1" h/s on a copper case. #4 end flap warning. Cadmium plated lead bullets.
- L-4 .22 LONG (HIGH VELOCITY). "LEAD LUBRICATED". Same as L-3 except the Cadmium Plated has been blacked out and the top is over printed LEAD LUBRICATED. This allowed Federal to use up on-hand boxes after the decision was made to drop the dry bullet finish. During the Depression, Nothing was wasted.
- L-5 .22 LONG (HIGH VELOCITY). "LUBRICATED BULLET". Same as L-2, except for the change in the fonts which are all caps. "MW-1" h/s on a brass case. Product code 60-1042
- L-6 .22 LONG (HIGH VELOCITY). "CADMIUM PLATED". Similar to L-3 except the "LONG RANGE" is not printed on the box..
- L-7 .22 LONG (HIGH VELOCITY). "LEAD LUBRICATED" . Similar to L-6 except bullet finish blacked out on top and LEAD LUBRICATED overprinted in blank white bar. "EP-1" h/s on brass case. Lead bullet. Product code 60-1042 on end.

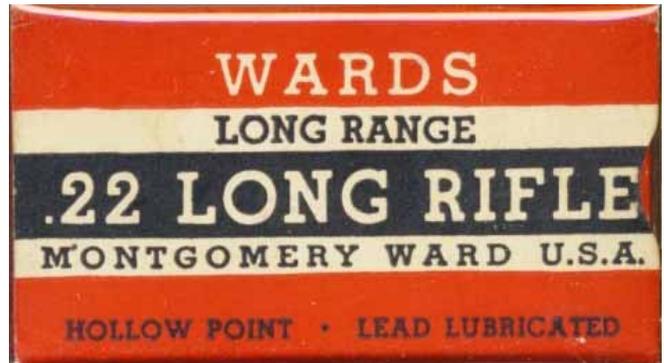
# MONTGOMERY WARD

Second RED & BLACK Box Issues  
(with LONG RANGE under Ward's on the top)

