



SPRING

So Martha Shops and Shops

Have You Ever Stopped

to think, really THINK about the BEAUTY of WORDS that can pour from the PORTABLE TYPEWRITER you buy at VOIGHT'S Pioneer Office Supply Company . . . that the clicking keys can tell of the shout of a waterfall as well as write a business letter . . . can put on paper the whisper of currents wandering from brook to sea . . . of babbling rivulets unleashed by sun and wind as well as tell of sorrow . . .



Can mark for all to see the shine of sun on a green oak leaf . . . can tell of the hush of a hot noon-day . . . of dust on the feet of a barefoot boy . . . the crystal clearness of a new-washed pane . . . the miracle of birth and faith that healed?

When you carry away a SMITH-CORONA . . . a ROYAL . . . an UNDERWOOD . . . from VOIGHT'S you take more than an inanimate object . . . you take the nucleus of a poem, a PORTABLE that can sing a song of happiness under your flying fingers.

Drop into VOIGHT'S . . . perhaps you know a boy or girl to whom a PORTABLE would open up new vistas of attainment . . . GRADUATION days are near . . . 'tis a grand idea . . . BUT

Before you leave, stop short . . . look TWICE at the new WORLD GLOBES . . . the one that's LIGHTED from within . . . a shining SYMBOL of ONE WORLD if we'll help make it so . . . here's to a full and happy summer with your PORTABLE from 629 Main,

VOIGHT'S

There's a Bit of Cleopatra

in every daughter of Eve . . . like that siren of the Nile we love to preen (when we admit it) for the men we chance to meet and those we've vowed to cherish.



Like the beautiful queen, we need help to be our most fascinating selves, so Helena Rubinstein and CURRIN'S have come to the rescue.

Since women first smoothed color on their lips to make them kissable, they have sought a LASTING LIPSTICK . . . a color that would last from peep of day to dreamtime . . . NOW . . . HELENA RUBINSTEIN has found the answer . . . a STAY-LONG, creamy indelible lipstick that STAYS luscious and color-perfect the whole day through . . . you'll find it at CURRIN'S.

STAY-LONG leaves no cupid's bow on coffee cups, no smuges on a cherished veil . . . no groans from the man you adore . . . no embarrassment . . . NOW forget your lips after they are once covered with STAY-LONG'S rich, glossy color.

EXPERIMENT a bit . . . choose your most flattering shade . . . watch how the right one will bring out the sparkle in your violet eyes . . . get a STAY-LONG LIPSTICK sampler at CURRIN'S . . . FIVE small lipsticks, each in a different shade . . . see how the RIGHT lipstick can work MAGIC with your Spring wardrobe.

This is a "nifty-fifty" package (50c for a limited time only) in the shades MOST women can wear . . . Crackerjack red . . . Red raspberry . . . Apple red . . . Plum red . . . Tender pink . . . try one, try all in this exciting game . . . THEN if not one CLICKS, Helena Rubinstein has SEVEN other shades running the gamut from true red to corals . . . LASTING NAIL POLISH to match . . . Spring's ROMANTIC . . . help hold the spell . . . walk in beauty with lips that will be remembered long after you've passed by Ninth and Main,

CURRIN'S

Spring - With The Flair

of a magician BURSTS on the world on waves of enchantment . . . whiffs of lilacs . . . scent of hyacinths . . . budding primroses . . . balmy breezes and Spring MILLINERY from LA POINTE'S . . .

Gay, giddy UPSWEPTS to show a cluster of shining curls beneath bouquet of blossoms . . . HATS that dip like a swallow to shade your merry eyes . . . HATS with BACK interest to catch a masculine eye as you walk away . . . Gibson Girl HATS almost

BURIED in posies . . . tiny crescents that arch from ear to ear with jewel studded lilies . . . head-hugging darlings . . . delicate dainty . . . angelic white ones and much-to-be-seen pastels . . . luscious looking straws, in versatile variety . . . HATS posed on the level . . . ALL sirens of the season designed by America's foremost fashion experts . . . G. HOWARD HODGE . . . LESLIE-JAMES . . . CASPER-DAVIS . . . brought to you by LA POINTE'S . . . WHERE . . . we found perfect TREASURES on the HAT BAR that will draw exclamations of wonder at the tiny prices of \$1.98 to \$5.95. You'll be the PROUDEST gal in the Easter parade if the CHAPEAU you wear came from 507 Main,

LA POINTE'S

Wake Up! Wake Up!

and turn the page to "SPICE and SPARKLE", the scintillating, brilliant story of KORET of CALIFORNIA PAIR-OFFS unfolded at MARVIN'S . . . the gayest, youngest, fashion-packed story of elegantly simple, exquisitely detailed, mix 'em or match 'em ensembles in all America . . . manufactured on our West coast . . . sought after by women across the nation . . .



