

KNOX HATS



Knox Twenty

Invitation to Admiration

Once a man becomes acquainted with this Knox hat, he's lost to any other. It's not just the extra quality, as seen in such details as the hand-crafted Custom Edge . . . and fashionable two-inch brim . . . It's the extra attention you get when you wear it. That's not easy to give up . . . and why should you? We can fit you today in both regular and long ovals.

20.00



Young's OF Birmingham

203 PIERCE ST.
OPEN FRIDAY EVENINGS



The Latest in Casuals

At Nadon's, Miracle Mile Shopping center, South Telegraph and Square Lake road, saleswoman Julia Smith assists model Shirley Galloway, wearing the latest in casual clothing. Shirley is wearing a cotton knit matching outfit which comes in Blue, grey and black. The T-shirt is only \$2.99 and the tapered slacks are only \$5.98. Nadon's specializes in sizes 6 to 15.



Skirts Definitely Much Shorter

The short skirt is in, all the way. Short skirts rule for evening, too (floor-length is a rarity) but evening shortness is about 14 or 13 inches against daytime 16 and more.

Fuller skirts, still in favor for cocktail and formal dresses, account for the skirt length distinction.

Swing to Silk Keeps Growing

Fabrics that win fashion's favor this spring are supple, interestingly textured and ideal for enhancing the easy-fitting new styles of the season.

With this trend, the swing to silk is ever more pronounced. Silk appears in everything from lingerie to coats, and in a wide variety of textures. Gaining great popularity are the silk tweeds, herringbones, nubby and slubbed rustles, shantung and honan textures.

Then there are the smooth, firmly woven silks, the crinkly chiffons, the elegant, satin-surfaced silks.

Silk's affinity for other fibers is illustrated by the many blends—silk with cotton, rayon, acetate, wool or miracle fibers.

women

It's a shame how many Women don't know about it

Try a Softy



So soft they'll never dream you had a permanent . . . So permanent you'll think you had the wave.



FE 8-9639

With or Without Appointment Hours 10 to 9

REGÉ COLOR

A Fine Way to Try If You Don't Dare to Dye!

- NO TOUCH-UPS!
- NO TIME LOST!
- NO PEROXIDES USED
- NO RISKS TO A SINGLE STRAND!

it lasts 5 weeks . . . takes 5 minutes

donnell HAIR STYLISTS

Michigan's **MIRACLE MILE**

AROUND THE CORNER FROM KRESGE'S

Quality built in . . . not rubbed on



FRENCH SHRINER

MEN'S *Extra Quality* SHOES

If you appreciate fine craftsmanship you owe it to yourself to "discover" French Shrinker shoes.

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203 Pierce St.
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Miller's SHOES

100 N. Woodward MI 4-1024



DRESSMAKER

The prettiest part of Easter . . .

The part that gives you such a fresh, springtime feeling . . . and a sense of being so correctly in fashion. Shapely silhouettes. Luscious colors. Come choose your flattering pair. You'll love them. They're Red Cross Shoes.

Largest selling brand of fine footwear in the world.
Styles from 10.95 to 13.95

Red Cross Shoes



PATENT

This product has no connection whatever with The American National Red Cross

Outfits Foundation

Fine foundation for a spring sports outfit is this sound combination—diamond pattern socks worn with casual shoes and gray flannel slacks.

Spring Shoes, Socks Offer Fine Foundation

Shoes and socks—in tune with each other, and with the occasion—are the foundation upon which a well dressed man bases his outfits.

Just as there is no suit to meet all occasions and no hat that can be worn with all suits, there is no pair of shoes that can be worn for business, formal, sports or leisure clothes with equal assurance.

The same applies to socks. The big bold colorful designs that are great for sports and casual wear can't be correctly interchangeable with the dressier more subdued hose that are keyed to more formal outfits.

However, this should pose no problem for the fellow gathering together his spring outfit. Makers of both shoes and socks have provided him with a tremendous choice of both dressy and casual styles from which to make his selection.

THE KEYNOTE in shoes is comfort plus good looks. Among the new ideas are oxfords with tapered square toes, a design that originated with the Italian cobblers. Smooth seam stitch-and-turn fronts have a definite Continental look, too. Spring shoes are lighter in weight and more flexible, and many feature glove-like leathers that are as soft as butter yet as durable as the heavyweights.

Laceless slippers are styled in both dressy and casual models in both smooth and grained leathers. Wing tips and plain toes are the first choices of Ivy fans and these are closely followed by the popular moccasin front bluchers.

Casual styles feature new strap and buckle closings in the traditional monk patterns. Literally thousands of interpretations of the Continental ideas, and blacks as well as browns to blend with sports outfits in either shade.

BIG, BULKY crew socks in patterns and bright shades as well as in the solids are perfect for casual wear, as are the fine argyles, stripes and fancy knits.

The sleek look is the thing in dressy socks with new stay-up tops, fine all-over and spaced designs, and the traditional clocks and fine ribbed knits.

A new crew sock in a special height has been designed for wear with walk shorts. These are higher than the regular crew type but not as high as the knee-length models.



Lebow

EMBASSY CONSTRUCTION

doesn't show . . . but it's all there

Rarely do you find a suit that features the completeness of skilled custom hand tailoring as does Lebow's Embassy. Because most of the extra tailoring refinements are inside the coat and trousers, we ask you to come in and personally examine the work of art "behind the seams." Look and compare. You can pay more, but you can't buy finer.

from 125.00

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203 Pierce Street

