

★ Martha Shops and Shops ★

Take The Compliments

and keep the change when you show up on the campus in the fall's fairest fashions in SKIRTS from (you know WHERE) LONG'S . . . there's NOTHING more ego-satisfying to ANY gal than KNOWING she is up front in fine FEATHERS . . . because you just CAN'T put your best foot forward in anything LESS than the BEST.

That's why we say, unfurl your umbrella, look up more adjectives, get set to spill the superlatives and go to LONG'S for vibrantly smart, NEW DARK TONE SKIRTS . . . the ultra-wearable ORLON and WOOL WASHABLE Lorette fabric, that takes to water like a duck to a lake . . . head-turning, interesting SKIRTS . . . with emphasis on PLEATS, box pleats, unpressed pleats, knife pleats, stunning touches, POCKETS, BACK ZIPPERS over your derriere, STITCHING, WIDE BELT LOOPS . . .

You'll RAVE over the scintillating flattery of the brown all wool with lighter COIN DOTS, flippy pleats and AMAZING belt . . . the flattering TWEEDS in mulberry, gold, grays, browns . . . the NOVELTY mixtures . . . the black WRAP AROUND, the "darlings" that FLARE, the snazzy DARK plaids, at LONG'S.

You'll think we are completely "zingy" on this subject of SKIRTS and we ARE . . . YOU will be TOO when you check on PRICES . . . we're going to let you GUESS on those.

Klamath's most attractive gals have long since learned that the way to welcome fall fastidiously is to shop FIRST for school SKIRTS at 719 Main,



Long's



Don't Trust To Luck . . .

or think the sun can't fool you . . . sun-dials are OUT but TIME moves on, appointments beckon and you'll be LATE unless you put your faith in HARWIN'S, and name brands known across the nation.

The lives we live DEMAND that we be prompt . . . a TIMEPIECE helps you . . . get one that LASTS, won't break if breathed upon . . . a WATCH that you can trust when you are aiming for a BASKET . . . a watch that runs along with you down yonder CINDER trail . . . a watch that's ACCURATE, TOUGH, GOOD-LOOKING . . . For boys and girls.

HARWIN'S has them for SPORTS and DRESS in any style your whim dictates . . . watch bracelets too . . . \$3.95 up.

If you are CAMPUS-BOUND, the reasons MULTIPLY for needing TIME to use HARWIN'S easy credit plan, pay now and then, on TIME of course and use your WATCH while paying . . . FRIENDLY credit is up to you but HARWIN'S helps and adds GREEN STAMPS to bind the bargain tighter . . . will show you PARKER and EVERSHPARP PENS and PENCILS to write your check to pay with . . . PRICE TAGS won't scare you at 701 Main,

Harwin's



Best You Proceed

in high gear to TOTS-TO-TEENS if you plan to buy a WARDROBE of those YOUNG styles in MAGARET O'BRIEN frocks for your pert young daughters BECAUSE THE PUBLIC knows this name and comes a' runnin' . . .

Don't buy your pixie's dresses with your eyes shut or just by saying "eenie, meenie, miney, mo." Shop WISELY, buy the kind of COTTONS that have AMAZING features . . . won't SHRINK, that need no starching, EVER . . . that dirt rolls from, that wrinkles shake right out of, that dries real quick and mildew doesn't bother . . . DAN RIVER COTTONS, the name that really should be emblazoned in bright lights on Broadway. And priced at \$4.98 to \$5.98.

Did a down-to-earth shopping stint for you at TOTS-TO-TEENS this week and found that PLAIDS are in for gurlies of ALL ages . . . 3 to 6X and 7 up to 14 . . . CUTE styles in DARKER colors definitely different than in years gone by. This isn't RUMOR, we were there and saw them . . . Go, deck your darlings sweetly in these kiss-winner Margaret O'Brien SCHOOL ROOM frocks at 519 Main,

Tots To Teens



For Girls Who Clamor

for FOOTWEAR glamor . . . for those who are "CHOOZY" and just a bit "WHOOZY" about SHOE VALUES, the road BACK-TO-SCHOOL leads from MILLER'S SHOE DEPARTMENT with NEW styles in SPORT OXFORDS and FLATS . . . shoes that the junior SMART SET really "go for."

