

THE STORY OF AN ... WHO MADE JOBS FOR THOUSANDS THROUGH FREE ENTERPRISE



IF THERE WERE ANY DULL MOMENTS IN THE LIFE OF ERNEST ROBERT BREECH, EXECUTIVE VICE-PRESIDENT OF THE FORD MOTOR CO., FROM THE TIME WHEN, BORN FEB. 24, 1897, SON OF AN OZARK BLACKSMITH, HE BOUNCED ON THE SCENE A THOROUGH SEARCH INTO THE AVAILABLE RECORDS FAILS TO REVEAL IT.

USING THE OLD SAYING ABOUT VARIETY BEING THE SPICE OF LIFE AS A YARDSTICK, HIS ADVANCEMENT FROM A SMALL TOWN YOUTH TO THE TOP WITH THE WORLD'S LARGEST INDEPENDENT MOTOR CO. HAS BEEN HIGHLY SEASONED AT EVERY STEP UP THE LADDER...

THE ELDER BREECH WAS RATED THE BEST BLACKSMITH AND CARRIAGE MAKER FOR MILES AROUND LEBANON, MO. FROM EARLY BOYHOOD ERNIE HELPED AROUND THE SMITH, WHERE HE SHOWED HANDINESS AS A MECHANIC...



THE STORY IS TOLD THAT HIS FATHER WOULD NEVER PERMIT HIM TO SHOE A HORSE FOR FEAR HE MIGHT "GET THE FEEL" OF THE TRADE, AND SPEND HIS LIFE AS A BLACKSMITH... HE PICTURED IN HIS MIND BIGGER THINGS FOR HIS SONS...



TO PROVIDE SOME READY MONEY ERNIE DID VARIOUS ODD JOBS...

ONE CONSIDERABLE SOURCE OF INCOME WAS TRAPPING RABBITS, WHICH HE SOLD FOR 10 CENTS EACH DRESSED OR FIVE CENTS WITH THE PELT ON. THIS NOT ONLY GAVE HIM A MEASURE OF INDEPENDENCE, BUT LIGHTENED THE DEMANDS ON THE NOT TOO PLENTIFULLY STOCKED FAMILY PURSE.

ERNEST ALWAYS EARNED HIGH MARKS IN GRADE AND HIGH SCHOOLS... AS THE NEXT TO TOP STUDENT HE LOST HIS CHANCE FOR THE MEDAL GIVEN TO THE OUTSTANDING STUDENT OF HIS SENIOR YEAR BECAUSE OF A HISTORIC INTER-CLASS FIGHT...



HOWEVER, HE WAS AWARDED A DIPLOMA. HE ALSO WON A SCHOLARSHIP IN NEARBY DRURY COLLEGE IN SPRINGFIELD. THIS WAS AN HONOR WITH A TEMPORARY SETBACK...

...THERE WAS AN OLDER BROTHER, ALSO WITH A SCHOLARSHIP, WHOSE AMBITION WAS A BANKING CAREER... BECAUSE OF LIMITED FAMILY FINANCES, ERNEST UNSELFISHLY STEPPED ASIDE FOR A YEAR... HE CLERKED AND WORKED AT VARIOUS JOBS... HE NEARLY LOST A HAND WHEN A BOTTLE OF POP IN A FILLING MACHINE HE WAS OPERATING BLEW UP...



...FINALLY ENROLLED IN COLLEGE, TO HELP FINANCE HIS EDUCATION, BREECH OPENED A CLEANING AND PRESSING SHOP IN A BASEMENT ROOM... FEW OF THE STUDENTS HAD MONEY, SO MANY BORROWED THE IRON FROM HIS EASY-GOING OWNER THAT IN TWO DAYS HE WAS IN AND OUT OF BUSINESS POORER IN MONEY MATTERS, BUT WITH SOME DEFINITE IDEAS ABOUT MAKING A MARKET SURVEY IN ADVANCE...

WAITING ON TABLE AND SWEEPING FLOORS HELPED CARRY BREECH THROUGH THE COLLEGE YEAR. DURING VACATION, IN 1916, HE SOLD VICTROLAS FROM DOOR TO DOOR.



