

Martha Shops and Shops for the Easter Parade

Spring is everything beautiful . . . sprightly season . . . enchanting with the fragrance of a garden in full bloom . . . filled with the magic of rebirth and new glory! Spring is a fleeting essence of time! So capture its every beautiful moment with a flower-bedecked bonnet and a spanking new suit for the Easter parade—with billowy white curtains at your windows . . . gleaming sterling . . . flashing crystal on your Easter dinner table . . . capture it with a heart filled with happiness . . . see its beauty unfold on Nature's canvas . . . painted in bold glowing colors of growing things . . . in the opening of butterfly wings . . . a drifting cloud . . . the unfolding of a bud . . . look for beauty, it's everywhere.

We'd Like to Take a Poll

on just who has the "mostest" fun at EASTER . . . the bright-eyed capering EGG HUNTERS . . . the "It's-hard-to-decide" oldsters or the PELICAN CANDY JAR with all the excitement of scouting here and there and yonder for such CLEVER NOVELTIES.

HONESTLY we found an AVALANCHE of cunning EASTER BASKETS, firmly woven that will last and last and last . . . EGGS and CHOCOLATE BUNNIES . . . flippity STUFFED MR. and MRS. RABBITS . . . cuddly ducklings and lambs that kneel for petting . . . WE went head-over-heels for the lovely IMPORTED baskets, made by patient hands in POLAND . . . NESTS of 3 or singly if you want ONE . . . some covered hamper, smart for summer HANDBAGS, going like the last snow-bank in summer sun, so HURRY to the PELICAN CANDY JAR . . .



CHOOSE a basket and then CHOOSE all the fillings . . . coconut NESTS filled to overflowing with tiny colored eggs topped off with watchful bunny . . . DROSTE eggs, clear PLASTIC, filled with EASTER foil-wrapped goodies, just arrived from HOLLAND . . . HOOPER'S "chicks on the half shell" and those ever-so-good-never-let-you-down" CREAM eggs, fresh and perfect . . . LITTLE fuzzy chicks and ducks and bunnies . . .

BIG EGGS from ENGLAND, hand-made, old-fashioned eggs to fill with CANDY . . . little eggs in carts, COCOANUT EGGS . . . MARSHMALLOW EGGS . . . CANARY EGGS in EASTER colors . . . all the smile-getting goodies that makes EASTER as much FUN as Christmas, at 712 Main, the PELICAN CANDY JAR . . .

If You Can Keep Your

wits about you . . . not beat your chest nor wave your arms in frenzy of frustration BECAUSE you must have SOME greeting cards behind . . . we'll TELL you WHERE to find them . . . they're at YOUR STORE, a rabbit hop down Main Street to those famous GIBSON EASTER GREETINGS . . . (as seen in Life.)

To carry words of cheer and words of faith come EASTER morn to ALL . . . the folks at home and boys in far Korea . . . GIBSON EASTER GREETINGS are the PERSONAL kind . . . no need to send Aunt Laura a sentimental meant for Dad . . . be CHOOSEY . . . pick a greeting lush with satin bows and posies . . . for your Dad and Mother . . . a card with fuzzy-wuzzy chicks for Tiny Tim . . . or one that takes a blessing where it's needed . . . a sentimental one for HER . . . and one for HIM . . .

THEN . . . lest we be accused of plain FORGETTING . . . DO see the utterly enchanting IMPORTED Czechoslovakian COSTUME JEWELRY . . . at YOUR STORE . . . gay, delightful ACCENTS for EASTER costumes . . . CHALK, WHITE and CHEERY RED, intricately made SEED-BEAD charmers . . . for your graceful throat, your pearly ears, your rounded wrist . . . made with the artistry of the Old World at a price that will make you do a back flop . . . EACH and EVERY piece \$1 plus LUXURY tax OR \$1.20 . . . not ONE at ALL, remember, at 721 Main street,

YOUR STORE

All Of a Sudden

it's time for EASTER LILLIES . . . going to church and seeing the sun shine through stained glass windows and listening to the sermon . . . looking at pretty hats . . . enjoying the CORSAGE on your shoulder . . . the one that came from KLAMATH FLOWER SHOP, made to please YOU.

EASTER LILLIES this year are more perfect than ever, touched by Nature to a new beauty . . . sturdy, stocky plants with lots of blossoms, \$2.50 UP.

