

This Is Gonna Be A Lighter Spring for The Menfol



New Spring top and hat set by Buddy has material in the hem and sleeves that can be let out to keep pace with Junior's growth.



Nylon makes possible two new comfortable, durable fabrics for Spring's men's wear. Novelty tricot for the sport shirt; nylon with wool for the slacks.



Here is a versatile topcoat of wool gabardine. It's right for business or dress-up and almost "light as a feather".



The traditional tweed sports jacket and flannel slacks costume is still Number 1 fashion peccadillo for casual wear.



Suit styles for Spring '50. Left, a lightweight plaid worsted in single-breasted design. Right, a double-breasted sharkskin worsted, also in the new light weight. Note the emphasis on comfortable lines.

Right Clothes 'Must' For Boys

In a recently published book called "Clothing for Children" (John Wiley & Sons), Professors Henrietta M. Thompson and Lucille Rea point out that, "Clothes can make childhood a delightful period. They may contribute to the developing character of the child and to his self-confidence and good cheer."

Some of the important "don'ts" for parents to follow are (1) Don't put him in clothing several sizes too large, because it makes him self-conscious, and (2) for the same reason, don't make him wear styles very different from those worn by other children in the neighborhood.

For reasons of economy, a mother should expect her children's ensembles to last for two seasons, but it is not necessary to buy over-size clothing to accomplish this.

The makers of Buddy fashions for boys tackle this problem by putting extra material in the hems and sleeves of their garments which can be let out if necessary. In other words, the clothes actually grow with the boy.



Nylon blended with wool mohair is being offered to wear this Spring. The new Bachmann Uxbridge.



Roy Rogers Western Britches, the authentic Twigs interpretation of the romantic Western story for youngsters. In cavalry twill or corduroy.



A zipper running through the middle of both tie and shirt can be zipped down for sports, zipped up for business. By Wilson Bros.



This shoe is in tropical tones of softer, lighter shadings of brown calf with an interesting "slashed" treatment outlining the vamp.



The separate compartments of Atlantic Products' new "Com-Par-To" golf bag make each club instantly available, also save on wear and tear.



The new Buxton "Thin-Fold" wallet with a special pocket that expands so fully it holds a deck of cards without buckling.



Style standout for Spring is this 3-button, single-breasted, hardy wool covert model with patch pockets and notched lapels.

Frigid Lake Water Heats Home Well

MINNEAPOLIS (UP)—An electrical engineer is using the icy waters of Lake Minnetonka to heat his home.

Robert Fillmore, a University of Minnesota engineering instructor, decided to demonstrate some of the theories he teaches by experimenting with his home on the lake.

He built a pump from materials bought from a retail store. The pump draws in 39-degree cold water from the lake and circulates it through a chemical agent which lowers the temperature to 36 degrees, like a freezing unit.

The pump extracts some 25 British thermal units of heat from each gallon of water. The three degrees of heat generated as the water temperature is dropped is pumped in the form of warm water through a network of small pipes located in the ceiling of his home.

The operation maintains the home's temperature between 74 and 76 degrees, and the system gives a constant temperature from floor to ceiling.

Fillmore says he pays a \$150 electric bill for the pump in a normal winter season. That's about what it would cost to heat his home with oil.

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What value would you place on your telephone?

What value would you put on your telephone if you were to name your own price? What value would you place on those errands your telephone runs, all over town, in good weather and bad? What is it worth to chat with friends and relatives whenever you please . . . or to make a date for bridge or golf?

What value would you put on that hurry-up call to the family doctor . . . or on those important business calls you sometimes receive at home? What's the price tag on a familiar voice wishing you a heart-warming "Happy Birthday."

Probably you'd find it almost impossible to estimate the full value of constant dependable telephone service. When you think how much it does for you compared to what you pay, telephone service stands out as one of today's real bargains.

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LAFF-A-DAY



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Curlee SUITS

New Springtime Models Put You Up At the Head With the Better Dressed

Single or double breasted! One, two or three buttons! Peak or notch lapels! Important details all, all of them to be found here! Choose from our wide variety patterns and solids.



Double breasted models with new, long lapel. Choose your style in your favorite color.

Single breasted models in either two, or three button styles. With high notch lapels.

MASSIE'S DEPT. STORE

BETTER BRANDS MEAN BETTER BUYS