...WITH HIS FATHER HE OPENED THE FIRST DODGE AUTO AGENCY IN LEBANON... THE BLACKSMITH SHOP SERVED AS SHOWROOM, WITH ERNIE AS SALESMAN AND MECHANIC - A VERY GOOD ONE, THE TOWNSPEOPLE RECALL.



IN COLLEGE, WHEN WORLD WAR I BROKE BREECH SOUGHT TO QUALIFY FOR OFFICERS TRAINING, BUT WAS UNDER AGE, AND WAS TOLD TO WAIT. THE WAR ENDED JUST AS HE RECEIVED HIS DRAFT CALL. MEANWHILE HE HAD BECOME A BOOKKEEPER WITH FAIRBANKS, MORSE AND CO., IN CHICAGO... WHEN HIS SALARY REACHED \$15 A WEEK HE MARRIED MISS THELMA ROWDEN, HIS LEBANON SWEETHEART.

...ORDINARY BOOKKEEPING WAS NOT THE MOST IMPORTANT GOAL OF THE YOUNG MAN FROM THE OZARKS... HE SPECIALIZED IN FACTORY ACCOUNTING, DIGGING IN WITH CHARACTERISTIC THOROUGHNESS...



...HE CONTINUED TO STUDY IN NIGHT SCHOOL AND WON THE CPA GOLD MEDAL FOR TOP GRADE IN THE STATE OF ILLINOIS... THE UPWARD MARCH WAS ON, WITH A SPEED THAT WAS QUICKLY TO MAKE HIM OUTSTANDING IN BIG BUSINESS... THERE WAS NO ALCHEMY... GRASP OF DETAIL, VISION, BOUNDLESS ENTHUSIASM AND STICK-TO-IT-NESS WERE MAJOR FACTORS THAT MADE HIM SOUGHT AFTER.



...WHEN AS PRESIDENT OF NORTH AMERICAN AVIATION, IN 1934, HE PROPOSED AIRPLANE MANUFACTURE ON A WIDE SCALE, THE DIRECTORS DEMURRED. ARMY AIR FORCE HIGH-UPS DECLARED THERE WAS NO ROOM FOR ANOTHER COMPANY. "THEN WE WILL MAKE ROOM," WAS BREECH'S QUIET CHALLENGE. IN RECORD TIME HE BUILT THE COMPANY INTO ONE OF AMERICA'S LARGEST MAKERS OF MILITARY AIRCRAFT, WHILE OPERATING 3 MAJOR AIRLINES - TWA, EASTERN AIR LINES AND WESTERN AIR EXPRESS...

HE STARTED IN THE AUTOMOBILE BUSINESS WITH YELLOW CAB MANUFACTURING COMPANY IN 1923. THIS COMPANY MERGED WITH THE GENERAL MOTORS TRUCK AND COACH DIVISION, G.M.C., IN 1925. HE SERVED IN MANY CAPACITIES - COMPTROLLER, GENERAL ASSISTANT, TREASURER OF GENERAL MOTORS CORP. AT 32 AND VICE PRESIDENT AT 42.

AS WARTIME PRESIDENT OF BENDIX AVIATION CORPORATION, HE SAW SALES ZOOM FROM 1938 TO 1943. FOR HIS WARTIME RECORD AT BENDIX HE WAS AWARDED THE PRESIDENTIAL CERTIFICATE OF MERIT.

IN JULY 1946, AT THE INVITATION OF HENRY FORD II, PRESIDENT OF THE AUTOMOTIVE EMPIRE BEARING THE FAMILY NAME, BREECH BECAME EXECUTIVE VICE-PRESIDENT OF THE FORD MOTOR CO.

HE IS ACTIVE IN THE LEADING ENGINEERING ORGANIZATIONS, CLUBS AND ALONG WITH HIS EXACTING DEMANDS AS AN INDUSTRIAL EXECUTIVE IS IDENTIFIED WITH MANY CIVIC ORGANIZATIONS HELPING THE UNDER-PRIVILEGED AND HANDICAPPED.

HE IS A VESTRYMAN IN ST. JAMES EPISCOPAL CHURCH, IN A DETROIT SUBURB AND LIVES MODESTLY IN NEARBY BLOOMFIELD TOWNSHIP.



