

**Celebrate Columbus Day
with a discovery of your own.
Discover store after store
offering prices that can't be beat.
Discover bargains in all departments.
Discover all the money you can save
during Good Neighbor Days.**



For the Ladies:

FIRST QUALITY PROPORTIONED NYLON HOSE in fashion shades, 2 pr. per package - Reg. \$1.00 - DISCOVERY PRICED at 68¢ **ALTSCHUL'S** - 411 St. Paul's Boulevard - Norfolk.

HUNTER'S TAILORED WOOL SLACKS for town or country, assorted weaves - Reg. \$14.00 - DISCOVERY PRICED at \$10.90 - **AMES & BROWNLEY** - 415 Granby Street, Wards Corner, Janaf Shopping Center - Norfolk.

GROUP OF BRACELETS - CULTURED PEARLS, JADES AND STONES - Reg. \$12.50, \$15.00 & \$20.00 - DISCOVERY PRICED at one-half off regular price - **ASHE JEWELERS** - Golden Triangle Hotel Lobby - Norfolk.

LADIES' WOOL SKIRTS - SOLIDS & CHECKS - Reg. \$12.00 - \$16.00 - DISCOVERY PRICED at \$9.88 - **CENTER SHOPS** - 21st & Colley Avenue - Norfolk.

CLASSIC ACRYLIC LONG-SLEEVE PULLOVER SWEATERS & CARDIGANS, white or navy, sizes S, M, L - Reg. \$10.00 - DISCOVERY PRICED at \$6.99 - **THE FAMOUS** - High & Court Streets - Portsmouth.

COTTON AND COTTON KNIT DRESSES - Reg. \$16.00 - \$19.95 - DISCOVERY PRICED at \$10.99 - **GLAZER'S** - 319 High Street - Portsmouth.

GROUP OF GAMIN & ADORE SHOES - CURRENT STYLES - Reg. \$22.00 - \$25.00 - DISCOVERY PRICED at \$14.97 - **GOLDMAN'S SALON SHOES** - 321 Granby Street - Norfolk.

LADIES' SEAMLESS NYLON HOSE, flattering fashion colors, sizes 8½ - 11 - Reg. 44¢ - DISCOVERY PRICED at 25¢ - **W. T. GRANT COMPANY** - 258 Granby Street, Janaf Shopping Center - Norfolk; 302 High Street, Midcity Shopping Center - Portsmouth; Great Bridge Shopping Center, Indian River Shopping Center, Southgate Plaza - Chesapeake.

DYED MARMOT FUR STOLEs, sizes to fit up to 52 - ESPECIALLY PRICED at \$149.00 - **GREAN'S FURS** - 113 College Place - Norfolk.

100% HUMAN HAIR WIG - Reg. \$49.95 - DISCOVERY PRICED at \$10.00 - **HEAVENLY CREATIONS WIG BOUTIQUE** - 2111 Colonial Avenue - Norfolk.

LADIES' GENUINE MOCCASINS - TRU-MOCS in Brown - Reg. \$10.99 - DISCOVERY PRICED at \$7.98 - **HOFHEIMER'S** - 325 Granby Street, Wards Corner, Downtown Plaza, Janaf Shopping Center, Hampton Boulevard - Norfolk; Princess Anne Plaza, Pembroke Mall Shopping Center, Laskin Road - Virginia Beach; 228 High Street, Midcity Shopping Center, Town & Country Shopping Center, West Gate Plaza - Portsmouth.

REIGNING BEAUTY HOSIERY, assorted shades - Reg. 59¢ - DISCOVERY PRICED at 6 pr. for \$2.00 - **LEGGETT'S DEPARTMENT STORE** - 221 High Street - Portsmouth.

BRAS & GIRDLES BY LEADING LADY & CHARMS - Reg. Bras \$3.50, Girdles \$5.98 & \$6.98 - DISCOVERY PRICED at Bras 22¢, Girdles 99¢ - **MY MATERNITY SHOP** - Pembroke Mall Shopping Center - Virginia Beach.