Ensembles that carry the same lush colors . . . remarkable, tubbable materials to a smashing Spring climax of blouse and skirt . . . jacket and frock . . . weskit and bras . . . shorts and slacks and pedal pushers . . . beautiful coordinates you ADD to until your summer wardrobe is complete . . .

STEPHANIE KORET COORDINATES bring you EVERYTHING to take you smartly through a busy day, a thrilling night . . .

We SAW the MIRACLE of these "money stretchers" at MARVIN'S . . . the wonder of fabrics that wash like a hankie . . . dry like a dream . . . nylon and acetate . . . linen and suiting . . . pleats that never "unfold" . . .

They'll play upon your heartstrings, these KORET COORDINATES but mere WORDS can't describe them.

You have to SEE the flattering accents that bind "each to the other" . . . the ouch of cording . . . blend of fabrics . . . repetition of colors, the very SAME buttons, the perfection of detail in EVERY garment.

Switch about . . . make a dozen combinations, each lovelier than the one before . . . wear them to work, to tea, to the golf links, to dinner, to dance . . . KORETS are ACCEPTABLE wherever they go.

Set your sights on a comfortable, care-free summer in guaranteed sudsable, perfectly proportioned, cream of the crop, wearables . . . KORET of CALIFORNIA casuals from 520 Main

MARVIN'S

There Are Pixies

in the world . . . perhaps not riding to OUR TOWN on a butterfly steed but pixies CERTAINLY, who help weave BEAUTY into the GIFTS at the ART CENTER . . .



It takes imagination . . . the FEEL of texture, the LOVE of line, an EYE for symmetry to create and BRING to YOU the exquisite Chamberlain's HAND-WOVEN, summer-weight woolen SKIRT LENGTHS and STOLES

at the ART CENTER . . . miracle weaving, shot with metallic threads lovely as a "fairy cloak" . . . colors borrowed from the rainbow . . .

The heirloom BLOCK HOUSE TOWELS, woven from flax grown on sun-drenched fields in Oregon . . . PLACE MATS and NAPKINS, fringed and plain with dainty COLORED borders (new BLOCK HOUSE additions) in time for Spring brides . . .

The "set to music" CZECHOSLOVAKIAN GLASSWARE in ethereal BLUE . . . the S. CHRISTIAN Line of GIFTS from across the sea . . . the HUNDREDS of OTHER gifts, brought to YOU for GIVING by the thoughtful folks at 1227 Main, the

ART CENTER

You Won't Be

tongue-tied when you open the door at LONG'S on SPRING . . . you'll RAVE at the bursting beauty caught in costumes . . . in the EXCLUSIVE with LONG'S . . . LYLE and SCOTT imported 100%

Scottish Cashmeres, soft as an evening breeze over the Brig o'Dee . . . cloud-light as thunder-heads above Loch Sheil . . . colorful as Prince Charlie's flowers found only in Eriskay . . . lilac and aqua, cherry and McIntosh blue, Canary yellow . . . slip overs and cardigans . . . plus

HEATHERMILE, loomed in Scotland, correlated SKIRTS . . . thistle down checked TWEEDS in colors IDENTICAL to the CASHMERES . . . be picture pretty in a perfectly matched SKIRT and SWEATER ensemble from LONG'S . . . you'll cherish these above everything else in your wardrobe . . . the beauty of fabric . . . exquisite tailoring . . . simplicity of line . . . nicety of detail.

