| Here <br> at Nome |
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|  |  |
|  |  |

Happy, Happy Easter!
Spring being the time when
everything looks new and everything looks new and
fresh ... makes us gals (and good long look at ourselves:
Like the old lady who had Like the otd lady who had
never had her pieture taken, never had her pieture taken,
finally gave in to her family and visited the photographers
When the proofs arrived, she was far from pleased. Down
she stomped to the photogs.
"I "Is this me?" she demanded,
holding out the picture. "It is, H's a perfect likeness," The old lady looked at the picture
again, grew thoughtful for a moment, then remarked, "I
a humblin' sight, ain't it?" So if you're feeling a little
dreary at the moment, don't have your picture taken .
run right over to Sam Lev instead ... cause new feathers
make new looking birds, and Levy's has some right purty Yours. 'Frinstance
woman side
Some of the fabulous clothes Faculty Wives' Club Fashion
Show last week ...clothes by
Sam Levy Dept. Store, naturally .. eyefilling and purse-satisfying clothes that completely cap
tured the capacity audience tured the
Esnecially
trimmed with red and navy blue
nittining collar and low waist Smart, cool, stunning! The black and white check, back belted
sheath by Mancini . . slit pockets, deep back pleat, its own white chiffon scarf, three quar-
ters, buttoned sleeves. Expert y tailord for the "perfect lady" And talking about that "per way to achieve it . . . . get into black and white or naty and
white and you've got it made Most especiaily our collection and it is a collection! Skirts
either stralght line or with con
trolled fullness, white collare rolied fullness, white collars, o to go Easter parading .
anywhere eise
Ensembles
Ensembles . . . the heart of a
sweetheart of a wardrobe Spring! Print dresses beneath new Far East look. Each par . . yet perfect go-togethers be cause the coat linings match the And talking about matching mere or Wunda-Lam sweaters and flannel skirts in eatable Spring colors! tics, straws, leathers, metallic . all colors, shapes and sizes gasps of admiration

The suit deparment tells us you've been buying suits like
mad, , might as well., because you'll never have a better selece
tion. Like smooth, blue gray flannels, with flap pockets ${ }^{\text {(in }}$
fluding cluding the custom touch of
smail third that always pocket for chang
looks so distin in blues, grays, tangsed and tweeds
And corduroy sport the corduroy sport coats with There isn't, a better extra coa
... in hunt brown, dove gray you'll get gasps of admiration too. One gasp, at least, guaran Our side
Store look brighter and gay.
er to you? No ... we reluct ntly admit, it's not we reluct the sam got real ambitiouses las lay
week . . didn't have enoug charity drives I guess... sis stalled. Darndest thing you feiling intures in
thin ever saw....one wheek beeore
Easter!' But all you nice cu omers seemed to take it beau
tifully in stride merchandise even though
So from all of us... all good healthy, prosperous EEaster..
to all of you! And don't forg part of the fun of living in here at home. Especially at Store. Naturallyt Sevy Dept.

Non





Now you know!


| Vast Increase Figures released by the South- |
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| Atfention All Team Managers |
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