

(Continued from Page 4)

Miss Koser also pointed out that the Village Store frequently puts a new beat in an old tune.

"We often take classics and feature them in new colors or fabrics," she said. "Coordinated shoes, handbags and gloves are items that give a new twist to an ensemble."

OBVIOUSLY convinced by her own sales talk, Miss Koser is as refreshing as the garden of spring fashions she is so busy tending at present.

Does she enjoy germinating style?

"When this becomes 'just' a job," she said, "it's time to find something else to do."

"But, I don't think I'll ever have to do that," she concluded contentedly.

## bouncy checks



### White Stag GIRLSWEAR

What is so lovely as a day in Spring—and a White Stag ensemble to go with it! Here, see a clever new Pirt—a soft, wide box-pleated skirt that miraculously turns into a eulotte when front and back buttons are opened. Mated with a lovely, sleeveless shirt. Fabric: woven all combed cotton, colorfast, shrinkage-controlled, Easy-care machine-washable.

"Cat Cay Pirt" Sizes 7-14. \$6.98  
 "Cat Cay Shirt" Sizes 7-14. \$2.98

Alice's

wonderland  
 595 W. MAPLE  
 MI 4-1113  
 (near Krogers)

## Neckwear: Keynotes: Simplicity, Neatness

Simplicity and neatness: these two words tell the story in Spring 1961 neckwear.

According to the American Institute of Men's and Boy's Wear, and fellows who are shopping for ties with which to brighten-up their Spring wardrobes will discover, the trend to the simple and the neat does not mean the new cravats are dull, uninteresting or prosaic.

AU CONTRAIRE, as your high school French teacher used to say, the new ties have a really fresh look via the orderly handling of their designs. The pattern work is sometimes small, at others executed in bold oversized treatments. Among the very popular panel fabrics there are side borders

created by either color or pattern, center panels of both bold and controlled motifs, and ties that carry just a suggestion of pattern working its way into the center section of the tie.

EVEN THE familiar striped neckwear gets a new fashion lift via fancy groundwork and the use of unusual colors combined in the striping. Look for stripes of pattern, too.

Perhaps the closest approach to busy pattern work in the new Spring neckwear are the paisley prints and subtly toned batik. Batik prints have hit a new high in sportswear this year and that popularity has carried over to warm weather neckwear.

## Handkerchief Gets Big Fashion Role

The loyal old handkerchief is assuming an increasingly important fashion role.

This is especially true of those colorful squares of silk or cotton worn in the chest pocket for "show."

While the pure white handkerchief is always correct for sprucing up a fellow's suit, the trend is undeniably in the direction of wearing colorful silk handkerchiefs in paisleys and other modern designs colored to blend with or brighten up the tone of business, dress-up and even sports outfits.

COLORFUL linen or cotton handkerchiefs to complement the general color scheme also add a touch of sophistication to a fellow's apparel.

Over-sized cotton kerchiefs that can be worn either knotted around the neck under sports shirts or in the pocket are printed with sporting motifs and colorful classic designs. These are preferred over whites for casualwear.

SOME OF the new silks include bars of a variety of colors radiating from a black center which can be folded to show the color best suited to the outfit.



## Straws for Spring '61

If these folks seem to be living it up, it's probably because of the new crop of off-beat designs, cheerful trims and soft crushable bodies that mark the lightweight spring straw hats.

WAY LITE 10 M

makes its own temperature!



THIS new and exceptionally fine blend of Dacron polyester and Worsted actually has the ability to acclimate itself (and you) to almost any temperature. Superbly tailored by H. Freeman & Son assures you comfortable and correct wear at least 10 months of the year!

MADE BY H. FREEMAN & SON PHILADELPHIA

expressly for

Higgins and Frank

OF

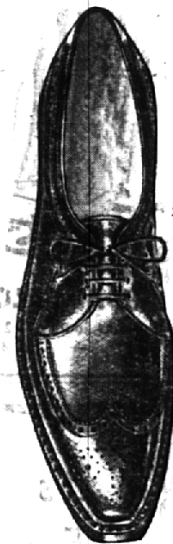
BIRMINGHAM, MICHIGAN

268 W. MAPLE RD.

VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL

Daily 9:30-5:30, Fri. 'Til 9

Parking in the Rear of Store



115 years of award winning excellence

BANISTER

Brunswick

Banister squares the toe a trifle, creates a modern wingtip in the great shoemaking tradition. Oak Brown or Black Soft-grain Calf, \$36<sup>50</sup>

Also complete selection of Freeman Shoes from \$13.95

Higgins and Frank

OF

BIRMINGHAM, MICHIGAN

268 W. MAPLE RD.

VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL

Daily 9:30-5:30, Fri. 'Til 9

Parking in the Rear of Store