

Gala **O P E N I N G**

Now that we're really opening in our new location . . . after planning and working for it so long . . . it seems a little "out of this world." We did break with tradition in some of our remodeling plans, but there's no break with The Town Shop tradition of quality merchandise. We're advertising many of our leading lines here, but you'll have to come in to see the new store. (And the new Fall arrivals, too, of course.)



4 Season Suits

TAILORED BY
GRAFF

15.95

Smartly-styled . . . of crush-resistant strutter cloth . . . in all the high shades as well as the ever-popular brown and navy.

Compliment Catcher

Dresses

9.73 to 22.80

TAILORED and SPORT Styles

They'll be the busiest clothes in your Fall wardrobe—our new soft classics! Young, smooth, color-bright — simply marvelous for 'round the clock wear!

- * Seaman Originals
- * Andrea Frocks
- * Hobbies
- * Town and Country Club



Be Thrilled!



HOSIERY

51, 45 and 42 gauge hosiery in five nationally advertised brands.



Guaranteed

- ✓ not to ride up
- ✓ not to sag
- ✓ not to twist

2.79 and 3.98

HERE'S WHY In 8-GORE slips, each gore can be cut on an infinitesimally small angle; this prevents hiking and twisting, guarantees a smooth fit.



Dramatic Accessories:

Costume Jewelry

to set off your new Fall costume.

1.00 to 30.00 plus tax

New BAGS

New Fall bags include fabric, corde and leather creations.

2.95 to 30.00 plus tax

GLOVES

Fabric and leather gloves by Aris, Ireland, Fownes, Kayser and Harms.

1.00 to 6.95

SCARFS

Handblocked scarfs . . . prints, plain, chiffon, crepe and satin.

1.00 to 3.98

Laros Dimensional Slips

Accurately sized to fit the nine basic feminine figures, there is one designed especially for YOU!

Sizes 32 to 40.....3.00
 Sizes 31½ to 39½.....3.00
 Sizes 46 to 52.....4.00
 Other Slips.....1.98 to 3.98

Dimensional[®]

BRASSIERES

The Holly-Ette bra provides a youthful uplift with the utmost comfort. Whirlpool stitched cups, center V of lastex and adjustable shoulder straps assure a firm contour with comfort. Hollywood brassieres . . .

2.69 to 3.25

The **500 MAIN** **Town Shop**