

ANNOUNCING THE HARBOR AREA'S LARGEST DISCOUNT FAMILY SHOE STORE

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GRAND OPENING

FREE BALL POINT PENS
TO ADULTS
CANDY SUCKERS
TO THE KIDDIES

PENNY'S FACTORY SHOE MART

SALE STARTS
9 A.M. TODAY
Prices Effective thru Sat., Feb. 7th — Open Tonight 'til 9 P.M.

★ 21809 SO. AVALON BLVD. ★ TE 4-6163 ★ OPEN DAILY 9 to 6 -- FRIDAY 'TIL 9 ★

GRAND OPENING SPECIAL!
WOMEN'S
SLIPPERS



All-Leather with foam cushion innersoles, in all sizes and all colors. Reg. 2.98...
OUR LOW PRICE... \$1.47

WE CARRY A COMPLETE LINE OF
INFANTS' HIGH TOPS & OXFORDS

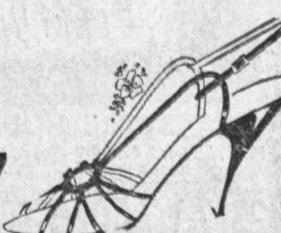
In choice of black, brown or white. With built-in arch supports for better foot health. All-leather soles and uppers. Reg. 5.95...
OUR LOW PRICE \$3.29



CHILDREN CAREFULLY FITTED

FAMOUS BRANDS OF
WOMEN'S DRESS SHOES

In both high and low heels. All the latest styles. These shoes were made to sell for 12.95...
OUR LOW PRICE POLICY offers them from...
\$4.29 TO \$6.97



WE'RE HEADQUARTERS FOR
TENNIS SHOES

All have washable uppers and arch-supports. All made in the U.S.A... AS LOW AS...
\$2.29



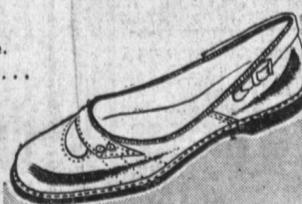
GRAND OPENING SPECIAL!
FLATS

A large selection of leather and suedes in variety of colors. Reg. 3.98...
OUR LOW PRICE... \$1.87



LITTLE MISSES'
OXFORDS & SWIVEL STRAPS

In red and brown. A regular 3.98 value...
OUR LOW PRICE... \$2.97



LITTLE GENTS
OXFORDS

All-leather uppers with sturdy no-mark soles... In black or brown. Sizes 8 1/4 to 3. Now at **OUR LOW PRICE... \$1.97**
Others 2.97 to 4.47



WE CARRY CHIPPEWA ENGINEER AND LOGGER
BOOTS

Regular 17.95 Value...
OUR LOW PRICE... \$13.95



MEN'S STURDY
WORK SHOES

Genuine Goodyear welts, all-leather innersoles. Oxfords or 6-inch tops. Reg. 8.95...
OUR LOW PRICE... \$5.97



WOMEN & TEENAGERS'
FLATS

All the latest styles & colors. Largest variety of flats under any one roof. You will recognize these as 5.95 values...
OUR LOW PRICE... \$2.97



BOYS' SHOES.

In black or brown. All-leather uppers with sturdy no-mark soles. Sizes 3 1/2 - 6x. AS LOW AS...
\$3.97



MEN'S ROYAL CADET
DRESS SHOES

Advertised in Life and on Pat Boone's TV show. You must see them to appreciate the value...
OUR LOW PRICE... \$7.97 & 8.97



BUY NOW
for
EASTER

Check these bargains in new Spring styles. SAVE UP TO...
50%



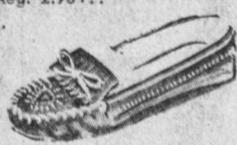
MEN'S NATIONALLY ADVERTISED
CRESTWORTH SHOES

In the latest imported styles. These shoes are all-leather throughout. You would expect to pay 14.95...
OUR LOW PRICE... \$8.97



Women's Beaded Leather
MOCCASINS

Soft soled, in gloved leather, with cushion innersoles. Variety of colors in all sizes. Reg. 2.98...
OUR LOW PRICE... \$1.47



THERE'S PLENTY OF
FREE PARKING
IN REAR OF STORE

★ MANY, MANY MORE UNADVERTISED BARGAINS NOW AT... ★

PENNY'S FACTORY SHOE MART

THE HARBOR AREA'S
BIGGEST
DISCOUNT FAMILY
SHOE STORE

21809 SO. AVALON BLVD.

HALF BLOCK SOUTH
OF CARSON ST.

TE 4-6163