

TO FEEL WELL-SET-UP... A MAN LIKES

Listed are just a few of the fine names you'll find in vast profusion in our new men's section.

MEN'S SPORTSWEAR

- California Sportswear . . .
- Cal-Made . . . Catalina . . .
- Duke of Hollywood . . .
- Glasgo . . . Grunwald Marx . . .
- Maler . . . Maurice Holman . . .
- Pacific Trails . . .
- Pendleton . . . Rabhor . . .

MEN'S FURNISHINGS

- Altmann . . . Arrow . . .
- Byford . . . Cooper . . .
- Faultless . . . Hickok . . .
- Holeproof . . . Interwoven . . .
- Jockey . . . Manhattan . . .
- Munsingwear . . . Phoenix . . .
- Swank . . . Textron . . .
- Weidon . . . Wembley . . .

MEN'S CLOTHING

- Alligator . . . Botany . . .
- Day's Tailor'd Slacks . . .
- Groshire . . . Ratner . . .

MEN'S HATS

- Knox . . . Stetson . . .
- Stevens . . .

MEN'S AND BOYS' SHOES

- Buster Brown . . . Evans . . .
- Florsheim . . . Hush-Puppies . . .
- Roblee . . . Spalding . . .

BOYS' CLOTHING

- A-1 . . . Levi . . .
- Taylor'd Slacks . . . Union . . .

BOYS' FURNISHINGS

- BVD Hosiery . . . Claymore . . .
- Donmoor . . . Ely & Walker . . .
- Jockey . . . Kaynee . . .
- Prince Tut . . . Savoy . . .

GOING FISHING?

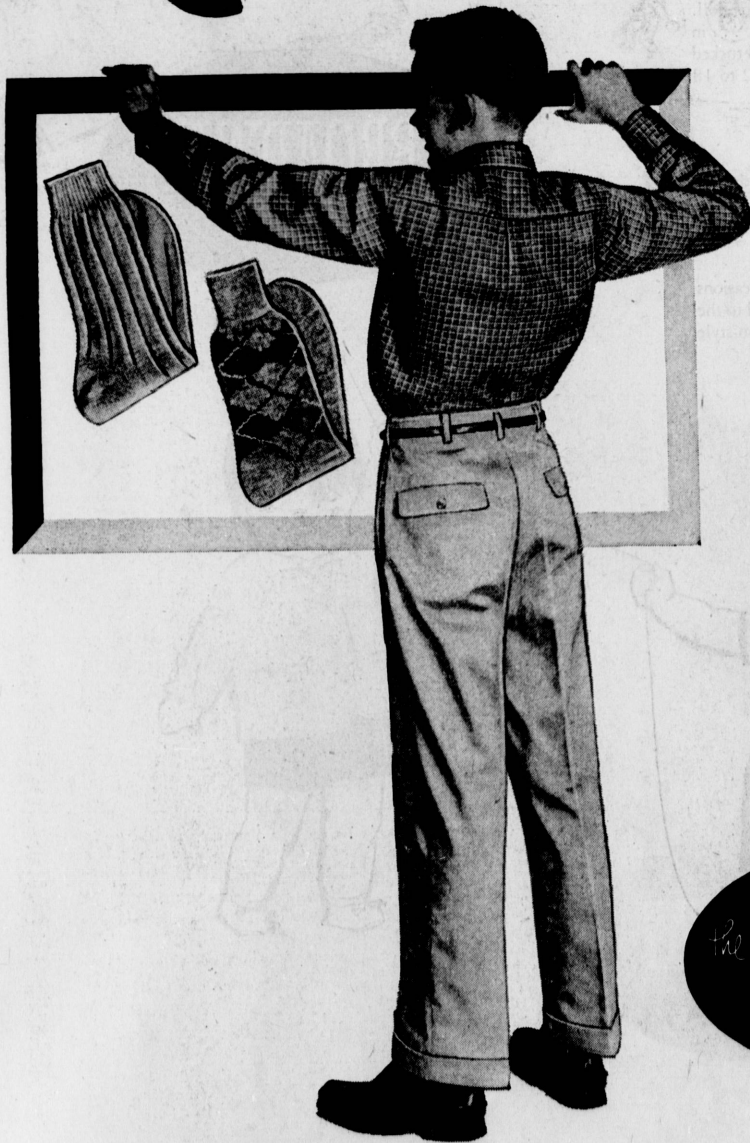
You'll find everything from reel to creel . . . at The Broadway Del Amo Sporting Goods Dept. Top names in every sport field for the golfer, camping enthusiast, tennis, badminton or bowling sportster. And it's a wonderful world of fun and games for the whole family, from tiny tots to the young in heart, in the Toy Department.

SPECIAL EVENTS

Fashion modeling and entertaining demonstrations throughout the store are opening-day features at The Broadway Del Amo.

NIGHT TIME NEWS

For your shopping convenience, The Broadway Del Amo will "keep late hours" on Mondays, Thursdays, Fridays . . . open until 9:30 p.m.



TEXTRON pajamas for men feature a casual "sport shirt" look that makes them such good loungers. In wash and wear broadcloth with heat-resistant non-binding elastic waistbands. "Link-Paisley" pattern in blue, gray or beige with cuffed sleeves and trousers. Coat or middie style. A to D sizes, \$8

THE BROADWAY'S NEWEST STORE—MEN'S FURNISHINGS, STREET FLOOR

PHOENIX Hi-bulk "84" hose is a luxurious sock with a cashmere-like touch to it . . . easier to care for because it's hi-bulk soft spun orlon that won't shrink or mat. The classic basket-weave pattern in brown, navy, charcoal, powder blue, red, sandune or yellow, 10½-13, 1.50

THE BROADWAY'S NEWEST STORE—MEN'S FURNISHINGS, STREET FLOOR

B.V.D. SOX in practical-for-boys blending of hi-bulk orlon, super viscose and premium cotton, reinforced at heel and toe with nylon. Diamond or argyle patterns in blue, charcoal, tan or brown . . . or English rib in his choice of colors. 8x10½, 69c or 3 for 2.05.

THE BROADWAY'S NEWEST STORE—BOYS' FURNISHINGS, STREET FLOOR

A-1 TAPER SLACKS, flap pocketed as he likes them. Heavyweight Sanforized polished cotton sateen with Coneset wash 'n wear finish. Pre-cuffed in tan, charcoal, light brown, dark brown, light gray or white. Boys' sizes 4-12, 3.98. Boys' 14-18, 4.50. Huskies, 27-34, 4.98. Young men's, 27-38, 4.98.

THE BROADWAY'S NEWEST STORE—BOYS' CLOTHING, UNIVERSITY SHOP, STREET FLOOR

