



# Martha Shops 'n Shops

# FOR A Merry Christmas

### Of Course She Loves

slippers and lingerie and lace . . . loves diamonds and opals and creams for her face . . . gasps over sterling, yearns for a speed boat to win a fast race . . . but LISTEN old Santa, ONE of her loves CAN be a VELVET COAT from MILLER'S.

Don't spend another CHRISTMAS-bound nickel nor walk another block until you ride the ELEVATOR to the SECOND FLOOR, and see these bell ringers in black, it-can't-be-true Ruby red, Electric blue, VELVETS as soft as summer breezes, push-up sleeves or deep cuffed wide ones, face-framing pleated large COLLARS or none at all, clutch coats, water repellent, (Ho you'd never guess it) perfect for daytime wear and handsome for evening at \$37.50 and \$39.95 at MILLER'S.

VELVETEENS in 4 - button style, BAT - WING sleeves, heavier, warmer, over-a-suit charmers, bright red, Emerald green, purple, the rich shade of Concord grapes, soft, deep blue, dark chocolate and black, these at \$32.95 for CHRISTMAS. Snooped behind the scenes to DISCOVER those heavenly JEWELLED KNITS . . . give glamour to your Christmas STAR, a two-piece KNIT SUIT with glitter of sequins, demure with pearls and sparkle of crystal beads, BLUE as lovely as Texas BLUE-BONNET . . . PINK as luscious as strawberry ice cream and WHITE for that stunning brunette, in MILLER'S READY-TO-WEAR at \$39.95.

There's a GIFT STORY in the center aisle, FIRST FLOOR . . . CHARLES of the RITZ CREAMS to keep her skin soft as a gray dove's breast, beautifully GIFT wrapped \$2 to \$5 . . . hand-blended FACE POWDER made into compacts especially for HER . . . Hand-crafted HANDBAGS, Lettise and Sarne (pronounced Sarney) imported CALF BAGS from France, alligators and lizards, rhinestone, pearl and brocade EVENING BAGS, \$2.98 to \$35 . . . SCARVES, MITTENS and HOSIERY, Bellsharmer, Archer and MILLER'S own brand . . . PERFUMES, D'Orsay, EYAN and ANGELIQUE, scented with essence of flowers from GRASSE . . . CHRISTMAS has us all scrambling for ideas . . . THESE won't lead you astray if you go to 512 Main,

MILLER'S

### Would We Forget You

at CHRISTMAS time . . . would a Scotchman forget where he hid a dime . . . would Christmas BE Christmas without loving thoughts of the friends you know or a gift of SLIPPERS from BOGATAY'S? Look into the window and you'll know that it's time for tinsel, candleglow, hushed hurrying and a package on the tree holding DANIEL GREENS, the HOUSE SLIPPERS she'll welcome like a legacy . . . woolly BEAR PAWS in heavenly colors of turquoise and coral, white if she loves it . . . sole satisfying CORDUROYS and feminine tickles kid LEATHER and VELVETS to dress up an evening, some spattered with glitter of sequins and jewels . . . at BOGATAY'S.

Catch on to HIS preference when he shops with his family . . . cuddle HIS feet in WASHABLE CORDUROYS . . . tempt him home sooner or later with those down-to-earth fleece-lined woolly "OPERAS," or the new REINDEER softies with non-slip foam rubber soles.

REMEMBER the toddlers, the in-between cherubs, the teen-agers and Grammas and don't forget Gramma, the folks way off yonder and those friends close to home . . . For Santa's pack . . . NOT a pink elephant, a pogo stick, nor an Indian teepee, but a gift of HOUSE SLIPPERS from the friendly folks you've known for 22 CHRISTMASSES . . . Frank and Barbara Bogatay, where prices for lazy time footwear are posted from \$2.99 to \$9.99 at 617 Main.

