

Fashion on a shoestring

By CAROL SCHWARTZ

Want to bet the price of a wardrobe for a family of four that you can outfit in downtown Birmingham for less than \$80?

It's that kind of thing that Florine and Woody Woodburn are the gracious owners of the Birmingham Resale Shop, 311 E. Brown Street (647-0883) because they can make it easy for you to pay off that bet.

Or, if you're a chick who's really into the "sweat" 20s and 40s, get in the Fabulous Second Hand Shop, 1437 Randolph, Detroit (963-9577) in the old garment district across from the Artist Market. On the site of what was once Michigan Woolens, you'll find Marianne Pinzer with her collection of "vintage clothes" from the flapper '20s to the '30s...although she specializes in the '30s and '40s.

Anything from peak-a-boos, see-throughs, halter tops made from gauze and old material, skirts from old scarves, designer dresses and feathered fans to seam-toed nylons, European unisex military clothing, ponchos, and even 84-inch wool-knitted French red baron air force scarves for the men in your life are just some of the "creams" the crop of old things found there. Amazingly enough, dresses range in price from \$5 to \$50, and tops run \$1 to \$15. Chances are that much of the apparel was made by Ms. Pinzer herself.

"The thing about our store is that you don't have to come in and paw through everything," she said. "We pick the best clothes, clean and repair them so they're ready-to-wear. I call them vintage clothes."

Their origin, she added, is her "little secret." Some of them come from estate sales. "And, I like to think of our clothes as a timeless kind of style. You really can't date some of them."

"IT'S LOADS of fun to be here," said Florine Woodburn as we got acquainted over tea in a tiny cluttered room she jokingly calls her parlor in the Birmingham store.

"We don't pressure or coerce anybody to buy things," her husband Woody chimed in. "But if you stay here long enough, you're bound to take something home with you."

Mrs. Woodburn is a former buyer for a large department store who borrowed some money from her husband to start the business 16 years ago. Now, he's a partner instead of a creditor.

"We're not snobbish," a saleslady added. It's the sensible person who walks through our door. Here, people can buy more things for less money."

Mrs. Woodburn pointed out that there's a difference between a resale store like this and a department store. Everything in the shop is brought in by private persons and sold on consignment. Fifty per cent of the profit is given to the consigning customer every Monday or Thursday.

"We call these our golden days," said Woodburn.

"But we just don't take anything into our shop," Mrs. Woodburn added. "Who'd want to buy a torn Anne Klein gown or holey Johnny Carson Hickey-Freeman suit? You'd never wear a sports jacket?" That's why we make sure everything's cleaned, pressed and in good condition before it's hung up."

It was cheaper

in 1913

America's first drive-in service station was opened by the Gulf Refining Company on Dec. 1, 1913, at the intersection of Baum Boulevard and St. Clair in Pittsburgh, Penn. They sold 30 gallons of gasoline the first day.

Signals became

rock music

The first radio patent of importance was issued to Thomas Edison Dec. 29, 1891. Patent No. 46971 went for "A means for transmitting signals electrically." From these meager beginnings radio has since blossomed into quadrophonic rock.

The store also takes pride in its personal service. "If a customer needs a particular item, we try our best to find it and get her when it's in," Mrs. Woodburn said.

Moving from the downstairs to the upstairs of this red-brick home, there are rooms for ladies, girls, men and boys. Suits, parts and shirts are separated according to size as are dresses, skirts and blouses. If you've got the patience (and the time) you might find a \$1 Couture Marla tie or a Larry Argridge summer cotton dress priced at \$28 (originally \$60) are waiting to be tried on.

THE NEARLY NU SHOPPE, there's the

NEARLY NU SHOPPE at 18227 W. Seven Mile in Detroit (335-3018). The personable proprietress, Shirley Lynn, takes pride not only in the quality of clothing received, but its organization on the display racks.

Nothing in this shop is left to the imagination. Everything is orderly arranged by style and size. Geoffrey Beene, Bill Blass, Oscar de la Renta, Mollie Parnis, Calvin Klein, and Steve Pedrix, just to name a few, are in evidence.

If you're looking for a blazer to go with your slacks or a flashy halter top to wear with gauchos, odds and ends are what you're after. Head downtown to Winkelman's Rummage Room, 1448 Woodward in Detroit (961-3222) for the best buys to date.

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Everything in the room is sales merchandise collected from all Winkelman stores and priced as little as 30 per cent to 50 per cent. And the longer the item sits there, the more it gets reduced.

If you're really a good rummager, Bobbie Brooks, Jonathan Logan and Act III's are among many of the good finds. And, if you want even more rummaging, check out the Thrift at 4100 Schaefer, Detroit (584-9500); 14325 Gratiot, Detroit (591-0293); 21069 Harper, St. Clair Shores (293-4000); and 1437 Woodward, Detroit (961-4544) has bargains galore.

The Jacqueline Shop Outlet at 3160 Twelve Mile, Berkley (399-2220) is yet another bargain hunter's haven to add to your list. Women's ready-to-wear jeans, slacks and sweaters are all new and reduced from 30 to 50 per cent.

On the other hand, if you're really like to be original (and to be one in town to own a particular Berkshire pant suit), then sample shops are where it's at.

Pocket Pleaser, 4161 Orchard Lake, W. Bloomfield (626-3860) and 1516 Union Lake in Union Lake (365-7622), has high fashion samples for ladies and girls. Samples and odds and ends are brought from showrooms all across the country and priced at least 25 to 40 per cent less than regular price. The largest selection of ladies' and men's casual wear, blouses, shirts, blouses, and counter stools in town.

Livonia, Birmingham, 2500 W. 221 Hamlin, 644-1919, 522-9200.

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