Still Having Fun After 25 Years!

Serving the area for 25 years

The staff of Winchester's Country Boy and Country Girl have been serving customers across the area for 25 years. Members of the present staff are, from left, Pam Whitteker, Joel and Rhonda Steele, Linda Thompson, Julie Steele, Lisa Martin and front, Dan Lecours and Jennifer Charlebois.



By Robin Morris

Shopping is a family affair at Winchester's Country Boy and Country Girl.

Celebrating their 25th anniversary this month, Joel and Rhonda Steele and the staff of the Main Street, Winchester, men's and women's clothing store are now serving their third generation of customers from across the area.



The business has come a long way since that Friday in June, 1972 when Joel first opened a 1,000-sq-ft store - and promptly sold out of every piece of merchandise he had in the store on his first day. With his sale specials in effect for the next day, there were some hectic calls to sales representatives and a friend was dispatched at 5 a.m. that day to Farnham, Quebec, to pick up more suits, sports coats and dress trousers. He arrived back at about 8, just in time for the items to be ticketed before the doors opened for business at 9.

And the rest, as they say, is history.

In 1976 the Steeles bought the building the store has been in since that first frantic day and the Country Boy doubled in size. With the expansion the seeds for the Country Girl were sown as Joel and Rhonda started to carry a line of women's leather coats. The Country Girl became a fully-fledged part of the business in 1979 and the business expanded further in the next few years, quickly occupying a ground-floor addition and expanding to the second storey where the Country Attic, specializing in casual wear and housing the County Girl's growing line of bridal attendant wear, now occupies 1500-sq-ft.

The Country Nest was added in 1992 and two years later the Country Sole shoe store was brought back from the south side of Main Street under the roof of the main store and the Country Clearance Centre was opened in its place. So in a sense, you could say that in the past 25 years Joel and Rhonda have covered both sides of the street.

Staying on top of fashion trends has been a major task - and one of the keys to the Steeles' success. The major shift has been to the emphasis on casual wear in everything from shoes to outerwear and the Country Boy and Girl have anticipated these changes, attending twice-yearly buying shows and sending staff on countless forays to take the pulse of the industry.

As evidence of the changes the businesses have undergone is the fact that when the Country Boy opened it carried about 15 pairs of jeans. The Country Attic now stocks over 2,000 pair, with the Ikeda line - which did not exist 25 years ago - far and way its most popular brand.

But one thing hasn't changed in the past 25 years and that is the businesses' wedding service.

The Country Boy has been renting formal wear since that first year and Joel says with obvious pride that it is now Freeman Formal Wear's only permanent showroom outside Toronto. "You won't find one in Ottawa, or Cornwall or Kingston. This is the only place in the area where you can see what you're renting rather than just order it from a catalogue. For a small town, that's pretty special."

So special, in fact, that the Country Boy has now rented more than 10,000 tuxedos and has probably been present at more Eastern Ontario weddings and graduation dances than any other area business,

The Country Girl has kept pace with the its male counterpart's success in the wedding business with its line of New Mode attendants' wear. While some stores carry items from different manufacturers, the Country Girl carries only the New Mode label, but it stocks every dress the firm makes.

"Our staff have been fantastic. They've been with us a long time - Danny Lecours has been with us for 20 years and our elder daughter, Julie, has been with the store for 15 years - and they know our customers. They know their sizes and their favorite styles. And that's something you don't get in the big chain stores. And they boost the community and take part in community activities like Dairyfest because we feel it's important to be part of the community and to give something back to the people who have helped make the business a success," Joel says.

Joel, Rhonda and their staff stress customer service to the point where the store's motto could be: The Country Boy, the Country Girl, the Country Sole, the Country Attic and the Country Nest...all wrapped up in a heart as big as a country mile.

25TH Anniversary

Remembering The Past ~ Celebrating The Future



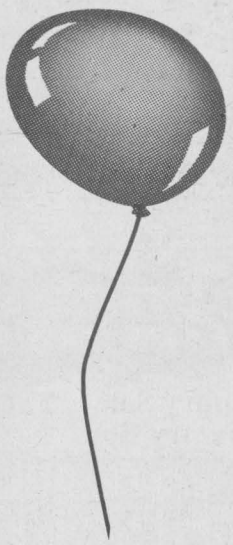
Opening Day 1972
Were We Nervous & Younger?