IT IS A FAR JOURNEY FROM BLACKSMITH HELPER AND SELLING RABBITS FOR A NICKEL A PIECE TO THE TOP IN THE LARGEST INDEPENDENT AUTO COMPANY IN THE WORLD...

ERNEST BREECH STILL IN MIDDLE LIFE MADE IT WHILE WINNING THE RESPECT OF LABOR AND EMPLOYER ALL ALONG THE WAY.

HE IS A FIRM BELIEVER IN THE AMERICAN WAY OF LIFE AND THE SYSTEM OF FREE ENTERPRISE, FOUND ONLY IN HIS COUNTRY, THAT LIMITS ONE'S RISE ONLY TO INDIVIDUAL ABILITY AND DETERMINATION TO GET AHEAD.

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Established 1931

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Melling Forging Company
Forgings
Established 1917

Lansing Drop Forge Company
Forgings
Established 1917

Michigan National Bank
Established 1911

Lindell Drop Forge Company
Forgings - Established 1910

Wolverine Insurance Co.
Established 1925

R. E. Olds Company
Established 1912

Federal Drop Forge Company
Forgings
Established 1910

Consumers Power Company
Gas and Electric Power
Established 1906

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Phillips Team Shows Power

Went on a scoring Monday night to crush 10-3 in the intramural League. Hilton Hunter, Larry-paced the winners, each collecting a double.

Mary Hoppert held 19 to three hits to give 7-3 win.

Sparked by Ed Taplo's slugger, Mason 2, Metzke and Dick Stearns pitched for the losers.

Produced only two runs, advantage of four runs to score a 6-3 win.

10 Snyder 12, 0
10 Phillips 7, 1
Mott 3
12 Mason 7, 2
2 W. Shaw 5, 2
Phillips 3, 1
6 W. Shaw 7, 4
1 E. Shaw 9, 6
2 E. Shaw 4, 3
1 E. Shaw 7, 0
1 W. Shaw 10, 0
2 W. Shaw 8, 0

Diamondmen to Face Bronco Nine Today

Spartan Nine Out to Break Jinx; Carlson Stated for Mound Duty

That "ole jinx" will be present again when the Spartan nine plays host to the Broncos of Western Michigan today at 2:30 on Old College field.

Not since 1946 has a MSC baseball team beaten Western Michigan on Spartan home ground and only once in that five-year span have the Spartans beaten them at all. Last year at Kalamazoo the diamondmen eked out a 2-1 victory after suffering a 7-3 11-inning defeat at home.

Carlson to Start
Coach John Kotsch, who probably will pitch today, has named Bob Carlson on the mound in today's game. In his first start, the 20-year-old of Western Michigan, who has only one hit in the five innings he worked while striking out five.

The rest of the Spartan team will probably be the same as the one that has been named for the straight 2-1 win in the season for the Spartans.

Impressive Record
Western Michigan's record against Eastern Michigan is 1-1. The Spartans have won the last two games, 2-1 and 1-0. Eastern Michigan has won the first game, 1-0.

The Broncos, who are coached by Ed Taplo, have a record of 1-1 against the Spartans. They won the first game, 1-0, and lost the second, 1-0.

The Spartans are coached by John Kotsch, who has a record of 1-1 against the Broncos. They won the first game, 1-0, and lost the second, 1-0.



Photo by Laford BOB CARLSON

Standings

AMERICAN LEAGUE				
W	L	Pct.	GB	
Cleveland	5	3	.757	—
Washington	5	3	.757	—
New York	5	4	.692	—
Boston	7	5	.582	1 1/2
Chicago	6	5	.545	2
DETROIT	3	6	.333	4
St. Louis	4	9	.308	6
Philadelphia	2	12	.143	7 1/2

YESTERDAY'S RESULTS

Philadelphia 9, Detroit 1 (11 Innings)
New York 3, Chicago 3
Cleveland 7, Boston 1
Washington 9, St. Louis 8 (11 Innings)

PROBABLE PITCHERS

St. Louis at Boston—Staley (2-0) vs. Spahn (1-2)
Pittsburgh at Brooklyn—Dixson (2-0) vs. Newcombe (2-0)
Chicago at New York—Schmitz (0-1) vs. Bowman (0-2)

