

FATHER'S DAY

SUNDAY, JUNE 19th

We've got to hand it to Dad, the head of the house. He backs us up when we're in trouble . . . foots our bills and shoulders our burdens. And what will we hand him? A terrific Father's Day present that says, "You're the top, Pop!" To find the gift he'll really go for — whether he's a home-body, hobbyist or Dad-About Town — shop our store. We've got what it takes to delight Father on his Day!



Here's what to buy...
for your **FAVORITE GUY**
SEE-Worthy **BEACH TOGS**



Swim Trunks . . . \$1.98 to \$3.98
Bermuda Shorts . . . \$2.49 to \$5.98
Hobbie Jeans . . . \$2.98 to \$3.98

— EXTRA SPECIAL —

No Size Problem
STRETCH SOX FOR POP
Reg. \$1.00 Quality **2** Pair for **\$1.50**

PANTS for POP!

Huge Selection of Fabrics and Colors

Time for a change of scene in your Dad's slack wardrobe? Choose here from a stunning array of the newest, smartest fabrics in distinctive patterns and colors to mix and match with his sport coats. We'll cuff them later.

Sizes
28 to 50



\$6.98
to
\$12.98



Pamper Papa
with
SPORTS SHIRTS

Styles and Colors to
Please Every Taste!

Pick Dad a bevy of these beauties and watch his "just-what-I-wanted" grin spread from ear to ear on Father's Day!

Sizes S-M-L-XL
Long or Short Sleeves

\$1.98
UP



Portis STRAWS

Here's what Dad will get when you buy him a Portis Straw

- Newest styles and colors
- Lightness in weight
- Cool open weaves

\$1.98 to \$3.98



Gifts to make Dad Glad!

USE THIS CHECK LIST

- INITIALED HANDKERCHIEFS
- BILLFOLDS AND WALLETS
- JEWELRY BY PIONEER
- BERMUDA SHORTS
- KNEE SOCKS BY HOLEPROOF
- KEDS BOOSTER OXFORDS
- ROMEO'S
- BELTS AND SUSPENDERS
- NECKWEAR BY BEAU BRUMMEL
- MATCHED SETS BY LEE
- FANCY T-SHIRTS BY RUGBY
- PLASTIC RAINWEAR BY U. S.
- NYLON UNDIES BY HOLEPROOF
- COTTON UNDIES BY MUNSINGWEAR
- WORK SOX BY BACHELORS FRIEND
- STRETCH SOX BY HOLEPROOF
- BEACH WEAR BY RUGBY
- STRAW CAPS BY HUGGER
- DRESS SHIRTS BY ARROW
- SPORT SHIRTS BY BEAU BRUMMELL
- HOBBIE JEANS BY BIG YANK
- PAJAMAS BY PLEETWAY
- SWIM WEAR BY RUGBY
- STRAW HATS BY PORTIS
- MATCHED SETS BY BIG SMITH
- RAYON SPORT COATS BY MERIT
- UNDERWEAR BY FRUIT OF THE LOOM
- FADED DENIMS BY YANKSHIRE



FREE PARKING
IN REAR
OF STORE

Soennichsen's

FREE GIFT BOXES
OR FOLDERS

