



Martha Shops For

Surprise! Surprise!

and a MERRY CHRISTMAS to you from **WHYTAL'S**, headquarters for luxurious gift robes... they'll be lovely and loved long after the holly and tinsel have been put away. In the selection you'll find robes that will give comfort, color, beauty and value. Whether the gal you have in mind for "gift robing" is a suave sophisticate, a charming ingenue or a distinguished matron **WHYTAL'S** has a robe for her... these are drama for home footlights.

Almost TOO lovely an ensemble of heavy crepe back satin in two colors, dusty rose or azure blue 2 piece pajamas and quilted shortie coat, lavish material, beautifully tailored, very full backs on both jackets, pixie collars and the shortie is lined with matching p. j. material... this is a LUXURY gift at a price that really will surprise you.

Or choose a pink silk crepe shortie with baby blue lining and swirls of blue stitching on the pockets or its double in blue with salmon accent... shimmering full length quilted satin robes in half a dozen gorgeous shades, crushed velvet robes, short or long, the winsome bed jackets are SO sweet... shirring, little ruffles... soft as a canary breast.

Travel robes are both useful and beautiful. **WHYTAL'S** has them in featherweight sharkskin, red, white and aqua with contrasting satin piping... deep silk fringed belt, beautifully tailored... also in 100% wool, guaranteed not to lose shape.

You'll find all the wanted colors, fuchsia, mulberry, aqua, mauve rose, turquoise, ice blue, angel pink, maroon, raspberry, coral, Normandy blue, navy, white, black. All the NEW wrinkles in robes, dolman sleeves, wider collar have been used by manufacturers to meet with your approval. Prices run from \$19.95 to \$35.00 but we won't mention sizes for you'll find them all at 901 Main street.

WHYTAL'S

If She Loves, Loves

loves, lovely, lace-laden lingerie then don't look any further than **LONG'S** for dreamy gowns and slips for her Christmas package. Every angel dreams of soft and shimmering "undies" like the ones we found this week... BUT we never DREAMED of finding such lavish color as GREEN ORCHID... fit for a Goddess... matching satin slips, gowns and half-slips made by Julianna, dripping with Alencon lace, six inches deep at the hemline... full lace bodices, a bit of heaven for your Christmas sweetheart.

Just as frivolous, Crepelon lingerie that is 100% nylon but so heavy it looks and feels like pure silk crepe. Now, there's nothing like black for sheer witchery and Mr. Santa if you DIDN'T marry a siren, you'll be sure you DID if you have **LONG'S** wrap up this number we found, the nightie has the most adorable shoulder ruffles... lace is all nylon... comes in pink and white also.

Words are SO futile to describe the lingerie we found at **LONG'S**... frankly feminine are other crepelons with delicate net ruffles and shirring, peak-a-boo bodices in white and pink sets... others in pure SILK crepe, the ultimate in luxury with delicate satin applique... cobwebby lace, intricate piping... white, blue and a beautiful cream.

LONG'S has lingerie to fit every purse and the stock is complete... sizes will be no problem either you'll find a wide range at 719 Main,

LONG'S

Land of Yesterday!

It's easy to slip back by going to Addie Roland's **ANTIQUESHOP** where she'll let you shiver and shake in anticipation and finally BUY any of her precious OLD things... a black walnut cuckoo clock that really cuckoos... (truly this is ONE place in town to buy out-of-the-ordinary CHRISTMAS GIFTS) a divine Dresden china cake set with latticed edge for threading ribbon, 4 small service plates and larger cake plate... a Canton vase that will twinge your heart... a Cinderella slipper of amber glass in the Daisy and Button pattern, mustache cups and shaving mugs... a gorgeous hand painted Be-leek vase from New Jersey... should you be looking for an idea for a lamp base DO drop into Addie Roland's **ANTIQUESHOP** and look at this one... you'll get a hundred ideas at Addie Roland's **ANTIQUESHOP**. Don't overlook HER exquisite lamp display... as old as Grandmother's tintype... hanging and table models... her exceptional collection of hand-painted plates... copper and brass... cut glass... the German Bonn clock... the gray glass paper weights. **ANTIQUES** make wonderful CHRISTMAS gifts.

You'll look long before you find another Tennessee marble topped table like the one we found at this shop or the old foot warmer like Uncle Jed used to warm Aunt Het's feet, on a long ago sleigh ride from Pride's corner to the spell-down... speaking of sleigh rides... we'd like to wager the sleigh bells that jingle at the door are for sale at 619 Klamath Ave., Addie Roland's

ANTIQUESHOP.

