

Published by
Marshall Field & Company

THIS WEEK AT MARSHALL FIELD & COMPANY

Luncheon Fashion Show
Wednesday and Friday

The Nation's Motto for Sunday is: Let Not One Mother Be Forgotten!

And Who Better Deserves A Gift From Field's?

By the Editor, *Fashions of the Hour*

Four more days, and it will be Mother's Day!

It's not at all unlikely that your mother will burst into sudden, not unhappy, tears when she opens your gift on Sunday. And you... even if you're the streamlined sort of creature you may profess to be... will probably cry at least a few tears with her. Then you'll both look at each other and laugh with pleasure.

The right gift is more important for this day than for any other! It's fun to make your selection in the *Gift Court, Second Floor, Middle, State*, particularly if you are very busy. There, in one spot, we've collected imaginative presents from all over the store.

If she likes scarfs, we recommend to you the good feeling of having chosen the scarf for her, instead of just a scarf. The scarf is quite apt to be one of our new Zouaves, which are copies of imports, and devastatingly pretty and colorful. Prints and stripes sweep across lengths of pure silk crepe or silk sheer, which are priced at \$2.25. Mother's dark suits will be infinitely cheerful after she puts one of these scarfs at her throat... and you'll undoubtedly catch her before a mirror, carefully winding it around her head, for a turban. The Zouaves in *Field's Neckwear Section, First Floor, Middle, State*.

Of course you'll want to put a greeting card in her gift box! The more sentimental it is, the more likely she is to cherish it for years! There's a wide selection in *Field's First Floor Stationery, North, Wabash*.

Not all mothers, certainly, have phonographs. But we'll bet a cookie those who do would like to have the new Victor recording of Beethoven's Symphony No. 1, in C Major! It's directed by Toscanini, and played by the B. B. C. Symphony Orchestra. If Mother likes music, she likes Beethoven; if she likes Beethoven, she knows how reverently Toscanini approaches the music of Beethoven. The Symphony consists of five 12-inch records, and costs \$10.

If you have \$2 to spend, instead of \$10, listen to Heifetz' new recording of Saint-Saens' Havanais. He plays it with the London Symphony Orchestra, conducted by John Barbirolli. You'll be able to tell whether that would particularly appeal to Mother or not. You could not fail, though, we think, with Sarasate's Zigeunerweisen (Gypsy Airs), also played by Heifetz. And also \$2. You can have a wonderful time your own self, while you choose the gift... in *Field's Record Shop, Fourth Floor, South, Wabash*.

Almost all women adore white gloves better than any others, and this year white is the answer to all glove problems! There simply isn't anything smarter. We therefore suggest that you present Mother with a box containing two pairs, on Sunday... one pair of our superior white fabric, hand-sewn pull-ons, priced at \$2.00; and one pair of our white pull-on Alexandres, which are fine light doeklin. Both these types wash very easily, and look white, white, white, every time they're laundered. The Alexandres are \$5. Both, in *Field's First Floor Glove Section, South, State*.

Assuming that all mothers are unusual, we believe all of them love knowing about any mother who is... shall we say, spectacular? Mary Sheridan Fahnestock (who'd hate being called spectacular!), was, at fifty, ready to give herself up to Life-in-a-Rocking Chair. But she had reckoned without her two sons and their boat *Director*. Her book, "I Ran Away to Sea at Fifty," is one which will delight any lucky mother who gets it for Mother's Day. Mrs. Fahnestock sailed the South Seas with six vigorous young men, and "wrote it all down to astound my friends at home." It's an exciting tale, delightfully told. \$2.50, in *Field's Book Section, Third Floor, North, Wabash*.

Fieldcrest Linens Are Reduced Now

Field's is in the midst of its annual May sale of Fieldcrest towels, sheets and pillow cases, *Second Floor, North, State*. It's an event that you really shouldn't miss, because there is a substantial saving on every Fieldcrest purchase you make.

Those of you who have had Fieldcrest linens before, and have seen their quality proved, will undoubtedly want more. Those of you who are purchasing for the first time are assured of thrilling quality... every Fieldcrest product is made in Marshall Field's own mills... where every towel, sheet and case is carefully checked by us, from its raw material stage to the moment of its delivery at your own door. You'll find it pays to buy quality that is checked by meticulous examiners at every step of its progress. If you can't come in, you can still take advantage of these sale prices. Mail or telephone your order to *Personal Shopping Service, State 1000*.

Gift Certificates for Mother

If you think Mother would really find it gayer to select her own gift for Mother's Day, there's a gracious way to present that money! Give her a Field's Gift Certificate! This will particularly please her if she loves to shop. It's simple for you... you go to the *Cashier on the Third Floor*, present the amount you wish to spend, and receive the Gift Certificate.