LR-1



LR-2



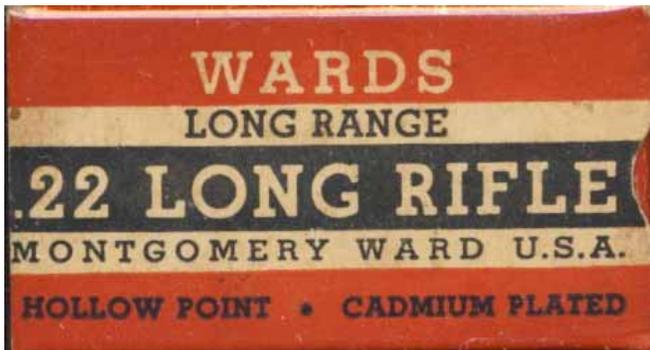
LR-3



LR-4



LR-5



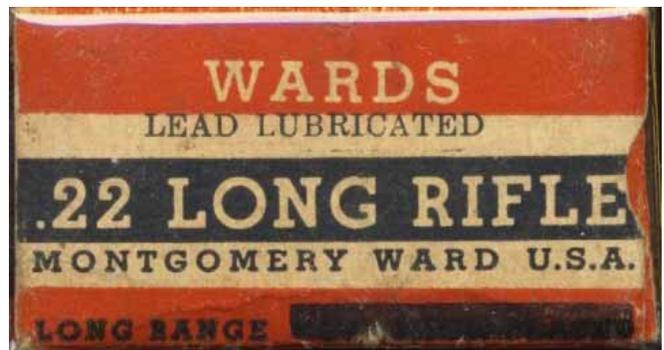
LR-6



LR-7



LR-8



# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

- LR-1 **.22 LONG RIFLE (HIGH VELOCITY).** "LEAD LUBRICATED". Red, black and white box with white and black printing. One-piece box with end flaps. Brass cases. Plain lead bullets with 3K,1S. Variations noted:
- (a) Product code 60-905. End flap warning #1. "EP-1" h/s
  - (b) Product code 60-905. End flap warning #3 "MW-1" h/s
  - (c) Product code 60-905. End flap warning #3 "EP-1 " h/s
  - (d) Product code 60-1041. End flap warning #2 "EP-1" h/s
  - (e) Product code 60-1041. End flap warning #4 "EP-1" h/s
- LR-2 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT).** "LEAD LUBRICATED" Same as LR-1, except for the hollow point format on the top and ends. Variations noted:
- (a) Product code 60-907. End flap Warning #3. "MW-1" h/s
  - (b) Product code 60-907 End flap warning #3."EP-1" h/s
  - (c) Product code 60-1045 End flap warning #2. "EP-1" h/s
  - (d) Product code 60-1045 End flap warning #4. "EP-1" h/s
  - (e) Product code blacked out and over stamped 60-907.
- LR-3 **.22 LONG RIFLE (HIGH VELOCITY).** "LUBRICATED BULLET". Same as LR-1, except for the change in bullet finish callout. Product code 60-1041 an the ends. "MW-1" h/s on a brass case. Plain lead bullets with 3k,1S.
- LR-4 **.22 LONG RIFLE (HIGH VELOCITY).** "CADMIUM PLATED". Same as LR-3, except for the change in the bullet finish callout. #4 end flap warning. Cadmium plated lead bullets.
- LR-5 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT).** "CADMIUM PLATED". Same as LR-4, except for the hollow point format on the tap and ends. Product code 60-1045 on the ends.
- LR-6 **.22 LONG RIFLE (HIGH VELOCITY).** "COPPER COATED". Same as LR-4, except for the Copper Plated bullet finish callout. Product code 60-1044 on the ends. Copper plated lead bullets. Variations noted:
- (a) "MW-1" h/s on a brass case. #4 end flap warning
  - (b) "EP-1" h/s on a copper case.
- LR-7 **.22 LONG RIFLE (SHOT).** Black, white and orange box with white and black printing. One-piece box with end flaps. Product code 60-1018 on the ends. No h/s on a rose crimped copper case. This box was probably produced by Federal, but loaded with shot cartridges produced by the Western Cartridge Company. Federal did not start producing shot loadings till 1962. End flap warning # 5.
- LR-8 **.22 LONG RIFLE (HIGH VELOCITY).** "LEAD LUBRICATED" Same as LR-4, except for CADMIUM PLATED is blacked out and LEAD LUBRICATED is over-printed.

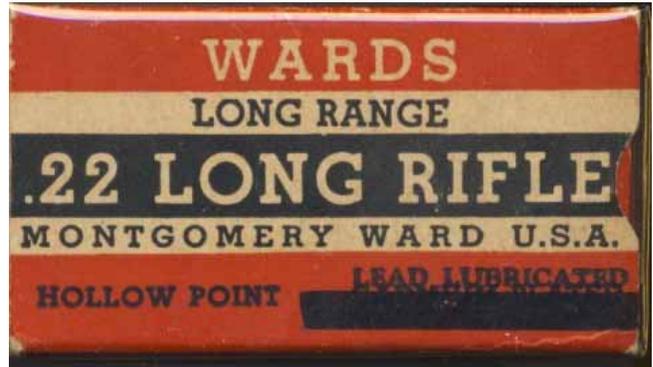
# MONTGOMERY WARD

Second RED & BLACK Box Issues  
(with LONG RANGE under Ward's on the top)

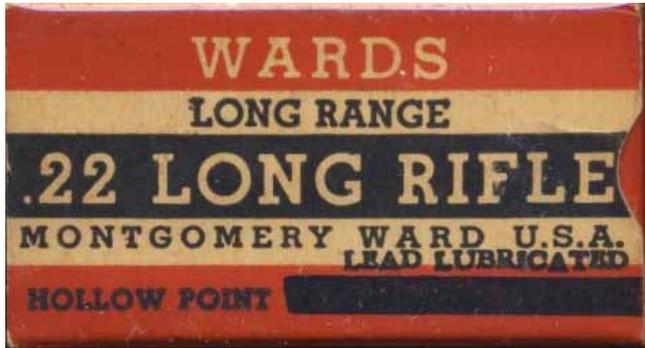
LR-9.1



LR-9.2



LR-9.3



LR-10



LR-11



LR-12



# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

- LR-9 **.22 LONG RIFLE (HOLLOW POINT—HIGH VELOCITY)**. "LEAD LUBRICATED". Red, black and white box with white and black printing. CADMIUM PLATED is blacked out and LEAD LUBRICATED is over-stamped. Boxes illustrated show various locations and fonts of stamps.
- LR-10 **.22 LONG RIFLE (HOLLOW POINT—HIGH VELOCITY)**. "LEAD LUBRICATED". Red, black and white box with white and black printing. Product code 60-1045 is blacked out and product code 60-907 has been added to ends.
- LR-11 **.22 LONG RIFLE (HIGH VELOCITY)**. "LEAD LUBRICATED". Shiny box with bright red, black and white with white and black printing. Product code 60-905 on ends. Bras case with "EP" h/s. Probably the last version of LR-1.
- LR-12 **.22 LONG RIFLE (HOLLOW POINT—HIGH VELOCITY)**. "LEAD LUBRICATED". Shiny box with bright red, black and white with white and black printing. Product code 60-907 on ends. Brass case with "EP" h/s. Probably the last version of LR-2.

