

Sweaters Reflect Trends in Fashion #1

Sweaters in many lengths and styles reflect the fashion news of the season. The gently-biased look appears in pullovers with elasticized waistlines. Borders of contrasting stitching refresh the classic cardigan, while graded stripes appear on both pullovers and cardigans. Brief versions of the sweater include gola embroidered boleros. Neckline news centers around pullovers with straight-across necklines running from shoulder to shoulder and bateau-necklines with cowl drapes.

Spring Headlines

by Dior's Hair Fashions

Top note to spring glamour begins with a new hair-do that's shorter, more carefree and often, "bang-up".

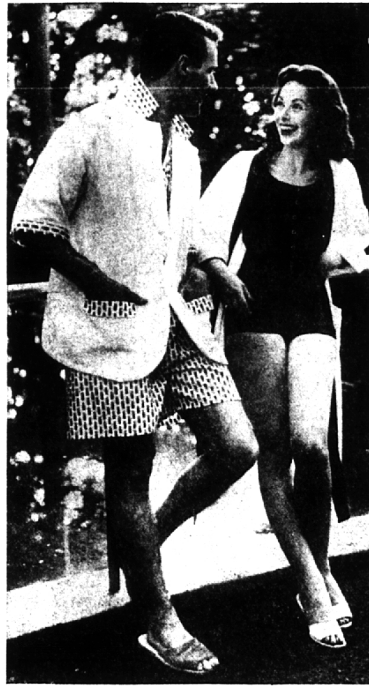
It's length that's most important, as you'll note the moment you slip a new roller brim, cloche or back-dipping hat on your head.

If you're among the many who've toyed with the idea of a different hair shade to brighten dull hair, now's the time to go ahead! The newest, scientific "L'oreal of Paris" formulas tint and bleach so subtly, that who's to say you did or didn't!

For Permanent waving, tinting and bleaching . . . visit

DIOR'S Hair Fashions

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A Real Sleeper

A real sleeper is this pair of pajamas styled after a cabana set. Spring sleepwear has really stolen a page from sportswear and casual wear, reports the American Institute of Men's and Boys' Wear, in models like this one, which has a short terry coat with trim to match the swimwear print of the coat and pants.

New Pajamas Are a 'Steal'

Hard though it may be to believe, a man today could stroll along a beach, take in the sights at a yacht club, or even pick up groceries at a suburban supermarket in his pajamas and not get tossed into the clink.

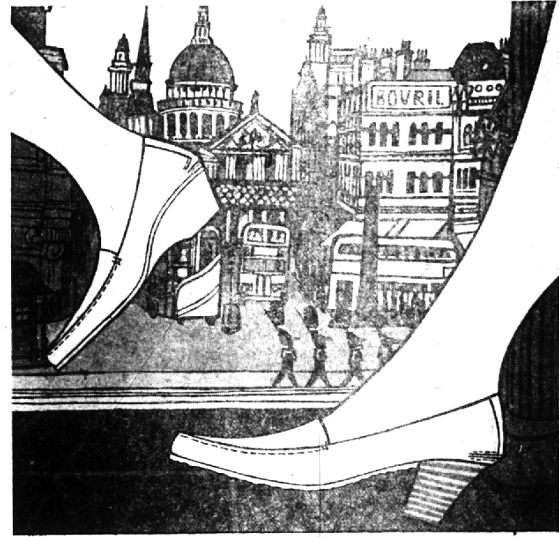
Why? Because the lads in the pajama game have committed grand larceny by swiping nearly every popular idea from the sportswear field and incorporating them into new spring and summer sleep suits.

You'll think the larceny is "grand" because the new pajamas are as sporty looking as they are comfortable.

DO YOU LIKE those low button cardigans that have made such a hit in sweaters? Well, you can find sleepable facsimiles in pajamas. You can also find shorty pajamas themed after the classic Alpine "jederhosen" that are the pride of mountain climbers; copies of your favorite sport shirt and Bermuda short outfits; nautical blue blazer and slack sets; cotton cardigans and shorts outfits; leisure shirts teamed with broadcloth pants, and even cabana-type pajamas complete with a terry coat to wear as a robe.

The wash-wear factor is important in pajamas, too. About 60 per cent of the new crop will be made in blends or finishes that require no ironing.

ROBES ALSO have taken off on a fashion spree this season. No longer drab and colorless, they are now bright and cheerful with strong colorings in bold prints. Some use the native African designs, others the foulard-type patterns, and still others are worked in startling abstracts. Some of the robes may prove too good looking to stay at home, and will show up at the swimming spots when the weather turns warm enough. Wash-wear is a factor in the robes, too. They are light in weight, easy to wash, and make fine traveling companions.



Biggest news afoot today—the NEW HAYMAKERS!

Haymakers' whole outlook has been narrowed down, tapered, lightened—and it fits like a mold of your foot. Haysit floating on its famous wedge—or (newest ideal) walking on a buoyant crepe sole and stacked heel. Either way, it's still the great handmade shoe crafted in the softest, hand-stitched leathers.

Wedged: Big selection of colors \$1.95 to \$3.95
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a superlative broadcloth
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We'll wager you've never seen a more luxurious fabric in a man's shirt! This high-count cotton broadcloth was woven expressly to EXCELLO specifications. Because of a new treatment inherent in the yarns the cloth retains its deep-seated, locked-in lustre through a long life of laundering. And the "Boulevard" is styled with the impeccable EXCELLO finesse...single-needle, one-piece sleeves set in at the natural arm angle...giant, man-sized 22-ligne ocean pearl buttons anchored on to stay...lock-stitched throughout to make unraveling of the seams impossible. Here's comfort...fit...long-wear...in a handsome new EXCELLO shirt for men who want the finest.

Young's
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For Well-Dressed Traveler

Around the world or around the corner, the best way to go is in these supple, one-piece shells. A fashionable adjunct to all your tailored clothes, they are hand-made at the cobbler's bench by Haymaker in a color for every costume, a fit for every foot. The whole outlook has been narrowed down, tapered, lightened. They fit like they were molded to your feet. Crafted in the softest and handsomest leathers. Pump or wedge tie is \$15.95 at McSweeney's, 277 Pierce.

*Les Chapeaux en Fleurs**

*Chacun a sa Chemise**

meaning

Put Spring on your head with a handful of flowers from the Village Store. Our garden of hats is blooming in a lush profusion of roses, forget-me-nots and daisies, artfully scattered about on straw brettons, dainty velvet bands, jaunty cloches—or veiled up by wisps of catching, Mesdames and mademoiselles, come take your pick!

The Village Store

205 Pierce St., Birmingham, Michigan
88 Kercheval, Grosse Pointe, Michigan

... come to see
"LANZ IN FLOWER"
modeled from *One to Four o'clock Saturday*

meaning

There's a chemise for you. The chemise is not a shape; it's a look...a new, lean, young look to invigorate your spirits and your wardrobe this Spring. At the Village Store the chemise comes in infinite varieties of shapes and fabrics. Here you are sure to find the chemise for you, for ours are carefully selected to fit. No bags or sacks are they! These caress your shape like an admiring glance. This Spring your young man's fancy will turn to thoughts of you... in a chemise.

The Village Store

205 Pierce St., Birmingham, Michigan
88 Kercheval, Grosse Pointe, Michigan