


...for the young in heart

Fun in the Sun On a Schwinn



Getting there under your own power is half the fun—just ask anyone of the modern-thinking, modern-living cyclists who have had us fit them to a new Schwinn during the past year. Isn't it time you got in on the fun too? We make it easy for you—just drop in and choose your favorite from our selection of bright new Schwinn lightweights with gears. We'll assemble it, adjust it, and fit it to you at no extra charge.

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"Fashions and Films"

Surrounded by past greats of the screen, the young movie mogul finds the script amusing. He's dressed for his part of the young-man-on-the-move in a camel gabardine suit by Ralph Lauren for Polo. His shirt is the latest in plaid cotton and button-down; his tie, a beige background with red polka dots. His shoes are absolutely correct, being two-tone brown and white wingtips. The action took place at The Somerset Inn complex, Troy.

An Observer & Eccentric Production

Script by Chris Walden, Observer & Eccentric fashion coordinator;
Lawrence S. Hack and Patricia Beach Smith
Cover Photography by Lona Askins
Inside Photography by Douglas Bauman, Arthur Emanuel and
Jerome Magid
Editing by Susan Belniak, Arnold Burtney, Shelly Guggenheim
and Linda Taylor
With cooperation from the Baldwin Public Library, the Dearborn
Public Library, Henry Ford Centennial Library and a cast of
thousands
Directed by Patricia Beach Smith

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