

Martha Shops for Gifts for MOTHER on her day

Are You on a Treasure

hunt... about to walk the plank? For real booty, you won't need a spy-glass to find what you're seeking for YOUR Mom for Mother's Day... not if you go to MILLER'S. From the instant you step inside the door, you'll have to begin DECIDING or ruin the budget buying EVERYTHING. Dazzle her with a CHARLES OF THE RITZ fitted cosmetic kit... everything for complete make-up. Brown, beige or red... \$10.00, \$12.50 and \$40.00. You'll kindle a flame in her heart with a gift of perfume... choose QUICKLY... you can't get them ALL. DIRECTOIRE perfume, cologne, soap.



A neat gift set of lipstick and compact... just \$3.50 and refills can be had. ANGELIQUE with the lush names. WHITE SATIN, GOLD SATIN, BLACK SATIN... dusting powder, cologne, perfume, hand soap stick cologne. In sets or singly \$1.00 to \$10.00. D'ORSAY... EVYAN, master hands at the blending of fine scents. TEAR yourself away to see the array of handbags. At MILLER'S you'll find such well known names as ROLF, MEEKER, EMMET OF CALIFORNIA in styles to suit every Mother's taste. One of these... she'll know dreams DO come true. Hand bags in which she can tuck the families' birth certificates, Poppa's shaving kit, an apron and a packet of flower seeds and STILL have room for folding money... or small ones for casual use. Any color, but ask to see the new one... SMOKE, blends with everything.

Give her gloves from MILLER'S... fresh new colors in nylon, cotton, leathers. Whether she is young enough to still jump rope with the younger generation or has reached the time of life when she can look with an indulgent eye on the caperings of her grandchicks, she'll adore a gift of HOSIERY, HOLEPROOF, BELLE SHHARMEER, PHOENIX and a new line... ROMAN STRIPE. All proportioned... stock is complete... size will be no problem. A shadow box heel... a dark heel for trim ankles. All you need to do is take a bit of cash and go to 512 Main.

MILLER'S

Flatter Mothers' Love

for fashion, say "MOTHER you're SWELL" with a bright-as-spring-morning blouse from LAPOINTE'S. You'll have a dizzy time making a choice from these NYLON lovelies... but hurry... these blouses will literally walk right off the rack. One nylon tricot has a surprise closing... pin tucked bands about three inches wide... very flattering in the LARGER SIZES in which these blouses come. 42-44. Jewel necklines, small

turned-down collars, V-shape necklines... LAPOINTE'S has a wonderful selection. Embroidery looks as if done by hand... pressed plastic buttons look like Irish crochet. Mother will NEVER be content with just one. Short sleeves, three-quarter sleeves, lace trim, blouses are a MOTHER'S best friend... a quickie pick-up for a suit. LAPOINTE'S blouses are beguiling beauties Mother'll wear with everything blousable. Never meant to be hidden under a jacket, you'll find them at 507 Main.

LA POINTE'S

Violets Are Blue But

but are roses red? Not at CURRIN'S BEAUTY BAR! Charme Rose Perfume is all done up in a beautiful bottle with stopper specially molded in the form of a golden rosebud, lovely as the CHARME ROSE PERFUME itself... lovely as MOTHER who wants to be pampered just a little. Make the day memorable for her with a gift that speaks of love and beauty. For top protection of MOTHER'S skin, there's CHARM ROSE LOTION tinted a delicate pink... keeps her hands soft, smooth while "on the go." At CURRIN'S a purse dispenser, refillable... to carry wherever she goes. Each \$1.00. Exciting touch for good grooming, whisk on quickly... wonderfully long lasting, a BATH DUET... FRAGRANT COLOGNE... silky fine DUSTING POWDER. Luxury at \$1.75 each. When temperatures are high, spirits willing, MOTHER will revel in CHARME ROSE ICED COLOGNE from CURRIN'S... cool as grass... \$1.75. SOAP, too, embossed with a rose. Three bars \$1.50. A SPECIAL introductory offer... enchanting twosome of CHARME ROSE LOTION and CHARM ROSE COLOGNE packaged in small bottles... \$1.50. All plus tax EXCEPT soap. Sniffed around... sighted FIVE handpicked fragrances... went overboard for same. CIRO'S DANGER, ACCLAIM, SURRENDER, NEW HORIZON'S, REFLEXIONS. Try to decide which to choose for MOTHER, all perfect whether she be young in years or a great grandmother. It's a wonderful world when we can walk into a store and find ALL FIVE for \$2.00, plus tax. 'Tis a romantic adventure to choose gifts at NINTH and Main.

