

Elegance

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efforts were concentrated on women's clothes and accessories.

FROM THE beginning, great emphasis was placed on high style, quality and service, and while the store's appearance today would be completely unrecognizable as the store that started in 1934, still these same objectives, style, quality and service are the watchwords of their method of operation.

Today, the shop, which has the most extensive dress collection in Birmingham, looks like a bit of Fifth avenue, picked up and transplanted to suburban Birmingham. The glamour of the "haute couture" abounds in every corner. A large part of the credit for the delightful surroundings can go to Ruth Davidson, Sherwin's wife, a former art student, who entered the business 18 months ago purely as a lark and became so fascinated by its artistic challenge that she devotes practically all her time to it.

NELLIE THOMAS, known affectionately as "Tommy" serves as buyer, saleswoman, confidante and adviser to half the women in Birmingham with whom she is on a first name basis.

In fact, it is quite common any morning about half-past ten to find some desperate woman discussing with "Tommy" or another of the sympathetic, fashion-minded saleswomen, what to wear to Saturday night's dance at the club as they sip coffee amid the elegant surroundings.

Flowers

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specialty that had captured his imagination.

HIS WORK in interiors, however, greatly influences the floral designs he creates. Flower arrangements, he believes, are not an entity in themselves but must be an integral part of the whole scheme of things.

Along this line many of the store's customers have called Harvey and asked for an arrangement for the front hall, or perhaps something for the cocktail table in front of the fireplace.



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DAILY DELIVERIES TO DETROIT & SUBURBS



Clothier

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West Maple avenue and no compromises are tolerated.

"WE HAVE A reputation to maintain based on thirty-eight years in business," says Martin Frank, "and our customers have come to depend on us."

"Highly personalized and individual service go right along with the quality," he continues. "It's not at all unusual for us, after completely outfitting the gentlemen in the bridal party of some society wedding, to go right along to the church and tie their cravats."

Unique

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tartan skirt or a balmacaan raincoat, bought five or six years ago, would look just like a similar garment found on the racks today.

This simple but smart look so popular on the East coast found a natural haven in Birmingham and the people at the Village store endorse it heartily.

"AFTER ALL," said a member of the firm during an interview, "Abraham Lincoln wore a Brooks Brothers' suit in 1865 and what could possibly go out of style about a Royal Stewart plaid?"

A cracker barrel and an old pot-bellied stove set the atmosphere for the quaint early-American decor.

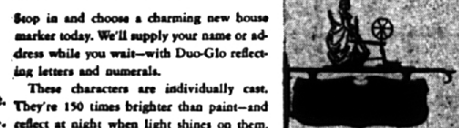
Shop

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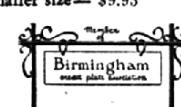
are on hand to give friendly helpful service to the women who shop there.

RATTNER HAS high hopes for the Birmingham Credit association. He believes it will be a springboard for many worthwhile community activities. "When a group of stores get together to work in a common pool for the benefit of all," he stated, "much good must come from it."

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