This Is Gonna Be A Lighter Spring for The Menfol



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



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".



jacket and flannel slacks costume. is still Number 1 fashion pacesetter 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



er should expect her children's ensembles to last for two seasons, but it is not necessary to buy oversize 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 actu-

ally grow with the boy.



mohair is being offered to wear this Spring. The m Bachmann Uxbridge.



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



middle of both tie and shirt can be zipped down for sports, zipped up for business. By Wilson Bros.



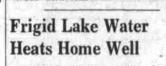
This shoe is in tropical tones of The separate compartments of softer, lighter shadings of brown Atlantic Products' new "Comcalf with an interesting "slashed" Par-To" golf bag make each club treatment outlining the vamp. instantly available, also save on wear and tear.



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



3-button, single-breasted, hardy wool covert model with patch pockets and notched lapels,



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

Robert Fillmore, a University of Minnesota engineering instructor, lecided to demonstrate some of the heories he teaches by experimentng 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 Brit-

ish 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 electric bill for the pump in a nor-Fillmore says he pays a \$150 home with oil.

gives a constant temperature from mal winter season, That's about what it would cost to heat his



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

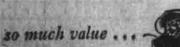


What value would you put on your telephone if you were to name your own price? What value would you place on those errands your telephone runs, all over town, in good weather and bad? What is it worth to chat with friends and relatives whenever you please . . . or to make a date for bridge or golf?

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."

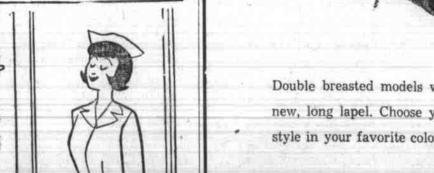
Probably you'd find it almost impossible to estimate the full value of constant dependable telephone service. When you think how much it does for you compared to what you pay, telephone service stands out as one of today's real bargains.

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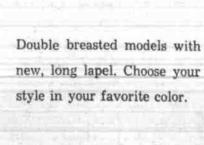


... so little cost









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



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