



HUMPHREY BOGART
has been chosen Mr. Plateau.
See him starring in "The African Queen"
color by Technicolor, released through United Artists

See Baxter & Hennings Special Windows
ENTER OUR . . . CONTEST

Mr. Plateau
invites you to our

Gala Week-Long Party

celebrating the
1,000,000th
PLATEAU
the clothes with the weightless feel



A million Plateau garments sold in a few short years! Come to our Party! Come see our special windows showing Plateau in all its glorious shades! Then come in and see why Plateau has passed the million-mark. Examine the rich, lustrous Pacific Mills worsted. Try on a Plateau suit. You'll find that though it is actually regular weight, it feels practically weightless, on your back. Prove it to yourself with the 30-second "now you feel it-now you don't" test. We'll tell you all about Balanced Tailoring, too, the scientific combination of costly hand needlework and sturdy machine sewing that makes Plateau look better . . . longer. Stop in . . . it will be well worth your while to join in our party for the Millionth Plateau!

- See Our Special Plateau Party Windows!
- Come in and get a free carnation for your lapel!
- Enter the contest! Win a FREE Plateau Suit!

TIMELY CLOTHES
PLATEAU
the suit with the weightless feel
made by
Pacific Mills

- Plateau Suits, \$69.50
- Plateau Rainaway Coats, \$59.50
- Plateau Topcoats, \$67.50
- Plateau Sports Jackets, \$50.00
- Plateau Slacks, \$22.95
- Plateau Tuxedos, \$85.00

Baxter & Henning

STORE FOR MEN

EUGENE—McDonald Theater Bldg.

SPRINGFIELD—515 Main St.