

'Special' Specialty Shop

A womens' specialty shop built along department store lines is how Harvey Rattner, owner with brother Nathan, categorizes the R B Shop at 142 west Maple.

"We're in business to fill the clothing needs of the women of the Birmingham area no matter what her taste or pocket-book," said Rattner in a recent interview.



Christmas Spirit at R B

Madeline Rowe, 455 Chesterfield, Ferndale, admires the Christmas trim, just completed in the large window at ready-to-wear women's fashions at the RB Shop.

"Women come to us because we give them such a wide variety of merchandise," he continued.

"WERE NOT specialists. Rather we try to fill the complete clothing needs of our shoppers by giving them an opportunity to shop for an entire wardrobe should they wish to."

National brands of high quality merchandise in ready-to-wear and accessories plus complete well-rounded stocks are in evidence at all times at the R B Shop to bear out the owners' policies.

The Rattner family entered the ready-to-wear business 30 years ago, opening their Birmingham store twenty five years back. Their first location was on Woodward avenue north of Maple but five years later they moved into their present store.

AN UNUSUALLY attractive arcade of windows, the only one of its kind in Birmingham, greet shoppers as they approach the entrance.

There are R B Shops in Mount Clemens, Royal Oak and Ferndale in addition to the Birmingham store and this enterprising chain attests to the successful methods of operation in force for so many years.

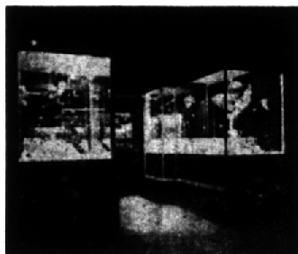
Mrs. Esther Wisely, with the stores for many years, manages the Birmingham shop.

She and the other saleswomen (See SHOP-Page 6)

IN JUST 13 SHORT YEARS

from this . . .

to this . . .



HERE IS THE FORMULA:

- **Quality Merchandise**

A policy of featuring only the finest name brand merchandise helps Lakes' keep its record of outstanding customer loyalty and satisfaction.

- **Well Timed Promotions**

Through careful pre-planning and timing, all sales and promotional efforts are tied-in to local and national holidays and events.

- **Continuous Advertising**

Institutional, as well as merchandising ads, placed every week in the family oriented Eccentric, help make the name Lakes' synonymous with silver.

- **Sales Training**

Each member of Lakes' large sales staff has a complete understanding of customer relations, as well as a thorough knowledge of products sold.

- **Attractive Display**

All merchandise is attractively displayed and the storefront is in keeping with the dignified nature of the jewelry business.



LAKES'

JEWELERS

"The Sterling Store of Birmingham"

For Him...

a gift from Higgins and Frank

Sport Shirts

Make his gift an international one. Plaids in blended fabrics from England. Crisp cottons from Denmark and Switzerland. Fine hand-crafted knits from Italy. from \$10



Higgins and Frank

OF BIRMINGHAM
268 W. MAPLE
DAILY 9:30 to 5:30
Friday till 9

While shopping for him, why not drop down to our Boy's Department and shop for Jr?

Birmingham credit plus insurance

For Him...

a gift from Higgins and Frank

Bulky Influence



Bulk knits . . . imported full-fashioned cable stitch cardigans, cashmere blends, shetland. from \$12.95

Higgins and Frank

OF BIRMINGHAM
268 W. MAPLE
DAILY 9:30 to 5:30
Friday till 9