



PENNEY'S
ALWAYS FIRST QUALITY!

DAD'S DAY IS SUNDAY!

Hundreds of PERFECT GIFTS for Dad . . . Here Are Just a Few of the Many Suggestions Penney's Offer!

SHOP
Wednesday
NIGHT
TIL 9 P.M.



MATCHING PRINTS

FOR
**DAD!
MOM!
BROTHERS!
& SISTERS!**

The whole family goes for our look-able shirts! A "natural" for summer—so cool and colorful.



PLISSE SHIRTS



New and fun . . . look-alike prints for the classic tailored shirt that everybody loves! All sorts of prints, from a neat monotone to a bright bold tropical design . . . all sorts of colors. Well made, too, with convertible collar, yoke back, two pockets . . . cut extra long, with vent sides. Fun for families . . . for school pals too. And mothers like the grand little-or-no-ironing practicality of cotton plisse!

MATCHING PATTERNS & COLORS

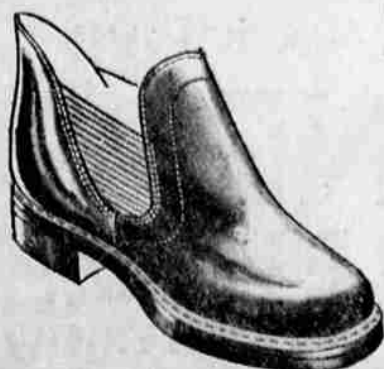
Grown Ups

Misses Sizes 32-40
Men's Sizes S, M, L, XL **1.98**

Youngsters

Girls' Sizes 7-14
Boys' Sizes 2-18 **1.49**

Over 100 Dozen Shirts in the four size ranges



EVER POPULAR WITH DAD! ROMEOS!
4.98

Always a favorite with Dad. A house shoe with real comfort—one he can wear in the yard, too! All leather uppers—elastic insert for real fit. A welcome gift for any dad.

No-Iron! Cotton PLISSE PAJAMAS

2.98

So c-o-o-l for warm weather wear—and just think! These launder easily, never need the touch of an iron! Button-front or slipover style pajamas in solid colors, with contrasting piped edges. Sizes A, B, C, D.

Rayon Butcher Weave



SPORT SHIRTS

2.98

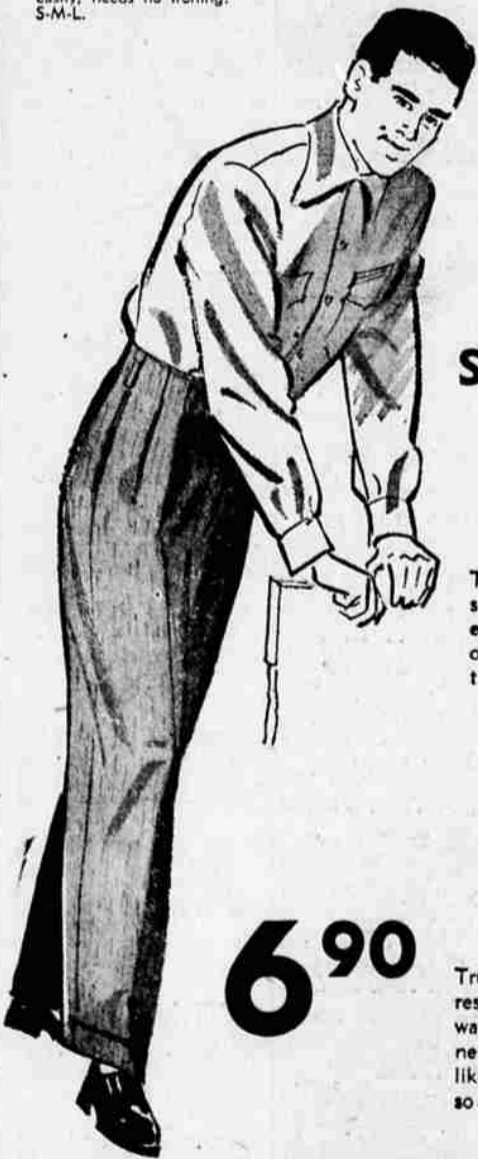
SHORT SLEEVES

Cool, lightweight, washable! A proven fabric for summer comfort. Short sleeves—cool pastel colors—with or without collar and pocket trim. Smart as can be. Maximum 3% shrinkage in washing. A perfect gift for him.

KNITTED SPORT SHIRTS

Cool! Practical! Thrift-priced! You'll want several of these good-looking solid color shirts to see you comfortably through the hot months ahead! They're generously cut for comfort; long enough to stay neatly tucked in! They're tailored of soft combed cotton that washes easily, needs no ironing! S-M-L.

1.59



SPUN RAYON GABARDINE SPORT SHIRTS

2.98

They're washable! Vat-dyed! Pre-shrunk! Terrific values for your money . . . choose from many solid colors, sizes, small, medium, large, extra large.

New! Double Twist Gabardine SLACKS

6.90

Truly a fine summer slack. Wrinkle-resistant, inset pockets. Elastic-lined waistband to keep shirt tucked in. Soft neutral colors. All rayon. Cool and look like the most expensive slacks, yet are so very reasonably priced at only 6.90.



Remember Dad on his day—June 15th

EASY TO WASH!

NEEDS NO IRONING!

Fine Quality Shirts of Cool Rayon Plisse

ONLY **2.98**

Note that glow of pleasure as Dad eases into one of these good-looking shirts on Father's Day. They're all tailored of fine quality rayon plisse, styled with comfortable short sleeves. They hand wash in a wink, and they're ready to wear *without ironing!* White, blue, tan, green, grey, maize. Small, medium, large sizes.

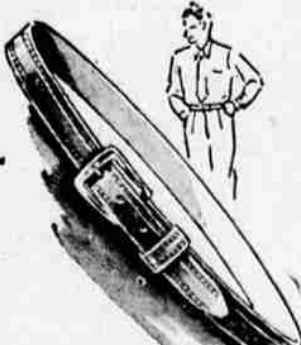
FINE LEATHER BELTS

98c

They're topgrain cowhide leather that's long-wearing, good-looking! Choose burgundy, turtain or natural tan shades. Sizes 30 to 44.



NO IRONING!



FANCY SLACK SOCKS

Neat dress socks of smooth silk-like rayon. Heel and toe reinforced with nylon for extra long wear. Elasticized cotton tops. Sizes 10-13.

39c