SCOUTING for FLOWER copy is a job we LOVE . . . looking for AZEALAS and Polyantha ROSES . . . HYDRANGEAS and sweet AFRICAN VIOLETS . . .

Ask the KLAMATH FLOWER SHOP about fresh CUT flowers . . . SNAPDRAGONS . . . IRIS . . . TULIPS . . . CALLA LILLIES . . . VIOLETS . . .

Match your suit or frock with dewey camellias, rose buds, or a gorgeous, glowing ORCHID . . . THIS flower shop knows how to fashion smart CORSAGES . . .

Buy a BOWL'O BEAUTY for an EASTER gift for home or hostess . . . and bring a shine to some SPRITE'S eyes by putting fresh spring blossoms in a novelty CONTAINER . . . foam BUNNIES . . . CHICKS and wee, small CARTS . . .

NOW here's the answer to your EASTER wish come true again . . . this is a banner bargain . . . a SPECIAL, third year in a row idea . . . a blooming EASTER LILY and an ORCHID for your shoulder . . . BOTH for \$5 . . . open Easter Morn for your convenience, at 1112 Main, KLAMATH FLOWER SHOP



Gone Are The Days

when women retired to a chimney corner at 35 . . . tucked their locks under a night cap, let the wrinkles "wrink" and the rest of the world pass them by . . . TODAY's gals KEEP their youth . . .

look like pert young matrons while trotting a great-grandchild on their knees with the help of HELENA RUBINSTEIN and CURRIN'S . . .

FIRM CONTOURS are the answer to looking YOUNG long after Father Time has checked you in at MIDDLE AGE . . . the magic FORMULA is CONTOUR-LIFT FILM, the DAY and NIGHT firming treatment that tightens your skin . . . firms the tissues . . . LIFTS your facial contours . . . counteracts FLABBINESS and tightens chin SAG . . . temporarily, removes wrinkles . . . brightens, tones, clears, invigorates skin surfaces . . . reduces puffiness . . . WHISKS off the years with the "rub" of a hand . . .

Wear Helena Rubinstein's CONTOUR-LIFT FILM from CURRIN'S while you sleep and be PREPARED for a SHOCK when you first "blink" into your mirror in the early dawn "it's THAT potent" . . . use it as part of a complete SALON treatment for AGING skins and as a firming base under make-up DAYTIMES . . . it's Helena Rubinstein's absolutely NEW, unique and highly EFFECTIVE beauty FLUID . . . it works actively AGAINST the tell-tale marks of TIME . . . heavy jowls, droopy contours, scrawny necks (don't mob US, them's HER words) puffiness, wrinkles, tiny surface lines . . .

It successfully combats the DESCENDING lines that come with age, bad POSTURE . . . excessive REDUCING . . . if you want to look GLOWING . . . ETHEREAL . . . VITAL . . . start NOW to be ready to match your new EASTER ensemble with a YOUNG face . . . this is no idle DREAM . . . it works . . .

Follow FAITHFULLY the directions that come with each \$3 or \$5 BOTTLE . . . from CURRIN'S . . . you'll get astonishing results if used ALONE . . . miraculous results if used with OTHER Helena Rubinstein COSMETICS . . . DEEP CLEANSER . . . SILK TONE or SILK FILM . . . tinseling FAUVERTE . . . ESTROGENIC HORMONE CREAM . . . Emerge from your boudoir a STUNNING lady . . . Spring-fresh, young and FREE of tell-tale lines . . . it's as easy as making a start to Ninth and Main, CURRIN'S

Listen To The Mocking

bird . . . gloat over the first snowdrops . . . bank on warm weather come June, but follow your fashion nose to the dollar stretching HAT BAR at LA POINTE'S . . . for your EASTER chapeau . . . a HAT BAR at LA POINTE'S . . . for your EASTER chapeau . . . a HAT with the "important look" provocative prettiness for pampering your brow . . . a hat you'll wear proudly with your new EASTER finery . . . a soft pastel FELT, tip-tilted and tantalizing . . . sweet little STRAWS for lassies and mature ladies . . . at LA POINTE'S . . .

