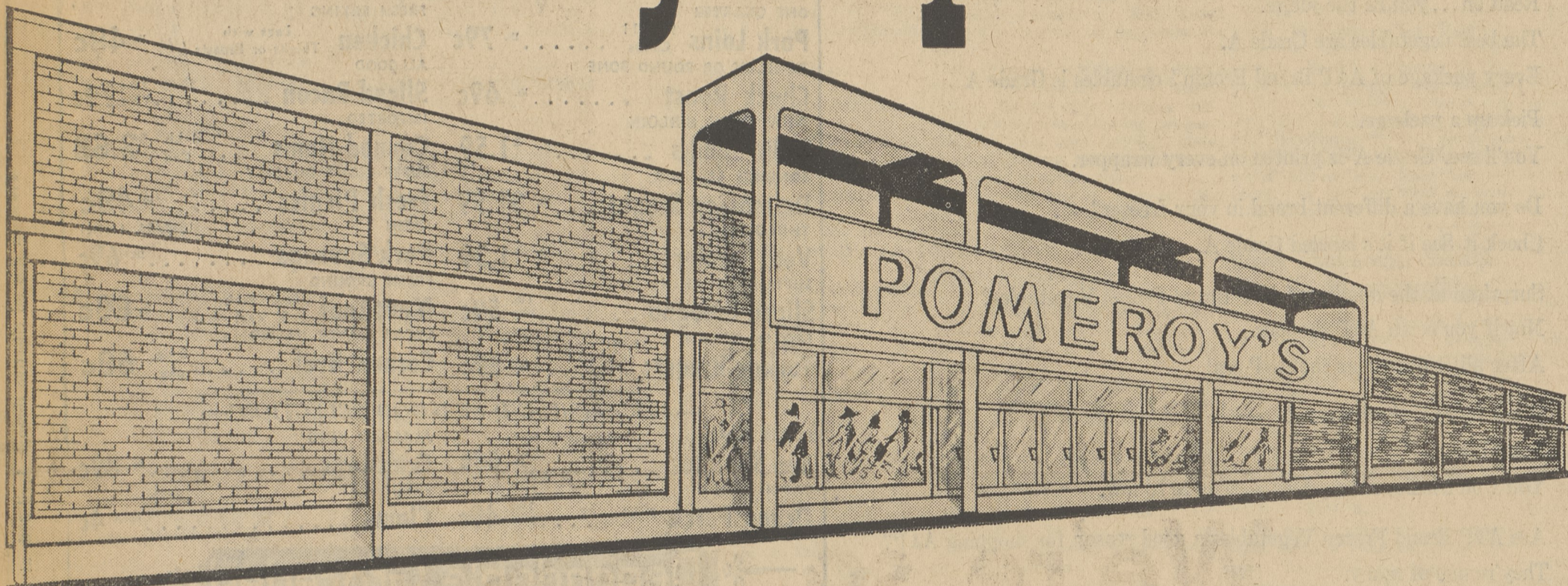


OPENS ITS DOORS!

FAMILY FASHION STORE

MIDWAY SHOPPING CENTER-WYOMING

Thursday - April 28th 12 noon



Yes, Thursday, April 28th is the day—the day a big, beautiful new Pomeroy's opens its doors in the Midway Shopping Center—Wyoming. Many of you are old friends. To many more of you shopping at Pomeroy's will be a new and, we're sure, pleasant experience. Pomeroy's offers you the first in fashions for your entire family, the finest brands in the land—and courteous, competent service. Most of all, we know you'll learn to depend on Pomeroy's new family fashion store for shopping satisfaction—guaranteed.

RIBBON CUTTING CEREMONY at 11:45 a.m. you're invited to attend the brief opening ceremonies.

MISS TORCHLIGHTER will be present at the opening and thereafter, to cut the ribbon.

RADIO STATION WILK will broadcast directly in front of the new Pomeroy's family fashion store from 11:00 a.m. to 3:00 p.m. Stop over and see all your favorite WILK radio personalities in action.

RADIO STATION WBAX will broadcast directly in front of the new Pomeroy's family fashion store from 4:00 p.m. to 9:00 p.m. Stop over and see all your favorite WBAX radio personalities in action.

