The Young Mens Shop introduces a breathtakingly beautiful new shopping concept...

Tailored Woman

10—The Daily Collegian Friday, Sept. 7, 198

Thanks to our wonderful friends and customers, here we grow again. But don't think of this as just another new store, it's much more, as you will see.

Tailored Woman surrounds you in magnificent elegance that's part traditional, part contemporary...with a warmth that says, "Welcome."

Tailored Woman is a state of mind. Not clothing for function. That's dull. But clothing for fantasy. For attitude. For dressing to make you feel good about yourself. To give you a calm, inner glow of confidence.

Tailored Woman is ageless. Because good taste goes beyond years.

Tailored Woman is an extensive collection of wearables from the finest houses of the world. Tailored Woman is day and evening wear, because good taste is timeless.

Tailored Woman is service. Browse to your heart's content, and when you're ready our experienced sales counselors will help you coordinate an outfit or an entire wardrobe.

Tailored Woman is free alterations. Four expert tailors to hand mark and hand tailor your selections. And never a charge for alternations on regular price purchases.

Tailored Woman is the kind of shop you would create for yourself if your dreams could come true.

> Now Open on Calder Square...and you're invited. **TAILORED WOMAN**



