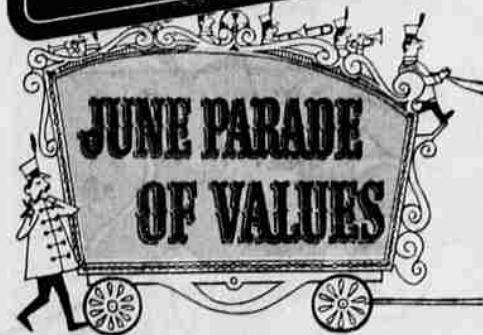


IT'S SMART TO BUY GIFTS FOR FATHER'S DAY NOW. JUST SAY "CHARGE IT."



FATHER'S DAY HEADQUARTERS

Wards has gift ideas everywhere around the store! Low prices and special values. Use Wards Credit plans!

SAVE! MEN'S REG. 3 FOR 1.15 WORK SOCKS

3 prs. 99¢

Outstanding buy! Double-sole socks of mercerized cotton; nylon reinforced heel, toe. Vat-dyed, washfast. White, gray. 10 to 13.

SPECIAL FOR POP

Brent shirts new summer patterns

177
3 FOR \$5

GREAT VALUE FROM WARDS TIMED FOR FATHER'S DAY

What's Dad's favorite look: solid, plaid or stripe? We've got 'em all. Does he like button-fronts or pullovers? There's a great selection of both. How about collars: button-down or modified spread? Tapered bodies? Stay-in tails? You'll find exactly what he wants—at a price you want to pay. All washable and Sanforized* cottons. S-M-L.

*Max. shrink, 1%



BRENT
Sold exclusively by
Montgomery Ward



25% OFF PRICE!

MEN'S REG. 3.98 BRENT SPORT SHIRTS

Here's the gift Dad'll love. Short sleeve wash 'n wear favorites of Dacron® polyester and cotton feature expensive embroidered motifs on placket or chest.

2⁹⁹
S-M-L-XL

SPECIAL BUY!



MEN'S TAPERED WASH AND WEAR WALKING SHORTS

2⁹⁹
SIZES 28-38

Slim, continental models are a perfect gift for Father's Day—especially at Wards low price. Neatly tailored of Sanforized Plus* cotton in handsome dabby or chevron weaves; mid-thigh length with elastic tab adjustments, 4 inside pockets. Tan, green, brown.

*5-way wash 'n wear tested



BRENT
Sold exclusively by
Montgomery Ward

BUY 2-SAVE Brent wash-wear short sleeve dress shirts

2 FOR \$5

REG. 2.98 EACH

Make Dad happy on his big day—and keep him that way all Summer long—with one of these great-looking Ward dress shirts. Smooth, longwearing combed cotton is cut for breezy comfort-fit. Sanforized Plus* treatment assures real "easy-care." White or colors. Sizes 14 to 17.

*5-way wash 'n wear tested



FINE COTTONS



REG. 3 FOR 2.25 BRENT BOXERS

3 for 1⁷⁷

Sanforized* cotton broadcloth shorts, elastic waist. White, solids, fancies. 30-44.

REG. 3 FOR 1.49 ATHLETIC SHIRTS

3 for 1⁷⁷

Fine swiss rib combed cotton. Reinforced at arm and neck openings. Full cut S-M-L.

*Max. shrink, 1%

WASH AND WEAR



DACRON®-RAYON SUMMER-WEIGHT SLACKS FOR MEN

5⁹⁹
SIZES 29-42

Breeze-cool blends of 55% Dacron® polyester, 45% Rayon are a great buy for Dad at Wards budget price. Tailored with popular single pleats and continuous turn-top waistband... all feature the advantage of a wash and wear finish. Choice of 5 colors.

WARDS BRANDS BRING YOU HIGH QUALITY, LOW PRICES. SHOP NOW AND SAVE.