

## SPRING CHECKS IN

### YESTERDAY AND TODAY

Long, long ago . . . 62 years to be exact, an enterprising young man by the name of Arthur Letts opened a small mercantile store at the corner of 4th and Hill streets in downtown Los Angeles. His vision of the future was written on a small sign hung in the window, "Watch Us Grow."

The year was 1896, and today that tiny store has grown into The Broadway Southern California's 9 stores, one of the largest department store organizations in the country.

### From Carriages to Sports Cars

How times have changed . . . for the New Broadway Del Amo is an exciting creation of the architectural talents of Welton Beckett and Associates, with imaginative interiors by Raymond Loewy Associates.

### From Parkway to Promenade

the newest Broadway is designed with beauty and convenience in mind. On the street floor tour, The Millinery Boutique leads the way to vistas of tinted ash-wood walls and infinite aisles of feminine fashion accessories. In contrast, it's a man's world of antiqued wood paneling in the exclusive Men's and Boys' Shops.

The floating staircase transports you to the second floor where fashion begins for Milady with the Gown Shop's French mood. This complete fashion floor includes Lingerie, the delightful Little Folks' Shops, and the Terrace Room Restaurant.

Overlooking the Promenade Deck is the third floor Home Store, where the newest trends in decorating are displayed in model furniture settings. Linens to Lamps, Housewares to Hi-Fi . . . here's everything for your dream house.

### THE BROADWAY DEL AMO ANNOUNCES STORE HOURS

Monday, Thursday and Friday evenings are "family" shopping nights at The Broadway Del Amo.

Mondays, after opening day store will be open 9:30 a.m. to 9:30 p.m.

Thursdays and Fridays, 12:30 noon to 9:30 p.m.

Tuesdays, Wednesdays and Saturdays, The Broadway will be open from 9:30 a.m. to 5:30 p.m.



**CHECKS**, no matter their size, are the biggest thing you'll see this spring . . . and they most effectively make their point in the bold, brave contrast of black and white. We love the look, and so will you . . . in a braid bound coat with a shawl collar, **39.95** . . . in a demi-fitted suit, white collared, **59.95** in a suit that buckles its way into the fashion picture, **59.95**. . . or in a fitted suit that's a plentitude of pleats, **49.95** All in misses' sizes.

THE BROADWAY'S NEWEST STORE—  
MISSSES' COATS AND SUITS, SECOND FLOOR

the **BROADWAY**  
Del Amo