

THE RIGHT TIME, THE RIGHT PRICE, ON RIGHT-NOW WINTER FASHIONS

Himelhoch's

Detroit
Northland
Birmingham
Grasse Pointe
Westland

beginning January 11

**SALE
LINGERIE
LOUNGEWEAR**

1/3 off

Discontinued styles at scoop-up savings. Slips, gowns, pajamas; fabulous group lacy nylon tricot from famed makers.

Clearaway of hostess robes, quilts, fleeces in assorted colors, styles, sizes. A choice selection, all stores.



**SALE
JANUARY
SPECIAL**

Fur products labeled to their country of origin or insured furs



JANUARY

FUR SALE FEATURE

\$366

Fashionable little jacket is black-dyed Persian lamb, beautifully collared with natural pastel or ranch mink. At this low price, a sensational buy. Our entire stock of furs at savings now, come in, compare! Fur Salon, downtown, Northland.

SALE

**FAMOUS-MAKER
BRAS AND
GIRDLES**

1/3 off

Stock up now on favorite styles from finest designers. On sale for a limited time, all stores.

- WARNER'S
- YOUTHCRAFT
- HOLLYWOOD-VASSARETTE
- CARNIVAL
- BIEN JOLIE
- POIRETTE
- SIMONE

**FUR-LINED
COAT EVENT*
OF THE SEASON**

\$199 and \$239

Values \$300 to \$350. Natural opossum, tip-dyed opossum, dyed muskrat luxury on the inside where it counts, and spilling over into luxurious fur collars. All the shapes that matter. None-but-the-finest fabrics, such as imported tweeds, meltons, cut chinchillas; prize novelty weaves. Spectacular collection... come and see! For misses, downtown only, in our Second Floor Coat Shop.

*Friday, Saturday, January 5-6, Mr. Jack White of New York will be in our downtown store to present these magnificent coats and assist you in making selection.

**SUIT
CLEARAWAY
FOR MISSES,
JUNIORS**

MISSES' SUIT CLEARANCE

Two and three-piece suits, including costumes with full length coats. Broken sizes for misses.

Were \$45-\$210 **29.90 to \$169**

FUR-TRIMMED SUITS

Lavish fur treatments on fine wools. Walking suits included. Second Floor Suits, all stores.

Were \$125-\$250 **\$89 to \$179**

JUNIOR SUIT CLEARANCE

Two and 3-piece wools, tweeds, checks, knits, plaids, 5 to 13. Junior Shop, all stores.

Were \$30-\$50

12.90 19.90 22.90

Sorry, no mail or phone orders. All sales final.



**ANNUAL
SPORTS SHOP
EVENT**

**FAMOUS EVAN-PICONE
FLANNEL PANTS, SKIRTS**

10.99

Regularly \$16, \$17. Fine wool flannels in exactly proportioned sizes; short 8-16, average 10-20, tall 12-20. Your choice of grey, camel, navy, black, slim or A-line skirts, well-cut pants. All stores. Come in, order by mail or phone WO 5-5000.



SPECIAL PURCHASE!

FAMOUS-MAKER

SUBURBAN COATS

23.90 and 29.90

Regularly \$30 to \$55. Fresh selection at buy-now prices, from fine makers. Meltons, wool checks, plaids, novelties, many with warm acrylic pile linings. For misses 8-18, juniors 5-13.