BOGATAY'S SHOES

### 'Pon Our Bonded Word

this yarn isn't for the TIMID, nor for the dull in spirit, or for those AFRAID of something NEW in CHRISTMAS decor . . . unless your soul SOARS and SINGS and THRILLS at just the thought of out-of-the-ORDINARY ideas, DON'T, we beseech you, go to the KLAMATH FLOWER SHOP where we found pure artistry in arrangements, color-blended by trained personnel, for your CHRISTMAS mantel, dinner table, coffee table . . . in the mood of the SPIRITUAL in Christmas with Madonna and Child . . . the cherished OLD favorites of native greens and red candles, sparked with gold . . . modernistic NEW ideas, gilded trees of styrofoam complete with teeny, winking electric lights, battery-run . . . little FROSTED trees like spun sugar candy in pastel shades . . . a cutie called a TOPPARY TREE, quaint with Mariposa fruit at KLAMATH FLOWER SHOP . . . priced at \$2.50 to \$15 and worth every penny. ORDER these NOW from KLAMATH FLOWER SHOP to blend with your CHRISTMAS background.

Let candles bring THEIR message of the Yuletide . . . they'll shed a glow not only in your heart but darkened corners . . . lovely ones in CEDAR green, HOLLY BERRY red and white, round and square and star-shaped, frosted and plain, SANTA and TREE candles and tiny ANGELS too, long burning, and easy on the purse prices . . . look for door swags, wreaths, cedar and holly, cut flowers to please a hostess, send THESE by wire to loved ones across the miles but PLEASE DO, order EARLY . . . tuck a POINSETTIA under your wing, they're more beautiful than EVER . . . many prices at 1211 Main.

KLAMATH FLOWER SHOP

### Kisses Are Sweet . . .

hugs are adored, but those little CHRISTMAS conversation STOCKING STUFFERS you'll find at SHAW'S, and gadgets and gimmicks you'll use for EXCHANGE GIFTS and give proudly, will bind their hearts tightly.

Feel your PULSE before you open the door at SHAW'S, the prices are SHOCKING . . . starting at 85 cents . . . a SCOTCH TAPE DISPENSER for his desk, a CHEESE SLICER 'twill save her fingers and temper, NAPKIN HOLDERS and PLAYING CARDS, plastic coated, long lasting . . . STORM BONNETS of plastic tucked into silver Christmas tree ornaments at \$1 . . . PARTY PACKAGES for the holiday nights you'll have company, PAPER NAPKINS and NUT CUPS, TALLYS and PLACE CARDS, sprigged with holly and Santas at SHAW'S . . .

In the hushed, still night of Christmas Eve when the stockings hang above glowing coals, get out from hidden places, the MANICURE SET, the CHESSMEN and CHECKERS, the ROULETTE WHEEL in smart carrying case, and JINNY'S FIRST SECRET for your small Christmas Angel . . . The HOLY BIBLE that's been wanted . . . the LADY BUXTON and BUXTON BILLFOLDS, the KEYRINGS and COOKBOOKS and NEW FICTION in bright covers . . .

SO . . . tear up the last Christmas list, shoo your worries out the window, slap on your pet stocking cap and hi away to the spot in our town where you find gifts to fill the stockings at teeny-weeny prices, 729 Main,

SHAW'S STATIONERY CO.

### There's Something

M-Y-S-T-E-R-I-O-U-S going on at the PELICAN CAFE . . . mysterious as BLACK MAGIC and the TORTUGA STORY of pirate days and treasures hidden by buccaneers that never have been found . . . yet no end of hinting from MARTHA resulted in positive proof EXCEPT that 'twill all HAPPEN on NEW YEAR'S EVE . . . This much we LEARNED . . . there'll be soft music and shaded lights and ATMOSPHERE and DINNER service, impeccable and pleasing . . .

UNTIL then at the PELICAN CAFE, Christmas SHOPPERS will find a welcome and a shopper's delicious LUNCHEON ready and waiting, 11 a.m. to 2 p.m. BUT don't go starving about town AFTER 2 . . . the PELICAN CAFE serves on to 10 at night for CHRISTMAS gift seekers and theater goers while THE WING flaps on until the early hour of 2:30 a.m. . . . PRIVATE entrance for your convenience.

BROWSING, we found a happy answer to "GIFTIN' TIME," those Oregon-grown and PELICAN CAFE prepared delectables, crystal globes filled with ruby red WILD PLUM PRESERVES with just the RIGHT amount of sugar and cooking, better than ever, the PERFECT gift for those who live far from Oregon's fertile land . . . and the PELICAN CAFE'S own WILD PLUM CANDY packed in boxes to delight the eye . . . HOOPER'S boxed CHOCOLATES, pride of the WEST, these start at \$2.50 . . . SPECIALTY CANDIES in small boxes and friendly CHRISTMAS greetings at 722 Main, the

PELICAN CANDY JAR

### 'Twas The Month B-I

Christmas and all through the store (VERA'S FINE CANDIES) there were oodles of SWEETS and GIFT buys galore . . . the wise EARLY BIRDS were laughing aloud, as they made their selections ahead of the crowd . . .