NATIONAL LEAGUE

W	L	Pct.	GB	
St. Louis	7	2	.769	—
Boston	10	6	.615	—
Philadelphia	8	6	.571	1
Brooklyn	8	6	.571	1
Pittsburgh	6	5	.545	1 1/2
Chicago	5	6	.455	2 1/2
Cincinnati	4	8	.333	4
New York	4	12	.250	6

YESTERDAY'S RESULTS

Pittsburgh 6, Brooklyn 2
St. Louis 5, Boston 2
New York 5, Chicago 5
Philadelphia 6, Cincinnati 5

PROBABLE PITCHERS

Cincinnati at Philadelphia—Blackwell (2-2) vs. Heinzelman (1-1) or Church (1-1)
New York at Chicago—Shea (1-0) vs. Littlefield (1-0)
Washington at St. Louis (night)—Conversera (2-0) or Ross (0-0) vs. Overmire (0-1)
Philadelphia at Detroit—Coleman (0-1) vs. Rogovin (1-1)
Boston at Cleveland—Parnell (2-1) vs. Lemon (2-1)

Ernie Allen, head coach of baseball of Yale, played 13 years in the Major Leagues. He played with the Reds, Giants, Cardinals, Cubs, Phillies and Browns.

Athletics Whip Sinking Tigers

DETROIT—(AP)—The last place Philadelphia Athletics, who hadn't won in their last 10 starts, battered the Detroit Tigers 9 to 1 yesterday with an eight run barrage in the 11th inning.

A small crowd of 3,583 saw rookie pinch hitter Lou Lamber start the game winning rally with a bases loaded double off losing pitcher Dizzy Trout.

Before relief pitcher Gene Bearden could retire the side Pete Stader, Eddie Joost and Dave Philley blasted home five more runs to give the A's their second win against 12 defeats.

Relief pitcher Hank Wynn replaced starter Carl Schein in the ninth, received credit for the win, his first. The Tigers got only six hits.

Philley, making his first appearance since he was traded from Chicago, managed to lead the A's to their first win since May 1.

Late Sports Wire...

PHILADELPHIA—(AP)—Robin Roberts arrived a five-ft. five-in eighth inning to chalk up his third pitching victory of the season last night as the Philadelphia Phillies routed the Cincinnati Reds 6-5.

NEW YORK—(AP)—The entire Cubs' bench of 11 players was ejected from the field by umpire Frank Dacoli during the fourth inning of the game between Chicago and the New York Giants at the polo grounds last night. The Giants won the game, 5-3.

Whistling Dixie

Since Michigan State inaugurated southern training baseball tours back in 1926, Coach John Kotsch's Spartans have played a total of 142 games in Dixie, winning 80, losing 55, and tying 7, despite the fact that the team seldom practices outdoors before leaving on the trip.

REMEMBER MOTHER — MAY 13th
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Mural Schedule

SOFTBALL

Wednesday, May 2
All Games at 6:30

Old College 1
New College 1
Old College 2
New College 2
Old College 3
New College 3

BASEBALL

Old College 1
New College 1
Old College 2
New College 2
Old College 3
New College 3

DEPT. VARSITY

Dem. Hall 1
Masander
Dem. Hall 2
Elliott
Dorm 1
Hewlett
Dorm 2
Bower
Hewlett
Amos Field
Phillips 2 vs. Phillips 3
Women's Gym
Phillips 4 vs. Phillips 5
Shaw Field
E. Shaw 2 vs. E. Shaw 3
Practice Field 1
W. Shaw 4 vs. W. Shaw 5

BOWLING

Wednesday, May 2 at 6:30

Alley

1-2 Newman Club vs. Phi E K
3-4 Hicks vs. M.S. Society's Bow
5-6 ACS vs. M.S.
7-8 Litchfield vs. Phi Chi Club
9-10 S.S. Club vs. Hawks Club

Baseball Schedule

May 2 Western Michigan at E. Lansing
May 4 Iowa at E. Lansing
May 9 Notre Dame at E. Lansing
May 11 Michigan at Ann Arbor
May 12 Michigan at E. Lansing
May 15 Western Michigan at Kalamazoo
May 16 Michigan Normal at E. Lansing
May 18 Indiana at Bloomington
May 19 Indiana at Detroit
May 22 Detroit at Detroit
May 25 Minnesota at Minneapolis
May 26 Detroit at E. Lansing
June 1-2 Ohio State at E. Lansing

Tickets Available

Baseball tickets are available at the NAAL... tickets are available at the NAAL... tickets are available at the NAAL...