CURRIN'S

Don't You Believe That

the sea is always green... the sky always blue... the moon always yellow... nor that the PELICAN CANDY JAR has only candy. This versatile, little shop has gifts to make ANY Mother chuckle with joy. Long ago someone thought of making wicker baskets... the exquisite, lacy ones at the PELICAN CANDY JAR must be fourth cousins 99 times removed from those first utilitarian ones. Use your ingenuity... fill these charmers with SWEETS, JELLYS, SPICES... whatever you wish... you'll have a MOTHER'S DAY offering with a personal touch. Italian, Polish, Japanese, Chinese... many shapes, many sizes. SPICE ISLAND SPICES for Mothers who LOVE to COOK, who know it's seasoning that "makes the goose." ALL the FLAVOR... ALL the AROMA has been caught and KEPT in crystal jars... a terrific array on the shelves at the PELICAN CANDY JAR.

Pure MAPLE SUGAR, pure MAPLE SYRUP... a delicacy she's SURE to love you for. MOTHER'LL stack 'em high, hot and handsome! (Can't think of MAPLE without thinking of hot-cakes). Is MOTHER a tea fancier? TEAS seem to have a romantic background with names like these... LAPSHONG SOUCHONG, DARJEELING, EARL GREY. One-upon-a-time tea was grown only for the nobility... well, isn't MOTHER? Save long hours in the kitchen by buying jars of choice JAMS and JELLIES. Ruby red WILD PLUM PRESERVES and JELLY have the same marvelous texture, color and taste of that made in Mother's own home... a treat for her, too, are the PACIFIC BERRY jams and jellies from HUBB'S FARM. Lest you forget, this copy is about one of Klamath's most fascinating shops, 722 Main, the

PELICAN CANDY JAR

Worth a Fortune and The

pot of gold at the foot of the rainbow are the THOUGHTFUL things you do... like leaping out first, putting the coffee pot on... like closing your eyes when the fender's bent just a LITTLE... like sending flowers from the SUBURBAN FLOWER SHOP. Flowers have a way of saying "something special for you" to MOTHERS old, young or going-to-be. If you plan to send flowers far away, drop EVERYTHING... do it now! The SUBURBAN FLOWER SHOP guarantees satisfaction and SPEED, through FTD. But even lightning takes a LITTLE time to go places. Don't take a chance that on MOTHER'S DAY she'll be holding back tears, thinking you've forgotten. Blossoms in profusion, plants varied as the calendar... just the right one for EACH personality. Roses, orchids, carnations... a treat to see as well as give. Corsages are beautifully made... imaginative, fascinating... planned to blend or accent ANY costume. You'll be drawn to these like a magnet. Potted plants have a habit of becoming part of a permanent garden... if Mother has a GREEN THUMB, stop right here! Shop EVENINGS. The SUBURBAN FLOWER SHOP will be open 'til 9:00 two evenings before Mother's Day. If you've procrastinated... they'll be open on May 11th 'til 1:00. Should end this with a whoop and a holler... no two ways about it... surprise MOTHER with buds and blossoms from 3614 South Sixth Street, the

SUBURBAN FLOWER SHOP

This Is a Warning!

Mom's going to burst at the seams, kick out a skylight, throw propriety out the window if YOUR love for HER, come MOTHER'S DAY, has been spoken in the truest language, in the world, the sweet whisperings of flowers from KOHN'S FLOWERS and GIFTS... do your gifting in a different way THIS year, let KOHN'S use the knowledge of long practice to dream up an ARRANGEMENT OF CUT flowers in a pretty POTTERY bowl or vase... she'll have THAT to keep and use again... found some beauties there this week, even WALL BRACKETS and those stunning CRYSTAL GLOBES...

Give BRIGHT flowers while she's living and is full of fun and gay... wear a white bloom if she isn't, in her memory, Mother's Day... don't FORGET...

You can drop into KOHN'S with mind blank as a sheet of copy PAPER and come up with FORTY ideas before you go three steps... the shop is THAT crammed with IDEAS.

