

THREE GENERATIONS OF LAKES



Lloyd, Art and Dennis Lake

Three generations and 100 years of jewelry under one roof! Lloyd began his jewelry experience in Oakland County as a watch repairman in 1913 and found that many of his customers were from Birmingham. Art joined his father, and in 1945, the two men opened Lake Jewelers in downtown Birmingham.

Maple and Woodward can be called the cornerstone of Birmingham, and it is appropriate that Lake's, one of the oldest stores in town, is found on the southwest corner. The youngest Lake, Dennis, joined the team four years ago and worked as an apprentice on the jeweler's bench for two years.

It's quite understandable why Lloyd, Art and Dennis are recognized and respected for their expertise with precious gems and dependable craftsmanship.

Lake Jewelers
100 S. Woodward, Birmingham/644-5315

NATURAL

A natural spirit permeates the display racks as women in this area get their wardrobes in shape for spring.

They are going for the natural in fibres—cotton and linen becoming odds-on favorites.

They also want their clothes natural in line, not too fussy, ready for summer's activity.

"We feel the fresh, clean, natural look of eyelet, especially in white, will head the list of favorites," says Marnie Sagorski, sportswear buyer for Chudiks in Birmingham.

"This crisp look is shown in both our sportswear and dress departments."

From Janet Varner's of Rochester comes another vote for natural cotton as the sunshine favorite.

"Cotton, with its little bit of extra care, is the fabric again this year in everything from tailored oxford cloth to frilly eyelet," said Ms. Varner.

Uncomplicated and cool are the summer requirements for many women, according to Ms. Varner and Aaron Kerochenbaum and Lester Klunsky, her counterparts at Kay Baum of Birmingham.

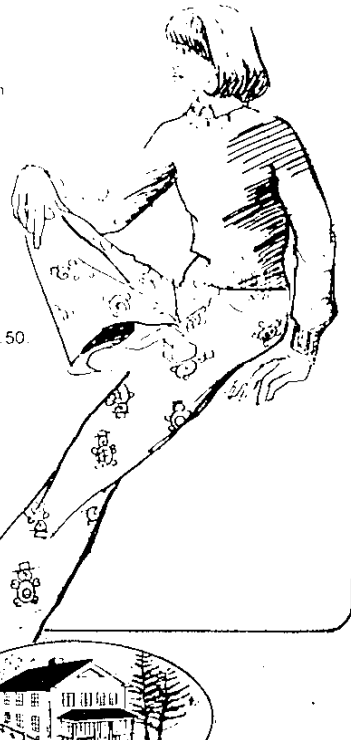
"The subject of summer clothes deals with a great deal of time outdoors," the voices of Baum said. "Even indoors, our customers dress with an active attitude."

"What they need is a healthy supply of summer separates including T-shirts of all kinds, skirts, shorts, short jumpsuits, pants, sundresses and hal- ters."



All cotton and a field floral print makes this sundress by Rena Rowan the choice of fashion conscious women who want to get back to the natural fabrics.

Bright green paired with a sun flash of white in separates to suit your casual summer moods. Embroidered green turtles on white pants \$69. Classic oxford shirt \$19.50. Shetland wool crew neck sweater \$22.



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