



WHEN SHE SETS FORTH FOR HER EASTER PROMENADE DOWN THE BOARDWALK FROM THE TRAY-MORE TO THE AMBASSADOR

Miss Nowadays

WILL BE THE DELIGHT OR THE ENVY OF ALL WHO BEHOLD HER. FOR NOT ONLY WILL HER COSTUME BE A RAVISSANTE RHAPSODY BY AN INSPIRED COUTOURIER, HER HAT A BEWITCHING DREAM OF LOVELINESS, BUT THE ENSEMBLE WILL BE COMPLETED WITH EXQUISITELY MODELED PUMPS AND THE SHEEREST WISPS OF CREPE SILK STOCKINGS.

JUST WHICH OF THE CAPTIVATING NEW STYLES SHE WILL CHOOSE, JUST WHAT COLOR SHE WILL DECIDE UPON, WILL DEPEND UPON THE COLOR SCHEME OF HER TOILETTE, BUT DEPEND UPON IT SHE WILL SELECT HER FOOTWEAR AT HALLAHAN'S, FOR SHE KNOWS THAT THE MODELS WILL BE THE CREME DE LA CREME, THEIR LINES GRACEFULLY SVELTE, THEIR COLOR ABSOLUTELY THE SMARTEST SHADE, THEIR FIT SIMPLY PERFECT, AND, ABOVE ALL, THEIR PRICE WILL BE LESS.

AND SHE KNOWS, TOO, THAT SHE WILL HAVE PLENTY TO CHOOSE FROM, NO MATTER WHAT SHE HAS DECIDED ON. PLENTY OF THE NEWEST SHADES OF GRAY. PLENTY OF THE VERY SMART LIGHT TANS. PLENTY OF DARKER SHADES, SHOULD SHE PREFER THEM. PLENTY OF ONE-STRAP STYLES. PLENTY OF TWO-STRAP MODELS. PLENTY OF CROSS-STRAP AND BUCKLE PUMPS. PLENTY WITH FULL LOUIS QUINZE HEELS. PLENTY WITH REALLY GRACEFUL PETITE LOUIS HEELS. ALWAYS EXACTLY WHAT SHE WANTS AND ALWAYS IN EXACTLY HER SIZE.

TOUJOURS CHIC, THAT IS MISS NOWADAYS.

HALLAHAN'S
I GOOD SHOES I

921 Market Street

60th and Chestnut Streets
4028 Lancaster Avenue

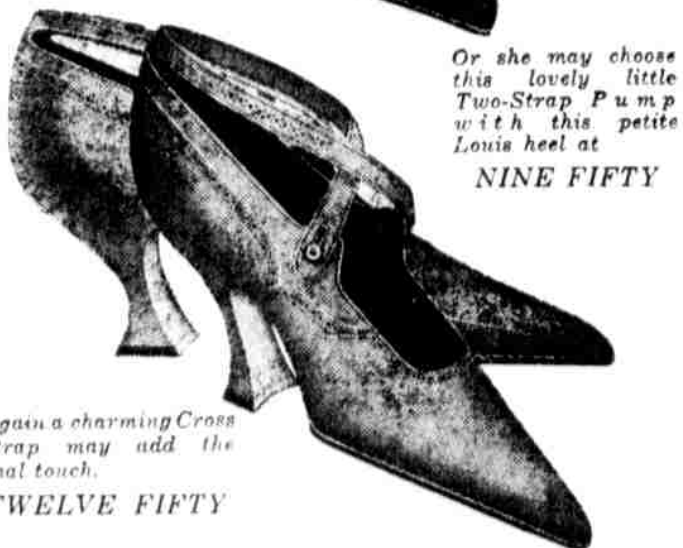
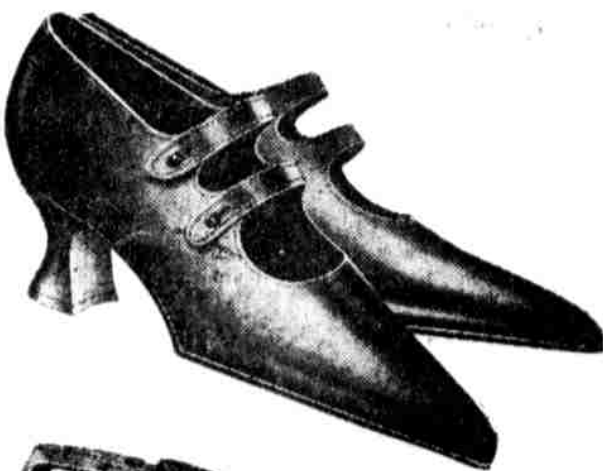
2736 Germantown Avenue
3604 Germantown Avenue

If you desire the convenience of a charge account at the Hallahan Stores, all that is necessary is to send us three business references—we will do the rest, and thank you.

Who knows but that she may choose this audacious combination of patent kidskin and gray buck at NINE FIFTY



Perhaps Miss Nowadays will choose this dainty two-Strap Pump in black suede or copper tan at TWELVE FIFTY



Or she may choose this lovely little Two-Strap Pump with this petite Louis heel at NINE FIFTY

Again a charming Cross Strap may add the final touch. TWELVE FIFTY



A Roman Sandal with high strapping, effectively developed in grey and tan, may be ideal. NINE FIFTY



Demure simplicity may lead her to choose this perfectly modeled Pump. NINE FIFTY



Or the one thing needed may be this slender suede pump in the new Dawn grey. TWELVE FIFTY



It may be best that she adopt this newest of Two-Strap Effects and include in her "shoe-box"—White Kid, Pearl Gray Suede, Rich Brown Kid and Light Tan Calf—TWELVE FIFTY