



FOR PLAY OR DRESS, sturdy new leathers for the younger set. A two-eyelet tasseled mocc in heavily grained leather that will take rough punishment; and for dress-up, a tan and white in smooth leather with perforated vamp of buckskin.



CHILDREN of Himehloch employees model Easter outfits every Saturday from noon to 3 p.m. Modeling little "dutch girl" ensembles are five-year-old Patty Jo Warner and three-year-old Claudia Joseph. They are Younglands aqua dotted swiss with matching hats accented by ric rac trim.



TOES POINT THE way to spring! In the frame, a pump with a very pointed toe in a combination of leather textures—golden grown burnished leather and polished white calf. In foreground: newest spring color combination—black Guild patent leather and gray calf.

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**the man in the Hathaway shirt**

For the man who buys fine suits and refuses to spoil the effect by wearing a shirt of lesser quality, our shirts by Hathaway will please the most discriminating.

Our Hathaways make you look younger and more distinguished, because of the way Hathaway cuts collar—low-sloping and with shorter points. A more generous cut makes the whole shirt more comfortable. Buttons of mother-of-pearl—big and masculine. In a wide selection of colors and fabrics.

**New Arrivals!**

**LIGHTWEIGHT**  
**BATISTE OXFORD**

... in traditional button-downs. This remarkable fabric is half as light to wear as regular-weight oxfords. Woven for Hathaway exclusively, this cloth has completely solved the warm weather problem. In white, \$5.95—in blue, \$6.50

**Mortimer's**  
 MEN'S STYLE CENTER  
 123 West Maple

**The Village Store**  
 282 First St., Birmingham, Mich.  
 48 Boulevard, Green Pt., Farm, Mich.

**RAIN or SHINE**  
 our Villager Raincoat  
 paisley lined  
**22.95**

Keep dry in cloudbursts or warm on breezy days in this water repellent cotton poplin raincoat. Coat natural only lined in red or blue paisley. Fly front, slash pockets. Sizes 7-15. Matching hat, 2.95

add 3% Sales Tax 6% postage on mail orders.

**TRIPPING THE LIGHT FANTASTIC**, or rock and roll, teenagers will be gay in leather flats like these perched on thin navy blue kid leather with a white vamp strap; at right, a black and brown suede leather with two side buttons for eye-interest.

**TAPERED TOE** in covered up shiny pale gray calf leather opera pump with high heel. Kid leather, stripes, high-lighting toe line are in bright shades of red, blue and yellow.

**MOST POPULAR** style among men of all ages this spring is the two-eyelet grained leather blucher with perforated vamp.

*... might be the lord of the manor*

**HIGHLAND HERRINGBONE**

A baronet roaming the English moors, could hardly strike a more casual figure than you in a Herringbone. Its purely masculine pattern is soft-textured, but hardy as heather. Its new cleaner styling has full measure of luxury tailoring effects. It's as fine a suit as could be custom-made by the best craftsman of Saville Row—yet look at the wee sma' price! And every Matthews suit is Recorded and Guaranteed in Writing. Could anything please a man more?

**\$69<sup>50</sup> AND \$75**

• MI 4-1777 •  
**MATTHEWS CUSTOM TAILORS**  
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**How to sweep her off her feet...**

Every girl goes for that fresh, well-groomed look... the look you always have when we clean your clothes! Your suits come back promptly as crisp and spotless as when new... the better to make a good impression! Try us... see for yourself!

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internationally renowned flower arrangement expert complimentary with the purchase of

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**NEW!**  
 Eau de Toilette in gift Basket, \$1.75\*  
 Long lasting formula is laden with perfume.  
 Spray Mist—\$3.25\* Body Talcum—\$1.25\*  
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**NOTE! SPECIAL EVENT:** Get a complimentary ticket to a Flower Arrangement Lecture Demonstration by Mr. J. Gregory Conway in ramos with the purchase of most Quelques Fleurs Toiletries. Lecture will be held at: Detroit, Michigan  
**DATE:** May 2nd  
**PLACE:** Hotel Fort Shelby  
 Get there early... no reserved seats!

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**For loads of fun...** check the Fiesta's sleek, low-level styling with distinctive new Accent Stripe that stands out in high society or suburban living. And get the full significance of wide-open pleasure with Oldsmobile's glamorous Holiday styling.

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**For loads of friends or loads of luggage...** inspect the luxury and spaciousness of the Fiesta's new Tech-Style Interiors... styled for comfort with carrying capacity second to none. And with the rear seat folded down you've uncovered even more storage space—more than 64 cubic feet big!

**Be our guest...** let us show you all the exciting features of Oldsmobile's newest model... the Fiesta. Stop in at our showroom soon and drive it.

927 cc. Rocket 4-000 Engine standard on all models.  
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