

Develop Children's Fashion-Wise I.Q.

How do the junior members of your family rate on the fashion I.Q. scale? Give them a test and you'll probably learn that they have a genius score! Children have a natural affinity for fashion. Encouraging them to develop this innate sense can save a busy mother wear and tear, hours at the ironing board, and frazzled nerves. Furthermore, she'll give the pencil box and jump rope set confidence by teaching them the ABC's of good grooming and young chic. All it takes is a drop of psychology and a dollop of imagination. Here are some how-to tips:

— Put good grooming aids in the children's rooms. A little girl will be delighted with a hair ribbon rack, a chair rack that's just her height, her own clothes brush, a fashion bulletin board to post pictures of her favorite styles, a bubble bath set. For a boy, a

grown-up belt and tie rack, a clothes brush, a small "valet" chair and shoe shining kit will go a long way toward encouraging him to be neat.

— When selecting children's clothes, keep an eye out for fabrics with the "magic" touch that children love and busy mothers demand — denims, synthetics and plaids. They offer that special sturdiness and play-care freedom. Look for clothes that are ready-treated with stain repellent finishes to defy spills and stains, such as "Scotchgard." When milk — or any other liquids — even oily ones — spill on a fabric treated with "Scotchgard" repeller, it will bead up on the surface and can be blotted away in an instant. Also, this fall for the first time it is available in do-it-yourself spray cans so that the housewife can apply it herself to washable or dry-cleanable fabrics — dresses, slacks,

snow-suits, raincoats — and hundreds of other items.

Other "magic" helpers to watch for: wrinkle-proof fibers, the new permanent press features that keep Junior's pants crisply-creased and Susie's knife-pleated skirts always pleated! Don't forget to tell the children about the "magic" finishes — they'll be as delighted with their care-free clothes as you are.

— Keep color in mind when buying children's clothes. Coordination is the keynote of

any smart and well-kept wardrobe. Sometimes there's a tendency to buy appealing clothes for children that don't match. Bright colors are children's favorites. Why not let your child pick his favorite color and plan a school wardrobe around it? Children are likely to treat things that they select with loving care.

— Encourage children to keep drawers neat and clothes accessible by making labels a part of dresser decoration. Paint child's dresser a bright color.

It's That Time Again!



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Life Line
BACK-TO-
SCHOOL

PERM

Includes Haircut, shampoo, creme rinse and style set.

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HAIR CUT 1⁵⁰

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2 Blocks East of Middlebelt

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Young Styles Have "Zing"!

The silhouette for young fashionables, Fall '65, is free and easy . . . the new Smock Look predominating. It swings, high at the yoke, and is gathered, pleated or straight. Cluny collars, pockets, stripes and ruffles add a charming note to many of these "little swingers." But to give you an idea of the variety of new fall looks, waistlines are also shooting from the hips with a flare of low pleats.

The adult enthusiasm for Op Art fashions is reflected in young designs too: as wiggly stripes, dizzy dots and wild checks run rampant on the back-to-school scene. Everything goes, with patterns literally out on a spree, vibrating, reverberating, oscillating and Operating in a crazy mixed-up way that youngsters will love. Hands are creating their own excitement too.

they're bigger, brighter and better than ever.

Young coats take on new shape this season with well-seaming that gives them a really grown-up look. Fabrics are grown-up too . . . Shetlands, bulkier tweeds, worsteds, fleecy mohairs and funny, funky furs.

**Qualifies For
NMU Dean's List**

David Busch, son of Mr. and Mrs. Arthur Busch, 28706 Millbrook, Farmington, qualified for the 1964-65 Dean's List for his senior spring semester at Northern Michigan University. To qualify, a student must have maintained a scholastic average of 3.25 or better out of a possible 4.0 and carried a minimum of 12 credit hours of study.