Give her a CORSAGE to wear to service in HER church on Sunday morn or CERAMICS made in our town by a clever girl named MARGE... prices haven't spiraled, there's a GIFT for every purse...

KOHN'S will be open for PICKUPS on orders Sunday morning, MAY 11 but goodness! DON'T wait THAT late... ESPECIALLY if you are sending your love across the miles by AIR MAIL or SPECIAL DELIVERY... give the hurried folks at least 4 OR 5 days to steal her heart away with a gift from, 430 Main,

KOHN'S FLOWERS and GIFTS

Mom Is What Kids Yell

when they fall and scrape a knee. MOM is what Junior screams at the top of his lungs when he gets home from school. MOM is what Pop belittles when he can't find his pipe. MOM does everything. That's why we're in favor of a WE LOVE MOM gift from YOUR STORE.

Grandma wouldn't have believed it but it's true, YOUR STORE has linens so elegant they'll make you blink your eyes. A hand-painted Irish linen dinner cloth and napkins... a lavish gift for a discriminating MOTHER... on the second floor... worth climbing to see. Don't hurry by the CHINA and CRYSTAL on the mezzanine. "Pieces of eight" or singly, you'll find that "you can take it with you." Never dreamed there were so many ideas for linens. If you aren't sure just which to get... ask for expert advice at YOUR STORE... take one Mother will be PROUD to own. Kindle her spring wardrobe with costume JEWELS... old gold necklaces with an "antique" look... glittering rhinestones for ears, wrists... scatter pins to PERK up everything. Dawn-to-dusk classics in HANDBAGS... exquisite HANKIES... BRIC-A-BRAC and COPPER. Try-into to CHOOSE will be a weighty business.

MOTHER'S DAY cards... beribboned, quaint, gay or sentimental... you'll burst into song at the selection. A tip for Pop and the kids... gifts are WRAPPED at YOUR STORE with paper and ribbons fit for a Queen. Looking just comes naturally... you won't have to wrinkle your brow anymore... when you can give a lot for a little from 721 Main

YOUR STORE

Who Let You Lick The

frosting bowl and have your cake, too? MOTHER'S DAY is just around the corner. Deck her in posies... pamper her with breakfast in bed... WHATEVER you do... don't forget that VOIGHT'S PIONEER OFFICE SUPPLY has scores of suggestions. Discovered you can make a personality with WRITING PAPER from a variety of stunning WHITE and WYCOFF stock. AU-TOCRAT VELLUM... silver-edged note paper and note cards. LONDON CRUSHED BOND in cabinet boxes... letter writing will be a JOY. Martha looked east and west... couldn't find PRETTIER wrapping paper than at VOIGHT'S PIONEER OFFICE SUPPLY. Lovely enough to frame... think MAYBE you should keep the gift... give MOTHER the scrumptious paper. It does add that loving touch Mothers cherish. A tip-top FOUNTAIN PEN designed to give her lasting pleasure... make her gift for THIS day a SHEAFFER, PARKER or WATERMAN pen priced to suit every piggy bank. Wouldn't you know we'd find the unexpected right spang in the middle of HOME BUDGET RECORD BOOKS... DESK SETS... UNUSUAL RECIPE FILES? A gift that Mother will treasure above all... INDIAN ART WARES. No two alike, these vases and dinner bells are hand-made... beautifully molded. If she's young and just feathering her nest, she'll love their richness. If her home is well-established, she'll love this addition to her collection. So REASONABLY priced 'twill take the heat off your wallet. MOTHER'S DAY CARDS have gone glamorous at VOIGHT'S PIONEER OFFICE SUPPLY... flowers glitter with rhinestone dewdrops... touches of lace... sentimental... fussy... choices are myriad. A WORLD GLOBE from one very thoughtful... so she can spot her boy or girl, somewhere far away between the North and South Poles. This store is a HANDY place to shop, there are so many gifts under ONE roof. You can cover a lot of ground in a little time if you buy at 629 Main.

