

APPAREL THAT GETS CARE GIVES SERVICE

Save Manpower

NEW STANDARDS
Because the clothes bought today will have to last, they are more rugged, durable and functionally styled than the clothes of any other decade, and bid fair to become standard equipment in every man's wardrobe in peace as in war.

GABARDINE RAINCOAT TO MAKE YOU FEEL LIKE Spring!

These super stylish raincoats are sure to make a hit with you... At last you can buy a coat that will look nice whenever and wherever you wear it and still they are absolutely water repellent. You have wanted something like this—now's your chance to get it and very reasonable too...



Several new spring styles in several shades of tan.

Some are lined with relesane and have a choice of zipper or button fronts.

Full cut for comfort with large, roomy pockets.

\$9.95 to \$14.95

Boys' Sizes . . . \$5.95 to \$8.95

The boys' sizes in these raincoats are nearly exact duplicates of those in the larger sizes... Any boy will look fine in one and will be proud to own one...

MULHOLLAND'S
Men's and Boys' Departments
Member Retail Merchants Association

Suggestions for Gifts to Service Men

There's no need to wait for some special event to send a gift to the man in service! Overseas gifts of necessity are out, but that's no reason to neglect many thousands of boys still within our shores!

Functional gifts, such as items of apparel must be bought with care with proper attention paid to Government Regulation orders, and the climate in which the recipient is. Uncle Sam takes good care of his nephews insofar as major items of clothing are concerned, but gifts like "G. I." socks, handkerchiefs, ties, sweaters and perhaps an extra shirt are all welcome additions to a service man's "wardrobe." Other gifts, although not wearable are definitely in the useful category, include sewing kits, shoe-shine kits, razor blades and sharpeners, pen and pencil sets, writing kits, wind shielded cigarette lighters, and wallets with an added personal touch, the recipients' initials and branch of service insignia. Shav-

ing utensils too, are rated high on a service man's wanted list. On birthdays, or any other event that calls for a more valued gift, there is no better suggestion or one that has more priority on a service man's wishes than a waterproof, shock-proof watch, if he does not already own one! It is a gift that rates second only to cartons of cigarettes, whose inexpensive yet complete pleasure-giving qualities make them an ideal weekly folks at home haven't forgotten or bi-weekly reminder that the him... or the brand he smokes.

Games offer infinite variety of choice, but probably most popular now are gin rummy sets. These come already neatly packaged in attractive leather kits with score tally and pencil. Other popular games are checkers, dominoes, chess, backgammon, especially when they are so constructed that they fold up to pocket-size for fun while traveling.

Remember your man in the service often... with gifts that he wants and can use. If need be, he can be very expensive. A box of his favorite candy, some foodstuffs, a few snapshots of the home folk, all will go a long way.



Long Sleeves
Nary a button to fuss with. Just slip B.V.D.'s Rogue Shirt over your head... and the self-closing neckline does the rest in almost endless variety of rich weaves and shades. Two pockets "down front," so you can drap this shirt over your slacks.

Mulholland's
Men's & Boys' Departments

Manufacturers See Plenty of Wool For Men's Suits

Suits will continue to be cuffless and pleated in both single and double-breasted models. In the double-breasted models they will continue to be vestless also. In the single-breasted they will continue to lack the once popular second pair of pants in the low-priced and medium-priced field. There is even the possibility that the amount of new wool available for men's wear fabrics for fall and winter of 1943 may be greater than it was for the fall and winter of 1942. The greatest changes in the men's wear picture for spring will not be so much in suits and topcoats but more in sweaters and furnishings.

Noticeable throughout the country will be the return of odd vests. These will be plain, fancy or white. This item of men's wear, once "high fashion" in the gay '90s, made its reappearance during the

past winter for two reasons: (1) As a supplement to the vestless double-breasted suit worn in offices made cooler than normal because of the fuel shortage; (2) because it added a dash of color to the "conservative" trend in men's suits. It will continue to be worn through the spring for the same two reasons and even into the summer for the second reason!