# MONTGOMERY WARD

Second RED & BLACK Box Issues  
(with LONG RANGE under Ward's on the top)

WRF-1



WRF-2



WRF-3



WRF-4



# MONTGOMERY WARD

## Second RED & BLACK Box Issues (with LONG RANGE under Ward's on the top)

**Note:** All of the below .22 WRF loadings were produced by the Western Cartridge Company and shipped to Federal for packaging and distribution to Montgomery Wards. The Federal Cartridge Corporation did not produce .22 WRF loadings during this issue.

WRF-1 .22 WIN. RIM FIRE (HIGH VELOCITY). "COPPER COATED". Red, white and black box with white and black printing. One-piece box with end flaps. Product code 60-1029 on the ends. Brass case. Copper plated lead bullets. End flap warning #4.  
(a) No h/s  
(b) "MW-1" h/s



WRF-2 .22 WIN. RIM FIRE (HIGH VELOCITY). "LUBRICATED BULLET". Same as WRF-1, except the copper coated has been blacked out and over printed LUBRICATED BULLET.  
(a) No h/s  
(b) "MW-1" h/s



WRF-3 .22 WIN. RIM FIRE (HIGH VELOCITY). "CADMIUM PLATED". Same as WRF-1, except callout states "CADMIUM PLATED". "EP-1" h/s on brass case.



WRF-4 .22 WIN. RIM FIRE (HIGH VELOCITY). "COPPER COATED". Like WRF-1 except for font on last line on the top. Product code 60-1029. Bass case.  
(a) No h/s.  
(b) "MW-1" h/s



# MONTGOMERY WARD

## 1950's "HAWTHORNE" Regular Issues

S-1 Top View



S-1 Side



L-1 Side



LR-1 Side



LR-2 Side

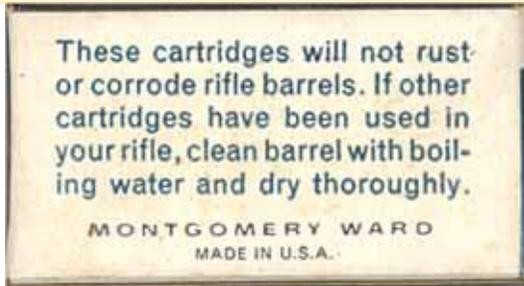


# MONTGOMERY WARD

## 1950's "HAWTHORNE" Regular Issues

This issue was first introduced during the late 1950's. The exact date are not known. These were produced by the Federal Cartridge Corporation. This issue marked the end of the "MW\_!" private headstamp.

Box Bottom



End Flap Warning



- S-1 **.22 SHORT (HIGH VELOCITY)**. White, brown and blue box with black and white printing. One-piece box with end flaps. Catalog No. 60-903 on the ends. Variations noted:
- (a) "MW-1" h/s on a brass case. Plain lead bullets.
  - (b) "F-8" h/s on a brass case. Copper plated lead bullets.



- L-1 **.22 LONG (HIGH VELOCITY)**. White, brown and blue box with black and white printing. One-piece box with end flaps. Catalog No. 60-904 on the ends. Variations noted:
- (a) "MW-1" h/s on a brass case. Plain lead bullets.
  - (b) "F-8" h/s on a brass case. Copper plated lead bullets.

- LR-1 **.22 LONG RIFLE (HIGH VELOCITY)**. White, brown and blue box with black and white printing. One-piece box with end flaps. Catalog No. 60-905 on the ends. Variations noted:
- (a) "MW-1" h/s on a brass case. Plain lead bullets.
  - (b) "F-8" h/s on a brass case. Copper plated lead bullets.



