

WHO IS MISS NOWADAYS?

SHE IS THE RADIANCE OF YOUTH, THE LURE OF LAUGHING EYES, THE JOYOUSNESS OF FEMININE CHARM, THE HAPPINESS OF SPRING-TIME, THE SPIRIT OF FASHION AND FOR WHOM ALL FASHIONS ARE CREATED.

SHE MAY BE A TINY WITCH WITH AUBURN HAIR, A SLENDER, STATELY BLOND, A VIVACIOUS BRUNETTE, BUT WHATEVER HER TYPE

"Miss Nowadays"

IS ALWAYS EVER SO SMARTLY TURNED OUT, FROM HER DREAM OF A CHAPEAU TO HER PERFECT FOOTWEAR.

AND FOR SPRING SHE HAS CHOSEN GREY ABOVE ALL OTHERS.

PERHAPS SHE WILL PREFER THE CLOUDY GREY OF THE WIND-WRACK—THE SOFT GREY OF THE PLOVER'S WING—THE LUSTROUS GREY OF THE SOUTH SEA PEARL—THE GREY OF THE SAILS IN THE TWILIGHT—THE GREY OF HER HEIRLOOM SILVER—BUT GREY SHE CHOOSES AND MUST HAVE.

VRAIMENT, SHE HAS OTHER FAVORITES, COPPERY TANS, GLOSSY, SHIMMERING BLACK, DEEP AND LUSTROUS BROWNS AND WHITE FOR MANY OCCASIONS. FOR SHE MUST HAVE VARIETY TO SUIT THE MOMENT.

AND THE MODELS—THE STYLES—THE NOUVELLES CHOSES THAT SHE HAS INSPIRED—EACH SEEMING TO GRACE HER DAINY FOOT MORE EXQUISITELY THAN THE OTHER.

FOR MORNING THE SPRIGHTLY ONE-STRAP PUMP OR PERHAPS A CLEVER OXFORD; FOR AFTERNOON A PUMP WITH TWO STRAPS OR MORE, EFFECTIVELY SILHOUETTES HER INSTEP; FOR EVENING THE LOVELIEST OF CROSS-STRAP PUMPS OR THE SLENDEREST OF SATIN CREATIONS—BUT WHO CAN FORETELL THE WHIMSIES OF MISS NOWADAYS?

AND, SINCE SHE KNOWS THAT HER CHAUSSEUR MUST BE SUPREME IN FIT AS WELL AS STYLE, MISS NOWADAYS COMES TO HALLAHAN'S, SURE THAT SHE WILL FIND HERE EXACTLY WHAT SHE HAS IN MIND—IN SHADE AND IN MODEL—NOT JUST A FEW, BUT DOZENS, SCORES, HUNDREDS—EVERYTHING THAT HER HEART COULD DESIRE.

EXQUISITELY MODELED—SUPERBLY FINISHED—ABSOLUTELY CORRECT IN EVERY DETAIL—PERFECT IN FIT—AND, ALWAYS, LESS IN PRICE.

Mail Orders Filled Same Day Received

HALLAHAN'S GOOD SHOES

921 Market Street

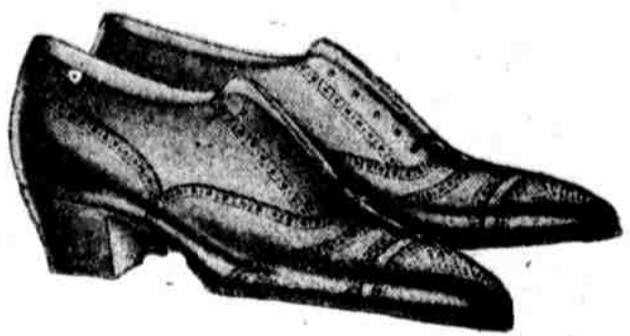
60th and Chestnut Streets
4028 Lancaster Avenue

2736 Germantown Avenue
5604 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.



Grey Suede, Copper Tan Calf; Also Made With "Baby Louis" Heels—
NINE FIFTY



New Tan Russia Calf, Military Heel, Welted Sole—
EIGHT FIFTY



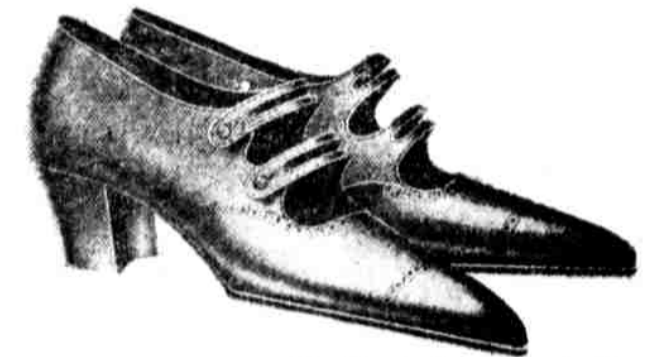
Grey Suede, Copper Tan Calf, Gunmetal, White Kid and Patent Leather; With Petite Louis Heels.
TWELVE FIFTY
In Black Satin—9.85



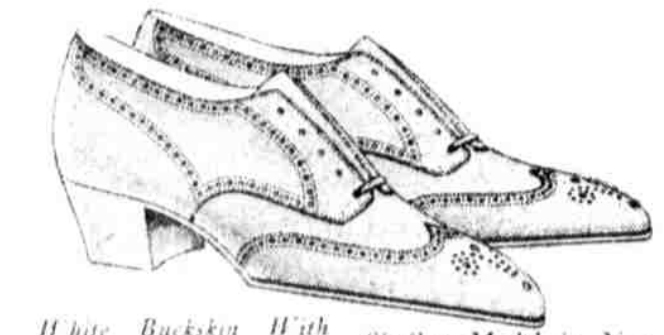
White Reigskin Trimmed With Tan Russia Calf or black Leather; White Ivory Sole and Heel—
NINE EIGHTY FIVE



White Kid, Pearl Grey Suede, Rich Brown Kid, Black Kid and Light Tan Calf—
TWELVE FIFTY



Black Suede, Brown Suede, Tan Russia Calf—
NINE EIGHTY FIVE



White Buckskin With Real White Ivory Sole and Heel—
TWELVE FIFTY
Similar Model in New Tan Russia Calf—
NINE EIGHTY FIVE



"Miss Nowadays" SILK STOCKINGS

Those filmy nothings—those lovely lace-paneled affairs, those heavier sport styles—all are here in just the right shades—at prices that are less.