

Martha Shops And Shops for

Sure Signs of SPRING

THIS IS FOR THE YOUNG

in HEART... the girls who follow the "Path of the Sun"... who take their cues from TOWN SHOP... who want to look like a sunburst in a Chinese sky, plus the color of a caravan across the wide Sahara... like the brilliance of a Hindu woman's sari... who want to palpitate a heart next door...



It's for YOU who'll get a thrill from wearing those devastating "South of the Border" SQUAW DRESSES we found this week at TOWN SHOP. SQUAW DRESSES with halter sun backs, with dip-down shoulder lines, with floppy skirts to billow in the wind, with wee puff sleeves and belts of TWINE, with GAUCHO belts of silver coins and brilliant bands of braid, metallic rick-rack...

These "new to the realm of fashion," SQUAW DRESSES, in one and two piece styles are CALIFORNIA fashions, made for beach bounding, for pool-side promenading... for city capers or country calling... in gay fiesta colors, tangerine, deep grape, teal green, singing blue, red, gold, at TOWN SHOP.

Where WE fell "heels over earrings" over the "broomstick" pleated SKIRTS of the two-piece styles... the graduated COLORS from waist to hem, the EASE of washing, simply douse in suds, rinse and wrap on a broomstick to dry... no ironing, no pleating... ONE look and "YOU'RE" sunk, if you're under 60.

There's SOMETHING about the COLORS, the "divilish", daring trims, the sway of the skirts, the touches of metal that will whirl you away to a carefree land where a Matador smiles while you wave a rose... it's FUN to DREAM while you pluck the cream of SQUAW DRESSES from 500 Main.

TOWN SHOP



Now that it's practically Spring look for ONE good frock of that pliable acetate surah, the rich fabric that means the sort of clothes you want to live in. Make it an abstract print in tones of brown or blue or gold to blend with your costume color trend, be sure it's a shirtwaist casual, tuck a flower to match the deepest color at your belt line and wear it with a cartwheel hat all summer.



Soft yoke details in suits are one of fashions most flattering lines this season... many are only cleverly stitched half moons or wedges of deep-toned insets or a deep V outlined with nailheads, but whatever the trick, it truly is one of the kindest for every woman regardless of age or figure.



PRETTY STEPS TO SPRING

the blithest, lithest way to set a fashion pace toward EASTER, the "Flatter-U" poems in FOOTWEAR at MILLER'S SHOE DEPARTMENT... "The Big Four" way... FLORESHEIM... TWEEDIES... RED CROSS... SELBY... famous brand names in the SHOES you love.

This is a FEMINE spring with some of the prettiest foot glamour you've seen in YEARS... light and airy Swiss Milan straw SANDALS... cloud-cool PUMPS of NYLON LACE, elasticized to hug each curve and hollow... soft and supple LEATHERS to cradle your tootsies... bare and beautiful, open strap SHOES with slender tapered heels, a favorite accessory for your most FEMINE frocks at MILLER'S SHOE DEPARTMENT... TIES and FLATS and WEDGIES...

Spotlighted PATENTS and colored CALFS... navy, new shades of red... smart new BEIGES... vibrant BROWNS... flowery PASTELS to make your pulses throb.

Use your SHOES deliberately, enchantingly to capture compliments... expert help will guide you to walking charm... of COURSE you'll reach for HANDSOME styles, but back of them, behind the scenes, are fine CRAFTSMANSHIP and VALUE, superior QUALITY and the word of MILLER'S...

So here's to a whistle-getting Spring and Summer... walk on air... travel in comfort, pillow your feet, float in "America's Unchallenged SHOE VALUES," from 512 Main.

**MILLER'S SHOE
DEPARTMENT**

WHEN SPRING UNLOCKS

the flowers to paint the warming soil, your spirits soar... thoughts turn to pink tulips and blue bells, a gay new bonnet, to ruffly curtains blowing in a breeze, to shining sterling, to sun upon a pool, to EASTER and new FROCKS at MARVIN'S where you're NEVER disappointed.