Your FIRST STOP on the way Back to School

**NO IRON
PANTS**

Size 3-7 **4⁰⁰** Size 8-12 **5⁰⁰**
27-36 Waist
6⁰⁰ & 8⁰⁰

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**GIRLS - BOYS - MENS
BENCH WARMERS**

Zip Out Orlon Stripe Lining

15⁰⁰ 18⁰⁰ 20⁰⁰
Girls' Boys' Men's

BURGUNDY - NAVY - CAMEL

Sizes: Girls' 7-14 - Boys' 10-20 - Men's S-M-L

For Sally, Sue and You
**WOOL
JUMPERS**

8⁰⁰ In 3-6x 13⁰⁰ In 7-14

Slightly more in Subteens and Junior Styles from Millbrook - Girl Town - College Teens and Modern Juniors.



**MENS & BOYS
V-NECK LAMB'S WOOL
SWEATERS**

8⁰⁰ Boys' 13⁰⁰ Men's

BURGUNDY - NAVY - GOLD
Boys' - Size 8-20
Men's - S-M-L-XL

GUYS & GALS

**VELOUR
SHIRTS**

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Zip Turtle Convertible Collar . . .
Sizes to 42. BURGUNDY, MARINE
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GIRLS & JUNIORS

Wools & Orlons

**SKIRTS &
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5⁰⁰ Up in 8⁰⁰ Up in
Girls' Jrs.

For Girls it's Girl Town and Play-
more Knits. For Juniors it's Col-
lege Town and Pandora.

GIRLS

DRESSES

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**YES, We Have
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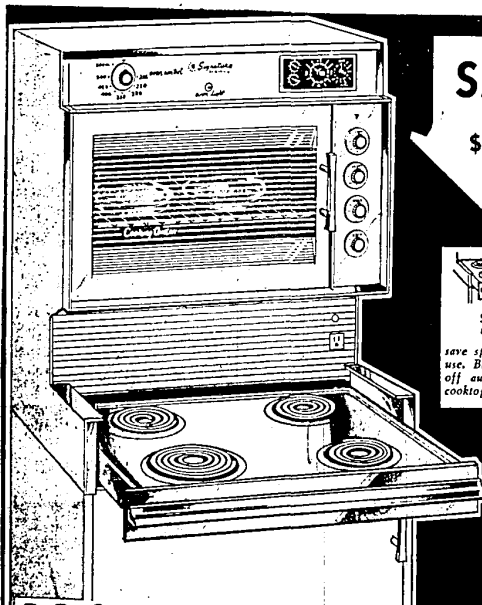
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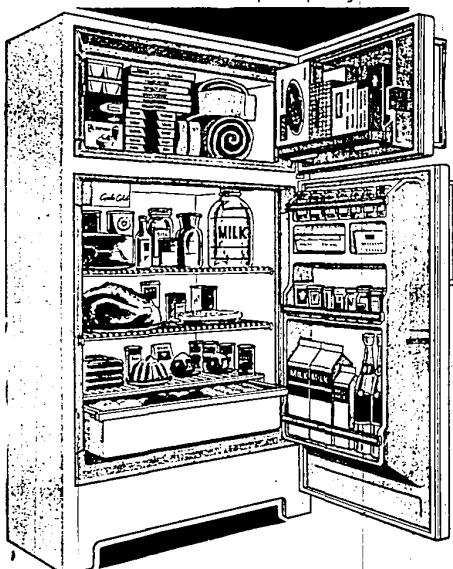
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SIGNATURE EYE-LEVEL AUTOMATIC OVEN AT TOP**

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**\$51 off! 12.3 cu. ft.
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NO MONEY DOWN

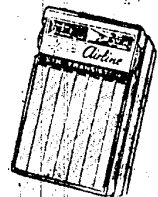
- Frostless throughout—no mess or fuss, more space for food
- Shelves and crisper-cover offer 17.3 sq. ft. of shelf area
- Frostless freezer with storage door holds 120 lbs. of food
- Shelves, door holds tall bottles, 1/2-gallon milk cartons
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