Sidewalk Sale 1980

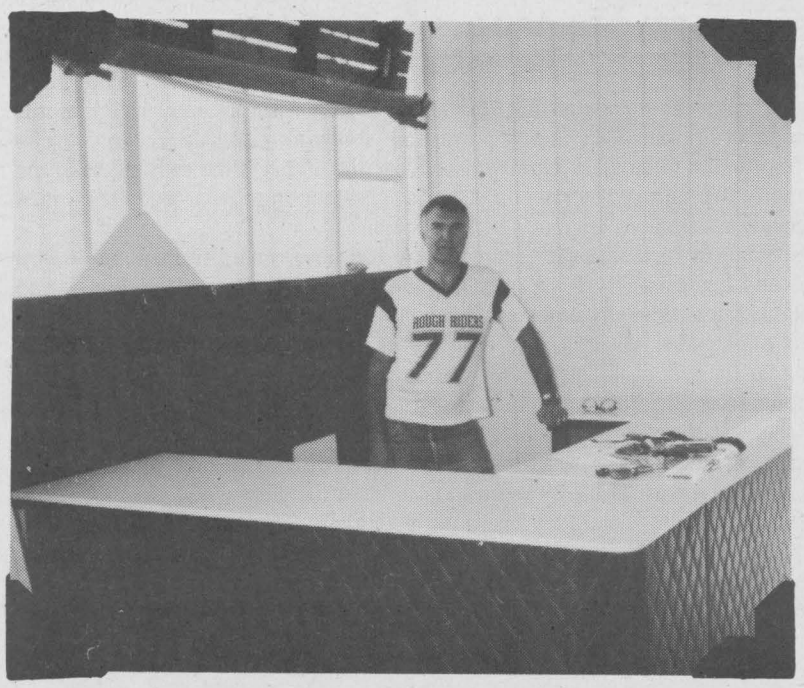


The Country Attic
in the making 1988





Our Store Front Gets A Face Lift in 1987



A Very Special Thanks To Our Head Carpenter
& Repair Man For 25 Years
(Brother-in-law Doug)

Growth Over The Years



The Country Nest
Spacious Overnight Accommodation

25TH Anniversary

Remembering The Past ~ Celebrating The Future



Spring Show in Winchester 1977
Have We Grown Older?



Fashion Shows At Metcalfe Fair
Have Been An Annual Event For 15 Years!

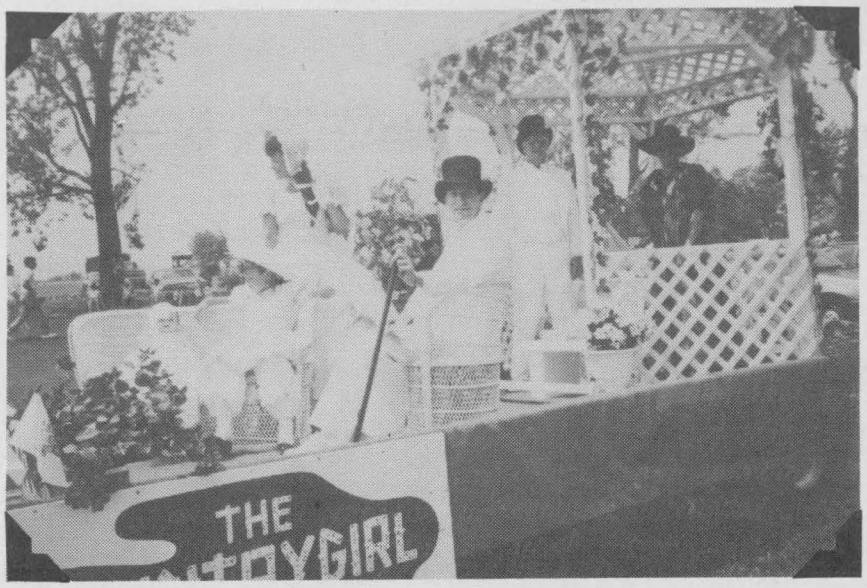
Fashion Shows

Doing Fashion Shows for Fairs, Charities, & Trade Fairs have served as an excellent source of advertising over the years.

A special thanks to Dan, Rhonda, Pam, Julie, Lisa and Linda and our Staff over the years for preparing these shows.



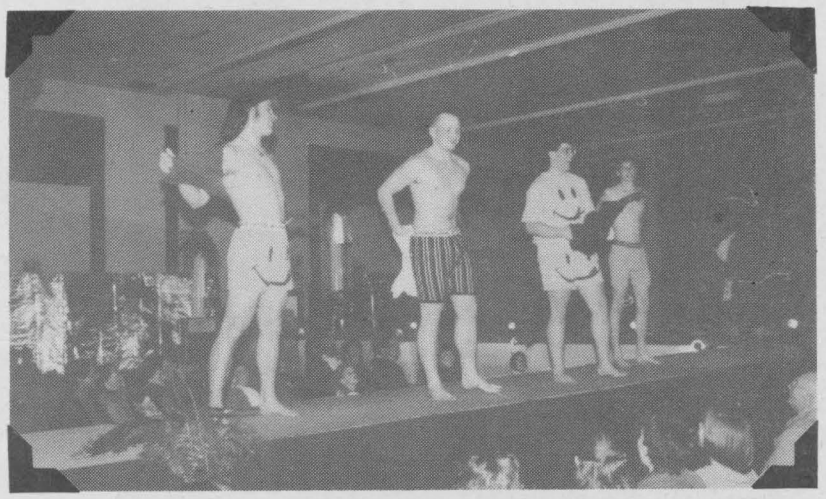
Metcalfe Fashion Show
October 1996
We Always Have Fun At This One!