- LR-2 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT)**. Same as LR-1, except for the hollow point wording on the box ends. Catalog No. 60-907 on the ends. Variations noted:
- (a) "MW-1" h/s on a brass case. Plain lead bullets.
  - (b) "MW-1" h/s on a brass case. Copper plated lead bullets.
  - (c) "F-8" h/s on a brass case. Copper plated lead bullets

# MONTGOMERY WARD

## 1962 "HAWTHORNE" Over-Labeled Issues

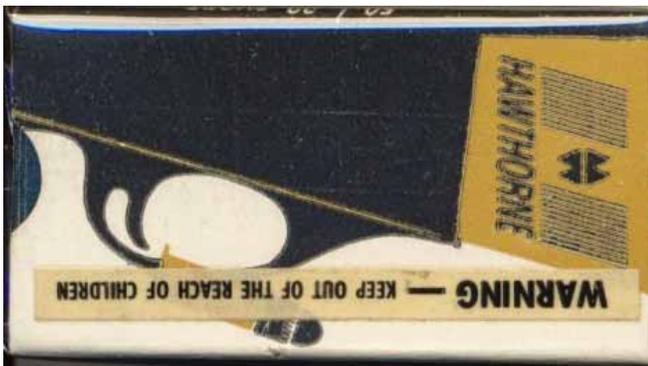
S-2



S-2Side



L-2



L-2a Side



L-2b Side



LR-3



LR-3 Side



# MONTGOMERY WARD

## 1962 "HAWTHORNE" Over-Labeled Issues

During 1962, the Consumer Private Safety Commission mandated that all ammunition carry a warning to children on the box. To comply and still use up existing inventories, the Federal Cartridge Corporation came up with an over-label which was applied to the older boxes until new boxes could be printed.

- S-2     **.22 SHORT (HIGH VELOCITY)**. Same as S-1 on previous page, except for the hand applied over-label. Noted with "MW-1" and "F-8" h/s.
- L-2     **.22 LONG (HIGH VELOCITY)**. Same as L-1 on previous page, except for the hand applied over-label. Noted with "F-8" h/s.  
(a)    Blue front and back panel.  
(b)    Black front and back panel.
- LR-3    **.22 LONG RIFLE (HIGH VELOCITY)**. Same as LR-1 on previous page, except for the hand applied over-label. Noted with "MW-1" h/s. Product code 60-905

# MONTGOMERY WARD

## 1963 "HAWTHORNE" Over-Labeled Issues

S-1



L-1



LR-1



LR-2

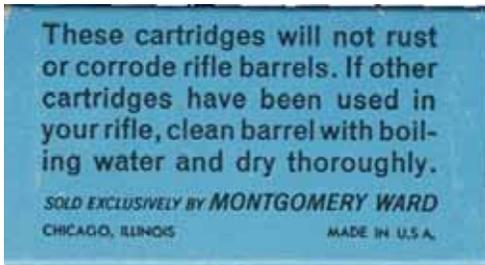


# MONTGOMERY WARD

## 1963 "HAWTHORNE" Over-Labeled Issues

Introduced during 1963, this box replaced the 1950's Hawthorne box. It is now has the Child Warning Label incorporated into the design of the box top. This issue was also manufactured by the Federal Cartridge Corporation.

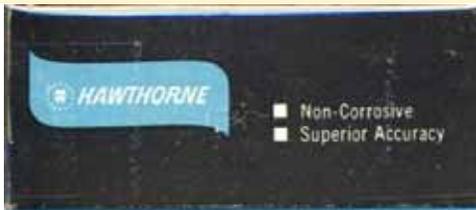
Box Bottom



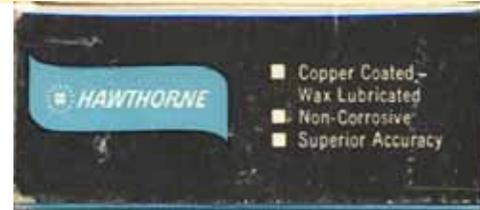
End Flap Warning



Box Side "A"



Box Side "B"