Snow-white PIQUES with rhinestones to spark them . . . light straws and dark straws with clusters of blossoms . . . veilings for shadows, always intriguing . . . SAILORS and BONNETS and OFF-THE-FACE flirter . . . backless little pillboxes and HATS for a chignon . . . small white straw BUMPERS to pose over your curled bangs . . . a WHOLE counter of new HATS . . . more coming daily . . . if you DON'T find YOUR hat the first time you enter . . . take your dollars back again . . . you CAN'T spend MORE than \$5.95 nor LESS than \$1.98 at the HAT BAR, 507 Main,

LA POINTE'S

Hang on to Your Hat . . .

for here is a "yarn" that will take you on the double quick to PETROFF'S MINERAL BATHS, 2134 STUKEL . . . a yarn that will help you build your bosom, tighten your sinews, put pep in your blood, get rid of the "winter willies", make a GLAMOROUS new WOMAN of you for SIX DOLLARS a MONTH.

Starting APRIL 2 . . . DOROTHEA BUCK who knows all the PHYSICAL ED "antics" to make you BLOOM, will start a series of CLASSES, 7 p.m. each night to SHOW you how to be the ATTRACTIVE, HANDSOME woman it is your BIRTHRIGHT TO BE . . . how to FIRM your tissues with PROPER exercises . . . to be physically FIT . . . to improve your posture . . . to make you walk like a QUEEN . . . to be the woman you WANT to be . . .

MRS. BUCK will give PERSONAL attention in these classes to ALL ages . . . will be ESPECIALLY attentive to US GURLS over 40 who MAYBE have been too busy to keep our chins in line . . . our hips from sagging . . . for SIX DOLLARS you can attend THREE classes a week until you get TWELVE lessons . . . in ADDITION you can dip and duck and swim in the NATURAL HOT WATER pool AFTER Mrs. Buck has taught you the "ins and outs" of BODY BUILDING . . . at PETROFF'S MINERAL BATHS.

It's the woman who feels FIT, whose body is SUPPLE, whose eyes SHINE, whose aches have "Gone With the Wind", who is BUBBLING with HEALTH that is GLAMOROUS . . . who sparks the light in HUBBY'S eyes . . . gets the wolf calls.

So here's your CHANGE gurls, here's your chance to be a BEAUTY at a BIT of a price . . . feel like whipping your weight in wild cats . . . like bulldogging the family bovine while you're STREAMLINING your TORSO . . . you'll KNOW it's a wonderful world when you "go for glamour" to the classes taught by DOROTHEA BUCK . . . for MORE information dial 8405 or 5647 . . . the place? 2134 STUKEL,

PETROFF'S MINERAL BATHS

Fads and Fripperies

are all very well when you're shopping for fun togs . . . the UNUSUAL is permissible when you're shopping for "night life" . . . but when it's a RING to bind you to your TRUE love you never settle for LESS than the traditional DIAMOND from RICKYS . . .

DIAMONDS . . . symbol of man's deepest emotions . . . rings have been many things to many people in many ages . . . the Egyptians set their rings with scarabs as protection against evil . . . SIGNET rings were once man's SIGNATURE . . . the Romans devised KEY RINGS . . . ambassadors abroad wore RINGS for credentials . . .

The BETROTHAL ring traces back to these times . . . a pledge made by the father or guardian of the woman TO the man destined to be her future husband . . . he in TURN presented a ring to his bride-to-be . . . Thus within the charmed circle of a betrothal ring and wedding band . . . lovely LILY OF THE VALLEY WED-LOK ENSEMBLES from RICKYS tie the hopes and promises of a happy marriage, the love of a man for a maid . . .

WED-LOK by GRANAT means that your rings will LOCK into perfect ALIGNMENT yet will UN-LOCK instantly when desired . . . Granat TEMPERED mountings (not cast) will give you years of faithful wear . . . drop into RICKYS if your oath of true love leads to the altar . . . see the flashing SOLITAIRE DIAMOND and matching wedding band for \$150 . . . the gorgeous SINGLE gem with two side diamonds to nigh your troth, the matching wedding ring with FOUR diamonds . . . the GROOM'S rings . . . engraved for \$37.50 . . . with TWO DIAMONDS for \$75 . . . WHITE or YELLOW gold in these WED-LOK sets . . . all prices INCLUDE federal tax at 700 Main.

