

**HI, CHARMER...**

That's you... if you're between the ages of 10 to 13! And if you hurry down to the newest Broadway store in Del Amo and sign up in our Charm Club! It's a special club for girls just your age, of just your interests... and its headquarters are in your very own Sub-Teen Shop where every fashion, every accessory, every feminine bit of lingerie has been selected to suit you right down to the tips of your fingers. And the club is such fun, lots of things for you to do and to hear about.

**Sign Up Now...**

And be an Official Charmer... you'll get a Charm Club Identification card showing you're one of Southern California's smartest sub-teens. Bring your friends with you, there's nothing to buy.

**Get a Free "Charmer" Charm**

It's a gold colored heart inscribed with "Charmer" and shows you're a member of the club... you'll want to wear it on a bracelet or chain... always.

**Read the Hi-Charmer's Newsletters**

They will be mailed to your home every month... full of fun-facts, fashion and news of school activities... and it goes only to club members!

**Attend the Charmer's Charm School**

4 fun filled sessions (one a week) that teach you growing up tricks about health, hygiene, diet, grooming, hair care, make-up, beauty and modeling. And you'll get your very own Charmer's Club Model Harbox to keep all this at only a \$5 fee. Classes start every month. We hope to see you soon!

**HI-DEBS OF INTEREST TO TEEN-AGERS**

With the opening of The Broadway Del Amo, teen-agers from 14 to 18 will have a specially designed fashion center of their own! And a High School Fashion Board, too... all located on the second floor. Members of the Board will be selected from the high schools in the area, will present their own fashion shows, keep the Hi-Deb Bulletin Board up-to-date with news of school activities, send fashion news to local Hi-Deb members and keep things stirring. You may become a Hi-Deb simply by registering in the Hi-Deb book in the Hi-Deb Shop... and that makes you eligible for all the activities. There are no dues or fees, so bring your friends along, too.

**BRITISH-BORN ARTIST CREATES WIRE SCULPTURE FOR DEL AMO**

Now a New Yorker, Miss Valerie Clarebout, English artist and sculptor, has designed and created the decorative floral and animal motifs in wire sculpture seen at the new Broadway Del Amo store.

Her works being exhibited in homes and buildings throughout the country would constitute a veritable museum if collected in one place, and include mosaic and wire murals, venetian glass panels, paper figurines and even an Indian war chief made imaginatively of painted nail heads.

THEY'RE SUCH SPECIAL PEOPLE WE'VE GIVEN THEM



**SUBTEENS**

The subteen is at such a special age, with such special tastes that we've created "her very own shop" featuring fashion, lingerie and accessories that fit her figure and life.

**HER MAJESTY'S** slip, shaped just for her figure... in no-iron 40 denier nylon tricot with nylon lace trim and adjustable straps. White only, 8 to 14, \$4

THE BROADWAY'S NEWEST STORE—GIRLS' UNDERWEAR, SECOND FLOOR

**TOMMY CAROL'S** sissy shirtwaist dress, trim and tailored charm that bursts in a full skirt, feminized by white embroidery. 6 to 14, 10.95

THE BROADWAY'S NEWEST STORE—SUBTEEN SHOP, SECOND FLOOR

**GLAMOUR DEB'S** "Tina" with a pancake heel, a t-strap, a stand-up bow... black patent, 4 1/2-8 1/2, 6.99

THE BROADWAY'S NEWEST STORE—SUBTEEN SHOES, SECOND FLOOR



**GIRLS**

**LINDO LO** does the shirtwaist story in a feminine way that makes her look importantly grown-up, yet little-girl huggable. She'll love the two-tone dress with roll-up sleeves and rose applique... or the sleeveless shirt dress with embroidered trim... both in pink or blue. Sizes 3-6x, 6.95 Sizes 7-14, 7.95

THE BROADWAY'S NEWEST STORE—GIRLS' WEAR, SECOND FLOOR

**HER MAJESTY'S** nylon bouffant slip, a whirl of nylon marquisette tiers with nylon lace and piping... elasticized bodice. White. 3-6x, 8-14, \$4

THE BROADWAY'S NEWEST STORE—GIRLS' UNDERWEAR, SECOND FLOOR

**BUSTER BROWN'S** "Chemise", her "Sunday-best" shoe in red or black patent, flaunting a tiny bow and tinier buckle, sizes 12 1/2 to 3, 7.99

THE BROADWAY'S NEWEST STORE—CHILDREN'S SHOES, SECOND FLOOR