**NOTE:** There are two plastic tray heights noted.

- S-1 **.22 SHORT (HIGH VELOCITY)**. Blue, white and black box with white and black printing. One-piece box with end flaps. Product code 60-903 on the ends. "F-S" h/s on a brass case. Copper plated lead bullets. Variations noted:  
(b) Side "B" Cardboard. and plastic trays noted.
- L-1 **.22 LONG (HIGH VELOCITY)**. Blue, white and black box with white and black printing. One-piece box with end flaps. Product code 60-904 on the ends. "F-S" h/s on a brass case. Copper plated lead bullets. Variations noted:  
(a) Side "A". Plastic tray.  
(b) Side "B". Plastic tray.
- LR-1 **.22 LONG RIFLE (HIGH VELOCITY)**. Blue, white and black box with white and black printing. One-piece box with end flaps. Product code 60-905 on the ends. "F-S" h/s on a brass case. Copper plated lead bullets. Variations noted:  
(a) Side "A". Plastic tray.  
(b) Side "B" Cardboard tray and plastic trays noted.
- LR-2 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT)**. Same as LR-1, except for the hollow point wording on the box top. Product code 60-907. Variations noted:  
(a) Side "A". Plastic tray.  
(b) Side "B" Cardboard and plastic trays noted

# MONTGOMERY WARD

## 1970's RED & BLACK Box Issues

S-1



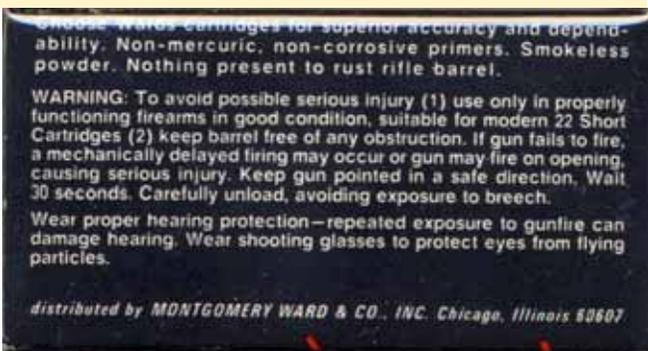
LR-1



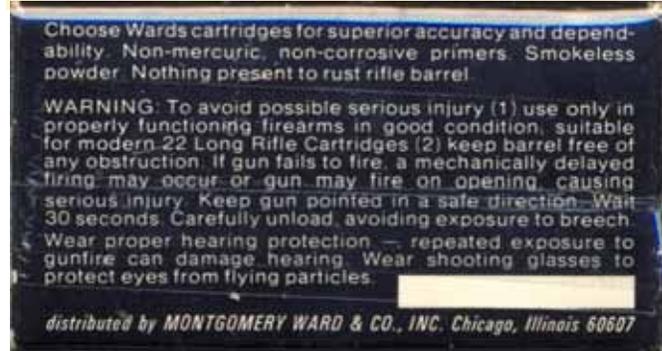
LR-1.1



"A" Box Bottom



"B" Box Bottom



# MONTGOMERY WARD

## 1970's RED & BLACK Box Issues

This new style was introduced during the 1970's. and was produced by the Federal Cartridge Corporation. It was during this period that Mobil Oil Corporation started purchasing stock in the company. This was the last period of good profits for Wards.

**NOTE:** Some of the boxes will be noted with numbers on the inside of the end flaps. These appear to be lot numbers

S-1 **.22 SHORT (HIGH VELOCITY).** Red and black box with white printing. One-piece box with end flaps. Product code 60-1 15903. "F-8" h/s on a brass case. Copper plated lead bullets. Plastic tray. "A" bottom. Top hinged end flaps. Variations noted:

"A" Left End Flap



"B" Left End Flap



"C" Left End Flap



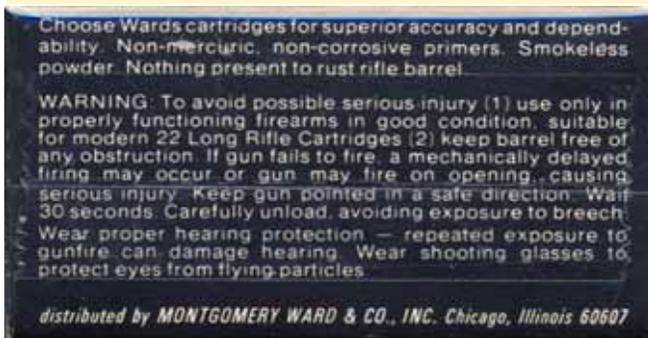
LR-1 **.22 LONG RIFLE (HIGH VELOCITY).** Red and black box with white printing. One-piece box with end flaps. Product code 60-1 15905. "F-S" h/s on a brass case. Plastic tray. Variations noted:

- "A" bottom. Copper plated lead bullets.
- "A" bottom. Plain lead bullets.
- "A" bottom. Plain lead bullets. Top hinged end flap.
- "B" bottom. Plain lead bullets. Bottom hinged end flap.
- "A" bottom. Copper plated lead bullets. Top hinged end flap.