In NO time at all they had finished the chore and spirits still HIGH had swept out of the door . . . THAT was last year, but you too can turn the trick as easily THIS year if you'll dash down to VERA'S FINE CANDIES, the ONLY place in town where you can get delicious CANDY to satisfy that craving. Made right HERE (peek if you doubt and watch Vera's nimble fingers) from pure CHOCOLATE, rich BUTTER, fresh EGG WHITES and fine extracts . . . creams, chews, fruit jell centers, nut-filled unadorned or BOXED with flowers and ribbon trim, heart-charmer CHRISTMAS gifts, boxes 1 to 5 pounds, (plain) start at \$1.50, thrilly ones at \$2.50.

For that EXTRA someone, stunning small and large, wicker SEWING BASKETS, satin lined and gaily trimmed, a gift to last, exclusively HERS . . . METAL containers, delicate as CLOISONNE, locally made CERAMICS . . . dainty crystal candy DISHES, all filled with DELICIOUS CANDIES at VERA'S, who says, as we SHOULD know that CANDY is a FAMILY gift, loved by all from tiny tots to great-grand pop and great-grand mom . . . an EASY gift to send, fresh and pure . . . fancy boxes from away-from-here sources if you'd rather.

STOP in your travels and look in the window at the ducky Christmas IDEAS from CANDY CANES, a penny for wee ones, to \$1.50 for a HUGE one, bedecked with holly . . . clever BASKETS of candy cane origin, filled with HARD candies . . . NOVELTIES, striped candy MINTS some tie of tiny Christmas trees, Santa CLAUS MUGS for little folks SIPPING . . . small SLEIGHTS and BELLS . . . RED CANDLES and BELLS . . . We're not quoting prices . . . it isn't always the "HUGEST" gift that costs the "MOSTEST" that brings the BIGGEST smile if you get it at 1006 Main.

VERA'S FINE CANDIES

### A Spirit Of Thanks

is in the air, thanks for a bountiful harvest, for folks at home . . . for faith in our land and work to do for the HOPE of free men and for stores bursting with GIFTS for CHRISTMAS . . . especially TOWN SHOP where we found a brand new BOTTIQUES DEPARTMENT for the woman who has EVERYTHING. Take a PEEK and you'll never PASS . . . the tiny, tiered, golden JEWEL BOXES . . . PIGGY BANKS with rhinestone eyes . . . the little jeweled FLASHLIGHTS on a golden chain, just right for an evening bag.

Found the cutest 3-minute EGG TIMER at TOWN SHOP which can double for a telephone reminder on that long distant call . . . utterly "swanky" golden WALL LIGHT SWITCH COVERS topped with rubies and emeralds, and even a pearl-encrusted KNOCKER for the bathroom door that gives the tiniest BONG for a gentle reminder. For the small girl chick on your CHRISTMAS list, a just right pearl RING and matching NECKLACE for \$2.98 . . . a gold COIN PURSE no larger than a dollar holds m'lady's rain cap and a lucite BOTTLE OPENER sports a laminated Sea Horse and little shells . . . no BIG PRICES in THIS department . . . GIFTS from \$1 up.

Found exquisite BILTMORE COSTUME ACCESSORIES at TOWN SHOP . . . the new gunmetal in LAGUNA CRYSTALS with more facets, more lights, more depth, expansion BRACELETS, EARRINGS, NECKLACES . . . Aurora Borealis CRYSTALS that pick up costume colors, amber, cranberry and plain, starting at \$2 . . . don't MISS the most handsome GIFTS of all, the HANDSET imported copies of old heirloom pieces, BROOCHES and EARRINGS in amethyst, topaz, smoke garnet, the perfect complement to a velvet gown . . . at 500 Main Street,

THE TOWN SHOP

### It Isn't A Jet

flinging its white plume against the sky . . . it isn't a rocket in orbit around Venus, a new-found formula for holding Time in check nor an easy way to decide upon a name for Junior that we found at RICKY'S JEWELERS . . .

