

IN 1913

About 1913 the American women were wearing the famed hobble skirt. It was so narrow around the bottom that mere walking became a major chore! A loosely fitting kimono-tunic was worn over this to give the lady a flaring hip-line and a generous waist . . . and the graceful proportions of a baby elephant. It was in 1913, too, that Walther's Store for Women opened for business.



IN 1947

The "one style for everyone" verdict has gone out with the flapper . . . and American women no longer follow the fads like a flock of sheep! The sophisticated buyer wears clothes to suit her own figure type . . . her own personality and Walther's, still serving the people of Merrill, for a $\frac{1}{2}$ of a century, recognizes this basic need . . . and caters to the women who want a fashion right wardrobe that is distinctive and personalized down to the last detail.

NOW

After 34 years of continuous service to the women of Merrill we have opened our new ultra-modern store for men. It is our desire to continue to grow with Merrill, and always remain young in our service to you . . . to present to our customers the latest in styles of both of our stores.



Walther's

STORE FOR WOMEN

STORE FOR MEN