

PENNEY'S
J. C. PENNEY CO., INC.

Here is the dope on his Father's Day tie—
Follow his taste in the kind that you buy!
Some like 'em noisy and some like 'em neat
Penney's selection is vast and complete!

**DON'T FORGET FATHER—
SUNDAY IS HIS DAY!**

a NEW TIE Colorful Prints
for Father on Rayon Satin

Firm, smooth rayon satin, printed in bright colors. A tie so cheerful as these, couldn't fail to please Father! Generous large shape. Wool lining in the knotting area for a good knot!

98¢



Especially For Him!

Spruce After Shaving Lotion

In the Army or here at home, men will appreciate this cooling after-shave lotion. The clean spruce fragrance is especially made for men!

1.00



God-About Skirts!

**2.98
3.98
4.98**

We're simply mad about these cotton skirts, so gay in their stripes, checks, and florals. And the rayons, too, in their sun-bright colors and plentiful pleats. Yes, you'll be mad about them, too!

Nice Shirts Help Your Prestige No End!
TOPFLIGHT DRESS SHIRTS

Bosses beam with approval on employees who always look neat and cool. Quality sanforized cottons in fancy stripes, plains.

1.40

Ties That Promote Office Harmony.....98c

Your Straw Hat Is Light and Airy!
Cool, open weaves, blocked to a firm and flattering shape!

1.98

Good Leather Belts Withstand the Heat
Choose a fancy western style, of handsomely tooled leather.

98c

Suspenders Are Your Sole Support
They should be sturdy, adjustable, constructed for wear.

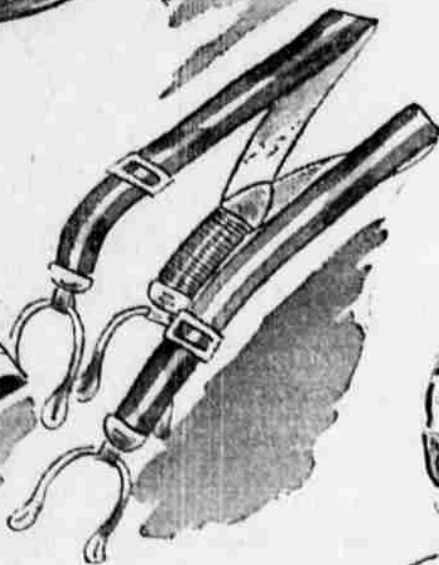
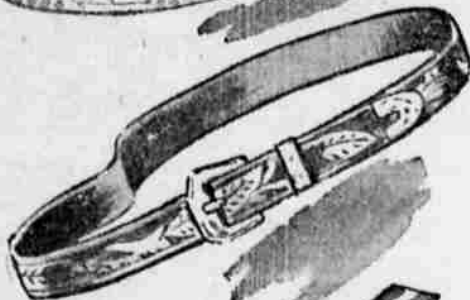
98c

Swim Trunks Are a Recreation "Must"!
Lustrous rayon satin faced with twill with new built-in support.

1.98

Look to Your Socks for Comfort
Mercerized cottons ribbed and plain, that really fit your feet.
*Reg. U. S. Pat. Off.

Pair **39c** and **49c**



Men's Cool Knit Polo Shirts

There're cooler to play in and easier to relax in! Cotton knits in wide colored stripes, or ribbed cotton knits in plain colors. Easy to wash.

98c



Para-Kote Poplin Jacket

Zipper Front!

6.90

Sturdy and lightweight—ideally suited for summer! Closely woven twill and satin.

- Leather House Slippers 2.49
- Leather Billfolds, with zipper, 1.98
- Genuine Elastic Garters, 39c
- Leather Wrist Watch Strap, 49c



45-Gauge Sheer RAYON HOSE

81c

Your shoes have become more open and flattering than ever and smooth, good-fitting hosiery is essential to good grooming. Gaymode® sun-tones cling, are well reinforced.



Dainty Cotton Hankies

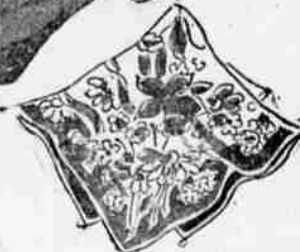
33c



New Ruffled DICKIES

2.98

Snowy White!



Give Dad A UTILITY SHIRT
For Camping and Fishing
FLANNEL PLAIDS

This shirt is built for "utility". Sturdy Pacific Mills cotton fabric, printed in fast colors, then Sanforized* so it can be washed at home or in a commercial laundry without losing its shape or color! Overplaid design!

1.55

DEEP TONE SOLID COLOR FLANNELS

IN RAYON OR WOOL

Rich deep tone colors in soft rayon and wool flannels. A shirt he'll always enjoy. Sizes 14½ to 17.—Penney's Main Floor.

4.98



LOGGERS

For Work—
For Camping & Fishing. 12-in. caulked

15.90

A real logger. Oil tan, 12-inch uppers. Block heel. Caulked leather soles with long wearing caulks. All sizes.

8-inch—
Without Caulks

10.90

Double sole with composition sole. Lace-to-toe style. Logger last and heel. All sizes.

Penney's Main Floor



Women's PLAYSUITS

4.98

Freedom for playtime in these playsuits. Neat fitting. Brilliant floral prints with subtle color combinations.



Reflects Light 'Round Your Room!

VANITY LAMP

3.49

Pretty and feminine; a vanity lamp with a firm, delicately carved glass base and a ruffled shade that adds a gay touch to your dressing table. Buy a pair, and make them the high spot of your bedroom.