

# DALE'S

## Self-Service Dept. Store



Layaways Invited During the Opening



### GRAND OPENING SPECIAL LADIES' HIGH QUALITY BETTER EASTER

## Dresses

Newest Styles  
Including chemise and full flares.  
Latest fabrics and colors  
Many mfgs. samples  
The outstanding buy of the year  
VALUES TO \$22.95

ALL SIZES \$ **7<sup>99</sup>**

DURING  
OUR  
OPENING



### Our Opening Special

## DRESSES COTTON DRIP-DRY

Assorted prints and colors. Limited quantity. Just one to a customer

\$ **1**

All sizes  
While  
they  
last!



## LADIES' COTTON SKIRTS

### Our Opening Special!

Woven multi-stripes on black background. Full soft pleated.

These were made to sell for \$4.95

\$ **1**

Limited  
Amount  
Asst.  
Sizes



Styler by

\$

\$

\$



## LADIES' CAN-CANS

100% nylon with lacy trim. Values never seen for less than \$2.49.

Our Opening Special

\$ **1**



## LADIES' BLOUSES

Woven Stripes! Solids! White and Prints!

Dale's brings them to you with Ivy Collars, V-neck Collars in textured cotton broadcloths, woven combed cottons. There are stripes that shout, pastels, all tailored with roll-up sleeves! Sizes 32-38.

Values to \$1.98

\$ **88<sup>c</sup>**



## LADIES' NEW EASTER BLOUSES

Many styles, all new, 1958 fabrics. Styles and colors made by leading California mfgs. to sell for \$2.98.

Our Opening Special

\$ **1<sup>66</sup>**



High style blouses. Big and wear.



## Our Opening Special LADIES' PEDAL PUSHERS

Novelty Fabrics • Asst. Colors  
Styler by leading Calif. maker.  
Sizes 8-18.  
and CLAM DIGGERS

Use Our Layaway Limited Quantity Reg. \$2.77

\$ **1<sup>00</sup>**



## LADIES' COTTON DUSTERS

Seersuckers. Asst. prints and solids. Sizes 10-20. Reg. \$2.98.

Our Opening Special!

\$ **1**

## LADIES' Colorful 2-Piece Everglaze DRESSES

Our Opening Price

\$ **5**

Sizes 10-18 Reg. 10.98



## LADIES' BERMUDA SHORTS

Hi-Lo Cords. Polished cotton and plaid fabrics. Sizes 10-18. Asst. colors.

Made to sell for \$3.98

NOW ..

\$ **1<sup>39</sup>**



## Children's New Easter DRESSES

Washable. Drip dry. Deep hems. Wide skirts. Whole assortment of patterns and pastels. Top mill cottons and nylon.

See these Thursday Starting March 27

\$ **1<sup>77</sup>** -  
\$ **2<sup>77</sup>**

Sizes 1-6x — Sizes 7-14 One Time Buy



## LADIES' PANTIES

Two bar tricot Hollywood briefs. Asst. sizes, s-m-l. Asst. colors. Opening Special!



No Limit  
20c  
Pair

## Ladies' Girdles

& Panty Girdles

These were made to sell for \$1.98. Sizes s-m-l.



50c

## Ladies' HALF SLIPS



Nylonized with nylon lace trim. Sizes s-m-l. Asst. colors.

\$ **59<sup>c</sup>**  
2 for \$1.00



## LADIES' EASTER SWEATERS

Lowest Price Ever! Top Quality Orions!

Mock fashioned, long sleeve cardigan, hi-bulk orlon in classic styling. Hand washable. Special group of novelty Helanca nylon stretch slip-ons.

\$ **1<sup>99</sup>**  
Reg. \$3.98

Slipons to Match \$ **1<sup>59</sup>**



## Ladies' Nylon and Cotton SLIPS

Lacy trims. Washable. Drip dry. Limited amt. All sizes.

Reg. \$2.49

\$ **1**

## GIRLS' NYLON & COTTON BOUFFANT FULL SLIPS

An outstanding value at \$1.49. Nylon lace trim. Most wanted fabrics and styling. Sizes 4-14.

\$ **88<sup>c</sup>**

## GIRLS' 2-PIECE COTTON PLAYSUITS

Hi Styled Cotton Shorts with Matching Tops

Buy a lifetime. Sizes 3-6x. Same and similar styles. Sizes 7-14. Reg. \$3.98.

\$ **1<sup>66</sup>**

## Girls' Can-Cans

100% nylons to wear with your new outfit. These are the cutest yet.

Reg. \$3.98 Value \$ **1<sup>77</sup>**

## Infants' Biballs and COVERALLS

Polished Cottons and Assted. Gabs With Snap Buttons Sizes 1-6x Asst. Colors Values to \$1.98

\$ **99<sup>c</sup>**

## GIRLS' Pedal Pushers

Novelty fabrics. Asst. prints. Sizes 2-6x.

Reg. \$1.49 ea. 2 for \$1.00 \$ **59<sup>c</sup>**

## Nylon