FAMOUS MAKE SWEATERS, basic colors - Reg. \$15.00 - DISCOVERY PRICED at \$7.49 - **WILLNER'S, INC.** - 108 - 110 West Freemason Street - Norfolk; Pembroke Mall Shopping Center - Virginia Beach.

For the Men:

100% WOOL TROUSERS - Reg. \$22.95 - DISCOVERY PRICED at \$16.50 - **LOUIS J. LEITNER** - 509 High Street - Portsmouth.

MEN'S V-NECK LAMBS WOOL SWEATERS, assorted colors, sizes S, M, L, XL - Reg. \$9.98 - DISCOVERY PRICED at \$6.88 - **J.C. PENNEY COMPANY** - 254 Monticello Avenue, Southern Shopping Center, Janaf Shopping Center - Norfolk; Midcity Shopping Center - Portsmouth.

IMPORTED 100% WOOL KNIT SHIRTS, cable front - Reg. \$22.95 - DISCOVERY PRICED at \$17.90 - **SHULMAN'S, INC.** - Granby & Tazewell Streets - Norfolk.

For the Children:

GIRLS' SEAMLESS OPAQUE PANTY TIGHTS, all colors, sizes 2 yr. to 14 yr. - Reg. \$3.00 - DISCOVERY PRICED at \$1.79, or 3 pr. for \$5.25 - **DOLLY & BOBBY SHOPPE** - 1900 Colley Avenue - Norfolk.

TODDLERS' & CHILDREN'S KNIT SLEEPERS, 2 piece - Reg. \$1.39 - DISCOVERY PRICED at 97¢ - **W. T. GRANT COMPANY** - Midcity Shopping Center - Portsmouth.

CURITY DIAPERS - GAUZE, PRE-FOLD OR STRETCH WEAVE - Reg. \$4.00 & \$4.25 - DISCOVERY PRICED at \$2.99 - **P. H. R. YOUNGLAND SHOPS** - 718 West 21st Street, Wards Corner, Southern Shopping Center - Norfolk; Midcity Shopping Center - Portsmouth.

For the Home:

END & COFFEE TABLES - Reg. \$20.00 - \$30.00 - DISCOVERY PRICED at \$8.00 - \$10.00 - **ALLAN FURNITURE COMPANY** - 726 High Street - Portsmouth.

For the Home:

OUTDOOR WROUGHT IRON TABLES & CHAIRS - Reg. \$14.95 & \$19.95 - DISCOVERY PRICED at \$7.50 & \$9.97 - **ARMISTEAD-MORRISON** - 2717 Airline Boulevard - Portsmouth.

SET OF ENCYCLOPEDIAS - 14 volumes in each set, limited quantity - Reg. \$69.95 - DISCOVERY PRICED at \$14.00 - **BOB'S TV & APPLIANCES** - 701 Airline Boulevard - Portsmouth; Great Bridge Shopping Center - Chesapeake.

INNERSPRING MATTRESS & BOX SPRING SET - heavy duty coils, medium-firm body support - Reg. \$89.95 - DISCOVERY PRICED at \$48.88 for both - **M. M. CROCKIN FURNITURE CO.** - 211 - 215 High Street - Portsmouth.

STEREO RECEIVER BY MONARCH - AM/FM, FM STEREO with AMPLIFIER & PRE-AMP - Reg. \$225.00 - DISCOVERY PRICED at \$125.00 - **DISTRIBUTORS, INC.** - 710 County Street - Portsmouth.

30" SQUARE WALNUT-FINISH COCKTAIL TABLE - Reg. \$29.95 - DISCOVERY PRICED at \$9.88 - **HAYNES FURNITURE COMPANY** - Granby & Main Streets - Norfolk.

PORTABLE SEWING MACHINE - Reg. \$165.95 - DISCOVERY PRICED at \$79.95 - **HOWARD'S SEWING CENTER** - 6212 Sewells Point Road - Norfolk.

TRANSISTOR POCKET RADIO, EARPLUG & CARRY CASE - Reg. \$4.99 - DISCOVERY PRICED at \$2.99 - **THE JEWEL BOX** - 727 Church Street - Norfolk.

