



MANILA SHOPS



By W. A. B.

(1937)

AIR conditioning is a grand idea any place in the tropics but it seems to me to be particularly adaptable to dress shops. You feel that it is after you've pulled six or seven dresses on and off over your head — and probably the sales girl does, too. Hamilton-Brown's spacious fashion salon upstairs in their shop on the Escolta has been air-conditioned ever since it opened and this month the whole shop upstairs and down will be completely air cooled. Which is a smart idea on the part of Hamilton-Brown because after buying yourself a couple of good looking outfits upstairs in the fashion

salon you'll probably want to stop in the cool downstairs shop and buy shoes to go with them.

Incoming tourists to Manila usually know that Aurelia's shop in the Walled City is one of the best places to buy Philippine handmade straw hats because Aurelia broadcasts on the "welcome tourist" programs to ships the night before arrival in Manila—and besides Aurelia has been sending her famous Philippine hats all over the world for years. Perhaps they don't all know—as we natives of Manila do—that upstairs Aurelia has a large and well chosen collection of dresses — for daytime and evening.

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to
ROSIE'S FROCK SHOP
Clothes for all Occasions
Reasonably Priced
BAY VIEW HOTEL
MANILA, P. I.

Rosie's Frock Shop on the second floor of the Bayview Hotel is a place I always like to go to because it's comfortable, friendly and airy — besides having a lot of good looking clothes. Rosie must have a good buyer in the States because whether you're staying home or traveling she always seems to have what you're looking for. Personally I've never found shorts as easy to buy in Manila as they should be. You'll probably need more this season of the year—and I suggest you try Rosie's because they fit.

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MANILA SHOPS



Incidentally Ada's dresses seem lovelier than ever.



Men of the mountain provinces of the Philippines carve intricate figures from heavy Philippine hardwood. This pair of book-ends comes from the shop of Francisco Cacho on del Pilar.

By Sun Studio.

Not so long ago crowns of hats were towering to the skies. Now they're perfectly flat—or there aren't any at all. At least that's the way they are at Ada's shop on Dewey Boulevard. And if Ada's showing flat crowns I know flat crowns are right because if anyone has the last word in hats it's Ada. I'm glad myself—and probably a lot of Manila husbands will be, too—because lower crowned hats are undoubtedly more becoming than the freakish (albeit smart) things we wore a few months ago.

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MANILA, P. I.

When you let up on shopping for hats and dresses for yourself and have a little time to think of buying presents for the folks back home drop into Francisco Cacho's shop on Del Pilar and look at the lovely Baguio things. His carvings from the mountain province are among the nicest I've seen.

Ada

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Our new hats,
Gay delightful
Spring dresses

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MANILA SHOPS



Tourists in Manila take a lot of pictures and are always interested in a quick and good developing and printing service. They can find a five-hour service at the H. E. Heacock Company on the Escolta. This big department store also carries several models of Eastman Kodaks.

Upstairs in Heacocks is a smart dress shop with clothes imported from New York and Hollywood. This is the season of the year when you'll spend more time than ever in swimming pools, so look over the 1937 Jantzen models at Heacocks.

Had a letter from Honolulu the other day enthusiastically thanking me for a box of monogrammed things I sent from Domingoes. I know a lot of friends there will be sending orders soon because they thought the monogramming was exquisite — and couldn't quite believe that it was so inexpensive.

Smart, gay and practical for use in the tropics — or with summer clothes anywhere for that matter — are the NEPA handbags you will find at the Manila Hat Store on del Pilar. The bags are hand-made of pure hemp.

This store has a large collection of Philippine hats both for men and women — and they can re-block your old hat and make it look just like new.

Ines F. Granfil whose shop is also on del Pilar—a street that tourists find fas-

inating—has all sorts of lovely Philippine things for gifts. Her *piña* bags are beautiful and I also remember she made me a good looking hat once.

Sent a dress that was getting sort of washed-out looking to Joe Bush's place the other day to have it dyed and it came back looking marvelous—which is something for a dyed dress.

I've heard a number of tourists exclaim with delight at the Walk-Over sign on the Escolta. It means American shoes at last —and that's a treat in the Orient.

Handwoven cloth always has a certain charm that machine made material can never achieve and the weaving done by the natives of the Mountain Provinces is particularly interesting in design and color. You can find it in bed-spreads, curtains and runners as well as by the bolt at Felipa de Saure's shop on del Pilar.

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