



Sharlene DeBoard, model and saleswoman at Davidson's, poses in an Oleg Cassini original in front of the cocktail table at Davidson's.

## Fifth Avenue Elegance Resides in Suburbia

It's a far cry from a celluloid collar to a gown by Oleg Cassini, but Davidson's, 139 South Woodward, has run that gamut in its 35 years in Birmingham.

It was the Christmas season of 1925 when L. E. Davidson opened his doors across the street from the present location.

IT WAS THEN called the Birmingham department store and carried such fast-moving items as red flannel underwear, spats and laced-up corsets.

On January 1, 1930 the operation moved across the street to larger quarters. Still operating as a department store, they carried

mens, womens, and childrens clothing, plus shoes, dry goods and other general merchandise.

Four years later the Davidson family moved into its present location and "family" it was for Mrs. Davidson was then active in the business as well as their son, Sherwin.

It was at that time that other departments were dropped and all (See ELEGANCE-Page 6)



A pair of Florsheim shoes comes into focus against a background of boxes representative of the large collection of fine shoes available at Sherman Shoes.

## New Business Learns Quickly in B'ham

Shermans' shoes is relatively a newcomer to the family of merchants in the Birmingham area. They opened for business at 115 Maple road in May of this year.

They are not novices to the shoe business, however. Fred Sherman has been in the business 37 years on Detroit's East side.

HE AND HIS son Larry had had their eyes on a Birmingham location for six years and when Phil Williams, who formerly had

a shoe store in their present location, decided to retire in May of 1958, the Shermans, father and son were quick to buy the store.

They entered the store soon after but took one year to com- (See BUSINESS-Page 10)

## Flowers Are One of Life's Pleasures, States Florist

There is a unique family history behind the charming flower shop at 243 West Maple avenue, known as John Moss, Florist. The shop is owned and operated by John Moss and his wife, Virginia. Hupp Moss, whose grandfather, Thomas Thurlby, owned the property where the shop is located seventy-five years ago.

The land passed from Mr. Thurlby to his daughter Mrs. Mae Hupp who is Mrs. Moss' mother.

better. We never duplicate any of our designs."

The Mosses are very proud to

have Harvey Place, floral designer, on their staff.

Place, who is a graduate interior decorator happened to take a course in floral design during his course of studies which so fascinated him that he gave up the more general career for the

(See FLOWERS-Page 6)

THE OLD buildings, including a smoke-house were finally torn down and the present building was erected in 1957 and enlarged and redesigned in May of this year.

Mr. and Mrs. Moss are directing all their efforts in building a clientele business.

"Our customers trust us because we know what they want and we cater to their individuality of taste," stated Mrs. Moss in her charming office last week. "There is nothing commercial or hackneyed about the work that is turned out here, whether it be a fresh flower arrangement or a permanent floral or fruit design.

"WE ARE NOT interested in assembly line production," she continued. "Rather what we are striving for are individual creations."

"Many a customer, entering the store, has seen some design in work and has asked for one just like it," she stated. "This we never do. We try tactfully to discourage the request by suggesting something that might suit her even

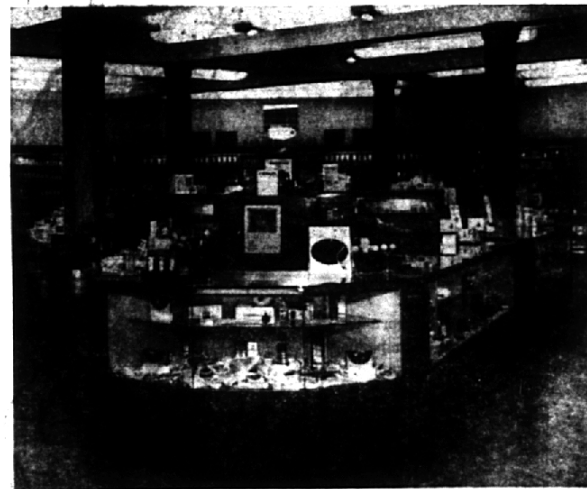


Mrs. Howard Snyder, 330 Cranbrook Cross Road is admiring some of the many Christmas floral designs to be seen at John Moss, Florist.

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