You'll bubble with ecstasy over the wonderful wearability of these conversation SKIRTS and SWEATERS, an investment in PLEASURE and QUALITY from a leading shop in OUR TOWN, 719 Main,

LONG'S

The Murphys And

Flannigans, Kelleys and Hannegans, Milligans, Clanceys, Flynns and O'Sheas are all wishin' each other the "Top o' the Mornin'" and that is what the SINGER SEWING CENTER is wishin' today to all SINGER enthusiasts who SHOULD know about the new SINGER fashion stitching machine . . . the machine that can make a \$10 dress look like a Hattie Carnegie original . . .



The machine that plus YOUR ingenuity and nimble fingers without a SINGLE attachment, plus a few lessons in "know-how" given FREE at the SINGER SEWING CENTER can turn out "electrifying" whirls and swirls . . . floral fantasies . . . elaborate etchings . . . metallic moonbeams . . . on the simplest garments . . .

You can let your imagination "go" . . . put Wee Willie Winkles on your toddler's play suits . . . spark your housecoats, blouses and aprons with geometric figures done in color . . . etch Tom Sawyer on your small son's T-shirts and make a dream dress, splashed with silver and gold to dance the hours away.

Learn it ALL in one easy lesson without taking a penny from your purse . . . learn TOO that EVERYTHING you need for SEWING, to know ABOUT sewing down to a package of straight pins and how to thread a needle is all included in the MASTER plan for helping women look like fashion plates right at 633 Main, the

SINGER SEWING CENTER

Fly Above The Highest

cloud . . . make your way from here to there by boat or train, buckboard or bicycle . . . waken in the morning, slip beneath your electric sheets at night by ELGIN time from RICKY'S.

ELGIN BANNER days are here again . . . take this opportunity to get a history-making value at as low a price as \$33.75.

These are 17-jeweled, gracefully designed, enduring, accurate and dependable TIME-PIECES for MEN and WOMEN . . . BOYS and GIRLS . . . with the famous DURA-POWER main spring that will never let you down. MEN'S wrist watches with LEATHER or EXPANSION bands . . . WOMEN'S dainty beauties with EXPANSION bands or black silk cords . . . ALL in smart ELGIN craftsmanship . . .

Say your CONGRATULATIONS in a "timely" way when that boy or girl walks up for a sheepskin . . . remember a birthday, an anniversary . . . be a "look ahead Santa", have an ELGIN tucked in your argyle top for that "someone's" Christmas . . . BUY while the iron is hot . . . BANNER DAYS for '52 last just until Easter . . . budget accounts are invited by your Registered Jeweler, 700 Main,

RICKY'S

Looking Just Comes

naturally when you get to MILLER'S SPORTSWEAR DEPARTMENT and if you don't get Spring Spasms and Playtime Itch our name isn't Tom Tinker . . . ONE look and you'll start charting your summer down the High Road of Fashion in SKIRTS . . . skirts that swirl in Aztec colors . . . skirts that flare and those that don't . . . skirts with pleats and skirts with gathers in wool, rayon, cotton, linen . . . skirts in plaid and checks and heather, stripes and plain made up together . . .

Pass another milepost to "Morocco Denim Dusters", terrific tempters with bat-wing sleeves . . . tie belts, striped, button-down-the-frontsters . . . a versatile idea in SPORTSWEAR that has caught like Spring fever . . . slip these over your shorts after tennis and go gallantly gadding to Grandma's . . . wear them in the morning, at noon and while driving . . . they're neat 'n sweet.

Turn the corner at MILLER'S to Ship 'n Shore BLOUSES in all "thinkable" colors . . . to the melodies in KNITS . . . the TWO-PIECE signposts to satisfaction . . . knit frocks in Botany wools, lightweight with dolman or set-in sleeves, 1952 weaves with daring touches, colors haunting as a gypsy love song . . . lilac, aqua, sand, white, daffodil . . . sizes to fit "you-all."

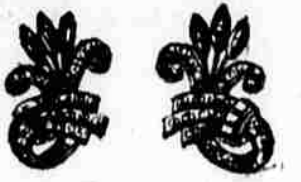
Turn off the engine when you reach MILLER'S sport JACKETS and listen to the whispering campaign about the bright plaids and plains, the checks and stripes in all-wool "wanteds" . . . boxy and belted bright banners for sharp BUYING.

