

No Starch Means Just That at Douglas Cleaners

There is certainly no one more qualified to own and operate a dry-cleaning establishment than a chemist and that's just what Birmingham has in David Underdown, owner and manager of Douglas Cleaners, 534 S. Woodward.

Dave was associated with Eaton Chemicals in the dry-cleaning division for many years when it occurred to him that all the knowledge and help he had given retail dry-cleaning establishments might be useful to him in his own business.

And so it was that in October of 1950 David Underdown opened a cleaning plant in his present location.

DOUGLAS CLEANERS employs 32 people, many of whom have been with the firm five years and over. A policy of quality cleaning is strictly adhered to and the store depends on its satisfied customers who keep coming back year after year.

Service plays an important part in this policy. "We don't tell people when their garment will be ready," said Dave last week. "We ask them when they want it. In ten, or out by five is our slogan here, and of course we deliver."

Douglas Cleaners is the franchised Sanstone Cleaners in this area which assures uniformity of high quality cleaning.

DAVE, AN EXPERT in textiles, is a graduate of the University of Michigan, member of the Rotary Club, director of the Michigan Dry Cleaners Institute and is affiliated with the National Institute of dry-cleaning, a research organization devoted to improving methods.

Using new or clean paper money and shiny silver and pennies with which to make change is one of the features of this progressive cleaning establishment with ideas. Encompassing all fields of household cleaning such as drapes and slip covers, plus all kinds of clothes and a fastidious shirt laundry, Douglas Cleaners is committed to a policy of pleasing the customer.

"AFTER ALL," Dave says, "People expect when they send a garment to the cleaners that it will come back clean. We try to give them the extras such as an expert pressing job, all buttons and snaps in place and small rips and tears repaired."

"And when a man drops his shirts on the counter and says 'no starch' that's just what we give him, NO STARCH."



Spots No Problem

Counter girl Patricia Shelley, 9 Willard, Pontiac, is seen here checking over a dry-cleaning order at Douglas Cleaners, which offers the most modern methods and equipment for cleaning your clothes.

Old Timers

The fifteen member merchants of the Birmingham Credit Plate association represent a total of 228 years of business in Birmingham.

Thousands of people read The Eccentric Classified Ads. So, remember if you want to sell that hard-to-get-rid-of article, advertise it in the Want Ad section of The Birmingham Eccentric.

Davidson V-P Of New Credit Association

The office of vice-president of the new Birmingham Credit Plate association is filled by Sherwin Davidson, partner in Davidson's and son of the founder, Louis E. Davidson.

The Davidson family moved to Birmingham in 1925 where Sherwin attended Adams school and subsequently graduated from Birmingham high school.

SHERWIN AND his dad have been associated in business for as long as he can remember for he literally grew up in retailing.

His wide circle of friends have over the years become customers and his customers have become friends.

He was instrumental with his fellow merchants in forming the Birmingham Credit Plate association because he has high hopes for the growth and progress of Birmingham and wants to be a part of and work for an organization that serves the community as well as promoting a high standard of ethical retailing.

Sherwin, with his wife Ruth and their two children, Karen and Michael, lives at 12908 Sherwood, Huntington Woods.



George Couzens, of McBride's Hardware, shows Winchester Model 94 carbine to a prospective hunter from the sporting goods department at McBride's.

Thumb Tacks to Huge Ladders at McBride's

Everything in hardware from a thumb tack to a forty-foot extension ladder would accurately describe the range of goods and services offered to the public by McBride's hardware, 154 South Woodward.

Ten salesmen are on duty from 9:30 to 5:30 to help a bewildered home-owner with his household problems, to assist an eager hunter select just the right gun for his up-coming trip north, or to show an interested housewife the merits of some of the many new housewares on the market today.

AND IT IS not at all an unusual sight on a Saturday morning at McBride's to sight some busy executive, relaxed in his week-end loafing clothes, pointing out the advantages of one football over another to his young son.

Naturally a man from McBride's is always in attendance should a point of difference need to be settled. Although the store bears the name McBride's, it was bought by the Couzens family back in 1948 from Harry and Russ McBride. The manager, Jim Couzens, is the son of the late Frank Couzens, former mayor of Detroit.

HIS GRANDFATHER is the late James Couzens, Michigan state

senator. Jim is the president of The Birmingham auxiliary police, an active volunteer organization. He also serves as current president of the Lions club. Jim can truthfully state that the tradition of service to the community built up by the McBrides has been carefully maintained together with a constantly replenished stock of merchandise.

McBRIDE'S carries everything in the hardware line, plus fireplace fixtures, sporting goods for the entire family, toys (and right now their selection is at its greatest), paints and those very handy things to have, fire extinguishers.

Some of the brand names featured in the store include DuPont paint, Bennett Ireland fireplace fixtures, Wearaver aluminum and Wilson sporting goods.

McBride's stands ready to help the home-owners of Birmingham and the surrounding area with advice, service and an extensive selection of merchandise.

OPEN EVENINGS TO 9 'TIL CHRISTMAS . . . SATURDAYS TO 6

QUALITY
IS ALWAYS IN
FASHION

It's easy to choose from the impressive selections at Young's for the man who is style and quality conscious.

For the outdoor man, you'll find the largest selection of Jackets we've ever featured, priced from \$25.95.

In our Sportswear Dept. you'll find the famous Pendleton Sport Shirts at \$13.95, Topsters at \$17.50, Robes at \$25.00 . . . and wide selections of Sport Shirts in Wool Knits, Viyella and Cottons.

Shirts in a seemingly unending selection of collar styles. Excello Boulevard broadcloth at \$5.95. Button-down Oxfords at \$5.95. Imported English broadcloths at \$8.50 and Young's Special Value Shirt at \$4.95.

Designer Neckwear by Bronzini, Countess Mara, Charvet, in the finest selection in Oakland County, priced from \$5.00. And All Silk Ties from \$2.50.

The College Shop presents complete selections of clothing and furnishings for the High School and College Men and Junior Executives. Clothing from \$39.50. Sport Coats from \$37.50. Pleated Slacks \$14.95. Button-down Oxford Shirts from \$3.95.

And . . . a complete showing of famous Lebow Clothes, French Shiner Shoes and Knox Hats.

Young's
of
Birmingham

203 PIERCE STREET