

NATIONALLY ADVERTISED  
 MEN'S AND BOYS' CLOTHING  
 WOMEN'S AND GIRLS' APPAREL  
 GIFTWARES AND HOMEWARES

**KLondike 2-2189**

CHARGE  
 and  
 BUDGET  
 ACCOUNTS  
 WELCOMED

# COLUMBIA

1111 MARKET STREET

**PENNEY'S**  
P. O. PENNEY CO., 1901.  
 5TH & MARKET

Store Hours, 9:30 to 5:30

Phone DOuglas 2-0406

*Seven Large Floors*

*To Serve You With The Merchandise You Want*

**FIRST:** Accessories  
 Stationery  
 Men's Store

**THIRD:** Ready-to-wear  
 Foundations  
 Furs

**FIFTH:** Household equipment  
 and hard lines

**SIXTH:** Year Round  
 Toy Dept.

**SECOND:** Domestics  
 Yardage  
 Notions

**FOURTH:** Infants' supplies  
 Children's wear  
 Boy Scout Trading Post

**BASEMENT:** A complete store  
 on one floor