



A wall filled with decorative art objects in contemporary design is just part of the unusual story to be found at that charming shop on West Maple road, Unusuals.

Modern Designs At 'Unusuals'

"Unusuals" is the name and unusual is the game at the fascinating shop at 150 West Maple. Owned and operated by a pair of highly creative people, Ruth and Bob Ritter, Unusuals offers to the people of Birmingham the finest in contemporary design for the home.

Bob is a television producer and director at WWJ, directing the highly popular program "Michigan Outdoors." Ruth brings to the business a background of public relations and advertising and a master's degree in humanities from Wayne University where she specialized in art.

THE RITTERS opened their shop in April of 1957 out of a desire to join careers and to fill what they considered to be a need in this area for a place that specialized in contemporary design.

Included in their wide variety of "Unusuals" are decorative accessories, gourmet cookware, occasional furniture, china, flatware and gifts.

The Ritter's flatware is not the kind grandmother might have handed down. It represents a whole new kind of thinking and is more than likely done in stainless steel. Marvelous designs from the Scandinavian countries make this flatware a new kind of family heirloom.

JIM O'GORMAN, also with WWJ, is at hand during the Christmas season to help executives with their gift selections. He pointed out just last week to an interested but perplexed shopper a "Boom Bass," a one-man orchestra popularized by Garry Moore and designed strictly for the man who has everything.

Ruth Ritter points out that there is a great sweep of interest in contemporary design in the Birmingham area.

Not only newly-weds are doing their homes in this fashion, but grandmothers, tired of dusting antiques, are moving into new homes and surrounding themselves with new ideas.

"THIS CAN BE a risky thing to do," says Ruth. "There is all kinds of modernity, the bad and the good, and we sift through drives of it to find what we consider to be in good taste."

"We're here to guide and advise the women of Birmingham in their desire for the contemporary look and to do this we import things from all over the world, things in teak, ceramics from Scandinavia and Germany, and many fine things from California as well as abroad."

The Ritters offer merchandise from the International Designers group, set up to find the best in European design, stainless steel flatware by Lauffer, cookware by

Cummings Named President

Service to the community is no new story for Donald L. Cummings, president of the new Birmingham Credit Plate association.

He served the Lions Club as secretary for fifteen years and was president of that organization during the 1957-58 year. In addition, he has been chairman of the off-street parking committee of the Birmingham chamber of commerce.

CUMMINGS was born and raised in Birmingham. He graduated from Birmingham high school and soon began his career at Wilson drugs, where he has been connected for over twenty-five years. He serves that organization as secretary and office manager.

He lives with his wife, Mildred and his two daughters, Nancy and Janet at 1351 Cedar, Birmingham.

Cummings was a natural choice for president of the Birmingham Credit Plate association, an organization whose aims of serving the community of Birmingham with a high standard of retailing coincide with his own often-demonstrated principles.

R. H. Young Takes Credit Plate Post

Richard H. Young, modest man that he is, can only say about himself in any autobiographical facts, "I'm a hayseed from the country where I came from in 1931, and since I've arrived in the Detroit and Birmingham area I've made quantities of friends who've been awfully, awfully good to me."

Dick, owner of Youngs of Birmingham, serves the Birmingham Credit Plate association as secretary, treasurer. He is a member of the Lions Club and Forest Lake country club.

Nordike and a whole line of contemporary design in jewelry.



Two Birmingham shoppers look into the antique hall mirror, part of the charming Early American decor so characteristic of the Village Store, as they admire a Royal Stewart tartan-bound sweater.

Unique Sports Wear Keynotes Collection

The delightful atmosphere of an old country store plus a lavish collection of highly individual sports clothes for women are to be found at the Village Store, 205 Pierce street. Volumes could be written about the fabrics, the colors and the co-ordination of the clothes to be seen here.

Calico, chintz, corduroy, embroidered flannel, velvets in luscious colors and authentic Scotch plaids are to be found on every hand.

WHAT'S MORE, most items are merely a part of a whole concept in co-ordination.

For example, a skirt might have a matching blouse or shirt, a contrasting jacket which in turn has one of two or three co-ordinated slacks. Then there are shoes, bags and belts that go along with the outfit.

Such a creative approach to merchandising must have a story and

so it was that seven years ago two young Birmingham matrons with a flair for clothes which extended beyond the average started in business to fill the need of the suburban woman who wants high style in a country atmosphere for a casual, comfortable way of life.

DESPITE THE interest in the new and different, there is a strong emphasis at the Village store on the basic, conservative understated look.

A camel's hair polo coat, or a (See UNIQUE-Page 6)



Princeton Prep Shop

For Young Men

Open Friday Evenings 'Til 9
237 Pierce St.

MI 6-6166

Birmingham

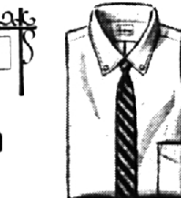
Member American Institute of Men's and Boys' Wear



College Pennant
FLANNEL PAJAMAS \$14.00



Wool-Mohair
CARDIGAN SWEATERS
Tan, Olive, Blue,
Grey & Oxford
Boys' \$10.95 Students' \$12.95



Oxford Button-Down
DRESS SHIRTS
SILK REP TIES
Boys' \$2.00 Students' \$2.50



Popcorn Weave
BOAT NECK SWEATERS
Boys' \$8.95
Students' \$12.95



FUR-LINED GLOVES
Black, Tan, Brown
Boys' \$4.00 Students' \$5.00

