

Father's Wardrobe Important Both at Home and Vacationing

85 Miles from Salem



NEWPORT—Otter Crest, a few miles north of Newport on the Oregon Coast, provides this restless, rugged scene of surf breaking along the shore. The crest is a favorite point for artists and camera fans the year around. (About 85 miles southwest of Salem via Highways 22 and 18 to the coast and Highway 101 south).

Time Now To Check Clothing

Now is the time for the family to check Dad's wardrobe and take steps to fill in the gaps and bring it up to date with their Father's Day gifting.

You can put this down for sure: there never was a father who couldn't use a few more business shirts, sport shirts, ties, socks, sport jackets, slacks or some of the many other items of apparel now present in wide array in the men's wear stores and departments.

The infinite variety of men's wearables offered today makes the selection of this type gift much simpler than it has been in the past.

Take summer business shirts, for instance. Many of these are made with half sleeves and ventilated weaves for warm weather comfort.

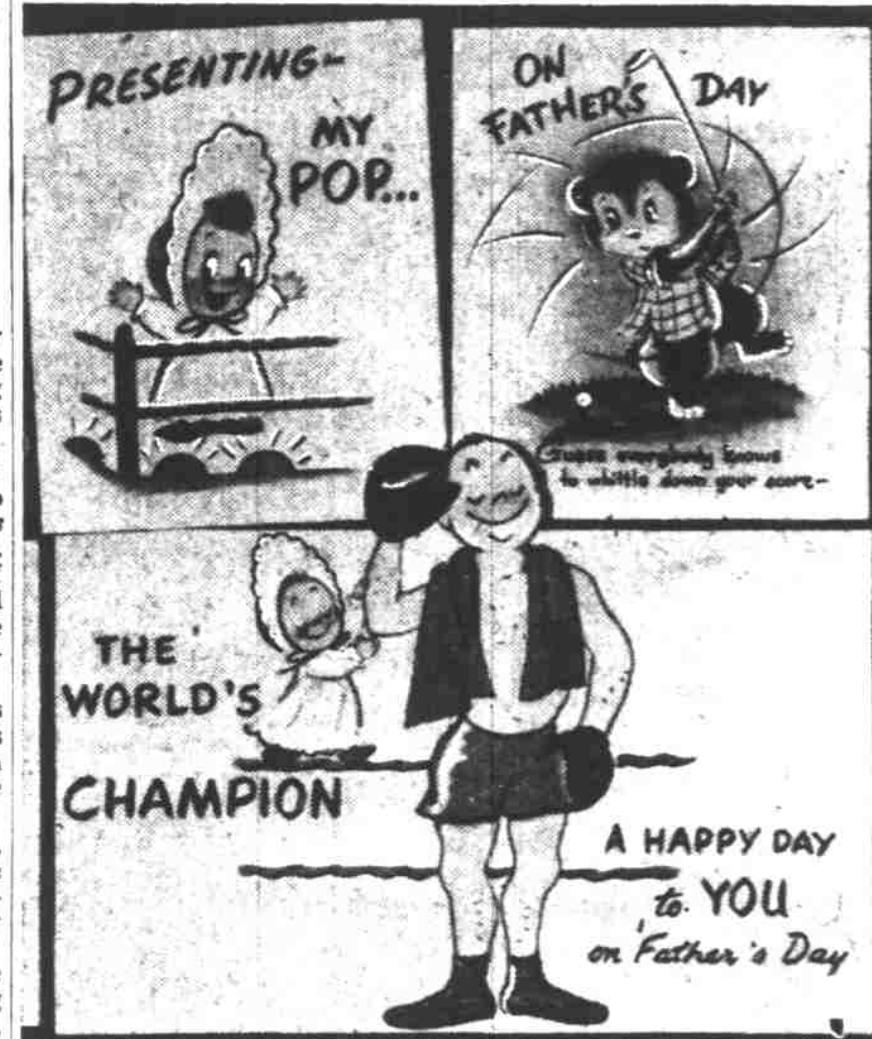
Color, too, is important. More and more men are supplementing their white shirts with blues, grays, tans, pinks, yellows and stripes. Sports shirts, on the other hand, show a trend to simpler patterns and the traditional plaids and checks.

If Dad is an active sportsman, there are new knit shirts constructed to hold their shape after many washings.

Slacks designed for dress-up, sports or just plain lounging are another favorite. Meeting with high favor is a new group of denim wearables designed for the "do-it-yourselfer."

Maybe the whole family should get together on a new suit for Dad. The new contours are both narrower and more natural. Fabrics are no longer confined to solid colors, and the old monopoly of brown, blue and gray has been broken.