Voight's Pioneer Office Supply

How To Make Mother's Day

the best ever? Looking for something special? EASY! The secret is simple... a BOWL O' BEAUTY to make MOTHER'S DAY live for months from THE KLAMATH FLOWER SHOP. It's the little touches here and there that make a home... petunias in a window box... firelight on the hearth... gleaming copper... dewy BUDS or full blown ROSES in a crystal sphere. Treated for long life these blooms have been picked at the peak of their beauty. Red as red, a daily reminder that MOTHER is TOPS with you. No need to wait 'til the last minute to get these roses for her... in three sizes the BOWL O' BEAUTY can be tucked away now from 1112 Main,

The Klamath Flower Shop

Some Folks Think

because we aren't close enough to weekend at swank BAR HARBOR... drop into MADELEINE'S for SUPPER or enjoy the continental cuisine at LUIGI'S... that we couldn't possibly have a shop in OUR TOWN where at a moment's notice we can drop in and pick EXCLUSIVE gifts. These folks haven't yet discovered our ART CENTER. Now's the time to tell 'em! MOTHER'S DAY gifts from the ART CENTER are different... superb, inspired, handmade... handwrought lovelies. Knowing that lots of folks are budget conscious... you'll be pleasantly pleased to find EXCLUSIVE does not mean expensive. Once you get inside the ART CENTER you'll robin-hop from one end of the shop to the other, there are so MANY devastatingly lovely things to see. It's a rare compliment to give MOTHER an EXCLUSIVE gift from 1227 Main, the

ART CENTER

It's No Secret

that the nimble fingers of the gals at STORMY'S BEAUTY SALON can make MOTHER feel like "sweet sixteen," excited about her first date, just by whisking off those LONG locks and giving her one of those "smoothie" cuts that lay close to her pretty head in swoops of WAVES and little ringlets... not a CLOSE clip but a SEMI-POODLE, one that SWOOPS upward from the "nape" to make a pretty BACKGROUND for this season's smart new hats.

GIVE her a "short-clip" and a PERMANENT for a gift on MOTHER'S DAY. STORMY and her staff give the LATEST types of waves... waves that will be gentle to her hair... RFLING... ZOTOS... COLD... MACHINE... MACHINELESS... experts KNOW just what wave her hair will need... play safe and put your MOM in competent hands. Help her look enchanting... Dad will rave and she will beam, and deep down in Y O U R heart you'll KNOW you gave the gift of gifts that will make her spirits soar to the Milky Way... a gift of personal beauty, a new TRIM and PERMANENT from the friendly shop in the ESQUIRE BUILDING on PINE.

STORMY'S BEAUTY SALON

You'd Think by Now

everyone would know MOTHER'S DAY is May 11th, but some folks haven't even STARTED to think of the perfect gift for MOTHER. Cottage or castle wherever you live, gifts at THE TOWN SHOP are for EVERY mother. Wonderful EBANBAGS in genuine leathers, straws, plastics... small or large... colors to blend or contrast. You needn't move a muscle to shop for HOSE... slimming, seductive nylons with sleek-as-skin fit. MOTHER would love a scarf with PERSONALITY... twist them here... tuck them there... give one pull and presto... last year's suit looks like a 1980 model. Ask at THE TOWN SHOP for gloves. Her hands will make pretty, gay gestures in those Martha saw. You'll find scads of ideas in stunning BLOUSES... lovely DRESSES... lacy HANKIES... glittering costume JEWELRY. Save sole leather... frazzled nerves by doing your MOTHER'S DAY shopping all under ONE roof at 500 Main.

THE TOWN SHOP

With Love -- To Mom

from CARTER'S... a whole day without ONE thought about making apple dumplings, crumpets or blueberry pie... without even THINKING about shopping for Sunday GROCERIES... worrying about BREAD in the bread-box and BLUE CHEESE in the REFRIGERATOR... because... CARTER'S is inviting all Dads and all Sues and Timothys to REMEMBER that May 11 is MOTHER'S DAY and to give MOM a vacation from pushing grocery carts around the store. Take her OUT to dinner... make her a QUEEN that day... don't let her turn a finger toward opening even a can of PEAS... but LOOK out MONDAY... she'll be so THRILLED at all your thoughtfulness, will be so FILLED with HAPPINESS she'll break into a trot to get to CARTER'S to buy you JUICE and JELLS... So here's to a day of leisure and love for MOTHER... next week you'll be hearing all about good, FOOD from 1420 Esplanade, "Your Most Thoughtful Grocer."

CARTER'S