THIS year you can be a fashion plate in a SHEATH or a FLARE, in a PRINCESS or a SACK DRESS and MARVIN'S has them all... THIS is a year of detail and Baghdad colors... for Fiesta pink, wild yellow, shimmering blue, wheat, gold, bronze, clover... the year for polished cottons, pure silk shantung, nobby linens, and lace... for signature PRINTS, pale JERSEYS, HAWAIIAN prints, exciting as a hula beneath a Honolulu sky...

The year for ORIENTAL influence and metallic weaves... the year for you to walk smartly toward EASTER in a navy and white COIN-DOT Princess taffeta from MARVIN'S...

In an imported WHITE LINEN with pearl and crystal beads... in an ivory LACE with daring lines, (jeweled linens will make you a seductive sylph, so watch your step) at MARVIN'S...

Where WE simply raved over the most "mad-dening" frock we've seen this season, a sleeveless sheath dress in natural nubby linen, low round neck and without sleeveless, full-length duster COAT, both with "rat-tail" braid trim, priceless addition to ANY woman's Spring and Summer wardrobe... a linen FROCK by DARYL, in WHEAT, embroidered from neck to hem, very brief bolero, straight as a plum-bob, a RADIANT frock...

We looked and wished that you could see, the oh-so figure flattering COCKTAIL FROCKS... the DRESSY DRESSES... the CASUALS, some demure, some bizarre, sleeveless and collarless, high necklines and low... bosom binding and "waist-wasping"... EVERY color you've ever dreamed of with PINK at the TOP at MARVIN'S where...

NAMES... DARYL... GAY GIBSON... NELLY DON... DERBY of California, tell the story of QUALITY, fine fashioning, right price tags, perfect FIT for all FIGURES, from the very slender to the fuller... be his "nosegay" in color, his Queen of Hearts, his Apple Dumpling or just his smart helpmate by shopping for your EASTER frock from 520 Main.

MARVIN'S



There's a little bit of blarney in all of us, but it's hats off to the designers of women's fashions this year who have manipulated colors, with the hand of a master craftsman. In print they look like a grocer's list but they're utterly enchanting... Marshmallow, Cantaloupe, a deep golden tan, Pepper red, Cucumber green, Corn tassle yellow, Wheat, Avocado, Orange, Bread Crust brown, Wild Oats... they're at the top of the lists in frocks, suits, coats, lingerie, footwear, sportswear.



IF YOUR THOUGHTS

are turning toward the ALTAR, you're ACHING to start putting up Priscillas, hang Damask linen on the line, darn argyle socks... sew buttons on a shirt for HIM, it's time to go to RICKYS for your STERLING by TOWLE and REED & BARTON.



MADEIRA, romantic as a drift of blossoms on a silver pool, a pattern young in spirit, just for YOU... CANDLE-LIGHT, pure symmetrical beauty in an interesting light and shadow balance, made for young loves, for that home just emerging out of breathless, happy days, both exquisite, both unsurpassed for any setting, each one the result of years of work by master designers, each one, and this is news in these budget watching days, are \$29.75 per SIX piece place setting, by TOWLE, at RICKYS.

Linger long and look at DANCING FLOWERS, dainty, desirable, for that lifetime ahead, luxurious in weight, beautiful in detail, perfect in balance, expressive of today's casual living.

If your heart's on fire, if every waking moment is a song of love, if every hour is an unendurable suspense, there's no QUESTION about it... the time is here to buy your STERLING from "Your Registered Jeweler," 700 Main,

RICKYS

ROMANCE HAS AWAY

of slipping into your life in the most MYSTERIOUS fashion... while you twirl a slender finger in THAT lock of his hair... while you watch a floor show, dizzy with happiness, while you cuddle close 'neath a young Spring moon, but you've gotta be READY with lotions and lacquers from CURRIN'S for no maid ever caught man without some PLANNING.

