

PENNEY'S A POPular Guy

ALWAYS FIRST QUALITY!

Deserves the Best

...says BOB HOPE Penney's Father of the Year!

FATHERS' DAY IS JUNE 19TH

(See Bob as Pop Foy in "The Seven Little Foys")

WHERE
THE BEST
COSTS LESS

USE OUR
CONVENIENT
LAYAWAY
PLAN!



GET HIS GIFT AT PENNEY'S

COOL! COLORFUL! COMFORTABLE!

PENNEY'S
SHORT SLEEVE
SPORT
SHIRT
COLLECTION

only **1.98**



- Gay Tropicals!
- Colorful Florals!
- Hawaiian Prints!
- Smart Monotones!

OVER 1000 TO
CHOOSE FROM!

Yes, Penney's is the place to select your short sleeve shirts for vacation time comfort. Choose from our large stock of Cotton Plisses, Rayon Prints and Nylon Plisses all at one low Penney Price. Lots of Patterns and Color Combinations. Sizes Small, Medium, Large and X-Large.



**RAYON GABARDINE SPORT
SHIRTS Machine Washable**

Rich-looking dress-type fabric, but you can put it in the family wash! Penney's Towncraft® styled with smart pocket and collar detail, color-matched yoke linings, adjustable cuffs.

2.98

Sizes S,M,L,XL



**80% WOOL, 20% NYLON
SHEEN GABARDINES**

Fine wool for quality looks and feel, balanced with nylon for tremendous extra wear. Beautifully tailored in Penney's Hollywood model, now with narrower, more natural look. Top shades.

9.90

Sizes 28-42



**RAYON-NYLON WASHES!
GABARDINES FOR MEN**

Treated with Unidye® for wrinkle-resistance, safe machine washability in luke warm water. 15% nylon for top-flight wear! Smooth Penney styling in new fashion tones. Pre-cuffed.

4.98

Sizes 28-42



**MEN'S DURENE
KNIT UNDERWEAR**

79¢ Pr.

Save!

Sizes 30-42 — 38-46

Absorbency . . . strength . . . lustre! These are the extra qualities of Towncraft® rib knit athletic shirts and briefs made of Durene mercerized cotton with no sacrifice of cool lightness.



**COTTON ARGYLE
SLACK SOCKS**

69¢

Save!

Sizes 10 to 13

Knit from soft, long-wearing combed cotton yarns, with the extra strength of nylon at toes and heels. Rich patterns are undimmed by the washing machine. Penney's Towncraft quality.

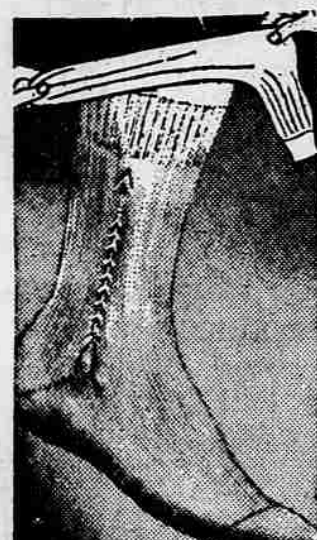


**MEN'S OXFORD
BOXER SHORTS**

98¢

Save!

Quality Towncraft® boxer shorts of fine oxford cloth. Long wearing. Gripper front. Assorted pastels. Heat-resistant elastic band. Sizes 28-44.



**DURABLE NYLON
STRETCH SOCKS**

79¢

Save!

Nylon stretch socks for men! Fine Towncraft® quality rib knits for a perfect well-groomed fit. Machine washable in luke-warm water. Solid colors. Sizes S, M, L.



**COMBED COTTON
TEE SHIRTS**

79¢

Save!

All-purpose "T" shirt that stays in shape . . . with nylon reinforced collar and taped shoulder seams. Shaped sleeves for in-and-out-of-doors wear. Sizes 34-46.



**A WHITE DRESS SHIRT?
TOWNCRAFT®, OF COURSE**

Quality, comfort and style . . . proved and approved by you! Fine 220-count Sanforized® broadcloth body with special 2x2 twist long-wear collar and cuffs. Smooth tapered fit.

