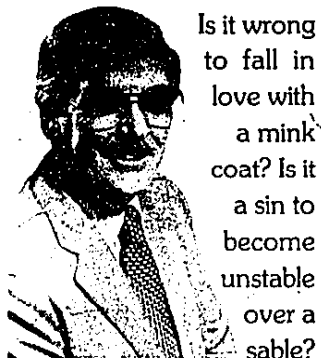


Meet George and fall in love.



Is it wrong to fall in love with a mink coat? Is it a sin to become unstable over a sable?

It happens whenever a woman meets George Tunis. And that's fine, as far as George is concerned. Because George is concerned. As head designer for Bricker-Tunis Furs, he takes a personal (some might say fanatical) interest in every detail it takes to create a fur that's as individual as the woman who wears it.

That's why George doesn't do things the usual way. For example, suppose you come to us for a custom fur coat.

Before the beginning: Art Bricker.

Before George even begins the design, Art Bricker steps in. Art's years of experience and his knowledge of furs will help make your choice not only easier, but a more valuable investment, too. He takes the time to "learn" you: the way you live, walk, sit. What kind of wear the coat will receive. Your preference in collar and sleeve styles. Only after that are you ready for the next step.

The model approach, by George.

Now an exact canvas model of the garment is made from



your measurements. The choicest pelts are then selected and applied with the newest fur-cutting techniques. Here you're fitted not only for size but proportion. And here the all-important factor of posture is noted and sculpted into place.

A coat is born.

Now it's in the hands of the finishers, Bricker-Tunis' master furriers. Here, stitch by silken stitch, their years of skill and dedication transform a working model into a work of art.

Finally, you.

And now you're ready for the final fitting.

You slip into the coat—and enter a special



place. Soft. Sensuous. Yours... in every elegant detail, down to the sewn-in monogram. George has done it again. You're in love.

Love, continued.

Of course, there's much more to love at Bricker-Tunis Furs than custom design. There's a modern fur vault as large as a small Fort Knox. There are other top designer names in ready-to-wear fur lines. There's a fabulous selection. And we're ready to show it all to you in what is undoubtedly the only fur centre of its kind in this area outside New York.

Come. You'll love it.

Bricker-Tunis Furs

Established 1916

6335 Orchard Lake Rd., Orchard Mall, W. Bloomfield, MI 48033, Phone: 855-9200

All furs labeled to show country of origin.