

Seen in the Shops of Birmingham

By GERRY



"Blowing your own Horn" is a lot more fun than blowing the other fellows'. . . Especially if it's the first year away at college. . . and there's been rivalry to "make" the School Band! . . . Grinnell's Music Store, 121 N. Woodward Avenue, have a complete stock of marvelously toned musical instruments including the ubiquitous Ukulele. . . for "What is college without a "uke"!"



The signing of the Declaration of Independence was a great his-

torical event! . . . and history repeats itself every time modern John Hancock affix signatures to Savings Deposit Slips! . . . A Savings Account is a real "declaration of independence!" Deposit regularly in the First State Savings Bank, Woodward and Maple Road and banish forever the bugaboo of sickness. . . loss of one's job or temporary lack of work! . . . There's marvelous satisfaction in knowing that one has at least the price of an umbrella for that inevitable Rainy Day!

Far be it from me to insist, as has some hard working competitor. . . that "It is not raining rain but Daffodils!" All the storms I've encountered were raining RAIN! Nice thick, wet rain at that! For this reason I decided to buy me a rain coat this week, and I bought it at Chas. R. Peck Sons, 102 S. Woodward Ave., for the simple reason that they have the most complete assortment I've seen in my travels thru the shops! . . . Marvelous affairs right-ly named "RAIN KING!" . . . as

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WE DELIVER - PHONE 61


gold pin! . . . So marvelous is the service offered at this phone shop that a visit, a card or a cheer call specifying about how much one wishes to spend will result in a complete layette being chosen in perfect taste. . . all ready and waiting for Mr. Stork!



With vacation days just about gone, it's high time to begin planning "school wardrobes". I found this week that the F. J. Mulholland Co., 119 N. Woodward Ave., is amply prepared with blouses, sweaters, ties, handkerchiefs, dresses, berets, caps, socks. . . a marvelous assortment of wearables for boys and girls. . . and at remarkably low prices. . . I noticed in particular the exceptionally choice collection of sweaters. . . in every color combination and a great variety of weaves. . . a sweater costume seems the ideal costume for school wear. . . for those first Fall days when it's just a little too soon for top coat!

For that formal affair at College. . . that coveted from invitation. . . naturally one would want to look one's best! Maxine Hart has such a wonderful sense of selecting the very most to emphasize one's best points. . . that I'm sure I would let her choose MY gown for such an important affair as that! . . . In fact to let her plan an entire school wardrobe. . . dress and everyday wear. . . would assure one of irrefragable chic! . . . Maxine's lovely Gown Shop is nestled just in the heart (the sun is unintentional) of Bloomfield Hills! . . . and it's a joy to enter it!

I found some of the most wonderful bargains this week at The Gift & Art Shop, 105 W. Maple Ave. . . that I wanted to take advantage of ALL of them! . . . a 20% Discount is being featured all month in this clever shop. . . and with Fall Weddings in mind it seems an ideal time to secure many lovely gifts! . . . and since 20% means SUCH a decided savings. . . it isn't a bad idea at all to even shop with Christmas in mind! . . . Will be here all too soon. . . and a saving of ONE FIFTH is something to really consider!



Who's the most popular girl in the school? . . . far be it from me to become cynical. . . but I have a vague idea that EVERY popular college girl's room I've ever seen pictured. . . showed a gorgeous big box of candy in the immediate foreground! . . . At least there's an idea anyway! . . . and here's another! . . . Stewart's Sweet Shop, 112 W. Maple Ave., have a marvelous line of delicious candies and no college packed bag or trunk is completely lousy without a generous share of them! . . . Incidentally this same shop has a complete line of clever party favors and novelties for the many "pre school" parties that are being given!

Emerson has said "The success of any institution depends on its interpretation of the word SERVICE!" . . . and one scarcely wonders at the marvelous success of Shain's Drug Store, 119 W. Maple Ave., after spending a short while in the store! . . . Everyone around the place seems to have the same idea and that is TO-SERVE! . . . I spent considerable time there the other afternoon. . . and it's almost unbelievable the constant stream of people that come in with their varied wants. . . but in spite of the crowd there's no confusion—no jostling. . . and no dissatisfaction! . . . I certainly saw a shining example of SERVICE! . . . Plus! . . . to say nothing of the many phone orders which were taken care of!




College girls. . . and stay at home girls too, who want to be head over heels in style are flocking to the Hat Shop, 143 S. Woodward Ave. . . who has such a smart collection of Fall models! . . . Hats for dress. . . hats for sports and hats for knockabout wear! . . . lovely new styles from such famous makers as Gage, Meadowbrook and Hollywood. . . Felts, of course lead the field. . . their velours and some silks and the colors! . . . The entire "Brown" family is represented. . . including the lovely new tone called Sonia. . . Navy Blue is also very good and Black! Incidentally Irene carries a smart line of "Berets" . . . ideal for Campus wear!

With the excitement of getting ready for school, there's little time for entertaining! . . . but what's the fun of going away to school without a "farewell party" or two! . . . The Fleur de Lis Tea Room in Bloomfield Center is the ideal solution! . . . It's such a delightful place. . . the food is so delicious. . . and best of all even if one is busy with seamstress, leave every detail of the luncheon to the capable hands at the Fleur de Lis, and rest assured that one's party will be a perfect success!

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