LR-1 **.22 LONG RIFLE (HIGH VELOCITY).** Like LR-1 but different format to Child Warning Label. Variations noted:

- "B" bottom. Plain lead bullets. Bottom hinged end flap.
- "C" bottom. Plain lead bullets. Bottom hinged end flap.
- "C" bottom. Copper plated lead bullets. Bottom hinged end flap.

"C" Box Bottom



End Flap Warning



# MONTGOMERY WARD

## 1972 PLASTIC Box Issues

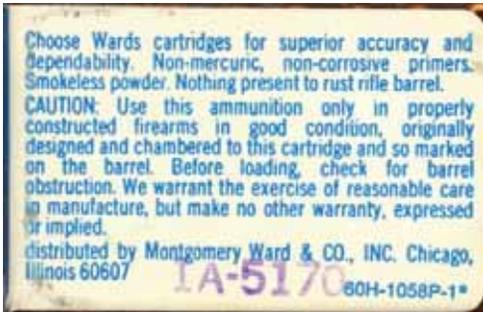
LR-1



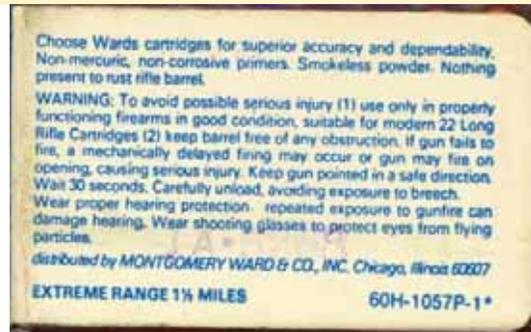
LR-2



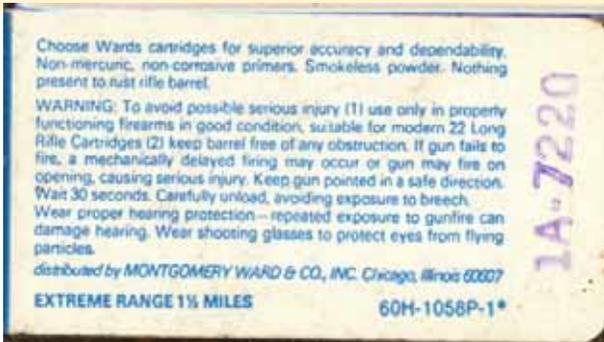
"A" Box Bottom (1972)



"B" Box Bottom



"C" Box Bottom



# MONTGOMERY WARD

## 1972 PLASTIC Box Issues

During 1972, The Federal Cartridge Corporation introduced their new 100 round plastic box issues under their own label. It is assumed that Ward's would have added the plastic boxes to their next year's catalog.

This box, along with all ammunition sales were dropped from the Ward's sales programs during 1983. During 1984, Ward's discontinued their catalog, bringing to an end a 113 year segment of American merchandising history.

In 1997 Wards filed for Chapter 11 bankruptcy due to the low-price competition from Kmart, Target and Wal-Mart. On December 28, 2000 announced that it was going out of business.

- LR-1 **.22 LONG RIFLE (HIGH VELOCITY)**. Amber tint plastic box with a amber tint lid. Blue and black label with white, blue and black printing. Product code 60-1 15902 on the end. "F-8" h/s on a brass case. Copper plated lead bullets. Variations noted:
- (a) "A" bottom.
  - (b) "B" bottom
  - (c) "C" bottom
- LR-2 **.22 LONG RIFLE (HIGH VELOCITY-HOLLOW POINT)**. Same as LR-1, except for the hollow point wording on the top. Product code 60-1 15906 on the end. Variations noted:
- (a) "A" bottom.
  - (b) "B" bottom
  - (c) "C" bottom

### MONTGOMERY WARDS REFERENCE MATERIALS

*PURSUIT OF A DREAM: THE STORY OF AARON MONTGOMERY WARD.* An in-house history of the founder of Wards. Undated and unaccredited.

*CHRONOLOGICAL FACT SHEET.* An in-house history of the various events creating the history of the company. Undated and unaccredited•

*MONTGOMERY WARD. LEADERSHIP IN RETAILING.* An undated booklet giving the details of Montgomery Ward during the Late 1980's

Catalogs available for research. Sporting Goods Catalog No. 70. undated, but about 1980; 1934 General catalog; 1936 general Catalog; 1937 General Catalog