



In preparation for the Aug. 26 evening of college men's fashions and entertainment at Bloomfield Open Hunt club, Robert Gwynn (right) and recent MSU graduate Bill Beattie look over a new sport coat. Bill is one of the college men who will be showing and discussing campus fashions at the special event.

## Evening for College Men Schedules Fun and Fashion

It's no news when the Campus Queen turns model—this we expect. But it is news when Birmingham-Bloomfield college men turn models, as they will Aug. 26 in cooperation with a local men's clothing store.

At a special Young Men's style show, more than 100 college men from the area will be treated to an inside sneak preview of men's college fashions for this fall and winter.

SIX TO eight college men from as many different colleges and universities will show the men's clothing, ranging from suits and sport coats to sweaters, claddiggers, shirts and what have you, with a running commentary on style changes and trends.

Sponsored as a non-commercial activity by a Birmingham men's clothing store, the event is scheduled from 8 to 10 p.m. Wednesday, Aug. 28, at the Bloomfield Open Hunt club, Bloomfield Hills.

ALL YOUNG men in the area are invited to attend. Parents are invited to play bridge, or watch television, at home.

Reservations and complete information can be obtained by calling Gwynn's, 112 S. Woodward, Birmingham, between 9 a.m. and 6 p.m. None of the clothing to be shown will be for sale, and there is no charge for admission.

Following the short "formal" part of the show, the college men-turned-models will mix with the group in an informal bull session for discussion of clothing trends on their particular campuses and areas. The models will be well briefed in the coming fall styles in various sections of the nation. The man headed for Georgia Tech can find out what is most acceptable in the south, while the man headed for Harvard can hear about the latest from the Ivy League.

"IF YOU think the women are clothes conscious, you ought to talk to some of our young men," says Robert Gwynn, Birmingham custom tailor and men's clothing store operator. "It seems true that men of all ages are becoming more and more clothes and style conscious, but these young fellows of today know ten times as much as their dads did about clothes and style—and they all want to learn more."

Gwynn continued, "The whole idea of this Young Men's style show came about because so many fellows and their parents asked us so many questions in the store about what to wear at Harvard or Cal Tech or U of M or Miami. "Here was a real need, and we're trying our best to meet it," said Gwynn.

While the idea of a man's style show is not new, by any means, to specialize it for college men, by areas, is a fresh approach.

GWYNN points out that what is stylish in Indiana may be pure corn in Connecticut or California, and vice versa. That is the reason he conceives this style show idea

as being important to all young men, and most particularly the one who is just about ready to leave for college. Many young men have found to their sorrow that the clothes they purchased at home were sadly out of place in their college town hundreds of miles away.

Because of this, some parents have allowed their sons to purchase school wardrobes after reaching college. But this means that purchases often are made without qualified supervision or recommendation. In a few cases, unsuspecting young men have been quickly parted from their allowances by salesmen who know they will never have to face up to parents and answer for poor wardrobe selections. This is not the case if the young men have been properly briefed beforehand.

Still another point that will be stressed is how to make the college wardrobe dollar go the farthest, by wise choices in basic components and the thrifty purchase of coordinated units.

STARTED last year as an experiment on a modest scale, the Young Men's style show was an immediate hit with men and parents alike. Attendance last year was about 40 men (and our grapevine says a couple of the gals sneaked in, too, even though they are definitely "invited out" for this one.)

This year more than 100 young men from the Birmingham-Bloomfield area have already signed up and more are expected.

This Young Men's style show is different in another way, too. Gwynn says that under no circumstances will any clothing or other merchandise shown in the show be for sale, nor will any orders be taken for future delivery. He emphasizes that this is an evening of fun and education with clothes.

All young men of college age are welcome to attend. Reservations are preferred, and full details can be obtained by telephoning Gwynn's.

## Initialed Sweaters Create High School Fashion Interest

The initialed high school sweater is exciting interest in the fall back-to-school fashion picture. Featured in Seventeen, the large felt letters, available in local high school colors, are combined with a bulky white orion sweater.

The sweaters, priced at \$5.98, and the letters, at 89 cents, are available at Nadons, Miracle Mile, along with stitched-down, pleated skirts in many patterns to complement them.

## Bloomfield Hires 27 Teachers

BLOOMFIELD HILLS—With 12 teachers added to Bloomfield Hills school staff and 15 teachers replaced, a total of 27 new teachers are being hired in Bloomfield Hills school system.

Four of the vacancies have yet to be filled, but Superintendent of schools, Eugene Johnson, believes he will find suitable replacements by the opening of the school year.

CONTRACTS HAVE been issued to: Marion Bush of Akron, Mich., and Mrs. Jennie Johnson of Clawson, both teaching at Vaughan; Mrs. Jane Marshall of Birmingham and Gerald Guinan, Jr. of Pontiac, at Wing Lake; Mrs. Beverly May of Birmingham, Hickory Grove; Mrs. Virginia Williams of Birmingham, Eastover; Katherine Lafter of Detroit, kindergarten; and Mrs. Marie Colando of Pontiac, unassigned.

ADDITIONS at the Junior High school are: Mrs. Kathleen Brady of Royal Oak, art; Mrs. Hona Kiraldi of Mishawaka, Ind., biology and geography; Robert Slack of Fowlerville, Mich., industrial arts; Bruce Snyder of Oak Park, French; Mrs. Cecily Meyers of Ithica, N.Y., Mrs. Gloria Sproul of Birmingham, Mrs. Loretta Fox of Detroit and Denys E. Hayes of Sarnaw, all teaching courses consisting of two subjects.

NEW TEACHERS at Bloomfield Hills high school are: Marilyn Dee Hey of Royal Oak, English; Mrs. Lois Miller of St. Charles, Ill., commercial; Stanley Wareck of Shephard, Mich., math and social studies; and Mrs. Mary White of Battle Creek and William Schaar of East Lansing, both teaching and counseling.

Elementary French for second and third grades in all elementary schools will be under Esther Stahl of Rochester, Drue Grassley of correction.

## Petticoats to Puff

Petticoats for young misses, begin to puff higher this fall, either from a wide elasticized waistband or from a shortened yoke. Bands near the hemline help the softness of the fabrics to create a full but not stiff line under young dresses.

## Shedding Light On Your Child's Daily Homework

What does it take to make "light" work of homework?

What and why are summed up in the following comments!

The right desk lamp in the right place protects young eyes from the discomfort of glare and from the annoyance of contrasts and shadows.

The "right desk lamp" may be a table or wall lamp, or a pair of wall lamps, provided there is a glass or plastic reflector bowl under the shade.

This under-shade construction produces a combination of upward and downward light that reduces the eye-irritating difference in brightness between the desk top and the rest of the room.

FOR A happy medium in height, for table or wall lamp, the distance from the top of the desk to the bottom of the shade should be about 15 inches.

To get the full money's worth of light from a well-chosen lamp, it should be placed on the side of the desk opposite the writing hand.

## SHAIN'S BACK TO SCHOOL BUYS

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