It's the MODERN way, the HAGERTY SILVER FOAM way to put your cherished SILVER in readiness for CHRISTMAS. Tried this new method of washing TARNISH down the drain before we REALLY decided there'll be no more dabbling with a cloth in paste nor using caustic fluids on our Gorham STERLING . . . it's recommended by Alonzo, who cares for the WHITE HOUSE sterling.

Tried HAGERTY SILVER FOAM on a really badly tarnished silver bowl after squeezing a bit of this new, thick, brown liquid on a HAGERTY SPONGE that you also get at RICKY'S JEWELERS . . . worked the HAGERTY SILVER FOAM into bubbles and with a whisk here and a whisk there, the lovely silver luster shone as when new. Just rinse away the foam in hot water, dry with a soft cloth and the work is done. The gentle lather can't scratch because there is no abrasive in HAGERTY SILVER FOAM . . . egg tarnish disappears like magic, the foam creeps right in between the fork tines as paste cleaner can't do.

AND since there's ONLY such a FEW days left before CHRISTMAS, do your last minute shopping under ONE roof . . . you can't go wrong on a GIFT of LENOX fine CHINA, a piece of STERLING or SILVER PLATE in a famous name . . . COSTUME JEWELS, modern and antique OR a masterpiece of beauty, a WATCH from RICKY'S JEWELERS to encircle her dainty wrist, a diamond studded ope if the ship you've been looking for has sailed into harbor . . . all at 700 Main Street,

RICKY'S JEWELERS

### Christmas Is Nigh . . .

there'll soon be glitter of lights upon the outdoor trees against a midnight sky . . . perhaps snowflakes, (WE HOPE) on upturned faces looking for the STAR, a "clutchy feelin'" 'round the heart and thoughts of GIFTS for those you love and of FLOWERS by BILL and RITA who are where you found them last year on MAIN STREET . . .

Whose staff can PERSONALIZE your CHRISTMAS ARRANGEMENTS for the ODD spots in any home . . . narrow MANTELS, kitty-corner TABLES and WINDOWS to be seen by passers-by, using materials of YOUR choice in ANY color . . . TELEPHONE number TU 4-8173 . . . prices start at \$3.50 for really lovely ones. Just REMEMBER the fine folks at FLOWERS by BILL and RITA are anxious to SERVE you to YOUR satisfaction . . . SO . . . order EARLY.

Legends tell the story of the red and green holly, symbols of immortality but PRESENT day folks know that the GRACIOUS gift for CHRISTMAS is FLOWERS . . . blooming AZALEAS and CYCLAMENS especially . . . ROSE BUDS and spicy CARNATIONS . . .

Up to your ears in Christmas wrappings, hoping for time to dust under the rug and WANTING to go pluck greens from the mountains to make your very OWN CHRISTMAS decor? Don't pull on your mukluks to tramp through the timber, BUY your GREENS, choose from a HUGE assortment of cedar and noble fir, mistletoe and holly . . .

We've given IDEAS but NO one but YOU can buy and send those fragrant gifts EARLY . . . It's been a wonderful year, you'll have a WONDERFUL Christmas if the joy you bring is from 430 Main, FLOWERS by BILL and RITA

### "C" Stands For Christmas

and stands ALSO for CHANGE . . . a change in NAME only and NOT in the SERVICE you've come to EXPECT . . . we shudder at keeping you guessing and maybe you KNOW that SUBURBAN FLOWER SHOP has shed its old LOOK and taken ANOTHER, complete with NEW ADDITION and new APPELLATION (Webster's).

As of NOW the SUBURBAN is NYBACK'S FLOWER FAIR, see it in Neon lights at the familiar location.

There was hub-bub afoot getting ready for CHRISTMAS, open house Sunday, December 13, (4 to 10 p.m.) and again on Monday, (4 to 9) when we dashed 'round getting copy.

OPEN HOUSE at NYBACK'S FLOWER FAIR means a fairland of beauty, 'twas so last year you'll remember . . . a GIFT to the PUBLIC with no charge as you enter.

We almost crowed as we listened to the PLANS made for new SERVICES . . . a "PARTY PERFECT" plan where your favorite flower arrangement will be matched to perfection with candles and napkins, place mats and matches, PERSONALIZED, like "Bob and Mary" if you're announcing the BIG DAY . . .