Did a BEHIND THE SCENES stint for you GALS who will soon be rooting for Johnny at Center and LITTLE SISTER who will soon be learning to spell CAT.

Found those "divilish" looking all-white, smooth ELK oxfords with the PERFORATED saddle . . . the new PEP-PEPPERS, white BUCK that will march proudly down Main Street to "Mighty Pelicans" come that gridiron tilt with the Black Torpedoes . . . pink rubber sole for Umph at MILLER'S SHOE DEPARTMENT.

Color has gone "tizzy" in a tantalizing way in the BUCKSKIN TUGBOAT OXFORDS waiting to be worn . . . look for them in inky black, silvery gray, giddy blue and earthy brown, wonderful colors for the new full frocks and skirts and sweaters . . . crepe soles, only \$8.95.

MILLER'S SHOE DEPARTMENT has those sought-after, perfect-fitting LOAFERS that will fit feet that are DIFFICULT . . . per buckled STRAPS.

RED GOOSE, exclusive at MILLER'S, is calling all Mommies looking for SCHOOL SHOES for young Tillys and Tommies . . . RED GOOSE SHOES for tiddley-wink tossers and the gals who root for KUHS . . . Complete size range in snazzy colors and standby browns, straps and ties . . .

Found those never-go-out-of-style MARY Janes that twinkle in patent to parties . . . BIG SISTER and LITTLE SISTER RED GOOSE trippers . . . CHILDREN'S \$5.95 and \$6.95 . . . HIGH SCHOOL GALS, \$6.95, \$7.95.

Half the fun of having feet is RED GOOSE SHOES . . . you pay no more for experienced fittings and the easy-to-use-lay-away-plan at 512 Main



Miller's



The Man With The Hoe

the man with a pencil behind his ear . . . the kids who've been swimming, your dog Fido and the cat you call Tim will all come running when that tender young pan-ready RABBIT from TAUCHER'S MEAT DEPARTMENT at CARTER'S starts sizzling . . . packaged in cellophane, about two pounds to the weighing, good as young chicken . . . Found PRIME loin chops of LAMB and LAMB LEG for roasting . . . VEAL SIRLOINS and T-BONES . . . SWEETBREADS for SAUTEING . . . fresh SALMON and fresh HALIBUT just in from the ocean . . . at TAUCHER'S.

CHOICE BEEF in WHOLE pieces or ground for YOU twice daily at this MEAT DEPARTMENT where you get more FUN for your money . . . BECAUSE you know that in these days of high prices every NICKEL must count and count they sure WILL when you buy QUALITY MEAT at 1420 Esplanade,

Taucher's at Carter's



After Many Months

of patient waiting, LA POINTE'S ships have come sailing in, over the bounding main, laden to the gun's with a full cargo (hundreds) of luscious, cloud-soft, brilliantly-colored new SWEATERS, direct from SCOTLAND, marked with famous NAMES in the SWEATER world . . . PETER SCOTT . . . TURNER RUTHERFORD . . . DRUMLAN RIG in HARWICK where the finest wool in all the world is sheared and carded . . . from LENNOX of LOCH LOMOND . . . from BERNHARD ALTMAN, the NAME best known for SWEATERS from VIENNA, here in TIME for the trek back to pencils and notebooks . . . NOVELTY styles, your BELOVED classic styles . . . beautifully full-fashioned, knit with SNUG NECKBANDS and WAISTBANDS (they'll NEVER LOOSE shape) knit from the softest yarn known, LAMB'S WOOL for the SOFTEST of CASHMERES.

PRICES start at \$7.95 at LA POINTE'S and from there on the sky is the limit (\$25) for HAND-KNITTED . . . HAND-FASHIONED Intrasia SWEATERS . . .

But LISTEN . . . LA POINTE'S recommends that you remember and look for your beloved JOAN MARIES . . . SWEATERS with the ELASTICIZED CASHMERE NECKBAND that slips over your head, snaps back, won't permanently STRETCH . . . 100% WOOL . . . beautiful colors . . . SHORT SLEEVE SLIP-ON, \$3.98 . . . LONG SLEEVE SLIP-ON, \$4.95 . . . LONG-SLEEVE CARDIGAN, \$5.95. Campus chatter . . . "It's a Wonderful Store."

