

# In Birmingham 36 Years

A veritable institution is Mulhollands' at 233 north Woodward. Founded by Frank Mulholland and owned and managed by his sons, Charles and Frank, it has been a part of the Birmingham shopping scene since 1923.

"You can make a lot of friends in the space of 36 years," said Charles Mulholland at the store last week. "Many of the same people who stood in front of the pattern books 20 and 30 years ago are still doing it today."

"Of course, the styles have changed a good deal in those books, but they keep coming back.

"REMEMBER A couple of seasons ago when we were revisited by the chemise? I thought we had seen the last of that in the twenties."

"And, of course, plenty of babies whom we outfitted with their first layettes are in here outfitting their own babies," he continued. "We try every day to merit our customers' confidence in us."

Obviously such devoted efforts have not gone unrewarded for Mulhollands' has grown and progressed continually in their 36 years of doing business.

Part of their success is due to the branded lines of merchandise which they have carried for such a long time: Carters' in infant and children's wear, Jantzen, Nelly Don and Koret of California in women's wear, Formfit and Warners' in ladies foundation garments, MacGregor and Manhattan in men's wear, and Bates and Qu-

staff. Prime examples are Mrs. Muriel Sorenson, woman's buyer for 20 years and Walter Lanke, men's buyer and salesman since 1928.

The staff of loyal and faithful employees, branded merchandise and a firm policy of service with high quality plus a backlog of 36 years of goodwill go to make up the Mulhollands' of today.

THE ADHERENCE to tradition is also evidenced in their sales



The largest vertical wall display of flatware in the United States is being admired by saleswoman Mrs. Roland Erickson, 1756 Washington, Birmingham, at Lakes' Jewelers.

## Compare Lakes' Stock To That of Tiffany's

A selection of quality merchandise that even Tiffany's on Fifth avenue would be proud to claim, found in the friendly, congenial atmosphere of a suburban village, is what can be seen by the people of Birmingham at Lakes' Jewelers, Woodward at Maple.

Sound far-fetched?

PERHAPS, BUT anyone giving even a casual glance to the vast numbers of elegant silver, china and crystal-patterns would know instantly this is no exaggeration. Lakes' Jewelers, representing twenty major silver companies in hollow-ware, are proud to claim the largest selection of sterling flatware in the state of Michigan.

In addition, the most extensive vertical display of china, crystal and flatware in the United States can be seen at the shop at Woodward and Maple.

Brand names such as Towle, Reed and Barton, Kirk and Gorham have, through the years, become associated with the store.

Lakes' owned and operated by Lloyd Lake and his son Art, opened for business in Birmingham in 1945.

ELEVEN YEARS later, in November of 1956, they moved to their present, greatly expanded location. Lloyd and Art Lake, despite their big city operation, maintain a close personal relationship with most of their customers.

Art frequently addresses service clubs, sororities and school groups on the subjects of china, crystal, flatware, diamonds and other gemstones, topics on which he is an expert.

DESIGNING JEWELRY plays a big part in Art Lake's busy life. He designs all the original pieces that come from Lake's designing room, and along this line he finds that the Birmingham, Bloomfield residents require much more of this one-of-a-kind piece than is generally demanded in local jewelry shops.

Imports from Bavaria and other European countries have become more and more a part of the fabulous collection of china to be seen at Lake's, although the great name of Lennox is still of paramount importance in the operation.

Names like Omega, Girard Perregaux and Universal Geneva are in evidence in the watch department and Lakes' boast an outstanding selection of solid gold jewelry.

BRIDES OF this area depend on Lakes' for guidance and counsel in their selection of flatware, crystal and china and for this purpose the store maintains an extensive bridal registry.

Lloyd Lake is a member of Rotary and the High Twelve club, and together with Art, who is active in Jay Cee's, the chamber of commerce and the Michigan Retail Jewelers association, presents an outstanding example of a father and son success story.

## Business

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pletely remodel the interior and exterior.

For this extensive remodeling job they went to David Zeese of Morris Sklar interiors, an expert in distinctive store decor, who decided on a colonial theme as fitting for a suburban area operation.

STEP INSIDE and a friendly lamp-post attached to a white picket fence will greet you. Seat yourself in one of the many captain's chairs that line the bright green carpet.

Should your eye happen to be caught by four plaques hung high on the wall and mounted with four really antique looking shoes, you will want to know that an interesting story is tied up in those shoes.

When Larry and Fred first took over they searched the premises thoroughly and found, tucked away into a storeroom and long forgotten, cartons of shoes, mens, womens, and childrens—circa 1918.

AFTER THE new owners recovered from the amazement of their find, they decided to put the shoes on sale at \$1.88 simply as a public relations stunt to see if the people of Birmingham were as in-

## Druggist

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department in Birmingham. Three full-time cosmeticians are on duty here to guide and advise the fashion-conscious women of Birmingham in their cosmetic needs.

Such names as Elizabeth Arden, Christian Dior, Chanel, Caron, Guerlain and nineteen other national and international luminaries in the cosmetic business grace Wilsons' counters.

Twenty-five regular and two part-time employees make up the friendly family ready to serve the public at Wilsons'. The feeling of harmony between employees and management stems from their close personal relationship over a period of many years, and communicates itself to the customers shopping in the store.


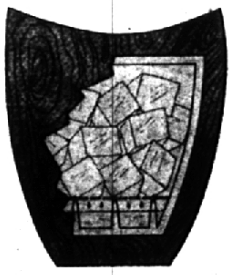
All these factors which go into improving established high standards of service and include three deliveries a day from all departments indicate Wilsons' devotion to finding ways of pleasing a fastidious clientele.

terested in these curios as they were.

They were swamped with customers, buying them for costumes, for antiques or simply out of curiosity.




Mrs. Shirley Ritter, 1212 Edgewood Drive, Royal Oak. Customer for many years at Mulhollands' is seen here shopping for tablecloths in that store's complete dry goods department.

## Walnut Ice Bucket

No more ice cubes floating in a pool of water with this unique new design. There's a well in the bottom that drains off the water and the cubes stay clear and dry. 3 quart capacity. Also available in teak. 29.95



ritter's

# UNUSUALS

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