MILLER'S SPORTSWEAR DEPARTMENT is BURSTING with bargains in beauty . . . you'll be headed for fun in these prime fashion assets from 512 Main,

MILLER'S

If You've Wished

on a star to be whisked away to a realm where the jewel trees glitter, that wish can come true right here in OUR town, just by opening the door at MURIEL'S 1023 Main where you'll get all the shivery thrill of peeking into an exciting Christmas package.



WE'VE seen the exotic gorgeousness of HUNDREDS of flashing gems in the most enchanting COSTUME JEWELRY your eye ever looked at . . . dazzling, breath-taking numbers, brought by MURIEL'S to lift your Spring costumes to starlight heights.

These costume pieces shimmering with the splendor of jewels of East Indian Princes flicker in shades of amethyst, ruby, jade, topaz and emerald, the clear blue of aquamarine . . . rhinestones blaze in icy beauty . . . opals in fiery radiance . . . all embroidered on patterns of princely metals to fashion works of art for YOUR throat and wrists . . . YOUR ears and fingers . . . jewels to scatter here and there and everywhere about YOUR summer wardrobe . . . jewels IMPORTED from FRANCE, from ITALY, from CZECHOSLOVAKIA . . . jewels fashioned by "the" ROBERTS, one of AMERICA'S most famous designers of COSTUME JEWELRY.

EVERY gal OWES it to herself to look like a Princess . . . you CAN with the help of EXQUISITE costume jewels from 1023 Main,

MURIEL'S

What Will You Wear

my pretty maid, as you stroll along in the EASTER parade? Whatever your choice of a GOWN for the day, WE know the ONE spot to buy SHOES "by the way" . . . VAN ORMAN'S . . .

THIS is a NEW Spring . . . a spring riotous with COLOR. FOOTWEAR too, has gone light-hearted and it's no secret that the fashionable foot is out for an airing.

TRIM TREADS at VAN ORMAN'S are designed to step lightly, brightly, in town and country, to trip from teas to trails . . . from dawn to dancing . . . TRIM TREADS for discriminating WOMEN have the prettiest "look" in town, designed for every walking hour . . . PLAY SHOES, frolicsome as a Spring lamb, airy as an open window . . . in posie colors . . . SANDALS . . . all with a little or a lot of that nice NUDE look . . . fragile, feminine, flattering, fanciful . . . Smartest things on "two feet" TRIM TRED CASUALS, down to earth suit pumps with new BOXY toes . . . heels to support you and good, sturdy uppers . . . LOAFERS and WEDGIES and little FLAT SLIPPERS . . . HANDBAGS to go with them at "price appeal prices", \$2.49 and \$5.95 . . . sharp buys at VAN ORMAN'S.

For YOUNG Easter paraders, VAN ORMAN'S POLL PARROTS . . . sturdily-styled, long-lasting, scientifically-constructed . . . then for POPPA whose foot-gear "sometimes" needs replacing RAND shoes to relax in and work in . . . ALL at 527 Main,

VAN ORMAN'S

Time Is Running Out . . .

Hours are slipping away and the day draws night when Klamath women will be all a'twitter over a visitor to our town and YOUR STORE . . . a charming, gracious guest with NEW ideas . . .

RUTH VERNON, witty, wise, winning representative of VERNON KILNS who knows the trickiest tricks for setting tables with dramatic flourish . . .

She'll be showing you come St. Patrick's Day (the 17th) and the day after (the 18th) at YOUR STORE, all day begorra, the way to place the popular VERNONWARE dishes to make pictures on your table . . . whether you pay the rent on a honeymoon cottage or hire a maid in a mansion.

Make a memo on your engagement pad . . . go to YOUR STORE and watch her clever fingers fashion quaint decor to blend with the smart VERNON patterns . . . amusing "RFD" with the crowing weathercock and green plaid border . . . "Organdio", a daring VERNON plaid . . . smartly modern Bel Air . . .

She'll show you how to plan a party . . . to charm your love at breakfast in the LANGUAGE of VERNONWARE . . . take her YOUR table setting and dinnerware problems . . . the service is free as the sunshine caressing the daffodils on your luncheon table . . . 'tis ANOTHER way of giving SERVICE at 721 Main,

YOUR STORE