RICKYS

Share The Joy of Easter

with the ones you love, your FAMILY . . . with your FRIENDS . . . your CHURCH . . . FLOWERS say SO many things that mere WORDS never DO express . . . the tenderness you feel . . . they say "Hello" in the friendliest sort of way . . . they tell of your TRUE affection and at EASTER they bring the promise of a BETTER WORLD . . .

There's a spot in O U R TOWN, out South Sixth street way . . . the SUBURBAN FLOWER SHOP, where the ONE gift that truly expresses the significance of EASTER DAY will be waiting for you . . . FLOWERS . . . select your FLOWERING PLANTS . . . Spring's choicest CUT FLOWERS . . . perfect CORSAGES made the way you WANT them . . .

EASTER LILLIES this year are PERFECT . . . buds are ready to unfold . . . AZALEAS have caught the beauty of a summer dawn . . . cut flowers from beneath the glass at the SUBURBAN FLOWER SHOP are FRESH and LOVELY . . . and right here is the place to tell you that an INVITATION is extended to you and you and you, who just MAY be weary of the winter, to VISIT the GREENHOUSE . . . it's really an adventure, a getting close to God, just WALKING through and looking at the beauty that springs from seed and soil.

If you are FAR from those who love you . . . WIRE your EASTER morning gift of FLOWERS but do it EARLY so the folks at the SUBURBAN FLOWER SHOP can get your gift to them on time . . . EASTER LILLIES you might be interested in knowing, will sell this year at no INCREASE in price and YOU will find a lily that will match the "coppers" in YOUR purse . . . each one perfect.

For your CONVENIENCE the folks at SUBURBAN FLOWER SHOP will leave the doors unlocked on FRIDAY and SATURDAY nights until 9 o'clock and EASTER MORN, if you've been a procrastinator . . . will answer the phone, day or night, at 8188 . . . so SHARE the joy of EASTER in the language of FLOWERS from 3614 South Sixth, the

SUBURBAN FLOWER SHOP

Goodness! Gracious!

you can't walk in the EASTER PARADE with stars in your eyes . . . can't tuck your fingers in the crook of HIS arm with pride . . . can't look with ASSURANCE at the other gals you meet if you haven't been to MILLER'S for a new EASTER SUIT or FROCK . . . that's the only way WE know to help you . . .

Hop the elevator to the SECOND floor . . . look for the famous Lilli Ann label, the label you EXPECT to find at MILLER'S . . . look for SUITS that are high fashion travelers . . . carved silhouette SUITS with smart, shapely jackets, body-pared lines, summer stunners in gabardines with frosty white accents . . . rhinestones . . . intricate BUTTONS . . .

Pink of perfection RAYON SUITS . . . delights to wear . . . cave-cool suits for wrinkling summer days . . . eternally fresh, non-wrinkling SHARKSKINS in bright Springy colors . . . at PRICES . . . now hang on to your coat-tail, \$29.95 for starting . . .

Found BEAUTEOUS Spring FROCKS with every trick in the book used to give them that "she's lovely looking" touch . . . for glamour and excitement they're unsurpassed flatterers, tipped brightly with rhinestones, cuddled in detail . . . taffetas and corded silks, shantungs and linens, NYLONS and cottons in full range of SIZES . . . starting at \$12.95 . . . it's no family SECRET that your inflated dollar goes farther at 512 Main,

MILLER'S

Have You Ever Been

COMPLETELY surprised . . . so taken "back" that you couldn't utter a WORD . . . so "howled over" that you blinked your eyes and wondered if the old "orbs" were doing you WRONG . . .

HEARD but never BELIEVED that new Spring SUITS would go on sale BEFORE Easter and not after the buds on the Easter lilies had faded? IT'S HAPPENED at TOWN SHOP . . . RACKS and RACKS of sharkskins, corded fabrics, rayon poplin, gabardines, heringbones, frost-points, CREAM of suit materials all wrapped up in COLOR of hyacinths, the blue in a baby's eyes, the red of a sweetheart's lips . . . the shadings on an etching . . . the green of a waterfall . . . the color of NIGHT with stars in the sky . . . ALL the colors that make women beautiful . . . SUITS that USUALLY sell from \$14.95 to \$29.95 on THREE racks at \$11 . . . \$15 \$17 . . . just WAITING to trim off in the Easter parade . . . sizes for every FORM 10 to 20.