POMEROY'S MIDWAY OPENING SPECIAL

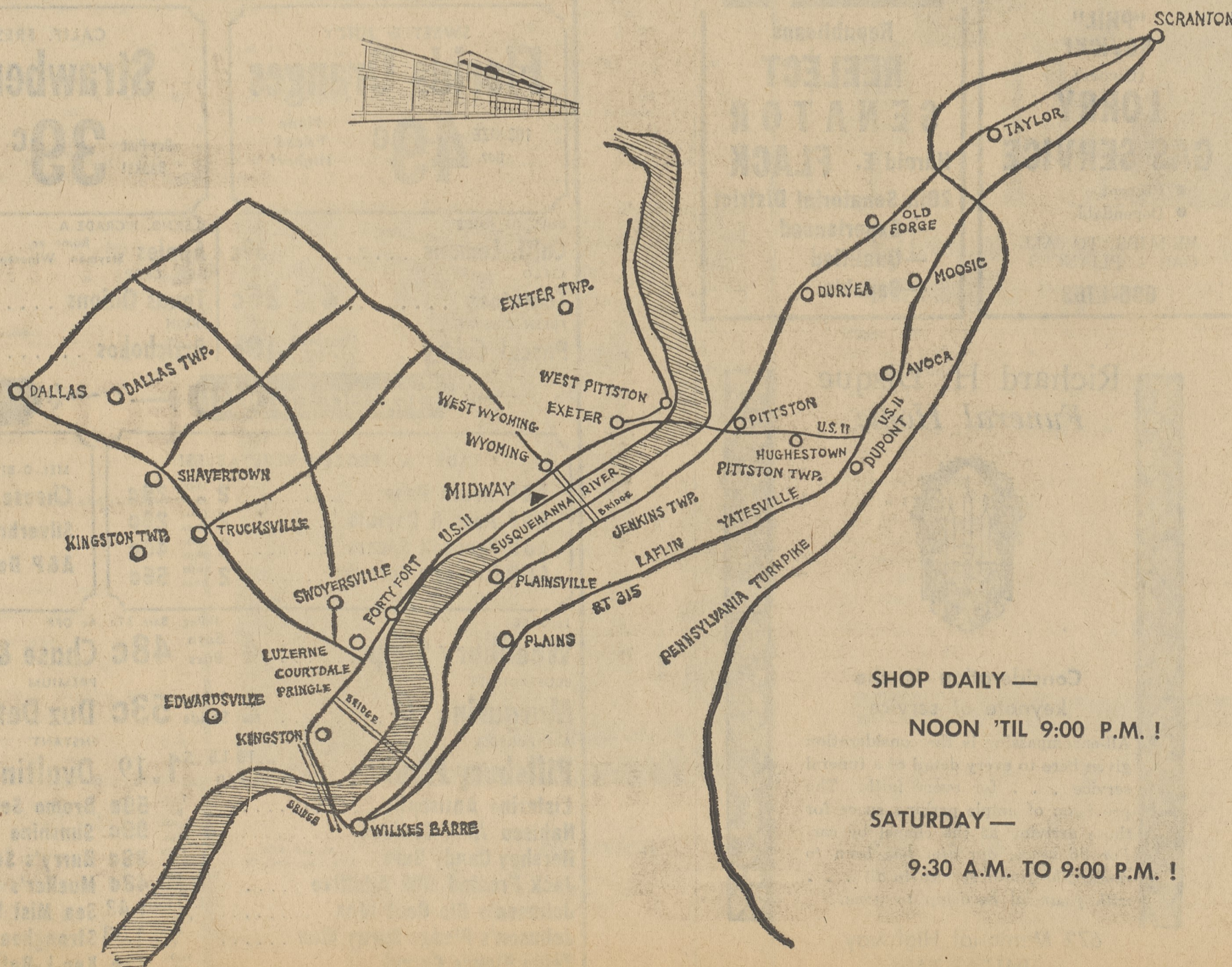
Reg.	Opening Special
to 7.00 Famous "Lady Manhattan" Misses Shirts	2.99
15.00 Famous "Rosecrest" 2-Piece Coordinates	8.00
to 7.00 Famous "Juniorite" Jamaica and Skirts	2.99 and 3.99
6.00 Famous "Queen Casuals" Bermudas—Jamaicas—Knee Pants	2.99
8.00 Famous "Miss Capri" Printed Jersey Shifts	3.99
100.00 Imported Suede and Leather Women's Coats	49.99
5.98 Famous Western Brand Men's No-Iron Slacks	3.99
4.00 Famous "Weldon" Men's Shorty Pajamas	2.99
3.00 Famous "Viking" Boy's Sport Shirts	1.99
3.00 Famous "Donmoor" Boy's Knit Shirts	1.99
to 13.00 Famous "Margolin's Set Casual Handbags	6.99
.99 Famous "Millay" Seamless Nylons	.79
to 5.00 Famous "Lisner's" Pierced Earrings	1.69
12.99 Famous "Viva Americana" Cobra Pumps	8.99
to 4.99 Famous "All Time Togs" Girls' Shifts	2.50
2.99 Famous "Sun Time" Girls and Sub-Teen Knee Knockers	1.90
4.00 Famous "Tommy's" Ladies Shorty Pajamas	2.89
2.99 Famous "Katz" Ladies Shift Gowns	1.99
2.98 Famous "Rifkin" Ladies Slips and Half Slips	1.99
39.99 Famous "Syraco" Wall Ensemble	19.00
6.50 Famous "The Joy of Cooking" Cookbook	3.97
.95 Famous "Crest" Family Size Toothpaste	.47
1.25 Famous "Just Wonderful" Hairspray	.47

FREE GIFTS

- **FREE INTERLUDE SAMPLES**
will be distributed to the first 300 customers visiting Pomeroy's—Midway Cosmetics Department.
- **FREE CHENANGO SAMPLES**
will be distributed to the first 100 customers visiting Pomeroy's—Midway Cosmetics Department.
- **FREE DECORATED NOTE PAPER**
Will be distributed to the first 650 customers visiting Pomeroy's—Midway Stationery Department.

FREE PRIZES

- **ARROW DECTOLENE SHIRTS**
register in Pomeroy's—Midway Men's Department for a chance to win a \$8.00 Arrow Dectolene Dress Shirt. Six shirts will be awarded on opening day.
- **HANES HOSEY**
register in Pomeroy's—Midway Hosiery Department for a chance to win a pair of Hanes Hosiery. Twelve pairs will be awarded on Thursday, Friday and Saturday.
- **\$64.50 KAY GUITAR**
register in Pomeroy's—Midway Boy's Department for a chance to win a \$64.50 Kay Guitar.



SHOP DAILY —
NOON 'TIL 9:00 P.M. !
SATURDAY —
9:30 A.M. TO 9:00 P.M. !