



Men's Coats from \$595

Manufacturing Makes the Big Difference

Our prices are much Lower.
The Duty & Sales Tax
is Refunded.
Plus 15% exchange
on U.S. Funds.

Dealers of Canada Majestic Mink

Al Gervais
762 Ouellette Avenue
2 blocks from tunnel exit
1-519-253-2111

Hours: 9-6 Daily

Country Squire Shop

Gentlemen's Fine Apparel
75 W. Long Lake Road
Bloomfield Hills



The bellows pocket sportcoat.
It becomes something special
when it's Chaps by Ralph Lauren
at **Country Squire Shop**

Open Friday Eve's 'til 8:30
Daily and Saturday 'til 6 p.m.

Take stock of this
ventless, single-
breasted jacket in a
subtle burgundy and
beige stripe. Paired
with a pleat pant and
sport shirt, both in
wine. All in linen and
cotton. By Jean-Paul
Germain. Jacket:
\$195. Pant: \$72.50.
Shirt: \$55. Available
at J.L. Hudson.



WE'RE A LITTLE NERVOUS. THIS IS OUR FIRST AD.

We know this ad is likely to be surrounded
by ads for men's stores that have been in
business a lot longer than we have. And
they'll probably be showing you swell pic-
tures of the clothing they sell.

Well, we could show you pictures, too. But,
we don't want you to think of us as just
another men's store. Because we're not.

To begin with, we're not really a store.
We're a way of buying clothing. Classic,
traditional clothing. Made for us — for you
— by people who thrill at the loftiness of a
wool flannel blazer, the softness of a cotton
shirt, the preciseness of a silk tie.

When you come to us, it's because you think
a lot of yourself and you want your

clothing to show what. You're an individu-
al, not an extension of a rack. So we make
your clothing to fit you, rather than alter
clothing that was made to fit anyone. And
we help you coordinate your clothing and
build a useful wardrobe.

Cheap it isn't. On the other hand, it's no
more than you'd pay elsewhere for com-
parable quality. Furthermore, if cheap is
your goal, you probably haven't read this
far.

So why not find out what we're all about
and how we can help you feel special
everyday when you get dressed. Call for
an appointment. If you act quickly, you
can have the added pleasure of helping us
pay for our first ad.

Thom Teffler

importer, haberdasher, clothier

The Great American Building 642-0548 280 North Woodward Avenue



For the understated look of the
80's, Donald Brooks has designed
the perfect sportcoat for its
new Spring collection.
Structured, but with reduced,
softened shoulders, this
two-button coat, tailored of fine
dacron and wool blend is
available in navy, oyster,
chocolate and light blue,
all in wrinkle resistant Hopsock
fabric. \$135

Men's and Women's
clothing and accessories

**DONALD
BROOKS**

Lion
MIRACLE MILE

Lion's Charge • VISA • MasterCard • Discover
Open Mon. Sat. 10 to 9 Sun. 12 to 6 p.m.
Bloomfield Miracle Mile Center • Telephone at Square Lake Woods

Capper & Capper
CHICAGO • DETROIT



CHAPS BY RALPH LAUREN. Traditional suits designed with the
upwardly mobile man in mind. Our collection in lightweight
polyester and wool begins at \$255.

WOODWARD AVENUE • SOMERSET MALL
964-2300 643-6700