Most of the summer suitings have subtle, overall patterns, rather than being a solid color.



Father's Day will be Sunday, June 20, but the family's in Father's corner all the time when he needs 'em. They'll tell him so with a myriad of appropriate cards such as those shown here.

Photography Quite a Hobby

An increasingly popular hobby for many fathers is photography. Cameras and the wide variety of accessories that go with them provide many a gift idea for Father's Day. Perhaps a flash gun, a light meter, or even some dark-room equipment would be just the thing.

Then again, a studio photo of the family, individually or collectively, would make a great hit with Father. And there are fine frames available, too.

Dad Certainly Would Like An Easy Chair

A special, comfortable chair that he's probably always wanted would make a fine Father's Day gift. Or a bookcase, a desk—something to dress up his den. And if he hasn't a den, some piece of furniture to dress up the home which he works to maintain. But particularly, something he could call his own.

There are all kinds of shapes, sizes and prices in chairs in Salem stores. Maybe you've seen Father sit in one that struck his fancy.

Variety In New Type Sportshirt

The sportshirt was once something worn mainly by leading juveniles when they bounded on stage crying, "Tennis, anyone?"

From the early, open-neck, wide-collar style that came in white cotton only, the sportshirt has developed into the most widely used member of the shirt family... excellent as a Father's Day gift.

Today, you don't tell the salesman you "just want a sportshirt," any more than you tell a hardware salesman you just want a tool. You specify the exact kind and style of sportshirt you want to fill a particular need. And whatever your need or taste, you can be sure there's a sportshirt for it.

If you're in the market for an easy-going shirt that's right for relaxation at home, sports or knock-about wear, you'll probably prefer a pullover type.

Brand-New Idea One of the best is a brand-new idea called a cross-opening shirt. Instead of having a short, vertical placket-opening through which you stick your head, this shirt opens horizontally from shoulder to shoulder. You can wear the collar open, or there's a button under each collar point if you want to bring the short, wide-spread collar points together for wear with a tie.

While pullovers of soft, lightweight worsted jersey and cotton weaves will be popular this summer, there's a time and place for everything. You would look funny in such a shirt worn with a silk shantung jacket and gabardine slacks while pouring lemonade at a country club party—just as you'd look funny trying to hammer a nail with a brace-and-bit.

Slow down! See the country.



oh, my PAPA!

show him that he's wonderful with.....

GIFTS

from

Shryock's

MENS WEAR

484 N. CAPITOL

IN THE CAPITOL SHOPPING CENTER

Father Never Has Enough

ARROW SHIRTS

Choose Dad's favorite style, fabric and colors from Salem's largest stock of Arrow Shirts—regular or French cuffs—30 different collar styles—All sizes, of course.

3⁹⁵ to 7⁹⁵



GIFT TIES

with all the hues of the rainbow!

from **1⁵⁰** and up

PAMPER POP ON FATHER'S DAY

JUNE 20

Delight Dad with gifts to wear! See Shryock's wide selection of gift ideas sure to bring a smile to Dad's face on HIS day. If you're in doubt as to what to give... see our Hickok Gift Bar for gift ideas that are New and different.



SPORT SHIRTS
Short sleeves and long sleeves all the season newest colors. From **3.95**



SWEATERS
Lord Jeff and Towne and King 23 new colors. **7.50 and 11.95**



PAJAMAS
By Weldon, Manhattan and Faultless—plain and fancy. **4.50 to 16.95**



SLACKS
The largest stock in Salem. All fabrics, all sizes, all prices. From **9.95 to 23.95**



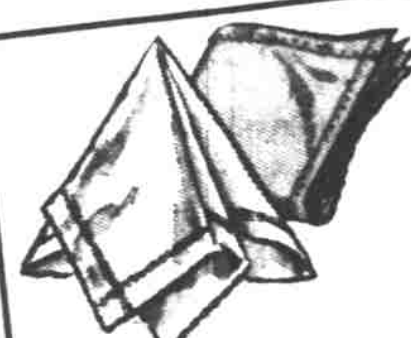
JEWELRY
By Swank and Hickok. The ideal "extra" gift.



SLIPPERS
All popular styles. Also those popular Fold-a-way Slippers for travel. **4.95 to 6.95**



BELTS
By Textan and Hickok leathers, Suedes and the New Elastic Belts. From **1.50 to 8.50**



HANDKERCHIEFS
By Manhattan and Arrow—plain or fancy—initialed individual or gift boxed.



SOCKS
By Interwoven, new larger stock to choose from, all prices, colors and sizes. **1.00 up**

Plenty of Free Parking!

OPEN MONDAYS AND FRIDAYS UNTIL 9 P.M.