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My teacher says good habits are the things we should be starting. So now when I buy Lucky Strike, I buy 'em by the carton!

Barbara Piller
University of Houston

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Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S. M.F.T.—Lucky Strike means fine tobacco. So, for the best-tasting cigarette you ever smoked, Be Happy—Go Lucky! How about startin' with a carton—today?

LS/M.F.T.—Lucky Strike Means Fine Tobacco

I am a fellow who designs. In fact, I study art. I'm smoking Lucky Strike, of course, that is, because I'm smart.

Arnold Friedman
Pratt Institute

My girl friend likes my big blue eyes. She likes the way I grin. But when I light a Lucky Strike, Just watch my baby swoon.

Love, Reinke
Wayne University

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DP Board
 (Continued from Page 1)
 operates to provide funds for students enrolled here under the World Student Service foundation. It serves as agent for any campus group wishing to care for a displaced person. Many of the board services, such as finding part-time employment, are undertaken at the request of the DP's.
 Subject to approval, Werner Lipton, Detroit junior, is the new chairman. Prof. Arthur J. Clark, scholarship committee chairman, and Dr. Albert T. Corday, foreign student counselor, will remain as faculty representatives.

Capitol Comments

Tension Rises in Vice Charge

By JIM SMALLEGAN
State News Capitol Reporter

Tension between Rep. Robert E. Faulkner's claims of Grand Rapids being "a city of sin" and the city's mayor, Paul Goebel, increased yesterday.

Faulkner said he would turn over his information concerning vice to a legislative committee in the house of representatives, after a conference with the mayor yesterday.

Faulkner was scheduled to appear before Judge Leonard D. Verrier today with his information and "documentary proofs" that Grand Rapids is a city of gambling and vice.

The representative declined to appear before the judge, however, and said he would give his facts to any legislative committee empowered to issue subpoenas on all the information he has.

On the other hand Mayor Goebel said, "You have indicted me and my administration and placed a stigma on Grand Rapids and you can turn your information over to any legislative body you like."

"I can not call him a liar until I know what he has to offer

and I don't want to see it, as I am one of those indicted by his claims," Goebel said.

The sincerity of Faulkner seems to be in the balance of the situation. If he has his facts and brings them out through the house committee it should be a matter of great concern not only to the legislature, but also to the citizens of the state.

The state Republican party is about ready to announce a new publicity director in an attempt to offset the able work of Governor Williams' Democratic press secretary, Paul Weber.

Indications have it that the party may offer the \$15,000 plum

to Arnold Levin, Detroit News reporter.

Weber draws \$9,500 a year as the governor's press secretary.

Two Author Books

New books coming from Michigan State College press in May will be "Yankee Eloquence in the Middle West," by David Mead, and "Midwestern Progressive Politics," by Russell B. Nye, head of the English department.

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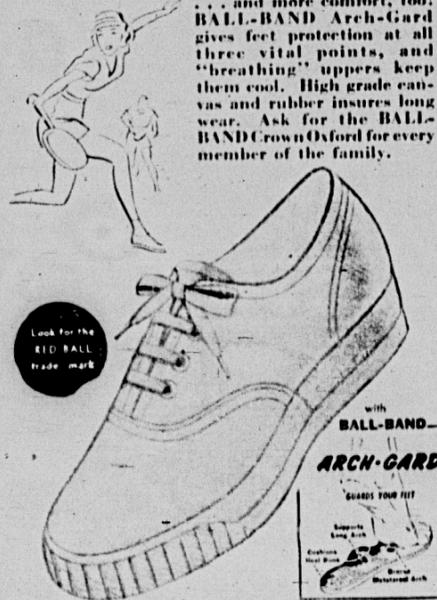
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HEAR YE! HEAR YE!
 It has come to the attention of the MEN of Beta Theta Pi Fraternity, that the BOYS of the Phi Kappa Tau Fraternity have been conspicuously contaminating our beloved Delta Street with Banana Peels. We of the BETA HOUSE feel that proper punishment is due in the form of a dunking in the Soul-Cleansing water of the Red Cedar. Therefore we challenge these "phi kappa BANANNIES" to a Tug-of-War on Saturday afternoon, May 5, 1951 at 2:00 p.m. behind the Women's gym. We invite the students of MSC to come and witness the Annual Dunking of the phi taus which will see due punishment inflicted upon these unscrupulous BOYS.
 Signed —
 The MEN of BETA THETA PI