EARLY AMERICAN MAPLE BOSTON ROCKER - Reg. \$34.95 - DISCOVERY PRICED at \$24.95 - **LOUIS LEGUM FURNITURE CO.** - 3125 High Street - Portsmouth.

TRAV-LITE LIGHTED MAKEUP MIRROR, one side regular, one side magnifies, choice of colors, durable vinyl case - Reg. \$15.00 - DISCOVERY PRICED at \$7.99 - **MILLER & RHOADS** - Pembroke Mall Shopping Center - Virginia Beach; Southern Shopping Center - Norfolk.

FULL KEYBOARD SPINET-CONSOLE, 3 INDEPENDENT PEDALS - Reg. \$795.00 - DISCOVERY PRICED at \$497.00 - **MOZART MUSIC CORPORATION** - 436 Granby Street - Norfolk.

CYCLONE GRASS SEEDER - use with seed or fertilizer - Reg. \$5.45 - DISCOVERY PRICED at \$3.99 - **PORTSMOUTH HARDWARE** - 3619 High Street - Portsmouth.

STADIUM SEAT - rugged, fold-up with thick cushion seat - Reg. \$4.98 - DISCOVERY PRICED at \$3.99 - **SMALL'S V & S HARDWARE COMPANY** - 4301 Hampton Boulevard - Norfolk.

HANDCRAFTED SILVER PLATE TRIVET BY WILLIAM ADAMS - Reg. \$3.95 - DISCOVERY PRICED at \$2.50 - **SPERTNER JEWELERS** - Southern Shopping Center - Norfolk; Pembroke Mall Shopping Center - Virginia Beach; Midcity Shopping Center - Portsmouth.

QUEEN-SIZE MATTRESS & BOX SPRING SET in spring and foam - Reg. \$119.95 - DISCOVERY PRICED at \$99.95 - **SUTTON APPLIANCE COMPANY** - 835 High Street - Portsmouth.

HEAVY GAUGE PLASTIC 3-POSITION RECLINER - Reg. \$98.00 - DISCOVERY PRICED at \$68.00 - **VIRGINIA FURNITURE COMPANY** - No. 7 Downtown Plaza - Norfolk.

7" PAINT PAN & ROLLER SET - Reg. \$1.25 - DISCOVERY PRICED at 47¢ - **H. B. WILKINS** - 1213 Washington Street - Portsmouth.

DAZEY CAN OPENER/KNIFE SHARPENER - choice of colors - Reg. \$9.88 - DISCOVERY PRICED at \$7.99 - **ZALE'S JEWELERS** - 431 Granby Street, Wards Corner - Norfolk; Pembroke Mall Shopping Center - Virginia Beach; 332 High Street, Midcity Shopping Center - Portsmouth.

Attention all-day shoppers!

For your comfort and convenience we have arranged with the following hotels and motels a special day rate of \$5.00. You can use the room from 8 a.m. - 6 p.m. to drop off your packages, freshen up and rest. If you choose to stay the night, you can, at the Good Neighbor Day rate of \$5.00 per person. Call today for reservations.

- NORFOLK**
Golden Triangle Motor Hotel - Olney Rd. & Monticello Ave. (627-5555)
Hotel Monticello - Granby St. & City Hall Ave. (622-4321)
Thomas Nelson Hotel - 425 Granby St. (622-4341)
- PORTSMOUTH**
Hotel Governor Dinwiddie - High & Dinwiddie Sts. (393-2511)
Quality Court Midtown Motel - 700 Frederick Blvd. (399-3068)

Some of the Shopping Centers participating in Good Neighbor Days will run extra specials of their own. Look for the special advertisements of the Janaf, Midcity, Town & Country and Downtown Portsmouth Shopping Centers. Take note of Southern Shopping Center's free \$10 gift certificates, Downtown Norfolk's \$14.92 Discovery Sale and Ward's Corner free movies for the children. You'll soon discover why this year's Good Neighbor Days is the greatest ever.