

PENNEY'S A POPular Guy

ALWAYS FIRST QUALITY!

Deserves the Best

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

FATHER'S DAY IS JUNE 19th

(See Bob on Pop Toy in "The Seven Little Toys")



GIFT SUGGESTIONS for FATHER on HIS DAY Sunday, June 19th

COOL! COLORFUL! COMFORTABLE!

PENNEY'S SHORT SLEEVE SPORT SHIRT COLLECTION



only 1.98

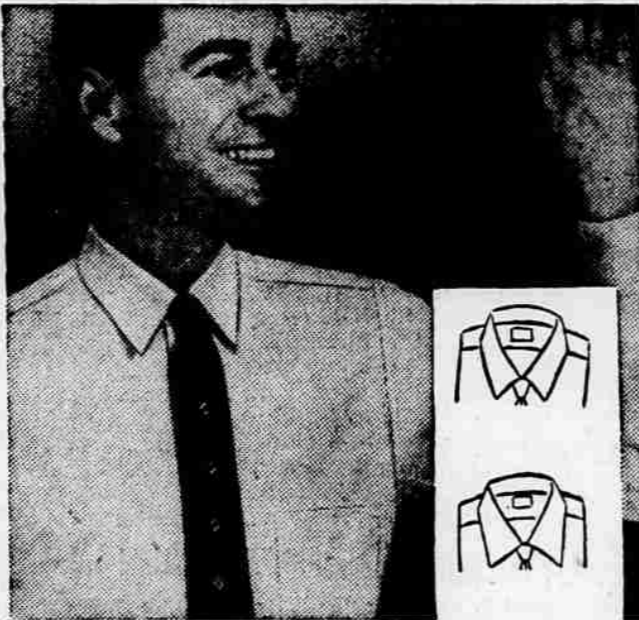
- Gay Tropicals!
- Colorful Florals!
- Hawaiian Prints!
- Smart Monotones!

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 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.



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** Sizes 14½-17



RAYON-NYLON WASHES! GABARDINES FOR MEN

Treated with Unidyne® 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 28-38



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 30-44.



COTTON "TATTOO" SPORTSHIRTS

1.98 Save!

Tattoo® — men's sport shirts in smart nub-weave cotton from Dan River Mills. Multi-color nubs on pastel ground. Summer-styled. Sanforized®. 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.



NEW SHIPMENT MEN'S GIFT TIES

1.49 Save!

Dacron®, others . . . fine quality Towncraft ties in the season's most wanted colors. Prints, woven, 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 COTTON PLAID ROBES

4.98 Save!

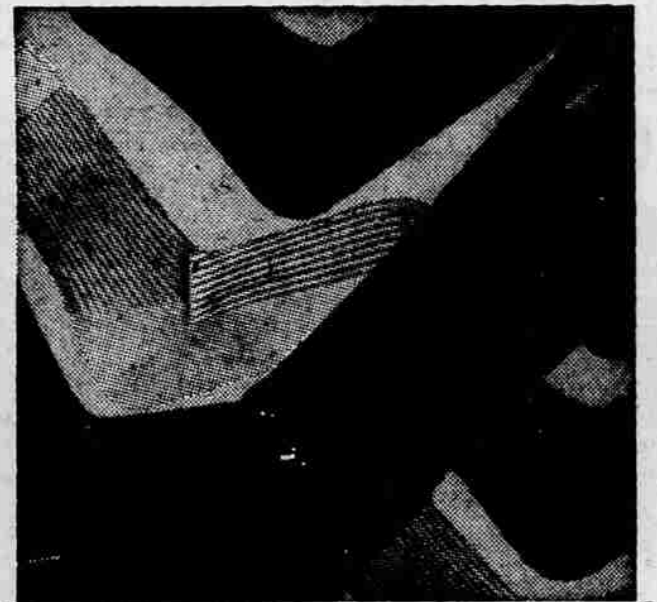
Easy to take care of . . . as they are machine washable. They come in an attractive zippered pliofilm bag. Several colors to choose from.



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.