Order FRESH FRUITS and the FINEST CONFECTIONS for CHRISTMAS in stunning containers . . . \$3.50-\$5.00-\$7.00 or \$10 . . . at NYBACK'S FLOWER FAIR . . .

Where you will find JEWELS by HOBE (pronounced Hoba, long A) gifts of quality in COSTUME JEWELRY . . .

NOTHING sold from a single pansy to complete PARTY SERVICES without SATISFACTION GUARANTEED. ALL THIS and MORE has been planned by the management for YOUR shopping convenience.

Why trot about town searching for party pretties? Buy under one roof, it's simpler and satisfying.

The POINSETTIAS at NYBACK'S FLOWER FAIR, prettier than ever, blaze in the greenhouses, you're welcome to see them . . . cut flowers grown here have burst into bloom . . . there are swags and wreaths, CHRISTMAS CANDLES and GREENS . . . get in EARLY for a WRITTEN order for distant loved ones . . . save the cost of a telegram and REMEMBER, the folks waiting to help you are bonded members of FTD . . . you MUST be pleased . . . there's a verbal RULE, if something's WRONG they'll MAKE IT RIGHT at 3614 South Sixth where you're invited to step IN and LOOK awhile . . .

NYBACK'S FLOWER FAIR

### This is a winter of sparkle, perfect for CHRISTMAS

. . . jet on white taffeta . . . pearls on angora . . . rhinestones and rubies on your satin footsie-warmers . . . crystal on tulle . . . gilt on cotton . . . remember this when you shop for that gift for the gals on your list . . . a woman always gets a squiggly little feeling 'round her heart when she opens a gift with glitter . . . or buy rhinestones by the yard and make an ordinary gift look like a million . . . think about a clutch bag, white glaze gloves with pearl cuff trim, winter glitter in earrings . . . kid ballet slippers . . . fine driving gloves for him . . . a handsome umbrella.

### Up A Christmas Tree?

wondering what to give? Should you buy a TV for the playroom, a lacy SLIP for HER . . . a MOTOR BOAT for HIM . . . SEEDS for their garden . . . a PARAKEET or a PUPPY? Puzzled YET when you can give the GIFT that ALL folks welcome, FOOD from CARTERS' FINE FOODS MARKET . . . THIS is SWEET TALK for your lady love to bring her out of the kitchen and into your arms . . . DON'T let her brew and bake the holiday goodies, BUY them to give and to keep, come CHRISTMAS . . .

We found Charlotte Charles brandy-laced OLD ENGLISH PLUM PUDDING . . . RUM CAKES with a breath of Jamaica . . . Boston SUGAR COOKIES sparked with lemon or nutmeg, from an old New ENGLAND recipe . . .

A gift to be EATEN, a gift to be SAVED, light or dark fruit and nut-studded FRUIT CAKES, rich and moist, the kind grandmother aged for a YEAR . . . packed in golden-trimmed cake carriers, TWO pounds for \$4.09, a HUGE 5-pounder, just \$7.50 . . . Or . . . bite-size MINIATURES, perhaps you have found them, packed 12 to a box, iced with BRANDY at CARTERS' FINE FOODS MARKET . . .

No holiday DINNER is COMPLETE without WINES, you'll find FAMOUS brands from abroad, bottled and packaged by G. H. Mumm & Co., from Reims in France, a welcome GIFT, two quart bottles, handsomely boxed and MOGEN DAVID WINES in a full-quart DECANTER at \$1.59 . . . Big budgets and little budgets will find WILD PLUM PRESERVES, JELLY and (listen to this) PURE WILD PLUM SYRUP, extracted when fruit was the sweetest, 3 jars in gift wrapping, \$2.98 . . . SPICE ISLAND SPICES, Basil and Thyme, rubbed sage for the turkey a majoram and Mei Yen seasoning. (Origin China)

Sun dried FRUITS boxed in REDWOOD from the giant forests along our Pacific where shadows and sunlight vie in beauty . . . tangy CHEESES, domestic and foreign and DROSTE CANDIES from HAARLEM in HOLLAND . . .

The stage is set, the curtain rises, the world awaits the CUE for CHRISTMAS and so do the folks at 1420 Esplanade, Merry Christmas to you all . . .

CARTERS' FINE FOOD MKT.