

# Men's Clothier Serves Fourth Generation

Tradition, and all that it stands for, might be the one word which most characterizes Higgins and Frank, the men's clothiers at 268 Maple Ave. The business was founded in 1921 by Louis Frank, father of Martin Frank, present owner and manager.

The original store was located on Washington boulevard in Detroit and its operation grew as the city grew.

Detroit was still something of a small town then but as the automotive industry expanded Higgins and Frank rose to the forefront as clothiers to some of the giants of the industry.

MARTIN, WHO attended Cranbrook school for boys and the Cranbrook academy of art, formed an early attachment to the Birmingham and Bloomfield area. And so it was, in fulfillment of a long-standing dream, that Higgins and Frank opened its Birmingham branch eight years ago.

It also happened that many Higgins and Frank customers of many years moved out to this suburban area at the same time so that in many instances the store is serving third and even fourth generations of certain families.

Higgins and Frank carry a complete line of mens' clothing, haberdashery and shoes, and in keeping with the demand, opened a boys' department not too long ago.

This department can be found on the lower level and is a whole world in itself, with model airplanes, toys and trains in evidence everywhere to capture the heart of

even the most recalcitrant young shopper. Importers of fabrics, leather

goods and other items of haberdashery, Higgins and Frank like to present a well-rounded, conservative wardrobe to the men of the Birmingham area.

Quality is the keynote of all merchandise to be found at 268 (See CLOTHIER-Page 6)



**Early Christmas Shopper**

Salesman Bob Rakich, 2613 Yorkshire, Birmingham helps a busy shopper to fill her Christmas list from the wide variety and well-rounded selection in Higgins and Frank's haberdashery department.

## Santa Specials

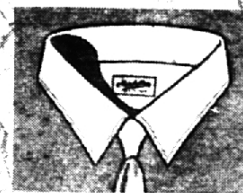
# PENDLETON SPORTSWEAR

Complete Selection

for men and women



OPEN TO 9 'TIL CHRISTMAS



your collar, sir, is at her eye level... look smart wear

*Manhattan*

Mansmooth TRIM™

She sees your collar first... and she approves this short point straight collar with permanently sewn in stays. She likes a shirt that stays neat throughout your busy day. You'll like Trim, too... the meticulous tailoring of the world's finest fabrics... the comfortable cut... the cuff style that can be worn buttoned or with links. White only.

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We Invite Your Charge  
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## At Davidson's

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Imported gifts for home and office, beautifully wrapped. (no charge of course)

Exciting holiday clothes from far away places... a brilliant collection of here today, South tomorrow clothes...

We're all ready  
Come See