We are beginning to realize that we are neck-deep in the war. March 15 brings that home with a real impact. It will also be brought home by the disappearance of many types and designs of clothing and furnishings. As we go on in the second year of our very line

has been stripped to the bare essentials. The reasons are many, chief among them being: (1) Shortage of manpower and the conversion of peacetime industry to wartime production. (2) Actual shortage of materials needed in the making of war supplies.

Further restrictions are expected in the color of shoes; also in the colors and weaves of neckties. Three inches have now been snipped off men's shirt-tails and pajamas are minus collars, frogs and piping and come with jackets no longer than 29 inches. Bow ties will be offered in great profusion in prints and foulards—also in wool. The reason for this is that

bow ties use less material! Also they do what the odd vests do—lead a sporting touch.

CLOTHES SAVER
It's just plain economy to rotate wearing clothing as each garment will give longer wear if worn less frequently.

There Are Others
The piano, it is announced, is now fighting for its life in the American home. And one we heard of the other night was taking a terrible beating. — New York Evening Post.

The Only Kind of Shirts it Pays to Buy Now QUALITY SHIRTS!

By **Manhattan** will serve you well these active days...

You'll get more out of a Manhattan shirt because it fits better, looks better, wears better. Every Manhattan shirt is "Size-Fixt" to fit you permanently—average fabric shrinkage is 1" or less. Every Manhattan collar is hand-measured for accuracy. The right shirt is the best shirt—and that's a Manhattan...



Whites \$2.50
Colors in Patterns \$2.25 to \$3.00

MULHOLLAND'S Men's and Boys' Departments

Wool Sweaters to Be Popular This Year

Wool sweaters—now practically a "must" in every wardrobe—show every indication of being the most popular item this spring and summer. Always popular among college men, they became universally used this winter for the same reasons that the old vest was taken up: they definitely lived up to the most conservative outfit. These sweaters now have a much lower neckline in order to give the tie a chance to be shown.



TIME TO START wearing a light weight felt hat. This one features dark band and wide lighter binding.

A glint of Spring in your eyes and afoot with Patent...

THE "BRUEHL" BY PEACOCK

Gabardine plus patent! The perfect combination for spring! Gay enough but restrained enough. Smart enough to wear from dawn 'til dark with perfect assurance... as planned for you by PEACOCK.

HERBERT F. BURR
166 W. MAPLE

Wardrobe Allies for Spring

Add these versatile items to your wardrobe and assure yourself a place among the best dressed men.

LONG SLEEVE Gabardine Sport Shirts

Plains and Plaids \$5.95

Zelan Treated Rain Coats

Worn casually and in good style in all kinds of weather—Short or long styles.

\$9.50 . . \$11.50 and \$14.50

Corduroy SPORT COATS

- for Work
- for Sport
- for Serviceability

in Beige or Chocolate Brown \$14.50

Dobb's HATS

Preferred for styling. See our many types.

\$6.50 and \$7.50

Mortimer's Men's Store
136 N. WOODWARD PHONE 9012

FOR

Easter

[and after]

IN SHOES, A MAN'S BEST FRIEND IS FREEMAN



FREEMAN Fine Shoes

Williams Boot Shop
115 W. MAPLE PHONE 117

YOUR QUALITY CUE

Queen Quality Shoes

AS SEEN IN *Vogue*

Brand...
Valse*3

"WE'RE HAPPY AS LARKS," warble your feet. "You really put us through our paces today, but—in those grand Queen Qualities—it was fun! Working or playing, we always look better, feel better in lovely Queen Quality Shoes."

\$6.95

FOOTNOTE: Take a tip from your feet... for good looks, comfort, and long-lived service in the shoe-filled future, choose Queen Quality Shoes.

Specializing in Juvenile Shoe Fitting

Miller's Shoes
WOODWARD AT MAPLE—BIRMINGHAM, MICH.

Fittings Verified by X-Ray