NYLON STRETCH SOCKS . . . FOR FIT AND WEAR!

Men, stretch socks are even better when they're Towncraft's! 3 sizes for best possible fit! Fine 240-needle 3x3 rib knit for better wear, comfort. Machine wash in lukewarm water. Many colors. **79¢ Pr. Save!** Sizes S,M,L.



SHEEN GABARDINE REVERSIBLE JACKET

9.90 Save! Sizes 36-46

Reversible . . . rayon-acetate spray-tone flannel reverses to rayon-nylon solid tone sheen gabardine! Rain and wrinkle repellent. Top colors.



SANFORIZED TWILL MATCHED SETS

2.98 Save!

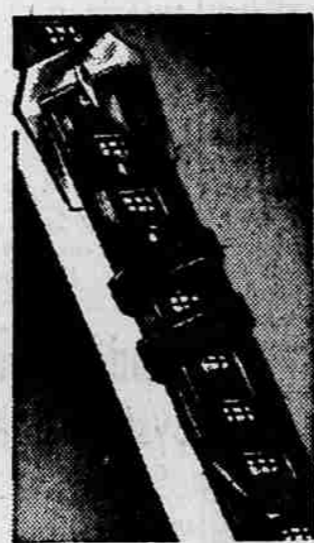
Now, even the pockets are Sanforized! Big Mac® proportioned fit twill work sets . . . good-looking, durable . . . better than ever. Khaki, gray. Pants 28-44 . . . 2.98 Shirts, 14½-17 . . . 2.49



LEATHER ROMEO SLIPPERS

4.49 Save!

LEATHER UPPER Long-Wearing Synthetic sole. C & E widths. Sizes 6½-12



TOP COWHIDE LEATHER BELTS

1.49 Save!

For belt-waist smartness! Trim 1" center embossed belt in rich burnt orange or turban hues. Made of top grain cowhide, polished-brass buckle. Sizes 30-42.



MACHINE WASHABLE DENIM JACKETS

3.98 Save! sizes S, M, L, XL

Machine washable athletic jackets for men. Sanforized® denim in snap front styling with 2-tone knits and smart sleeve braid. "Faded" colors.



SANFORIZED® DENIM DELUXE SPORT SLACKS

Denim's still the casual king . . . especially in Penney's deluxe coast styling! Neat button-over waist with elastic side inserts for smoother comfort fit. Machine washable. Colors. Sizes 29-36 **3.98**

LAST MINUTE GIFT SUGGESTIONS FOR FATHER

- MEN'S COTTON FLISSE PAJAMAS Pastel colors—Sizes A,B,C,D **2.49**
- MEN'S LEATHER WALLETS Several smart styles **2.98** plus tax
- MEN'S METAL PANT HANGERS Plio Film Packaged **1.00** 6 FOR
- PLASTIC TIE RACKS Hang on Closet Door **1.00**
- ASCOT TIE GLIPS The Newest Style! **1.50** plus tax
- BOXED WHITE HANDKERCHIEFS Irish Linen **1.00** 4 FOR

- SMART LOOKING BOW TIES Boxed for Gift Giving **98¢**
- CUFF LINK and TIE GLASP SET Wide Selection **2.50** plus tax
- COLORED COTTON T-SHIRTS Non-Stretch Necks **98¢**
- LEISURE STRING TIES Many Styles to Choose from **95¢** plus tax
- DACRON KNIT SOCKS Link and Link Knit **79¢**
- HAND PAINTED BEADED TIES Beautiful Summer Colors **1.98**

REDUCED TO CLEAR! MEN'S SHANTUNG GAUCHO POLOS

1.99

Fine quality combed cotton knit polos in swiss ribbed knit. Sturdy ribbed collar. One size fits everyone. Real comfort in six smart shades.



Thunder Sheen GABARDINE CASUAL JACKET

7.90

Unisee-treated thunder-sheen gabardine, a rough blend of rayon and nylon. Water and non-oily, stain resistant. Rayon taffeta lined in several smart shades. Sizes 36-46.