This Is the Story

of LAMPS from YOUR STORE that will shed a new light on Christmas. Successful gifts are but measured by the size of the price tags but by beauty and usefulness. Your dollar will look like ten when you go to buy one of the smart, colorful lamps we found this week at **YOUR STORE**... swinging bridge lamps with polished brass bases... starting at \$12.50... charming brass pin up lamps, single or double globes... some with quaint glass shades... others with gilt encircled mirrors as background.

For stunning decor... those with unique ceramic bases in a galaxy of colors... there's high styling in these, buy them singly or in pairs... shades are imaginative, many are washable... particularly we liked a pair of black horse heads with silver gray shades... these sell from \$9.95 to \$16.50 each. Remember a boy or girl with a double globed student lamp or delight the lady in your life with a pair of frilly beauties for her dressing table. **YOUR STORE** has them all. And... for late shoppers have your CHRISTMAS CARDS and LEATHER GOODS stamped in gold, a service just started this year at 721 Main street.

YOUR STORE

For Ladies Only

is this yarn about the **STAR BEAUTY SHOP** where Jane Marsh, Myrtle Chamberlain and Bernice Van are all primed to swirl your top-knot into the most glamorous fashion for the holiday merry-go-round ahead. Since holiday-time is also dress-up time you'll be wanting to step out in society with a hair style that would make you proud to be seen at the Stork club... 'tis easy... just use your phone or drop into the **STAR BEAUTY SHOP** to talk it over... the operators know all about the classic new short hair cuts... whether you need bangs or curls. You may even have your dull or graying locks given "umph" with a natural looking tint and if it's a permanent you're needing, now is the time to have THAT done. Simply dial 7085 or go to 435 Main street in the rear of the Star Drug store where you'll find the

STAR BEAUTY SHOP

Someone Lovely

has just passed by. That's what folks will be saying about the lucky lady that Santa remembers with a fragrant gift from **CURRIN'S**, the Friendly Drug Store. Popping out of packing cases this week were the most interesting GIFT SETS being put out in sight for you to look at when you next drop in.

We found toiletries from \$1.00 up... HELENA RUBINSTEIN'S Heaven Scent cologne, bath powder and soap... her springlike Apple Blossom and Gashing Command Performance... all attractively boxed. If you want a "tuck-in" gift, buy individual items.

Dramatize your CHRISTMAS giving with one of the DANA fragrances... Tabu, 20 Carats, Platine or the heavier Emir... BOMBI'S Black Magic... COTY'S 4 fragrances, L'Origan, Emeraude, Paris or L'aimant... YARDLEY'S Old South... LELONG and FABERGE scents... the always welcome Evening in Paris by BOURGOIS.

CURRIN'S Beauty Bar has long been famous for the "Loveliest Gifts of All" enchanting fragrances... beloved luxuriance that "twists" the heart of every woman and man, too, bless 'em... Whether this is a budget Christmas or the sky is the limit, you'll find what you want in soaps, perfumes, colognes, bath scents or ANY other cosmetics.

Remember, the impression created, through the fragrance worn, is often remembered longer than appearance or the timbre of a voice... Do something about those Christmas gifts now by going to Ninth and Main

CURRIN'S

Never Underestimate

what **STORMY'S BEAUTY SALON** can do with your tresses... for the operators in THIS shop know their "onions" and... your hair. After seeing the results of an Artistic Velvet Curl PERMANENT we know THIS... you'll want one before the festive, mad-cap days ahead. This is a new type wave... not a cold wave, not a heat wave but a FLUID WAVE that leaves the hair soft, easy to manage and glamorous. It can be used on any type hair, even the soft, babyish hair that operators find so difficult to successfully permanent. **STORMY'S BEAUTY SALON** is the ONLY place in Klamath Falls where you may get the Artistic VELVET CURL. All the operators are qualified to give the Artistic Velvet PERMANENT. Permanent waves are from \$7.50 up... make arrangements for your Christmas and New Year's appointments for all kinds of beauty work EARLY.

