



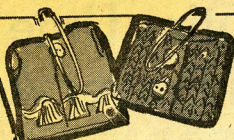
Heironimus
of Kansas
DI 3-6941

STATIONERY, MAIN FLOOR

For only \$1.25



Hey...now I have a wardrobe! These good-looking duds are only 59¢ & 79¢.



Heironimus takes the YOUNG VIEWPOINT

*stared items also at Towers Store

Bobbie Brooks
Calico-by-the-sea

...in a sailcloth parka, 10.00, over a 2-piece swimsuit, 13.00. See them on the May cover of Seventeen.

JUNIORS, SECOND FLOOR

Listen to WROV Radio
Sundays
4:00-5:00

A WORLD WITHOUT LOVE

PETER AND GORDON

WROV's Ten Top Tunes for May

1. World Without Love - Peter & Gordon
2. P.S. I Love You - Beatles
3. Love Me Do - Beatles
4. My Guy - Mary Wells
5. Chapel of Love - Dixie Cups
6. Shangri-La - Vic Dana
7. Sugar and Spice - Searchers
8. Ronnie - Four Seasons
9. Do You Love Me - Dave Clark 5
10. Bad to Me - Billy J. Kramer

ALL IN OUR RECORD DEPARTMENT, DOWNSTAIRS



Jo Matthews

Our 1964 gingham girl wears a fun top in Pink of Black checks flounced with sissy lace. 12-16, 5.00.

SPORTSWEAR, SECOND FLOOR

Cole of California

Diamonds are a girl's best swim look, in nylon helanca. Sizes 10-14, 20.00.

SPORTSWEAR, SECOND FLOOR

Patty Woodward says:

Best thing for a sunburn, next to Cocoa Butter, is white sharkskin jamaicas, 8.00

SPORTSWEAR, SECOND FLOOR

There's a reason...

Weejuns are the best selling loafer in the country. There's a reason for buying Weejuns at Heironimus. And now...there are 3 colors - Sport Rust, Green and Blue. Oh, those Weejuns - now there's a shoe! Women's, 12.95 Men's, 15.95.

WOMEN'S SHOES ON THE MAIN FLOOR*
MEN'S IN THE MEN'S AND BOYS' STORE

One thing is clear...

You haven't the murkliest notion of how to look in the rain if you're wearing anything but London Fog. 35.00, SECOND FLOOR*

DOES EVERY MAN look like Pancho Gonzales

in white Bermudas for \$4? Not if his shirt is Navy Blue button-down, for another \$4. He looks like a million \$\$\$!

MEN'S AND BOYS' STORE*

Cowhide bill-fold OR French or clutch purse with horse ornament. Tan, 3.50 plus tax. HANDBAGS, MAIN FLOOR*

You'll flip your hair-do for the big argandef bow, 1.00, or the grosgrain edition, SPORTSWEAR, MAIN FLOOR*

Show 'em You Belong

Show up at any gathering of the clan in this sharp Dacron/cotton seersucker coat in Blue, Black or Camel, 22.95, teamed with slim white cotton twill slacks, 5.95

MEN'S AND BOYS' STORE*