

"A GREAT STORE

IN A GREAT COUNTRY"

SALESMAN'S SAMPLES FAMOUS ROGERS LINGERIE SALE!



A WONDERFUL SALE AT
WONDERFUL SAVINGS...

Peignoir Sets reg. 14.95 to 49.95

Gowns reg. 5.95 to 14.95

Slips reg. 3.95 to 14.95

Panties reg. 69c to 3.95

**1/2
PRICE!**



...IN THE MERRY, MERRY MONTH OF MAY

YEAR'S FRESHEST LOOK... 100% COTTON GINGHAM CHECKS



THE FLATTERING SQUARE NECK, THE ELASTICISED PUFF SLEEVES CAN BE WORN ON THE SHOULDER OR OFF. DOUBLE ROW OF LACE DOWN THE FRONT AND AROUND THE FULL SKIRT. IN PINK OR BLUE.

sizes 5-13

14.98

sizes 7-13

17.98



FAMOUS MAKE BOUFFANT SALE!

Such charm and beauty as such savings! Billowy dream pretty bouffants, lavishly laced trimmed... full and fluffy. Visions of spring loveliness in beautiful styles and colors.

reg. values
to 10.95

4⁹⁹



Gossard's answer-deb
5½ ozs. of light-lively
curve control

Extra long-summer light smooth-line pantie girdle by GOSSARD. No thigh bulge under slacks, bermudas or narrow skirts. Hose supporters attached under the band gives you the sleekest line possible. Light bobbinet, satin elastic front panel. Sizes S-M-L.

Specially designed for the young-looking shape of active girls and women by GOSSARD. Nylon power net with inner elastic bands that lift, flatten, support! Dip-front waistline for day-long comfort. Elastic back panel. Sizes S-M-L.

Erase tummy bulge instantly with GOS-SARD'S ANSWER girdle. Plush-backed elastic bands follow the body's natural structure—gently mold you a "size smaller" without bones or stays. Nylon elastic net. Medium 24-34, long 25-34. Also available in Pantie.

pantie 8.95

answer girdle 10.95

pull-on 7.95

pantie girdle 12.50

long line pantie 8.50