Because it's SPRING... because you SHOULD be loved and WANTED... CURRIN'S wants to help you be the gal you want to be...

USE THE BEAUTY BAR where BIG names in FRAGRANCE... BIG names in CREAMS and unguents are a by-word...

WORTH of Paris... CHANEL... COTY... TUSSY... CIRO... LANVIN... DANA... HOUBIGANT and RUBINSTEIN... RICHARD HUDNUT... YARDLEY... FABERGE... ANGELIQUE and CARON... let your budget be your guide but set the scene for stolen kisses.

With cheeks as soft as CREAMS can make them... NAILS that shine and CURLS that glisten... CURRIN'S has the only PEGGY SAGE for nail beauty, found in OUR town... REVLO with matching LIPSTICK... HOME PERMANENTS and BATH BUBBLES... all the "tricks of trade" that make you strictly WOMAN.

Go spend your pennies and make a solemn promise to YOURSELF to be a BEAUTY with the help of EXPERT advice at Ninth and Main,

CURRIN'S



The priceless costume... little... checks... a tiny helmet, colored gloves, big and visible earrings, weighty bracelets, powder shades in nylons, fragile sandals, chiffon flannels, smaller handbags, nude kid, bronzed calf, khaki nylons, pure silk faille, flower prints... the tulip silhouette... longer bras... skinklike girdles, ruffled pettiskirts... sleeveless frocks.



Very Mogambo, a necklace of narrow leopard to flaunt above a violet cashmere sweater... pink pearls on a brown velvet band... a double lei of mink tails, nice wrapping for a scoop neck... beach shoes of straw cloth with zany pompons of flowers and a buzzing bumble bee, a white mink pillbox for wearing with a pastel coat at Easter.



KNOW WHAT STAMPS

a lass as being on the BEAUTY BEAM... makes YOU a candidate for sweet looks from the stag lions, puts YOU in the running for Miss America? There's no use in boxing 'round the bush, it's your lovely LEGS in NYLONS, the 'witchingest way to second looks, if you've been to VAN ORMAN'S and spread your budget to include those marvelous NYLON HOSIERY buys... those PERSONALITY NYLONS at new LOW prices, not excelled in VALUE by ANY first quality line. Snooping turned up FACTS... PERSONALITY NYLONS and we certainly can "sing" true notes on THIS, are guaranteed to be FIRST quality, no irregulars, no seconds...

nl lilting melody Spring colors, Sonata, Dream, Dahlia, Melody, Chatter, Gladiola, Symphony, a HUE for YOU, starting way DOWN at 89c for 1st quality, full-fashioned, 51 gauge, 15 denier... \$1 for fragile-looking, tough as leather, 60 gauge in plain and those heart-throbs, dark seams... \$1.19 for SEAMLESS, fine as a cobweb, exquisitely sheer, crystal clear, 12 deniers, the hose that looks like a fluff of powder without ONE disillusioning flaw.

PERSONALITY NYLONS come from nationally known, famous HOSIERY mills, Davenport and Burlington, brought to YOU by VAN ORMAN'S, tried by US to really PROVE the point of WEARABILITY... YOU can't imagine how really rugged SHEER nylon hose can "be" until YOU'VE tried VAN ORMAN'S PERSONALITY...

It's mass BUYING by the "powers in the driver's seat," on a nation-wide scale, that leaves the extra DOLLARS in YOUR pocket when you buy the PERSONALITY way.

Take ten women in "the know" - ask them how they guard their dollars, and WHAT do you think they'll say?... with iron bars, a mastiff pup, a bodyguard of Nubians? Nay, Nay... they pay LESS for tip-top PERSONALITY NYLONS at 527 MAIN.