You'll love the "new look" at **STORMY'S BEAUTY SALON** and the Beauty Bar too, where there are a "trillion" ideas for Christmas gifts to set feminine hearts a flutter. Beauty aids are swell for bridge prizes, n' birthday gifts. Drop into this sophisticated shop in the Esquire building on Pine street or dial 5230 for an appointment at

STORMY'S BEAUTY SALON

Still Wondering

what to give? Are you still puzzled about that Christmas list? Well here's a solution to that... when you get to feelin' worried 'n' your spirit's low and blue why not try a simple remedy that's worked for quite a few... make it a **SUNBEAM CHRISTMAS** by going to **RICKYS** where you'll find every **SUNBEAM** electrical appliance on the market and the attachments too.

For folks whose hearts are in their homes there's nothing more appropriate than a Sunbeam MIXMASTER... hot off the griddle is the sheer and shredder attachment for \$17.95... a meat grinder and power unit for \$12.50... a ducky churn for us country gals at \$6.95... a juicer to "squeeze" your Christmas morning orange juice... The Sunbeam MIXMASTER ejects the beater when you tilt the handle, has automatic bowl speed control... this mixer almost thinks for you.

RICKYS is the PLACE to find the **SUNBEAM** Waffle Baker... an electric Aunt Jemima that bakes four toothsome waffles at once... it's completely automatic... the set-it-forget-it automatic **SUNBEAM** Coffeemaker that does just about everything except drink the brew it makes... the blue ribbon winner **SUNBEAM** toaster... here is a gift that will be near to her heart... the bread lowers automatically, turns on the current, when it's golden brown the current goes off the bread pops up, "crosswise slots" give a trim appearance. A gift to be loved, and used and appreciated is the **SUNBEAM** Ironmaster that is ready to go to work in just half a minute after the current is turned on... reaches full heat for damp linens in 2 1/2 minutes... 2 1/2 and 4 pound sizes... there are electric irons, scads of them but, only ONE Sunbeam Ironmaster.

WANTED... a man... who doesn't want a **SUNBEAM** Shavemaster, the electric "razor" with the wide shaving surface that helps him catch the 8:05 bus. This gift, from **RICKYS** tucked in his argyle sock for Christmas will make him change his mind if he has persisted in sticking to his straight-edge... it comes complete in beautiful gift case.

Summing it up LET'S MAKE IT A **SUNBEAM CHRISTMAS** by starting your shopping at 700 Main street.

RICKYS

Right in the Bag

and more coming daily, all the edible delectables that make party giving fun, just by phoning the **PINE STREET MARKET**... simply ask for Imported French Dragees, Hazelnut Dragees... crunchy parched corn... the famous Reese brand, thin Oriental tea wafers... the most tantalizing Wis-cracks... plastic cocktail picks and the cleverest multi-colored hors d'oeuvres spears, tipped with hearts, spades, clubs and diamonds... tiny cocktail frankfurts, the size of a pecan.

Now you may get party nick-nacks with your grocery order... no more traipsing 'round town... just dial 3138 and have your order sent out on a free delivery or shop in person where you get **S&H Green Stamps**, at Seventh and Pine, the

PINE STREET MARKET

A Little Bird

told us that for those very special **HANDMADE** Christmas gifts, those very special hand made **GREETING CARDS** by Nancy of Carmel, those very special Christmas wrappings, prettiest this side of Paris, the place to go is the **ART CENTER**. Christmas eve will find you purring with self satisfaction if you have included on your list of gifts hand-dipped candles, 75c to \$1.00... in exciting colors, delicately wrought, handmade, silver, gold, bronze, copper, wood, brass, bone, jewelry, exotic examples of unusual craftsmanship, \$2.00 up.

New and different hand woven placements, napkins, tablecloths, runners, yardage for drapes, slip covers, dainty handmade "pretties" for the "sleepyhead" crowd as low as \$2.00. Don't you dare let that little word "**HANDMADE**" keep you away from the **ART CENTER** because you'll find gift items there so low priced you'll be dazzled... handturned ceramics... ash-trays, platters, bowls, candle holders, vases, flower pots beginning at 50c. Honest Injun.

You'll find smartness and utility, good taste and beauty in every single purchase at the **ART CENTER**. Oh, me! almost forgot the **LITTLE BROWN JUGS**... they went out so fast that a new shipment had to be ordered, now there are several sizes of these quaint pottery cuties... salt 'n pepper, oil 'n vinegar and a big one for what-have-you at 1227 Main, the

ART CENTER

You'll Have About

the masterpieces in **HAIR STYLING** that come from the nimble fingers of the operators at the **PEARCE BEAUTY SALON** who hope you'll make your appointments for holiday beautifying EARLY. You can be the merriest gal in town if your sails are set for festivities with a new short hair cut, a soft, easy to manage permanent, a tint if your hair is dull.