IMPORTANT, flattering frocks for PETITE-TEENS, smooth fashions for young smoothies, 8 to 14A with all the sophisticated touches that fashion-savvy girls love . . . TO . . . SHIRLEY LEES for PETITE JUNIORS, 9 through 15 and ON . . . to JONATHAN LOGANS — CAROL KINGS — JUSTINE McCARTHY'S and NARDIS of DALLAS for the FULLER FIGURES, 10 thro 20 . . . melodies in cottons, linens, sheers, PURE silk shantungs, paper taffetas, lace, necktie prints, nylons . . . sweet charms to a roving eye . . . INVSTOR frocks for EASTER . . . at TOWN SHOP . . . where . . .

It doesn't take a politician to tell you you'll find classic ELEGANCE, luxurious LEATHERS, in heavenly colors . . . lilac, gold, chartreuse, pink, blue, butterscotch, wheat, buttercup, and dark ones . . . MARLON — KADEN — GANSON — RAMBLER HANDBAGS . . . and

The prettiest NYLONS in the land . . . COLORS that SURPASS any you've EVER seen before . . . misty Wild Orchid, Blue Note, Blue Heaven, Paris Gray, Sunbush, Rainbow, Shower, Atmosphere in NOMENDS—KAYSER—STRUTWEAR—CAMEO—SHALEEN, lovely as an April mist over Killarney . . . colored FRENCH heels . . . ACCENTUATED slimming SEAMS to co-ordinate your EASTER costume . . . look for new HORIZONS in FASHIONS at 500 Main,

TOWN SHOP

Rain or Shine --- Snow

or balmy . . . EASTER comes on burst of song and at THIS season of the year a small REMINDER of your love and deep affection is SURE to light the corridor of all memories . . .

REMEMBERING'S a gracious gesture if the THOUGHT is followed with an EASTER GREETING card from VOIGHT'S Office Supply Co. . . greetings for one and all and SENTIMENTS are legion . . . wrapped up in blossoms, birds and printed words . . . NORCROSS CARDS . . . the cream of sentiments to spread across the nation . . .

GENERAL cards with messages for all occasions . . . some SERIOUS . . . some filled with fun and fancy . . . remember ALL the days that have a special meaning and bind your friends with bonds that never break.

So much for THAT and now we want to tell you about RUMPP LEATHER . . . the name that is the same as STERLING . . . a leather gift at EASTER . . . a WALLET in Pinseal Morocco, Ostrich, Alligator, Saddle Leather . . . at Voight's.

For HER, a gift of LETTER PAPER garlanded in Desert Blooms, Enchanted Lilac and half a hundred other blossoms that we all KNOW . . . the famous WHITE and WYCOFF line, aristocrat for letters . . .

Drop in, the winter has whistled on its way until some other "morrow" . . . see the lovely new EAST INDIAN ARTWARE, hand-cast, distinctive and selective . . . the DOZENS of ideas for EASTER at 629 Main,

VOIGHT'S Office Supply Co.

Of Course You Know

(or haven't you heard?) that it's time to talk about EASTER LILLIES . . . waxy, scented poems in posies . . . FINEST to be found . . . true CROFT lilies grown in the mists and the sunlight of our own Oregon, ready for you at KOHN'S FLOWERS and GIFTS to carry their heady message of hope and faith on EASTER day . . . and DO you know each bulb when done with blooming, if buried out where summer breezes blow, will bloom AGAIN, perhaps in August or September?

And DO you KNOW that KOHN'S will have HYDRANGEAS . . . AZALEAS . . . CALADIUMS and potted BLOOMING roses to bring that spot of spring we've long been needin'?

That clever fingers fashion to your liking, sweet symphonies in buds and blooms to wear upon your shoulders . . . CORSAGES is the word that we've been seeking . . .

Remember all the folks you KNOW on EASTER morning with scented flowers . . . take them, send them, give KOHN'S an order to whisk across the land by wire . . . just DO it EARLY so not one will be forgotten . . . THEN . . . if some unseen force just SHOULD detain you . . . slip in the door on Easter Day . . . someone will be there waiting, until noon, will take your order at 430 Main,

KOHN'S FLOWERS and GIFTS

