

# Following Footsteps of 'Mr. I'

By FRAN MAIER

A man, who is following in his father's footsteps, is proud to boast the success of a Birmingham branch store, the outgrowth of an organization which started half a century ago.

He is Charles S. Himelhoch, 844 Colonial court road, ready-to-wear merchandise manager and director of Himelhoch Bros. and Co.

HIMELHOCH recently celebrated its 50th anniversary and tribute was paid to its founder, Israel Himelhoch.

Known throughout the business and to his friends as "Mr. I," he founded the Detroit store in 1867.

However, the history really dates back to many years before that according to Charles, better known as "Chuck."

"My grandfather, Wolf Himelhoch, really started the business," remarked Chuck, "he owned and operated a general store in Caro, Mich., which dates back to the 1870s."

in the business starting with odd jobs when he went to school and in the summers working as a stock boy.

After graduation from college he served in the armed forces for four years, receiving his discharge in 1916.

After that he devoted full time to Himelhoch's starting at the bottom, "I did everything from sweeping the floors to clerking in the receiving and marking room," were his remarks. From there he was a clerk in the credit office, floor manager, salesman in the Misses' coat department, then he went to the New York office for a six-month training course and became assistant buyer of coats and suits. After

five years he became merchandise manager, his present position.

HAVING spent four years at Cranbrook, graduating with the class of '38, Chuck has a very warm spot in his heart for the community, thus was happy when Birmingham was chosen as the site for the first branch store.

Although the Birmingham branch is only six years old, because of its continuous success "I think it was our first step into branch operation and gave us the inspiration for others," remarked Chuck. "The fine co-operation of everyone in the community, has made it a pleasure to operate this store."

TWO more branches have been added to Himelhochs in the past six years, one in Grosse Pointe and the other at Northland. Chuck lives with his wife, Isabel, and six-month-old son, Charles S., Jr., in the terrace apartments.



CHARLES S. HIMELHOCH

CHUCK more or less grew up

## Neater Neckties Due for Spring

The trend in neckwear toward more restrained patterns becomes more pronounced for spring, reflecting the renewed interest in patterned fabrics for men's suits and shirts.

Many light ground colors will be shown in new neckwear and there will be more interest in whites and silvers.

Reps and foulards will remain favorites with Ivy League sports fans. Some bolder patterns will be available to complement some of the new dark suits.

How ties will enjoy their usual warm weather revival. The narrow shape will continue to lead the field with little or no indication of any widening.

Fabric interests will be in typical summer silks and cottons, and there should be more interest in blends of silk and cotton.

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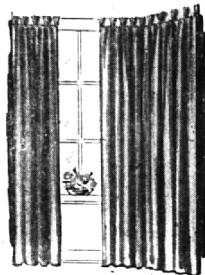
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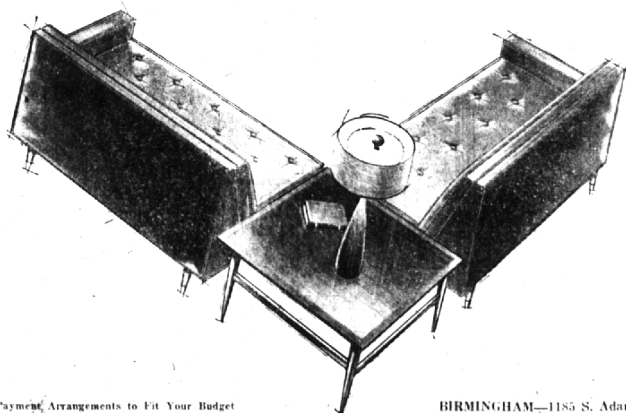
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