Make a plan for your pre-holiday rushings that will include a hair conditioning program... the mad whirl of preparations is apt to leave your crowning glory wispy and weary looking. Get your permanent now... either an Electronic or the old stand-by Rilling Cooler wave at the **PEARCE BEAUTY SALON**. A last minute touch-up, a tint if you need one to give you that Cinderella look and you're ready to curtsy a greeting to Santa. Start now, dial 4618 for an appointment or drop into 112 No. 9th, the

PEARCE BEAUTY SALON

It's a Compliment

to receive a gift from **SULLIVAN'S**. This week we are going to tell you about **CORDEY** china bric-a-brac that has arrived in time for those **CHRISTMAS** gifts for discriminating relatives and friends. Each piece is detailed to delight the connoisseur.

You'll have a right to be proud to present a gift from **SULLIVAN'S**. This week we are going to tell you about **CORDEY** china bric-a-brac that has arrived in time for those **CHRISTMAS** gifts for discriminating relatives and friends. Each piece is detailed to delight the connoisseur.

There's equal appeal in the exquisite jewel boxes, cigarette boxes, the encircled mirrors, wall brackets, circular flower containers for your dining table arrangements and bases for lamps so lively we CAN'T describe them. You'll have to see for yourself how perfect are the facial characteristics of George and Martha Washington on the fairy-like boudoir lamps with hand-ruffled pink silk and net shades... with tiny pink **CORDEY** china rose... each piece is numbered so you may order a duplicate... some lamps at **SULLIVAN'S** have 24 carat gold plated, filagree bases... many are suitable for end tables or a larger table. Shades on every one are individual and **HANDMADE**, the peak of perfection.

COMING—a precious old china kitten, 14 inches long to perch but not purr on a silken cushion in milady's inner sanctum... and a prize of an old iron skillet clock, brass and copper plated... it's something new every day at **SULLIVAN'S** where you'll find maple yarn bowls, sugar buckets, brass and copper accents for your home. Time is running out, Santa has his arms around you so shop "quick-like" and do your **CHRISTMAS** shopping now at 413 Main street.

SULLIVAN'S

The Spirit of

Christmas has descended on **MILLER'S** and you'll find for gift giving, costume caviar in handbags, gloves, hosiery, hankies, cosmetics. Women with impeccable taste will welcome any of these. Tossing words out the window here are prices... handbags, every shape and color... genuine leathers, other materials too, saddle leathers, calf, python, lizard, faille, corde, \$4.95 to \$35.00.

Townes and Hansen gloves, they literally make a costume... kid, \$1.00-\$3.95... pigskin, \$3.95-\$5.95... suede, \$3.95-\$7.95. Here at **MILLER'S** is 'round the year hand chic and comfort, for you'll find even all-wool Hansen ski mittens to keep "paws" warm at \$1.25 and \$2.25.

Give her famous Charles of the Ritz cosmetics... Spring Rain, Moss Rose, Winter Time, Summertime... perfumes, colognes, dusting powder... make-up kits, tuck-away-kits by this same famous cosmetic firm or by Jacqueline or Elizabeth Arden... you can remember the small lass too, at **MILLER'S** with Little Lady cosmetics.

Your hosiery gift is doubly appreciated when it carries a name she knows... Schiaparelli, Holly Vogue, Belle Sharmeer, Pheonix, Holeproof... from \$1.35 for service weight to \$2.00 for a mere mist of nylon for evening.

This store is a **HANDY** place to shop, there are so many gifts under ONE roof. You can cover a lot of ground in little time if you buy at 512 Main street,

MILLER'S

Experienced Eyes

will study your profile, the texture of your hair, your nails, when you go to the **STUDIO OF BEAUTY** for your next hair cut, new permanent or electric manure for the operators in this shop on the mezzanine at **WHYTAL'S** are SKILLED in the art of making you lovely.

Don't look "fuddy-duddy" with the wrong hair style when you slip into that formal with the million dollar look. Let the **STUDIO OF BEAUTY** create a new short coiffure and give you a permanent that gives just enough body to look natural... there's a permanent for all types of hair... your operator will give you expert advice on that... then for that final touch have a corrective electric manure... a boon for all nails... a whirling brush removes cuticle instead of cutting... edges are beveled perfectly... ask Dorothy about electric manures at 901 Main street,

STUDIO OF BEAUTY