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Faculty Members to Make Concert Tour This Month

David F. Machtel, tenor, assistant professor of music, will make his first concert tour in Michigan May 7 to 11.

He will be accompanied at the piano by Wendell J. Westcott, carillonneur, and instructor of music.

The program will include varied songs such as "Where Ever You Walk," by Handel, "To the Children," by Bachmannoff, "The Greatest Miracle of All," by Gounod, and "Do Not Go My Love," by Hageman.

Three Debussy songs, "Minstrels," "Chaire de lune," and "Feu d'artifice" will be played by Westcott.

Performances scheduled for the Michigan tour are Sturgis, May 7; L'Anse, May 8; Ironwood, May 10; and Gaylord, May 11.

The tour is a follow-up of the 1950 tour of the MSC Glee club. The concerts are sponsored by alumni clubs and high schools.

Latin America Jaunt Offered

Michigan State student and faculty now have a chance to study in Latin America.

The Braniff International airway is offering travel fellowships for study in any of eight Latin-American nations.

Twenty-five winners will be given round-trip tickets between a Braniff-served city in the U.S. and the Latin-American city nearest the university chosen.

The fellowship program was initiated in 1950 by Braniff to encourage international education between the U.S. and Latin-America.

Various poems and songs have the Pilgrims landing on a "stern and rock-bound coast," but sand is much more abundant where they landed than rock.

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 - with -
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 JOHN LUND

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 MAY 2 - 4
"The Underworld Story"
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"KING OF THE WILD HORSES"
 with Rex the Wonder Horse, William Janney, Dorothy Appleby

CAPITOL
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 MAY 1 - 3
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 & JAMES MASON
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BREWERS YEAST TABLETS 250 for 69c	Dichloricide — 1 lb. 69c	Keep Feet Cool with Dr. Scholls Air Insoles All Sizes — 59c
VITAMIN C TABLETS 100 mg. 100 for \$1.89	Moth Balls 29c	KODAK PONY 828 \$29.95
CARBONA CLEANING FLUID 29c	Moth Flakes 39c	THERMOS BOTTLES Pints — \$1.89
SPOT REMOVER 29c	Sponges 20c	THERMOS JUG Gallon — \$3.89
	Windex 29c	SUN TAN LOTION — 39c plus Federal tax
	Tone Furniture Polish 98c	SUN GLASSES — 49c and up
	Pride Furniture Polish 98c	
	Glass Wax 59c	
	INSECT REPELLENTS Res. Prestmaster, Rep. Black Leaf 40, Benny Hex, Mii-Du-Rid and Berlou ANTIOL ANT TRAP	

PROBST DRUG
 FREE DELIVERY — 9:00 A.M. - 4:30 P.M.
 116 W. GRAND RIVER TELEPHONE 8-3618

Lovely....to give or to get



and a perfect gift for **MOTHER'S DAY** on May 13

RICH TRAPUNTO WALLET
 by Princess Gardner

Gay, witty fashion accessories in rich Trapunto (quilted lambkin), hold coins, keys, bills, photos and identification. In pretty pastels, also Red, Green and Tau.

3.95 plus tax

Senior Ball • May 5th • Music by Johnny "Sea" Davis

Ballerina-bouffant...our Nylon Net and Lace

Graceful as a wood-nymph, a gown with yards and yards of nylon net over a rustley taffeta underskirt; with lace shaped and ruffled at the bodice, and a nylon net stole to swirl. Champagne, shrimp or aqua; Sizes 10 to 16.

39.95

Jacobson's
 East Lansing

