

Clothiers say

European style being accepted

Men are becoming more sophisticated.

At least Allen Ellinger thinks so. So does Doug Hoffman. And when the two men point to increasing sales and acceptance of Euro-

pean styled clothing, it's a statement hard to dispute.

Ellinger, vice-president of Pierre Cardin, and Hoffman, owner of Doug Hoffman Ltd. in Southfield, recently joined forces to present the sophistication of Cardin to Detroit men.

In a poolside fashion show at the Pontchartrain Hotel, the Cardin style flowed with shorter suit jackets, high armholes and an entourage of soft colors, detailed belting and perfect fits.

In total, the European style as designed by Cardin projects an image of assured taste in clothing, an image that more and more American men are leaning toward.

"Our business has grown five times since 1969," said Ellinger. "It took a while to catch on. At first men found the armhole a little too high and the jackets a little too fitted. Now, the young, aware American man is being greatly influenced by the European fit."

HOFFMAN CONCURRED, adding, "More men are going into better clothing. They like a neat, clean tailored look. They are going to a sophisticated elegance."

And that elegance means clothing that does more than hang.

Ellinger explained, "European men tend to wear their clothes a lot closer to their body."

Clothes do the shaping, he said, and the body doesn't have to be particularly lean.

"When you put on a Cardin suit, it looks good. You don't have to be shaped perfectly."

That Cardin leads American men toward the better fit is no surprise. Hoffman points to the Cardin line as his best. Ellinger describes the man as a genius, aware of his customer and his lifestyle.

"Cardin is really a master of design. He is very much an environmentalist with an understanding of lifestyles."

And so he designs, catering to a specialized customer who wants to look and feel good in the clothes he wears.



Pierre Cardin designs bright white with detailing (photographed by DOUGLAS BAUMAN)

HOSTING A PARTY?

Is it large or small? Is it formal with crystal chandeliers and silver and special decorations, or a fun-filled children's party with simple paper cups and plates?

Is it an office party requiring extra tables and chairs, or is it just an old-fashioned family get-together with convenient plastic dinnerware in the back yard?

Whichever it is, invite us over. Not as guests, but as professional party planners who have everything you need for a successful party at reasonable rental rates. Delivery service is also available.

So call us today, and rent a good time for your guests, and a relaxing time for yourself.

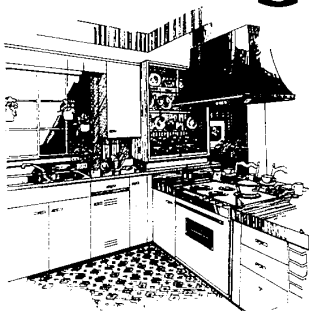
We're the party rental people people like.

BLOOMFIELD HILLS



"The Rental People, People Like"

2390 Franklin Rd.
(near Square Lake & Telegraph Roads)
334-1577



Know why most kitchens end up looking alike?

You guessed it. Because most people who design kitchens think alike.

You'd never guess what we think about before we design a kitchen.

We think about the woman who's going to use the kitchen—how much counter and storage space she needs; how often she prepares meals and for how many people; how many pots and pans she owns; and how much dinnerware and flatware and glassware.

We even think it's important to know whether she's left or right handed.

It's not the easiest way to design a kitchen.

But it explains why most St. Charles kitchens aren't alike. Because most women aren't alike.

YOUR EXCLUSIVE **St. Charles** DEALER/DESIGNER

St. Charles

FASHION KITCHENS

2713 N. WOODWARD AVE., BLOOMFIELD HILLS

1/2 Block S. of Square Lake Road

Phone: 334-4771

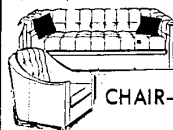
Open Mon.-Fri. 9-5 Sat. 10-3

Atlantic Drapery Shoppe

360 East Maple, Birmingham
MI 7-2020 and MI 7-0721

SALE—\$3.00 PER PANEL
Unlined, for
Heads, Windows, and Poles

Special priced available on Drapery, Slipcovers and Upholstery fabrics. Largest selection of Fabrics, Fringes, Tassels and Trims in Michigan.



LABOR SPECIAL
ON SLIPCOVERS

CHAIR—\$25⁹⁰

SOFA—\$35⁹⁰



Weekend in Toronto Deluxe Package

See your travel agent or
Dial "O" Enterprise 7922
TOLL FREE

The Sutton Place Hotel
Our kind of service is a practiced art.
The Sutton Place Hotel • 955 Bay St. • Toronto, Ont.

OUR ONCE A YEAR SPECIAL Solid Maple or Solid Cherry Bedroom



Once a year, through the cooperation of the factory and an extra savings by Stewart-Glenn, we offer this four piece bedroom in solid maple or solid cherry at savings of over \$200.00. This suite has always been a sellout — so come in at once, since stocks are limited and there can be no reorders.

Solid Maple 7-Drawer 60" triple dresser, landscape mirror, 5 drawer chest on chest and 4/6-5/0 headboard.
4 Pcs. Reg. \$689 **SALE \$459**
Suite with 4/6-5/0 bed **SALE \$499**
Night Table extra Reg. \$79.50 **SALE \$59.95**

Solid Cherry Suite slightly higher.
4 Pcs. Reg. \$724.50 **SALE \$499**
Suite with complete bed 4/6-5/0 **SALE \$569**
Night Table extra **SALE \$69.95**

Complete your set with a Stearns and Foster Mattress and Box Spring at Sale Prices. Both full size and Queen sets fit the beds shown above.

STANDARD QUILTED
Twin Mattress or Box
SALE \$59.95 ea.
Full Size Matt. or Box
SALE \$72.95 ea.
Queen Set ...
SALE \$219.95 set.

SUPERIOR QUILTED
Twin Mattress or Box
SALE \$69.95 ea.
Full Size Matt. or Box
SALE \$89.95 ea.
Queen Set ...
SALE \$239.95 set.

DELUXE QUILTED
Twin Mattress or Box Spring
SALE \$79.95 ea.
Full Size Mattress or Box Spring
SALE \$99.95 ea.
Queen Set
SALE \$259.95 set.
King Set (3 pcs.)
SALE \$379.95 set.

All in stock for immediate delivery

STEWART-GLENN CO.
"YOUR FULL SERVICE STORE"

- No extra charge for
- Careful Inspection and Set-Up
- Courteous Delivery Service
- Generous Storeside Parking

Ask our Interior Designers to help with your decorating problems.

Use our 4 Pay Plan (no interest) or use your Master Charge or BankAmericard.