

Know Your Local Merchant Better

(A Weekly Charlotte Shopping Guide Feature in 1964)

A Charlotte heritage of dependability Wildern's Drug Store.

"Harp", Flora, and George, our merchants of the week and owners of Wildern's Drug Store, are in their 16th year of serving the people of Charlotte with dependable drugs and sundries.

Pharmacy has been a way of life with the Wildern family. Harper and son George are both graduates of Ferris Institute George's wife, Esther, or "Dolly" as she is known to her many friends, is also a Ferris graduate in pharmacy and is the pharmacist at the Charlotte Hospital.

Shortly after World War I, "Harp" Wildern, a young man in his twenties, was a victim of the flu epidemic that reached serious proportions at that time. For his health the doctor advised going to a warmer climate and "Harp" went to his brother's in North Carolina and helped him in his work of tree surgery. The outdoor living and warm climate soon had "Harp" climbing trees and doing physical work that steadily improved his health so that he could return to his true profession of pharmacy. It was while in North Carolina that "Harp" met Flora. She was a graduate of Mar Hill College in North Carolina. When Harp and Flora returned to Michigan, Harper went with a local druggist as a pharmacist and for several years worked for many owners of our downtown drug stores.



GEORGE WILDERN

Son George was born into pharmacy and his Charlotte High School diploma represented a course of study heavy in sciences so that he would be ready to enter Ferris like his father to study pharmacy.

World War II found George in Italy with the Air Corps and when he returned home in 1946, it was "off to Ferris" to the halls of learning that his father had passed through years ago.

In 1948, the Wildern's made the move to purchase the present store. George was still in college but managed to make it home for the weekend business. Thus George had something of "on the job training" working with his Dad and Mother in their own store.

While at Ferris, George met his wife "Dolly", and both graduated as registered pharmacists. They have three sons: Kent, age 10, Steve, age 12, and Jeff, age 14. Already the Wildern pattern of following the fathers footsteps is starting to show. Son Jeff is one of Charlotte's Eagle Scouts, an accomplishment his father made years ago.

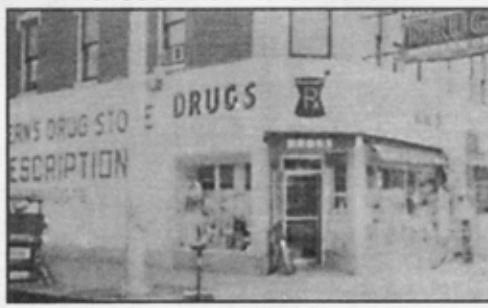
"Harp" Wildern, in his years on our main street has kept truly professional standard in his responsibilities as a pharmacist. His strict code of honor has continued to be the long shadow of dependability so needed in the profession. Wildern's Drug Store is a further projection of these earthly principles.

Quite a family team Harper, Flora, and George Quite a store is Wildern's Drug Store.

PHOTOS BY MORTON'S PHOTO SERVICE



FLORA WILDERN



HARP WILDERN

WILDERN'S DRUG STORE

201 S. Cochran

Charlotte

Phone 543-0830

Serving Charlotte for 3 Generations



Harper T. Wilder
Founder - now deceased



Dolly & George Wildern



Jeff Wildern

We've changed over the years to provide better service & convenience to our customers.



CHARLOTTE
201 S. Cochran
543-0830

Daily 8:30 a.m.-9 p.m.
Sundays & Holidays
10:30 a.m.-1 p.m.

Wildern's Drug Store

QUALITY PRESCRIPTION SERVICE
Home of Health Care Oxygen, Wheel Chairs,

POTTERVILLE
123 S. Lansing Road
(In Frank's Party Store Plaza)

645-7680

Mon.-Fri. 9:30 a.m.-6:30 p.m.
Sat. 9:30 a.m.-3:30 p.m.