Cafe au Lait A Perfect Summer Accessory Color

Running neck and neck with white, in the race for accessory popularity this Spring, comes Cafe au Lait, a gorgeous rich shade that makes your black or navy town frocks look too intriguing for words. Most women love straw in this color, and the wise ones find it tremendously useful, because it is versatile and can be worn with so many things. You'll be glad to have a Cafe au Lait hat to wear with your Summer prints... there are many different styles... and we think that you'll love our hat and bag combination.



Cafe au Lait Straw Breton and Handbag

It's a true fashion achievement. Here's Cafe au Lait at its best, in a glowing rough straw Breton, with a big bag to match. The hat is priced at \$8.75, is worn almost straight on the head, and is a flawless match for the handbag. The purse is trimmed with faille ribbons, which also form the handles. It is \$5. Both may be found, for your convenience, in *Field's Modern Millinery Section, Fifth Floor, North, State*; and in the *Handbag Section, First Floor, South, State*.

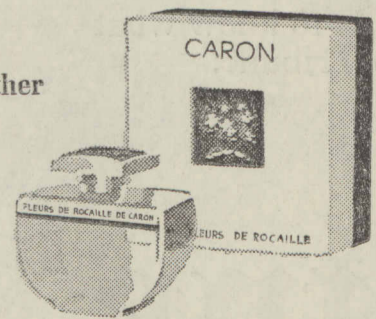
See Our Exotic Artwares Brought Here from Java

An unusual collection of Javanese batik and Balinese wood carvings has been gathered together at Field's by Mr. Milan Rupert who is an enthusiastic collector of exotic artwares from Bali and Java. The fabrics, "Sarongs," "Slendangs," "Kembaras" and "Sarong Kapalas," have all the charm of ancient handmade things.

In ruins of old temples of Java there are stone figures, wearing the same type of garment decorated in the same manner and undoubtedly made in the same way as those in our collection. The wood carvings include both primitive and modern treatments—and are perfect accents for a man's apartment. You can buy these intriguing things on *Field's Second Floor, South, Wabash*.

MARSHALL FIELD & COMPANY

To the sweetest Mother
in the world!



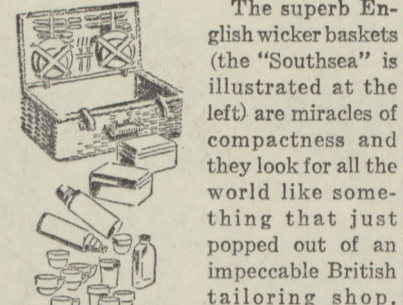
Fleurs de Rocaille BY CARON

"Rock Garden Flowers"—a perfume as lovely and distinctive as the dainty little flowers that were its inspiration. An exquisite gift for Mother's Day because its delightful floral scent is universally loved. The bottle holds about an ounce. \$14

First Floor, North, State—Also Evanston and Oak Park
—or call Personal Shopping Service, State 1000

Picnic Basket Completes Fun Out-of-Doors

Take Mother out for a day in the country! And make the day perfect by taking with you—as a gift to her—one of Field's Picnic Baskets! They're a grand substitute for kitchen and dining room, whether it's a snack or two, or a "doing-yourself-proud" banquet in the woods. We've concentrated on styles that are as efficient as a silent butler, to make things easier. Some baskets are utterly complete, even to the saucers under the non-fragile cups. But if you prefer, such formality can be dispensed with very nicely and it won't be missed. It's all a matter of knowing how much paraphernalia is really necessary, and then choosing the basket suited to your own purposes.



The superb English wicker baskets (the "Southsea" is illustrated at the left) are miracles of compactness and they look for all the world like something that just popped out of an impeccable British tailoring shop. They're all hand-woven of marvelously light weight willow, yet they're very strong and durable. The fittings inside are enough to make a real chef's heart turn green with envy. The cutlery is all the stainless kind, so you need have no compunctions about doing the dishes hours hence! The dishes are sturdy as well as very handsome. The "Southsea" is a basket for 4 and is fitted with cutlery, plates, cups, saucers, 2 food boxes and two vacuum flasks. The price is \$23.50.

For just as much fun, at a more moderate cost, you may have the smart domestic cases that are covered with canvas. They are very attractive and durable and you have a wide range of styles and colors to choose from. We've illustrated a 6-person-service type that is completely fitted with food containers (potato salad, vegetables, etc.), stainless cutlery, non-fragile cups and plates, a salt and pepper shaker and a solid jar. This case also has the masterstroke of genius included... a can opener, without which no picnic can be a success! The price for the whole outfit is \$17.50.