La Pointe's

Campus Bound Without

going to MILLER'S? You'll be SORRY as the gal who figgers she can win in a walk in Jeans at a Homecoming dance come Autumn . . . it JUST CAN'T be done if you are looking for SKIRTS and SWEATERS you can puff your bosom over . . .

News about the new ORLON magic material that you can nap in and get up looking chic in is the BIGGEST fashion news since Gramma wore whalebones . . . ORLON looks and FEELS like 100 percent VIRGIN wool, it has that lovely texture that marks you a GOOD DRESSER in the dorm . . . WASHES perfectly with NO marring that mars the beauty of NATURE'S product . . . shrugs off wrinkles . . . won't STRETCH nor SHRINK after dunking repeatedly in warm suds . . . don't even PRESS. Just wash and rinse and HANG your skirt to dry . . . leaves you hours and dollars closer to doing the things you love to do.

You'll ADORE these smart, new DARK plaid SKIRTS at MILLER'S, scads COMING in DAILY, scads of styles in BOTH ORLON and 100% WOOL . . . prices START at \$10.95.

Join the "jive-set" in a JANTZEN or a JOAN MARIE sweet SWEATER . . . you've WORN 'em . . . you KNOW 'em . . . they make you pretty coming and going . . . sizes to fit EVERY "girie" . . . new STYLES that will get the wolf calls . . . SIZES up to 46 . . . PRICES \$3.95 to \$13.95 . . . so take your call and make a bow in SKIRTS and SWEATERS from the SPORTSWEAR DEPARTMENT at 512 Main,

Miller's



Hot Diggity, Kids!

No more grumblin' . . . no more spats . . . no more talk about SCHOOL SHOES wearing thin almost before you get 'em home if your MOM'S been "wised up" to POLL PARROTS . . . POLLY DEBS for older girls and those tough-as-an-elephant-hide Scotch grain BROGUES we found for young Americans at VAN ORMAN'S.

Time WAS when kids kicked pine cones, "tromped" cow trails and went to town barefoot because shoes were scarce and hard to get but THOSE were the days B.V.O. (BEFORE VAN ORMAN'S) and the BIG new stock of POLL PARROTS, sizes 8 1/2 to 3 that can TAKE "Skip to m' Lou," a swing on roller skates or Run Sheep Run . . . SHOES for BOTH boys and girls that are DIFFERENT . . . STURDY . . .

STRAPS in these sturdy SHOES that bring a sigh of relief from Mommies who tire of knotting shoe strings . . . and here's GOOD news . . . PRICES on POLL PARROTS at VAN ORMAN'S have taken a nose dive.

Husky boys who shy away from "fashion talk" about foot covering DO go for "swell lookers" that can wade a rushing gutter or wet weeds in the ball lot . . . the "he-man" BROGUES of heavy, supple leather you've been waiting for . . . SIZES 3 to 5.

Special attention given to PROBLEM feet and proper FITTING.

Help the "twigs on your family tree" lead a "Life o' Reilly," free from scuffs and scoldings with SCHOOL SHOES that wear and wear from 527 Main,

Van Orman's



Know What Stamps

a lass as being on the BEAUTY BEAM . . . makes her a candidate for sweet looks from the bashful boy across the aisle . . . for a beauty contest and a kiss from Grandpa?

If you DON'T . . . here's a tip from CURRIN'S . . . before she wanders down the lane in the back-to-school parade, pert in plaids and saddles, WAVE her straight locks . . . put ringlets 'round her ears, crinkles in her bangs with a DE-LYTE HOME PERMANENT . . . the completely NEW home permanent without a "spec" of harsh acid to endanger hair or person . . . a DE-LYTE HOME PERMANENT needs no NEUTRALIZER, no TEST CURLS . . . can even be used (it's so GENTLE) if the operator has an open cut on hands or YOU have scratched a skeeter bite around the hair line . . .

No SPECIAL type of CURLER needed either . . . even METAL CURLERS work as well as plastic . . . sez CURRIN'S.

