

'For Boys Only' at Prep



R. L. Holly, 212 Kenyon, Detroit, checks over a suit from the extensive collections to be found at Young's of Birmingham.

'Men's Fashion Authorities In Oakland County' — Young's

"The fashion authorities of Oakland county in men's wear is our claim," stated Richard H. Young in a recent interview, "and that's what we've trained ourselves to be."

"Constant trips to New York to keep abreast of the latest fashion trends and continual study of trade journals keep us right up to the minute fashion-wise and put us in a position to advise and counsel the men of the Birmingham-Bloomfield area," he continued.

"THESE MEN have a more than average acceptance of the latest clothing trends, due perhaps to the fact that they travel extensively and see what the well-dressed men in the cosmopolitan centers of the world are wearing."

"The women play no small part in seeing that their husbands are well-dressed. Fashion-conscious themselves, and avid readers of Harper's Bazaar, Vogue and other fashion mags, they feel that it is most important that their husbands dress smartly, in good taste and in keeping with the latest fashion."

"As a matter of fact over 50% of our transactions are done with women."

A SUBURBAN atmosphere of friendliness and an early American decor greet shoppers at Young's of Birmingham. Great emphasis is put on customer service and high quality, as evidenced by such outstanding brand names as Knox Hats, Lebo Cloths, Eveshlo Shirts, Countess Mara Neckwear and Pendleton Sportswear.

Young's of Birmingham opened for business in 1951 when they bought The Campbell Village Store men's shop. Ever since then every effort has been made to make their operation and service distinctive and unusual.

Such an effort is the new traditional "Apple Time" in which customers are presented with Delicious apples sometime between Thanksgiving and Christmas.

THIRTY THOUSAND apples have been given away since this good will gesture was first inaugurated.

Another unique and new idea with Young's of Birmingham is the

Plan

(Continued from Page 1)

take its place in the wallet and handbag of the smart shopper along with the Diners Club and Carte Blanche cards.

They further feel that modern shoppers, patronizing modern merchants, will readily adopt the use of this modern convenience.

The association office phone number is Midwest 4-4055 and the public is invited to call for further information.

Like Father . . . Like Son

Out of fifteen member merchants of the Birmingham Credit Plate association, there are seven cases of a father and son business relationship.

"Something for the boys" might be an apt subtitle for the shop at 237 Pierce street called Princeton Prep. Starting out during the twenties as the Princeton hat shop, located at Michigan Ave. and Woodward, the store branched out into all kinds of haberdashery.

In 1953 Mort Lieberman, corporation president, moved into the Seven mile road-Evergreen shopping center, renaming the store Princeton Prep.

IT WAS HIS theory that boys from the ages of five to 20 were given second class attention in a men's store.

Department stores with regular boys' departments likewise missed the market somewhat for often as not women waited on trade and dealt with "Mother" while the boy was merely a spectator.

Princeton Prep pioneered a whole new concept in boys' clothes, catering to boys from kindergarten through college, appealing to their tastes and making shopping for clothes an enjoyable experience.

In August of 1956 Princeton Prep opened its Birmingham store with a staff of young men consisting of "Bud" Bourassa, and George McGlennon who are associate managers and Bill Wisner and Ralph Shermna.

THESE YOUNG men who are on hand at all times to help a young fellow with a clothing problem, are indicative of the college atmosphere to be found at Princeton Prep. With their crew-cuts and ivy league haircuts they represent four midwestern universities.

Such men inspire confidence in a young shopper, even one who has difficulty holding still long enough to try anything on.

Plenty of Birmingham mothers, despair, have turned the entire job of dressing their young sons over to the men at Princeton Prep.

Making Princeton Prep an interesting place to visit plays an important factor, too.

IN ADDITION to a pleasant decor there are little things around the place to catch a boy's eye; for instance a copy of the original "wanted" poster for Billy the Kid. The Tim Club and the Older Brother Council are other ways

FROM TWO to five-thirty every Saturday, boys in the community gather to discuss clothes or the advantages of one college or another, or whose team looks best this year and other man talk.

The emphasis is off selling as such but this unique way of doing business has in three short years made Princeton Prep a favorite spot of the young men of Birmingham.



Ready for Cold Winter

Jed Wilson, 1077 Willow Lane, Birmingham, makes like the Abominable Snowman in winter parka bearing that colorful name. He is being assisted here by George McGlennon, associate manager of Princeton Prep, who helps Jed get ready for the cold winter ahead.

Gimcracks for the stocking...

Antique clock with alarm for bedside or desk. In antique gold. 6.95. F.T.

Lock and key hide a dainty watch hung on a fine chain. Gold color. 15.95. F.T.

Beehive bank for thrifty mopets. In wood. 1.25.

Open initials on a fine chain. 14kt. gold. 14.00. F.T. Orders till Dec. 12

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Birmingham
credit plate merchants

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