

DALE'S SPRING OPENING



Self-Service Dept. Store

MORE For Your MONEY



SPRING OPENING SPECIAL

LADIES' HIGH QUALITY
BETTER EASTER

DRESSES

NEWEST STYLES

- Including sport and dressy models
- Sheath and full flairs
- Latest fabrics and colors
- Many manufacturers samples
- The outstanding buy of the year!
- VALUES TO 12.98
- All Sizes
- During our

5.00

SPRING OPENING SALE!

PRE-EASTER SPECIAL

LADIES'

DRESSES

- COTTONS
- DRIP-DRY

BY PRINCESS PEGGY

Assorted Prints and Colors

MANY STYLES TO CHOOSE FROM

• VALUE 3.98



2.00

All Sizes While They Last

LADIES' COTTON SKIRTS

OUR EASTER SPECIAL

Prints and Stripes on solid backgrounds full soft flairs These were made to sell for 4.95



1.99

Limited Amount Ass't. Sizes

\$1 HOLDS YOUR LAST DOLLAR

LADIES' POLISHED CO

CAPRIS

- SOLIDS, STRIPES AND PRINTS
- Styled by leading Calif. Manufacturer
- Many Colors To Choose From



1.49

VALU TO 3.98 Sizes 8 to 18 PICT

LADIES' BERMUDA SHORTS

- Polished Cottons
- 10 Assorted Colors
- Made to Sell for 3.98
- Sizes 10 to 18

1.00

While They Last



dainty delightful Panties

- 2-Bar Tricot
- Nylonized
- Hollywood Briefs
- Value 39c

20¢

SPECIAL HOLIDAY PURCHASE LADIES' BRAS

YOU'LL RECOGNIZE NAME BRANDS REDUCED

1/2 OFF!

Assorted Styles



you'll want many at this price

47¢

LADIES' GIRDLES

and panty girdles These were made to sell for 1.98

50¢



Sizes S-M-L

LADIES' NYLON GOWNS and BABY-DOLLS

- Tricot Knit
- All full cut lacy trimmed

VALUES TO 4.98 HOLIDAY SPECIAL



The Perfect Gift

2.99

LADIES' 100% NYLON

HALF SLIPS

- 4 inch Lacy Bottoms
- Assorted Styles and Colors
- Usually Sold for 1.49

59¢

SIZES S-M-L



SPRING OPENING SPECIAL LADIES' CAPRI SETS

- VALUES TO 8.98
- Polished Cotton Capris with matched novelty blouses, some combination knit tops and solid capris

2.99

Sizes 8 to 18

CALIFORNIA MADE



LADIES' CAN-CANS

- 100% Nylon Lacy Trimmed
- Values Never Seen for Less than 2.49

SPRING OPENING SPECIAL



You'll Want an Armful

1.00

LADIES' NYLON GOWNS and BABY-DOLLS

- Tricot Knit
- All full cut lacy trimmed

VALUES TO 4.98 HOLIDAY SPECIAL



The Perfect Gift

2.99

EASTER CLEARANCE ON ALL

LADIES' Sweaters

- Fashioned Turbo Interlock
- Jeweled and Plain

- 100% ORLONS AND WOOLS
- BULKIES AND FINE KNITTED CARDIGANS
- All taken from our better stock

NOW ON SALE FROM

2.99

VALUES TO 8.98



LADIES' TOPPERS

- 100% NYLON
- PASTEL COLORS
- FULLY LINED

WORTH 10.98 NOW



5.00

Ass't. Styles

LADIES' DUSTERS

- Cotton Plisse
- Full Cut With Lacy Trims

Usually Sold for 3.98



1.77

Limited Amount Sizes 10 to 20

CHILDREN'S PANTIES

RAYONS AND COTTONS

Sizes 2 to 14 Assorted Colors

SPECIAL!

10¢

Val. 29c

BOOTIE SETS

ASSORTED COLORS

Individually Gift Packaged

VALUE 2.49

SPECIAL!

1.00

BIRDSEYE DIAPERS

27x27

Heavy Duty First Quality

Packed 1 Dozen to Package

1.44

Reg. 1.98

SPECIAL EASTER BUY! GIRLS' CAPRIS

- Polished Cotton
- Stripes, Solids and Plaids
- Hollywood Styled

Sizes 8 to 14 Made by Leading Calif. Manufacturer

1.00

2.29 Val.

88¢

EASTER SPECIAL

Sizes 32-38 1.98 Val.