2.98

Size 14-17



**SENSATIONAL STOCK OF
100% WOOL SPORT COATS**

See our complete stock of fine quality sportcoats in the newest patterns and shades. All with fine tailoring. Choose from shetlands, tweed and overblends in browns, greys, blues. Sizes 36-46. Short, regular, long. Sizes 36 to 46

24.75

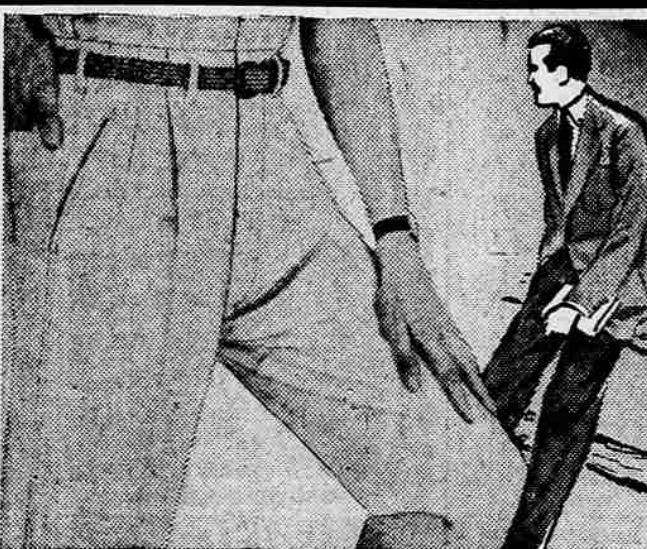


**COTTON TWILL
BIG MAC® WORK SETS**

Washfast Cotton . . . soft and strong, with a lasting lustrous freshness! Superb quality, with Big Mac's famous proportioned fit. And now, even the pockets are Sanforized®. Gray, khaki.

2.98

14 1/2-17

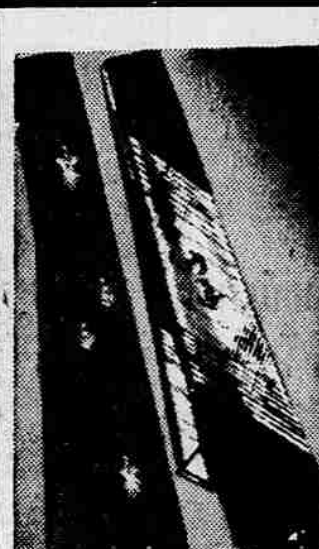


**SANFORIZED® DENIM
DELUXE SPORT SLACKS**

Denim's still the casual king . . . especially in Penney's deluxe boxer styling! Neat button-over waist with elastic side inserts for smooth comfort fit. Machine washable. Colors.

2.98

Sizes 29-36

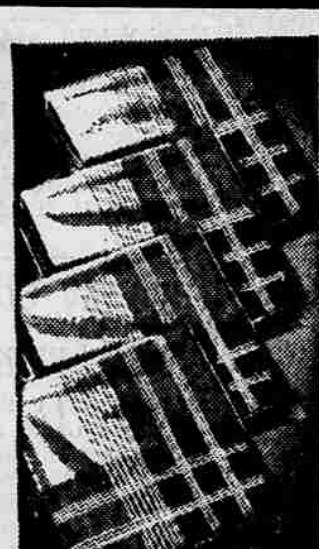


**NEW SHIPMENT
MEN'S GIFT TIES**

1.49

Save!

Dacron®, others . . . fine quality Towncraft ties in the season's most wanted colors. Prints, wovens, paints . . . every conceivable pattern he'd wear!



**MEN'S COTTON
HANDKERCHIEFS**

6 FOR 1.00

Save!

Attractive! Men's Color-bordered handkerchiefs of high quality combed cotton. The woven band of color adds eye appeal to this flat-hemmed handkerchief.



**COOL WASHABLE
TERRY ROBES**

6.90

Save!

Easy to take care of . . . as they are machine washable. They come in an attractive zippered "pliofilm" bag. Several colors to choose from.



**MEN'S BROADCLOTH
PAJAMAS**

2.98

Save!

Cut for roomy sleeping comfort over Towncraft patterns, and Sanforized® to keep that fit throughout their long lifetime! Fine assortment of stripes in button-front or slipover models.



**LEATHER
ROMEO SLIPPERS**

4.49

LEATHER UPPER

Long - Wearing Synthetic sole. C & E Widths.

**SPECIAL! INSULATED
SKOTCH COOLERS**

KEEPS FOOD OR BEVERAGES COLD

- Fibre Glass Insulated
- 4 Gallon Capacity
- Steel Exterior
- Bale Type Handle

5.00

**SPECIAL! MEN'S COTTON
Short Sleeve SPORT SHIRTS**

COOL, LIGHT AND AIRY

- Skip Dent Weave
- Cool Leno Weave
- White and Pastels

1.00

**SPECIAL! 600 PAIR LADIES
PERFECT QUALITY NYLON
HOSE**

2 PAIR

- 51 Gauge, 15 Denier
- Flattering Dark Seams
- 2 Summer Colors

1.00

**SPECIAL! MEN'S Cotton
Long Sleeve SPORTS SHIRTS**

SANFORIZED — VAT DYED

- Dan River Plaids
- Tartan Plaids
- Machine Washable
- Sizes S,M,L

1.88