The two we've illustrated are just a sample of the dozens of grand styles we're featuring now, and the prices range from \$8.50 to \$115. With Memorial Day not long off, and dozens of outings that you'll plan for summer, this is the time to get your picnic basket. Then when the spur-of-the-moment trips come up, you'll be all prepared to handle the food situation quickly and easily. See these picnic baskets in *Field's Luggage Center, First Floor, Middle, Wabash*.

Brides-to-Be, No Worries!

There's no need to be frightened suddenly by the prospect of all you have to do before the date of the wedding. Let the Wedding Bureau do it for you. *Field's Wedding Bureau, Second Floor, North, State*, solves problems right and left... engineers your rosy destiny during that slightly daft period when you just grin and forget to answer questions. The Wedding Bureau will be your Staff.

The Lady Of The Day Is Mother



Dad hit the spot when he chose Field's new "Success" housecoat for Mother's gift. He looks very pleased with himself, with Mother, and with the children—who are very busy admiring the Lady of the Day. Her rayon housecoat features twin dots... white on aqua, aqua on white... and has a draped bodice line, with smooth-fitting waist. Of course, it zips up the front. It's available also in copen, dusty pink, and wine, in sizes 12 to 20, and is \$6.95. This, and many other charming designs, in *Field's Lounging Apparel Section, Fifth Floor, South, State*.

If Furs Could Speak They'd Tell You We're Moths' Public Enemy Number 1

To live with fine merchandise gives one a profound respect for things. We are always happy to find women who cherish their furs enough to ask lots of questions about cleaning and storing them. We respect the furs we sell; we're glad for the other people who do.

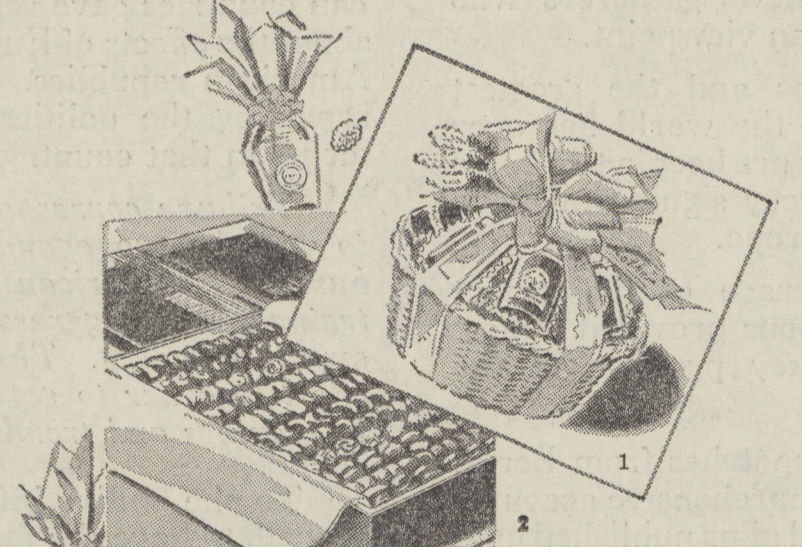
Our storage program, as most of you now know, is a complete, trustworthy one. We send for your coat, if you wish; then we put it in the Guardite chamber, where scientific gases kill moths, moth eggs and larvae; from there it goes into our cold white vaults, protected from heat, from theft, from fire.

It's fun for us to be asked about cleaning! Cleaning is anybody's word for it... *Hollanderizing* is the word we use.

It's not only a different word but a different process. *People who know furs* have been the ones to recommend what is done to them.

First the lining is cleaned. Then into the sawdust bin goes your coat. After that, air-pressure, blown out of a small-nozzled hose, to get the sawdust out. There are numerous delicate after-processes, which depend on the specific fur... but all the coats, after the last bit of treatment, have a vigorous, revitalized look—pelts and linings both.

It's impossible to give ANY fur coat better care than we give EVERY fur coat. Our rates for both Hollanderizing and storage are average, but our service is exceptional. Call State 1000, Fur Storage.



