



A Permanent Wave Styled for You Is Key to Spring

Today's secret for that silky, softer look of the new spring hair fashions is a permanent wave, personally prescribed for you.

Most fashion-wise women know this, appreciate the fact that unless their coiffure has a foundation permanent personally prescribed for them, no amount of artistic talent in coiffure design will give their hair that fresh American look of good grooming.

Today's hair fashions depend upon this basic permanent wave. It allows the freedom, the movement of easy elegance, the casual softness, inherent in today's new hair fashions. Without it, many women could not have a new hair fashion effectively personalized to enhance the distinctive characteristics of their own features and personality.

One of the most important fashion requirements of the new spring styles is that your coiffure must be individually translated for you. There is no fashion fitness in carbon copies of any of the styles—whether you prefer the look, a transitional, or the smaller head of waves.

For Those Spring Days

This hand-detailed, cashmere-styled spring coat has a milium lining and push-up sleeves. The model is Mrs. Bud Graham and the fitter is Mrs. Sarah Parsons of the R.B. Shops, 142 W. Maple. The coat is priced at \$49.98.



New Fabrics for the Home

A good re-upholstering job can make new furniture out of old pieces. The Birmingham Custom Upholstery shop specializes in the field and is well supplied with new fabrics and technical experts. Here Barbara Herberick, seated, shows off a sample to Mrs. Glenn Sawyer.

Shoes Place Big Accent On Leather

Women's shoes come straight to the point this spring in simple, straight-sided shapes that depend largely on the beauty of the leather for their distinction. Thus they complement new fashions in clothing, which emphasize line, fabric and color.

Popular choices include sleek, shiny smooth leathers; highly-polished textured leathers with fine, light grains; bright-colored suedes, and patents in both black and bright colors—especially a brilliant, shiny red. Beautiful aniline leather, showing the natural markings of the skin, is often glazed or given a matte finish.

Daytime shoes are cut high and shape, boast imaginative trim straight or "V" shaped. Tailored pumps have new trims such as flat bows of real gold or silver, and unvarnished wood buttons.

In spectators the second color or texture of leather is applied in new and fancy shapes.

There are straps galore on all kinds of shoes: T-straps, instep straps, double straps and shaped straps.

More low, curvy heels are seen on daytime shoes.

Dress-up shoes, also simple in shape, boast imaginative trim ranging from large, life-like daisies and anemones to bunches of cherries (these on red patent) to jeweled wishbones.

Colors are bright, with a new bright navy, bright red and an electric blue leading the list. Beige is most often seen in a light "oyster" shade, but very dark beige (almost a light brown) is also important.

Strong, bright pastels include petunia, a purply pink, another "hot" pink called "Caribbean," coral, raspberry and pueblo yellow.

White appears early, alone and in combination with other colors. Many shoes boast an array of

WIN POPULARITY

Prints win spring popularity in sleepwear. Favorites include flowers, stripes, polka dots, small checks and paisleys.



here in bright new beauty...

Created for... supreme flattery, perfect fit and wear through many seasons to come.

WEVE SIZES AND STYLES FOR EVERYONE

KELLER

Hat Shop
129 E. Maple MI 4-2755

Elegance Is Fur's Role In Fashion

Simplicity of line, richness of color and fabric—to these important elements of the spring fashion story, little furs add a large helping of elegance.

Interpretations of the stole, shrug, cape and jacket reflect the growing tendency to handle fur as if it were cloth, with very graceful results. Distinctive designs, using pets that are let out or

specially treated to drape softly, effectively develop the outstanding trends of the season.

Necklines Move Away Easy chemise lines, tapered cocoons, bloused and rounded-back shapes make their mark in fur cape and jacket fashions.

Liked, too, are away-from-the-neck lines, curving hemlines and far trimmings on fur—such as a black mink collar for a broadtail processed lamb jacket that's wait-

length, buttoned, and styled to stand slightly away from the body.

Stoles, very long and straight, gently curved or designed to drape into a cape-like effect, are among the fashion leaders. Important furs for the stole include mink, with emphasis on black-dyed or pastel hues, and fox, in blue, black, white and dyed pastels.

Jackets Get Attention The little fur jacket competes with the stole for spring attention.

ALICE'S WONDERLAND

of TOYS

has a

NEW HOME



STOP BY AND...

See Our New Store at

595 East Maple Near Kroger's

Plenty of Free Parking

MI 6-1113

ALICE'S WONDERLAND of TOYS

Open Friday Evenings Till Nine



Fashion leaders for 30 years

142 W. MAPLE — BIRMINGHAM

Branches in Royal Oak — Ferndale — Mt. Clemens



For One Week Only!

ONCE-A-YEAR EVENT... March 14 through March 22

Enjoy the luxury of beautiful Archer nylons NOW... at important savings. Full fashioned and seamless styles, exactly proportioned in Trim, Tween, Taper sizes for perfect fit... sheer, yet wonderfully long-wearing. Fashion colors are Fanfare, Fantasia. Invest in a whole Archer hosiery wardrobe, during this annual sale event!

this year, save even more when you buy 6 and 12 prs.

| Full Fashioned: | 1 pr. | 3 pr. | 6 pr. | 12 pr. |
|-------------------------|--------|--------|--------|---------|
| \$1.65 TISSUE CHIFFONS | \$1.36 | \$3.95 | \$7.75 | \$15.45 |
| \$1.35 SHEER CHIFFONS | \$1.12 | \$3.25 | \$6.35 | \$12.55 |
| \$1.35 DARK SEAM SHEERS | \$1.12 | \$3.25 | \$6.35 | \$12.55 |
| \$1.35 WALKING CHIFFONS | \$1.12 | \$3.25 | \$6.35 | \$12.55 |
| \$1.35 KNEE-HI DRESS | \$1.12 | \$3.25 | \$6.35 | \$12.55 |

| Seamless: | 1 pr. | 3 pr. | 6 pr. | 12 pr. |
|------------------------|--------|--------|--------|---------|
| \$1.35 HEEL-AND-TOE | \$1.12 | \$3.25 | \$6.35 | \$12.55 |
| \$1.50 DEMI-TOE SHEERS | \$1.24 | \$3.60 | \$7.10 | \$14.10 |

ARBOR
Patent, Open Toe
High Heel
\$16.95



FORMELY
Black Patent
High Heel
\$15.95



BELFLOR
Patent, Open Toe
Medium Heel
\$16.95



Herbert Burr
SHOE SALON

255 N. Woodward, Birmingham