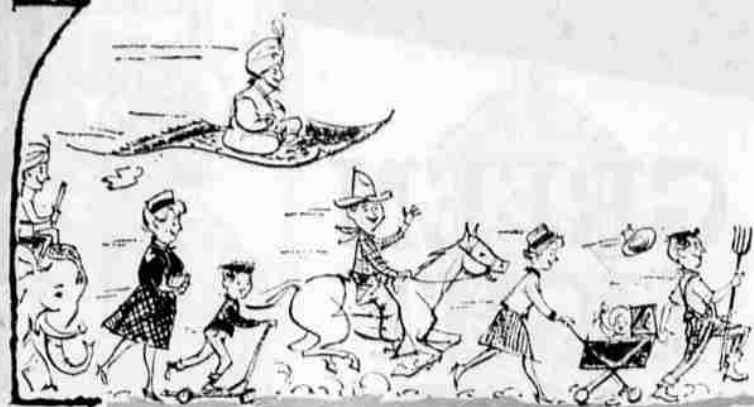




NEEDS NO IRONING



REG. 1.79-1.98
BOYS' COTTON
KNIT SHIRTS

1.44
SIZES 6-18

Wait 'til you see the wonderful assortment of styles and colors in store for you! Popular ¾ sleeve boatneck knits of fine 2-ply cotton lisle; 100% cotton fashion-collared golfer shirts with ribbed underarm gussets for freedom of action. Machine wash, no ironing.

MEN! SAVE \$1



REG. 6 FOR 5.96
COMBED COTTON
BRENT T-SHIRTS

6 FOR 4.96
S-M-L-XL

Time to move in on big Ward savings for men. Brent fine quality T-Shirts are knit-to-fit of soft combed cotton, have ½ nylon added to collar construction for neater look, longer wear. Taped shoulder seams prevent sag; longer length assures comfortable tuck-in.

PRICE CUT 30%



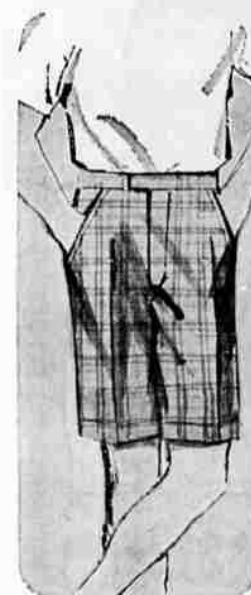
BOYS' REG. 1.98
WALK SHORTS IN
PLAIDS 'N SOLIDS

1.38
SIZES 6 TO 18

Boys GO for walking shorts... and you'll GO for the savings! Select finely tailored classic ivy-look cotton shorts in deep-toned woven plaids or solid color textured fabrics. All lab-tested for long wear. Zipper fly. Washfast, Sanforized.* Hurry in, save now!

*Max. shrink. 1%

WASH AND WEAR



MEN'S BRENT
REGULAR 3.98
WALKING SHORTS

3.33
SIZES 28-40

Slim, continental models with today's tapered look are a great buy at Wards low price. Neatly tailored of 2-ply combed cotton in handsome muted plaids, mid-thigh length with elastic waist adjustments, 4 pockets. Blue, brown, olive or loden green.

GO For special White Sale buys!
GO For 4-Day-Only-Sale values!
GO To exciting Sale for the Home!
STARTS WEDNESDAY JULY 17th



BOYS' REG. 1.98
SURF PANTS

1.54

Big buy! Calf-length pants of 100% Sanforized* cotton denim. Braid trim, rope belt. White, colors. 6 to 18.

*Max. Shrink. 1%



BOYS' REG. 39¢
DRESS SOCKS

3 PRS. 88¢

Save at Wards! Soft 2-ply combed cotton; nylon reinforced heel 'n toe for long wear. New patterns. 6-10.



REG. 3 PRS. 1.15
MEN'S WORK SOCK

3 PRS. 99¢

Price cut! Sturdy 2-ply cotton plaited with nylon for longer wear. Long or slack length. Washfast. 10½ to 13.



SAVE 36%, MEN'S
59¢ BRENT SOCKS

38¢ PR.

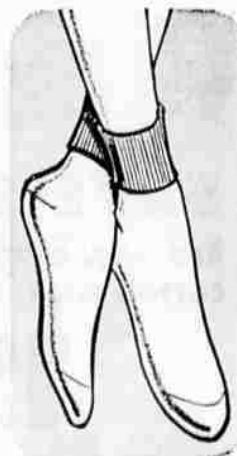
Mediumweight combed cotton for year-round wear. Huge group of argyle patterns. Washfast colors. 10½ to 13.



SALE! REG. 49¢
MISSES' BRIEFS

33¢

Save 30% on popular elastic-leg summer briefs. Cotton-rayon. Wash-n-dry care. Snug elastic waist. S-M-L.



REG. 3 PRS. \$1
MISSES' SOCKS

3 PRS. 77¢

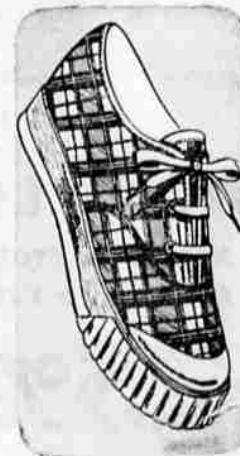
100% DuPont stretch nylon you wash by machine, dry in a jiffy. Neat turn-down cuffs. One size fits 8½-11.



REG. 39¢ YD.
PERCALE PRINTS

4 YDS. \$1

Machine washable cotton prints in every pattern from geometrics to florals. Up-to-the-minute fashion colors.



ALL 2.99 SKIPS
FOR CHILDREN

2.66 PAIR

Entire line reduced. Rugged army duck in white, colors, plaids. Rubber soles. Some bumper toes. 5-12M.

NO MONEY DOWN ON ANY CREDIT PURCHASE AT WARDS. JUST SAY "CHARGE IT"