

Block's pulls it all together

By LORRAINE McCLISH
Head to toe coordination is the goal of Frank Wald and Leonard Ryder for

every man who walks out of Block's Clothes of West Bloomfield.
"We service our customers to death,"

said fashion-minded Wald. "We have taken epaulets off of a jacket or put them on. We have changed buttons and personally delivered a shirt on the way home."

And we have instant tailoring by an old-world craftsman, not an easy thing to come by these days.

Wald has also been known to take off a customer's tie and exchange it on the spot for one that better suits the outfit at hand, because personalized help in obtaining the well-dressed put-together look is his stock in trade.

"I've also told a customer to do himself a favor and not buy the suit I think he's contemplating buying," Wald said.

TO BUILD A wardrobe the partners suggest one good blazer as an investment-starter. From there, two or three pair of slacks, a half dozen shirts and ties, all that can be mixed and matched with the proper accessories.

The partners believe they have spearheaded a new direction in men's clothing with their entire coordinated collection of designers' fashions. They carry clothes by Givenchy, Jean-Paul Gaultier, Adolfo, Lanvin, Tiger of Sweden, Rubin Brothers, LeBaron, and the most recent, Lou Miles of Toronto.

"Miles does only custom-made suits for quality stores and we're lucky to be

chosen to be associated with him," Wald said. "We have swatches of material here for both men's and women's suits that will be ready in four to five weeks."

"And we'll be ready, again, for personalized help."

"The bulk of our customers aren't interested in looking trendy or like the kids, and they don't want to look like old men either," Wald said.

"We strive for the elegant, sharp, yet relaxed look. The European look. And we have those for men of all ages."

BLOCK'S CLOTHES had two locations in Detroit for about 40 years before moving to Orchard Mall six years ago.

Wald, who has "been in the business since I was a kid with my father," joined the firm a year ago and has since doubled the volume of sales with his attention to personalized coordination and service.

Ryder called this "a feat unheard of in men's clothing."

To complete the look that is as new as tomorrow, the store carries a full line of accessories, shoes, under clothing, robes and pajamas.

"And hats," Wald adds, "from Greek fishermen to British tweeds. They all go toward making the total look."



Staff photos by Randy Borst

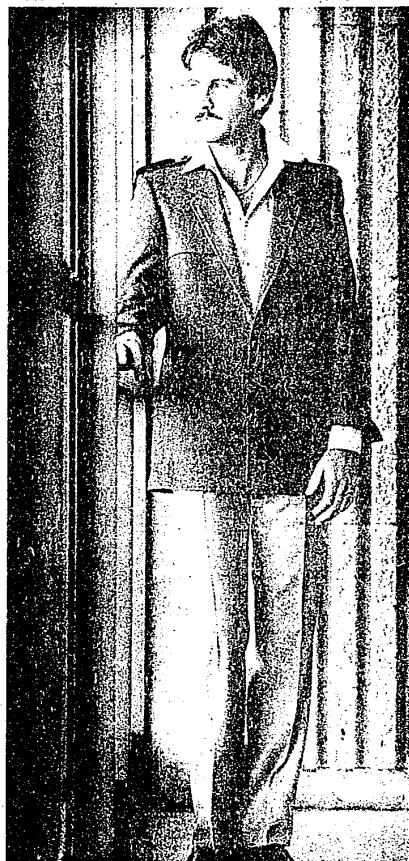


A classic European look is created in the coordinated sports outfit by Adolfo. Wheat, heather, green and gray colors in the jacket and sweater vest mix and match well with shirts, turtle necks, slacks and shoes. Shoes are by SanRemo, turtle neck by Cezar.

la la mode

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Monday, September 3, 1979



The unconstructed soft wool sweater jacket by F. Wald (at right) with turn back sleeves and leather buttons is designed to be coordinated with different colored accessories. Blue pants by Zanella, gray shirt by Pierre Balmain and rust shoes by Bally pick up the plum, burgundy, gray and blue mixture in the jacket.

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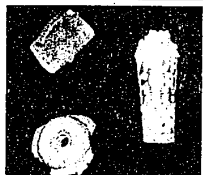
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To wit

The Paper place is jam packed with novelty items that are guaranteed to make you smile. To wit, a green satin-covered stuffed alligator sporting a white satin T-shirt complete with an applique of a man on it (\$35). Then there's a delightful series of candles. Buttered wax popcorn sits in a real paper popcorn cup and French fries complete with catchup and salt rest in a paper take-out dish. You'll also find bagel candles filled with cream cheese and lox and a chocolate cream pie in a foil pan (the chocolate actually smells like the real McCoy). The Paper Place, Applegate Square, Northwestern at Inkster, Southfield, 356-6468.



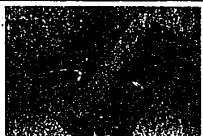
What's cooking

"What's for dinner?" It's a question your family asks all the time and a question your guests would love to ask if they didn't think it was impolite. This cute Menu Apron (\$10) could prevent you from ever having to hear the question again. Featuring a drawing of a chef holding a menu with the words: "appetizer," "soup," "entree," "beverage" and "dessert," the apron comes complete with a grease pencil so you can write in the specs. Made of vinyl-coted cotton, the non-staining apron wipes clean so you can change the menu every day. Miner's of Bloomfield, 41 W. Long Lake, Bloomfield Hills, 644-0514.



To boot

Prices being what they are, it's consoling to know that the boots you bought last year can still be in style this year providing you give them a little TLC. If you want your boots to look as good as new, head over to Frank's Shoe Service, where, in most cases, they can be restyled with a thinner, higher heel for \$18. Then Frank will treat them with a professional silicone-based oil, followed by a rain and stain protector. Lastly, the boots will be polished to bring back their original lustre.



Calvin Klein's wide-wale corduroys. Altogether, as long, lean and hugging as every other jean Calvin's seen fit to put his signature to. Five-pocket accurate and snugged with that great all-American Western fit, you'll want to collect all seven sensational colors...because this Calvin classic is here to stay. In navy, loden, palomino, sepia, deep pink, black and cognac cotton corduroy. In sizes 4 to 14, 44. His cord skirt, same colors and sizes, 40. In our V.I.P. Jeans Boutique...where we are all the things you are.

Saks Fifth Avenue, Detroit, Second at Lothrop, open Monday through Saturday, 9:30 AM to 5:30 PM. Troy, Somerset Mall, Big Beaver at Coolidge, open Mondays, Thursdays and Fridays, 10 AM to 9 PM; Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sundays, Noon to 5 PM.