

GIFT SHOPPING AT WARDS IS A BREEZE! JUST SAY "CHARGE IT PLEASE!"

**MONTGOMERY
WARD**

WARDS IS ALL
AGLOW ABOUT
CHRISTMAS!

**WARDS
BELLRINGER
SALE**

WARDS IS THE PLACE TO BUY
GIFTS! WE'RE BRIMMING OVER
WITH CHRISTMAS IDEAS, VALUES

30% OFF! tapered sport shirts

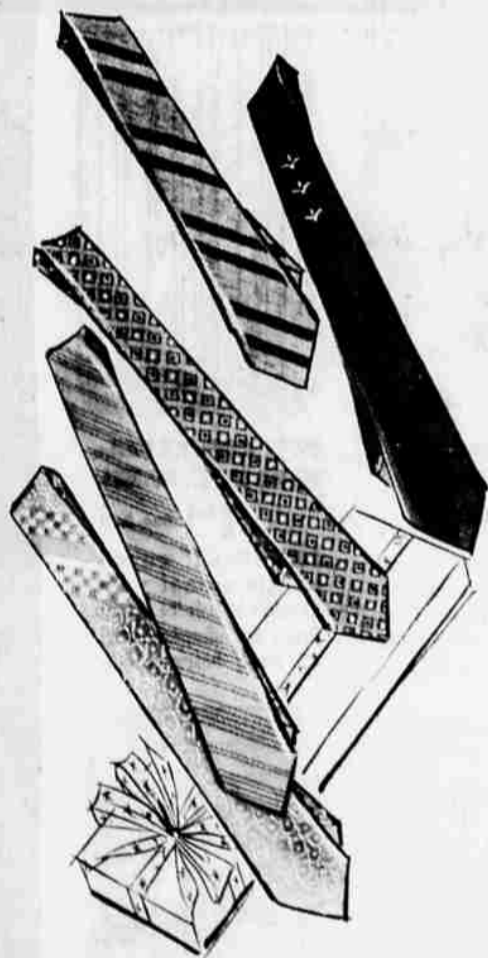
MEN'S FAVORITE SLIM-DOWN LOOK
IN FINE COMBED COTTON OXFORD

277

REGULAR 3.98

- Solid colors or woven stripes
- Tapered bodies with tails
- Button-down banded collars

So good looking they'll make perfect Christmas gifts. And such great values you'll want to buy several for yourself. Choose smart solids or neat woven stripes, both of long-wearing combed cotton oxford cloth. Machine washable; shrinkage controlled. Sizes S-M-L.



37% SAVING!

MEN'S BRENT NECKWEAR
OF DACRON® POLYESTER

94¢ Regular 1.50

A scoop on the best thing that's ever happened to men's ties! Soil-shy and wrinkle-resistant, Dacron® makes neckwear that can be washed—needs little or no ironing. See it at Wards in solids, stripes and fancies.

SAVE 3.04! cadet collar cardigans

BRENT ZIP-FRONT FOR SPORTSMEN
IN WOOL AND KODEL® POLYESTER

6⁹⁴

REGULAR 9.98

They're fashion-new and gift-perfect! Combining great looks with the right weight for cold weather, zip-front cadet coats give the sleek, snug fit all action lovers want. An automatic wash-and-wear blend in popular colors. Men's S-M-L-XL. Hurry . . . save now!



SHOP FOR CHRISTMAS GIFTS IN WARDS BIG STOREFUL OF VALUES

