

# FABULOUS SPECIAL OPENING FEATURES AT THE PLAZA'S FASHION SHOP BEAUTIFUL!

The Marlene Shop Opens at the Plaza with a 30 Year Background. . . . It's the 30th Smart Marlene Fashion Shop! . . . and the Most Beautiful!

## THE *Marlene* SHOPS

30 Years of "Know-How" and 30 Store Buying Power Is the Solution to the Wonderful Values and the Exciting Marlene "Fashion-Firsts"

### The News in the World of Fashion at Incomparable Prices!!

MARLENE OPENING SPECIAL!  
**PERFECT, FIRST QUALITY HOSIERY**  
 51 Gauge-15 Denier Full Fashioned **47¢**  
 The most wanted shades. A tremendous value.  
 SEAMLESS, Sizes 8½ to 11 . . . 87¢

MARLENE OPENING SPECIAL!  
**RUN-RESIST NYLONIZED PANTIES**  
 Tailored and Lacy Styles  
 Extra Special! **3 for \$1.00**  
 White, Pink, Blue, Mauve. Small, Medium, Large Sizes.

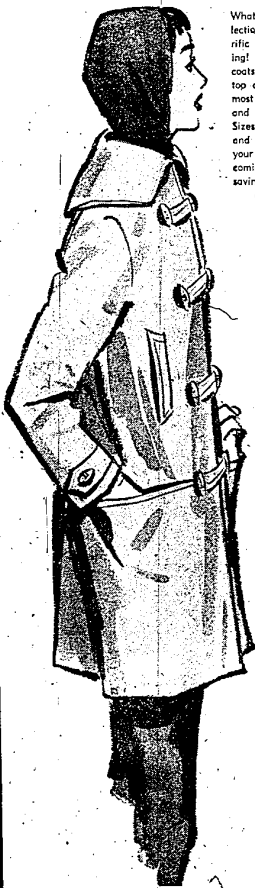
MARLENE OPENING SPECIAL!  
**SLIPS and HALF SLIPS**  
 40-DENIER NYLON **\$1.87**  
 White, Pink, Blue, Black. Beautifully lace trimmed. Sizes 32 to 44.

MARLENE OPENING SPECIAL!  
**Lovely Cotton DRESSES**  
 EXCITING VALUES! **\$2.87**  
 Much higher priced dresses in beautiful prints and colors. All sizes.

MARLENE OPENING SPECIAL!  
**Smart Cotton DUSTERS**  
 THRILLING VALUES! **\$2.87**  
 You'll be agreeably surprised when you see these at this low price.

MARLENE OPENING SPECIAL!  
**FINE 'MORPUL' ANKLETS**  
 REINFORCED TOE AND HEEL **47¢**  
 Heavy quality cotton with double roll cuffs. White only. Sizes 7 to 11.

"FASHION-FIRST" **COATS**  
 FOR FALL AND WINTER  
 Exciting Values!  
**\$33**



**CAR COATS \$7.50**

Richly lined Car Coats in this season's smartest, styles and colors. Handsomely styled and detailed. Priced remarkably low for the Opening. Early selection is advised.

What a wonderful collection of coats! A terrific buy for our opening! Not just ordinary coats . . . every one is top quality . . . in the most distinctive styles and luscious new colors. Sizes for Juniors, Misses and Women. Choose your coat now for the coming season of a big saving.



SMART WOOL **CAR COATS**  
 Brought To You By Marlene for Only — **\$16**

This season's biggest fashion favorite is this Car Coat. We've made a very special purchase for our opening. The most distinctive styles by one of America's renowned makers, tailored in fine all wool fabrics and priced at only \$16!

**DRESS SPECIAL!**

2 for the Price You Would Expect to Pay for 1

**2 for \$15**

JUNIORS! MISSES! AND WOMEN'S!



The newest, loveliest dresses you would ever expect to find at a price like this. Your choice on any 2 for \$15. Bring a friend, you can each select one and divide the savings. There are dressy and tailored styles in a seemingly unending selection. Sizes for Juniors, Misses, Women and Large Base.

MARLENE OPENING SPECIAL!  
**SMART NEW SKIRTS**  
 85% Wool! 15% Nylon! **\$2.87**  
 Beautiful plaids and plain colors. Size 22 to 30. Marvelous value.

MARLENE OPENING SPECIAL!  
**NEW SHIRT BLOUSES**  
 LONG SLEEVE STYLES! **\$1.87**  
 Long sleeves with cuffs. 6 beautiful new colors. Sizes 32 to 38. You'll want several.

MARLENE OPENING SPECIAL!  
**SWEATERS**  
 In the New "Miracle" Fabrics!  
 SMART CARDIGANS **\$6.77**  
 ROSLON and HELENCA. Machine washable. Machine dryable. 12 beautiful colors. Sizes 34 to 40.  
 SLIPONS, \$4.99 and \$5.99.

MARLENE OPENING SPECIAL!  
**BLOUSES! BLOUSONS!**  
 EXCITING VALUES! **\$1.87**  
 Short sleeves, roll-up sleeves. Plaids and solid colors. Newest styles. Sizes 32 to 38.

**NOTE!**  
 See Our Complete Selection of Nationally Advertised Brands!  
**GIRDLES and BRAS.**  
 "LOVEABLE"  
 "MAIDEN-FORM"  
 "EXQUISITE-FORM"  
 "PETER PAN" "STARDUST"  
 "JANTZEN"

**YOU will find it a profitable pleasure to shop at Marlene Shops**