Use as OFTEN as you like . . . give a new permanent before the old one is gone . . . no damage done . . . DE-LYTE HOME PERMANENT has VITA-LYTE hair conditioner that starts to make young locks shimmer the instant it is applied . . . gives hair new health and beauty.

Young women of fashion! . . . GET READY! . . . GET SET! . . . GO! to Ninth and Main,

Currin's

Sometimes We Wonder

Just HOW or WHY it happens that the RIGHT copy fits the TIME at RICKYS . . . that SILVER'S sold at CHRISTMAS and CHINA for a wedding . . . that WATCHES come in flocks when school bells ring . . . it might be HAPPENSTANCE, but we suspicion that it's GOOD PLANNING to get you there on TIME just when you need it for reaching classrooms before the teacher pounds his desk and crosses off YOUR name.

RICKYS can surely save you TROUBLE with a WYLER, the WATCH that never bruises . . . won't LEAK if you are tossed into the millpond . . . won't stop for DUST because DUST can't penetrate the cases . . . can take the SHOCKS of pretty gals, new faces . . .

WYLER watches in a lot of combinations for both boys and girls at RICKYS . . . stainless STEEL cases for the he-man whose TIMEPIECE takes a beating . . . a combination steel and gold that's solid, beauty satisfying . . . MANUEL winders (use your muscle) at \$39.50 . . . automatics, the kind that wind themselves while you are up at bat, \$52.50 up, THESE for MEN . . .

HIGH-STYLE for GALS, these too, can take it . . . new modern DIALS that get second looks from roommates . . . two kinds of gold, old standby yellow or smart white gold in WYLERS . . . \$29.50 up.

Then . . . RICKYS sez "we've got 'em", the NURSE'S WYLER, the TIMEPIECE that helps take your pulse and tells the hour when trays are coming . . . same fine features as a dressy watch but built for working.

And there's the reason WHY we wonder . . . it MUST take THOUGHT and TIME to be prepared to help you buy the RIGHT WYLER at 700 Main,

Rickys



If You Would Bewilder

the boy who's eyes look first your way across a "Squeeze-Inn" table . . . if you want ROMANCE and to know the way to FIND it . . . if you would be the gal who gets dates while roommates sit and ponder, take a tip from those who KNOW and make your school sweaters JANTZENS from the TOWN SHOP.

Be a sweater girl in these soft "sweeties" packed with distinction, tagged with the elfin charm of names like "HONEYBUN" and "CHIN-UP" (scads of others.)

TOWN SHOP has brought your 1952 new knits . . . man-snaring COLORS, BUTTERSCOTCH, TURQUOISE with new lilts, a rosier ROSE, a sweetheart LILAC, CUBAN BLUE, deep-toned as our own broad PACIFIC, PINE GREEN, MINK BROWN, a golden YELLOW, smart BLACK and WHITE, a lovely HEATHER and these are just a tiny sample of the snafu colors . . .

Three NEW styles with nonchalant ideas . . . SLEEVELESS ones with daring stand-up TURTLE NECK that cups your face . . . THREE-QUARTER SLEEVES that push up to the elbow, new RIBBING at the neckline, cuff and waistband, a bit of fullness over the bustline that is a bit bewitching . . . the SMARTEST colored salt-water PEARL BUTTONS . . . matching EARRINGS for every single color . . . at TOWN SHOP where prices on ALL-WOOL and KHARAFLEECE with touch of magic NYLON start DOWN as low as \$4.95 for SLIP-ONS and STOP at \$15.95 for long-sleeved CARDIGANS . . . SIZES 32-40.

Now shut your eyes and make a wish and you shall HAVE it . . . if you have dared to hope for KNITTED SKIRTS from JANTZEN . . . we found them, matching JANTZEN SWEATERS . . . these won't SAG or STRETCH and you can TUB them as you do your SWEATERS . . . we COULD tell ALL, but time runs out and SCHOOL is crowding close, so YOU go see them at 500 Main, the

Town Shop

★ ★ ★ ★ Hey, Kids!

Klamath Merchants Association

Invites You To A

FREE SHOW Friday Morning

Doors Open 9:30

Pelican Theatre

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