For "the girl that married dear old dad" DELICIOUS MOTHER'S DAY GIFTS 65c to \$5

Candies... jellies... nuts... in gift packages with Mother's Day cards attached make luscious gifts! Chocolates and bonbons from our own daylight candy kitchen. Freshly roasted salted nuts. An assortment of jellies packed in unusual containers. Here are a few of our suggestions:

1. Jellies packed in basket, \$1.65. Others \$1.35 to \$5
2. Petite Chocolates, a most popular assortment—nut, cream, fruit, hard centers. Specially priced! 2 lbs., \$2 (Not illustrated)

Choice Gift Hamper, candy filled, 1 lb., 4 oz., \$1.75
Chocolates and bonbons in a favorite assortment at a very special price! Pound, 75c. Two pounds, only \$1.35
Assorted salted nuts (no peanuts), Pound, 65c
Buttermilk mints, Pound, 65c

Third Floor, North, State
Candies also in Evanston and Oak Park

MARSHALL FIELD & COMPANY

Home Makers Finding Intriguing New Ideas At Field's This Week

Many a Mother has looked her home straight in the eye and wondered where to begin and how. And many a Mother has found just the answer in Marshall Field's Home Trend Show. For ideas are what she's looking for! Perhaps just one idea that will make everything in a room seem different.

McCall Pattern Fashion Show

Check your calendar now—don't miss McCall's Fashion Show at Field's—it lasts through May 13. The revue begins each day at 11 and 3:30 o'clock—and displays sports, hot weather, travel, afternoon and formal frocks, all cut from McCall patterns... twenty costumes in all are featured by special models—and Miss Charlotte Tonic, McCall fashion adviser, conducts the show. See the revue in *Field's Yard Goods Section, Second Floor, South, State*.

Field's Entertains Norwegian Royalty

Field's had the pleasure of entertaining Her Royal Highness Crown Princess Martha of Norway when she was in Chicago last week. The royal children, left at home in Norway, proved to be quite like other children—even at long distance—for their Mother sent them wonderful presents, from Field's.

Her Royal Highness had luncheon in the store, in a private dining room, and went immediately afterward to the *Toy Section on the Fourth Floor*. There she chose, for nine-year-old Princess Ragnhild, a dancing marionette. For Astrid, who is six, a musical clown doll. And for small Prince Harald, who not yet three, a big wrecking truck which he can ride on!

It was exciting to know the toys were going such a long distance, and to little children who undoubtedly find them as thrilling as many American boys and girls. Crown Princess Martha was apparently as pleased with her choices as the many happy mothers who daily make their selections in the *Toy Section*.

Later in the day Her Royal Highness returned to the store (this time incognito) for a personal shopping tour.

Field's has had the privilege also of being host to Crown Princess Ingrid of Denmark and Iceland, recently.

And last year, when the Crown Princess of Sweden was in town, she too came to see and shop in Marshall Field's.

That's why Marshall Field's Home Trend Show is packed with interest for every home lover... and her daughter. The Show ends on Saturday, which gives you just enough time to come down, browse around, and find Mother's favorite gift. It's an event which makes buying a pleasure, too, for many of the items you'd love to buy are now marked as special low prices (and we don't care how much money people have... there's nothing so exciting as buying just what you want for less than you expected).

Hundreds of Carpet Colors

The *Rainbow Room on the Third Floor* is full of ideas for any decorative minded homemaker. There are actually three hundred shades of carpet—more subtle shades than you've ever dreamed of. Imagine being able to match—in a floor covering—the exact green leaf in your favorite draperies. Think of seeing—all at once—over thirty shades of brown broadloom, over twenty lush tones of green. It's a startling new way to buy carpeting—and it's only one of the new IDEAS in the Home Trend Show.

This is *Frigidaire Week* on our *Ninth Floor*—and it's exciting hundreds of customers. Movies, displays, home economists' talks—all about the fascinating new Caldwell refrigerator and how it helps the homemaker keep her budget down and her food values up.

New Fabric for Draperies

You'd like ideas for your home? Do you know about Spectrafilm—the exciting new fabric used in draperies and curtains? It looks sparkly as an icicle—yet sun won't dim its bright colors.

Are you a person who can visualize how much the right lamp can mean to a room? Then see our display of Lamps of Modern America.

In every home furnishings section throughout the store this week, you'll find hundreds of ideas and values. And if you haven't yet visited the three houses on our *Eighth Floor*, plan now to see them. They're full of startling new decorative ideas you'll surely want to see.

Where there is a mother in the house, matters speed well.
—AMOS BRONSON ALCOTT, *Table Talk*

MARSHALL FIELD & COMPANY



Very Special Selling of BEAUTIFUL BAGS

Distinguished styles from \$6.85
two famous makers!

Exceptional values, every one! Perfectly timed for Mother's Day giving, 650 superb new bags... dozens of smart styles... in calfskin, patent leather, brocade and faille... all executed with the finest workmanship and most careful detailing. The color assortment includes all of fashion's favorites, plus some in white. Sketched are but six of our versatile collection. Here is a wonderful opportunity for you to save on your bag needs for months to come. (Included are some bags reduced from our regular stock.)

First Floor, South, State
Also Evanston and Oak Park