VAN ORMAN'S

THERE'S ONLY ONE

way to those delectable chocolate BUNNIES, those DE-licious marshmallow and cream filled EASTER EGGS, those ducky BASKETS filled with SWEETS... not down by the lakeshore, across the hill nor over the field but right down MAIN STREET to VERA'S and VERA'S OWN MAKE CANDIES.



Popped in this week to see "what's cookin'" and found HUGE big metal paddles going 'round and 'round, turning out tempting taste ticklers for Easter eatin'...

Saw the ACTUAL makings of fine sugar CANDIES, whiffed the tantalizing light and dark CHOCOLATE coatings that wrap inner goodness of fruits and nuts... watched nimble fingers fashion fancy fixins' for friendly giving in those beautifully packed, VERA'S OWN boxes of assorted CANDIES... 1-23 pound sizes with special EASTER trim...

Special boxes packed for shipping any day you name... leave an order EARLY for those "his 'n her" own chocolate-coated EASTER eggs, the LITTLE gift that thrills all kiddies.

THIS candy kitchen's SPOTLESS... clean as a snowflake, floating in moonlit air... drop in and SEE how very CLEAN you'll find it, then ORDER... BUY without a qualm at the NEWEST candy spot in our town, 1005 Main.

VERA'S CANDIES and NUTS



TWINKLE... TWINKLE...

Little Star... bet WE know just where you are! Not out playing on the strand, or after yonder gypsy band, nor sliding down a cellar door... YOU'RE at TOTS TO TEENS, the store... where all Mommies go for those slick-chick, sweet little nylon BLOUSES, white with confetti dots little round yokes, rushing edged, sizes 2-14... TWO prices, \$2.19 and \$3.98...



At TOTS TO TEENS where we discovered wee BROADCLOTH blouses with wee round collars... drop-down-a-hem-add-a-year BAM-BURY COATS that save you DOLLARS, gay little flannels in pepper red... blue and white checks with matching hat... pink poodle COATS and prim little navy COATS with little girl touches... sizes from infants to SUB-TEENS in every color, every hue, priced for EVERY budget, \$10.95 to \$29.95 where we did a dippy-doo over the cunning, little BOY suits, suitable for cherubs, just starting to be he-men... sturdy wee LINENS, brown jacket, gold knee pants... navy jacket, light blue knee pants, with suspenders for anchoring... THESE are as fetching as you'll EVER find, for little gloom chasers, ONE to FOUR years, all at \$4.50.

Deck your darlings for Easter "eggin" where you'll dote on looking at feminine frivolities and manly masterpieces for the young fry, 602 Main, LEON'S.

TOTS-TO-TEENS



YOU'LL BE AS SURPRISED

as an Easter bunny in a nest of colored HEN eggs on Easter morn when you get to YOUR STORE and find those "young in fashion, young in heart," Spring costume ACCESSORIES for your Easter jaunting... THESE little EXTRAS won't nick a nip in your next month's pay check, but HOW they pay off.



ACCESSORIES are the cream on the shortcake, the marshmallow on a Sundae... timely enchantment in COSTUME JEWELS at \$1 up at YOUR STORE, chalk white accents on a charcoal suit... smoky pearls on red, amethyst and gold against a yellow blouse, topaz on brown, turquoise on gray, the JEWELRY way to smartness in this Spring's gorgeous styles...

BERKSHIRE NYLONS, sheerer than mist for the curves that count, your shapely legs, in flattering new Spring colors... HANKIES to flutter and nosegays of FLOWERS, clusters of ragged robins, cornflowers and pansies, violets and camelias to nuzzle your chin, flirt from a shoulder, pose on a handbag... VOLUPTÉ COMPACTS to keep you pretty and HIS eyes where HIS eyes "order" be... a silken SCARF to give that priceless look... a BILLFOLD to hold your folding money... in all the WANTED leathers.

IT'S those LITTLE touches that are the fashion route to collecting compliments... you find them at 721 Main,

YOUR STORE