

TRIFARI shines anew with a spring-white interpretation of elegance, shimmered by a row of aurora borealis stones that reflect the very colors of the rainbow. Matched versatility in a necklace, \$10 . . . bracelet, \$6 . . . pin, \$5 ... earrings, large, \$6 ... or small, \$4

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Plus 10% Federal tax THE BROADWAY'S NEWEST STORE—COSTUME JEWELRY, STREET FLOOR

ROGER FARE French glove creations, exquisite with a delicate workmanship that makes the Parisian touch so distinctive. All in white double woven cotton . . . one with contrasting ribbon and rhinestones, \$6: one with floral embroidery, \$5: one with side lacing and tassels, 3.50.

THE BROADWAY'S NEWEST STORE— WOMEN'S GLOVES, STREET FLOOR

, ELIZABETH ARDEN'S "PURE PINK", purely charm-, ing . . . the hue so utterly fashion new . . . even paler than pale with a delicious Dresden imagery that imparts the fragile blonde look, whatever your own coloring.

Click-Change Lipstick 1.75 Harmony Box 2.75 Cream Rouge \$2 Nail Lacquer \$1 Lipstick refill 85c

and to ensemble the pale look:

Veiled Radiance foundation \$5, \$10 Eye-Stopper make-up pencil 2.50 Refills 2/\$1 Mascara \$2-\$3 Eye Shado \$2 Invisible Veil Face Powder 2.75 and \$5

Pressed Powder compact \$2

all cosmetics plus 10% Federal tax THE BROADWAY'S NEWEST STORE— COSMETICS—STREET FLOOR





### SHOES ON PARADE ... ON FOOT

To start a new season in a new part of Southern California, The Broadway Del Amo presents a parade of new spring shoes actually modeled for you to see in action. On Thursday, February 19, you'll see the newest in Sbicca dress and casual shoes. On Friday, February 20, you'll be watching Kedette shoes modeled and on Saturday, February 21, Joyce will perform for you. You'll see them all on display in the Women's Shoe Department from noon to closing on the specified days. To start a new season in a new

### CANNADY CREATIONS BLOUSE-SKIRT SETS TO BE MODELED

From 12:30 p.m. to-morrow, Monday, at the new Broadway Del Amo, Cannady Creations coordinated ensembles will be modeled right in the Blouse Department on the Street Floor to show you just a few of the many new spring fashions you'll be seeing at this new store.

### WHAT'S IN A NAME?

For accessories to add the excla-mation point of perfection to your costume . . . there are names you know and depend upon . . and you'll find them in the new Broadway in a sparkling profusion.

#### WOMEN'S SHOES

## BUDGET SHOES

Buskens . . . Life Stride . . . Pretties . . . Rapollo . . . Skooters . . .

# COSTUME JEWELRY

# WOMEN'S BLOUSES

## HANDBAGS

Bienen-Davis . . . Coblentz . . . Jana . . . Koret . . . Palizzio . . . Rosenfeld . . .

## WOMEN'S GLOVES

## ACCESSORIES

Glentex . . . Karl Lee . . . Sally Gee . . . Specialty House . . . Top-Hit . . . Vanette . . .

## LEATHER GOODS

Belasco . . . Buxton . . .
Debutante . . . Farrington . . .
Garay . . . Marioness . . .
Mele . . . Pince Gardner . . .