



GOOD NEWS for devotees of Prince Matchabelli's classic Abano Bath Oil is that its inimitable fragrance, so richly compounded of oils of plants, herbs, shrubs, bitter orange, flowers and moss, is available in the wonderfully convenient and expedient pressurized form. Prince Matchabelli has introduced Abano Cologne Spray Mist.

Abano Cologne Spray Mist

Clouds and clouds of fragrance are possible . . . thanks to that marvelous modern invention, the pressurized container. A slight pressure of the thumb and enough fragrance is atomized to cover you from head to toe, in seconds flat. No time wasted . . . or liquid fragrance dripped on highly polished furniture or floors. Wonderful ease of application is matched only by effectiveness of result. You are completely surrounded with an aura of fragrance . . . for hours, as the millions of tiny particles of fragrance cling to your skin. And as a final fillip . . . when you are all dressed, spray clouds of the fragrant mist immediately in front of you and step into them.

This is even an excellent way to fragrance your furs . . . no danger that the fine mist will stain the precious pelts, which direct application might do.

A rich and full-bodied fragrance classic is newly available in the wonderfully convenient and effective pressurized form. This is timely news . . . now that the time has come to put aside

the light summertime fragrances along with the casual clothes we wore in the warm weather. Certainly, the new and exciting Fall clothes call for more complex scents . . . more exotic, more dramatic.

A fragrance that falls into that classification is Prince Matchabelli's Abano . . . so richly compounded of oils of exotic plants and herbs, flowers, and moss.

New pressurized Abano Cologne Spray Mist is for spraying this luxurious fragrance in clouds . . . on you, to intensify the lingering fragrance of an Abano Oil bath . . . in clothes and linen closets, to impart a subtly delicious fragrance to the contents . . . into the air, to clear a smoke-laden or musty atmosphere.

OPEN-FACE SPECIAL
Combine 1 pint of cottage cheese, 1 small can sardines, drained and mashed, 2 tablespoons lemon juice, 1 tablespoon chopped chives and salt and pepper to taste. Spread on butter slices of rye bread. Garnish with a slice of tomato and a cold tomato juice.



DRAPED SHEATH

The shape of things to come . . . an exciting new silhouette, "The Draped Sheath," emerges as the newest figure-flatterer on the summer scene. Rose Marie Reid creates an entirely new shape: A long fitted bodice smoothed faultlessly by long line stays; a high moulded bosom, gently flaring to width at the sides to give body balance; and most significant of all, taut horizontal draping across the lower torso, gently camouflaging and proportioning. Four exquisite swimsuits created in the draped sheath silhouette are "Rhapsody," "Keynote," "Lime-light," and "Enchantress."

Other important silhouettes of the season . . . the sheath; the tite-leg shorts suit, a boy's short with cuffs which lie gently against the thigh; the loose-leg shorts, cut with a trim close body line; the hourglass, Rose Marie Reid's fabulous shape-maker; and the newly important two-piece suit. Each silhouette in the collection has this in common—each is designed to give the utmost in figure flattery, first through the unchanging use of inner construction which moulds the figure like a fine foundation garment; secondly through clever design that puts fashion on the outside but brings the figure the look of perfect balance.

Come summer, thoughts lightly turn to those of pretty cottons.

YOUR KEY to a beautiful figure is the shaped perfection of the design magic of this "Draped Sheath" silhouette. Your torso is smoothed and lengthened, your hips gently camouflaged by tucking that stretches taut to trim and slim. Rose Marie Reid has given you another prophetic silhouette. Just the thing for that winter vacation at a sunny beach.

Leather Flats Go More Places

The college girl's leather flat used to be as much a badge of identification as her sorority pin. Now, however, she wears her flats long after her pin has worked its way down among the unstrung beads and the broken earrings.

And as the flat goes more places, designers give it more attention. This fall flats will display so many of the season's fashion trends that they will be distinguishable from other casual shoes only by their heels. Even these will be higher than in the past, many on the dressier flats extending to one-half inch.

Almost every trim applied to daytime shoes — and some heretofore

used only on late-day and evening shoes — is now applied to flats. They boast spectator-type perforations, vari-colored underlays and overlays, straps, buttons and buckles — even drapes and tucks. One smart moccasin flat has a vamp strap with a tailored gold button just below the top of the rounded-off tongue.

They will all have neat, tailored leather soles, and their toes, like those of all other shoes, will be longer and more tapered. The leather welt uniting sole and upper will give a custom look to many flats and guarantee that they'll keep the shape and look of "new" shoes all their lives. They will come in bright, light, and off-beat shades as well as the traditional tan. The flat has finally won a high place in fashion.

NEW!
like home made.



For your shopping convenience, the stores listed below will be

Open FRIDAY
Evenings 'til 9

Remember -- Your dollar buys More in your Downtown Store!

FREE PARKING

Finish up your Back-to-School shopping this Friday night! It's far easier to shop because the stores aren't crowded, and parking is easy to find, right by the stores you want to shop, and there is no meter problem. The stores listed below are all close together, just a few steps apart, and they're all loaded with real values for Fall. Shop downtown 'til 9 this Friday!

Anita Shops

707 Main

Hartfield's

8th and Main

Market Basket

9th and Pine

Montgomery Ward

9th and Pine

J. J. Newberry Co.

825 Main St.

J. C. Penney Co.

8th and Main

Rogers Jewelry Co.

837 Main

Sears, Roebuck & Co.

8th and Klamath

Woolworth's

811 Main

You always do better Downtown

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Colgate Tooth Paste Reg. 65c 45c

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6.95 Regular **5.95**
Dainty Size 9.95 Regular **8.95**
25c BALL PENS **15c**

JEWELRY
Really Different **98c**
A wide choice Looks Like \$2.00 or \$3.00

Boker Kitchen Knives
89c Assort. **59c**
59c Assort. **39c**

KING SIZE 3.98
Deluxe Leather Holds All You Will Carry 4.89 Regular

BED SPREAD
Cannon with reinforced selva edges of Dacron & Nylon for maximum wear & beauty 8.50 Full Price **6.98**

Biggest Hair Spray Value
NEW! **42**
14 oz. beauty salon size Comparable \$3.00 Value **\$1.69**

For Vim . . . Vigor, take **VITAMINS**

TRUTEST
"A" 50,000 Units 2 88
100 Capsules **2**
B1 50 Mg. 1 98
100 Capsules **1**
Multiples 128
100 Capsules **128**

MINERAL OIL Pt. Bottle **29c**
ABSORBINE JR. 1.25 Size **79c**
LIGHTER FLUID **19c**
8 oz. CAN SAVE 1/2

SAVINGS GALORE!

FOR JUNIOR ZIPPER BINDER
Reg. \$1.19 88c

Zipper Binder SNAZZY PLAIDS **88c**
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Zipper Binder **2.49**
Double Gussit Leather

29c FILLER PAPER 19c CASH ONLY IS KING

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Special Purchase 35c Regular **29c**
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