Our Portrayal of "Cool Comfort" in
Winchester's Largest Parade Ever - Centennial 1988



We Are All Ready For The Prom
North Dundas 1997

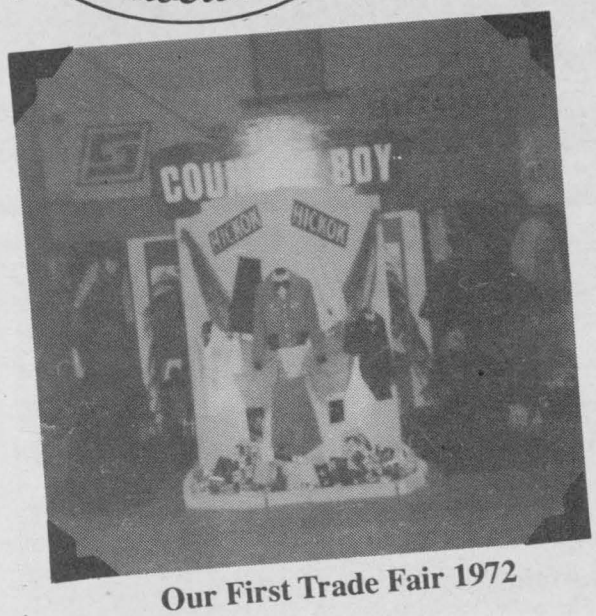


Annual Student Fashion Show at North Dundas 1997

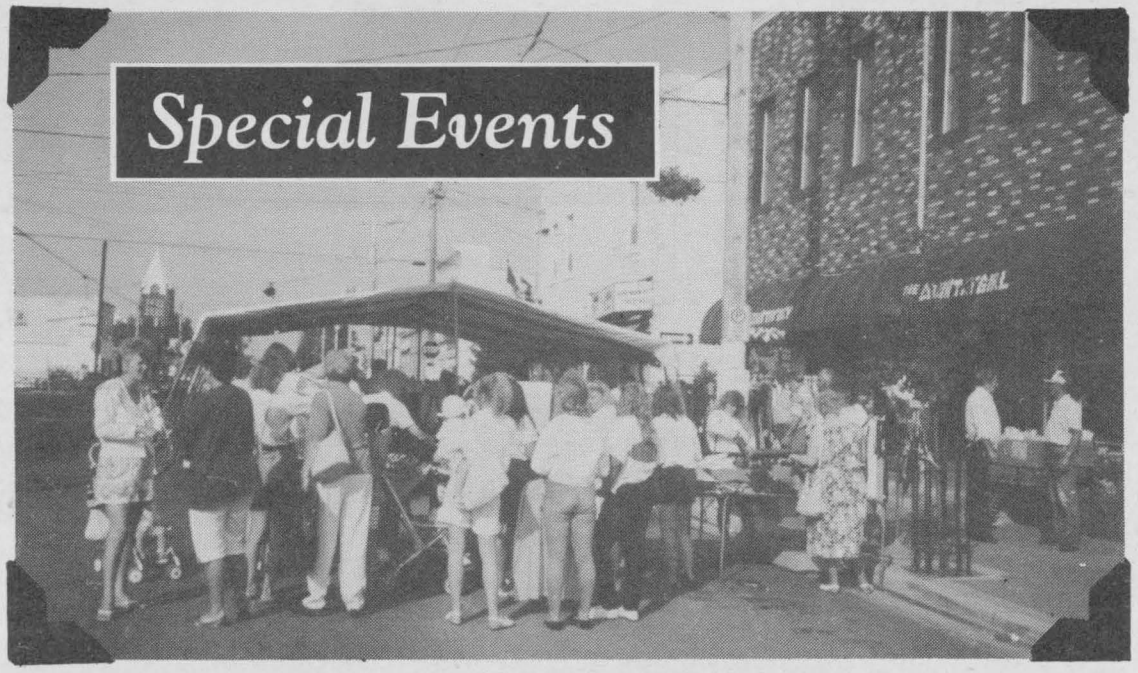
25TH Anniversary

Remembering The Past ~ Celebrating The Future

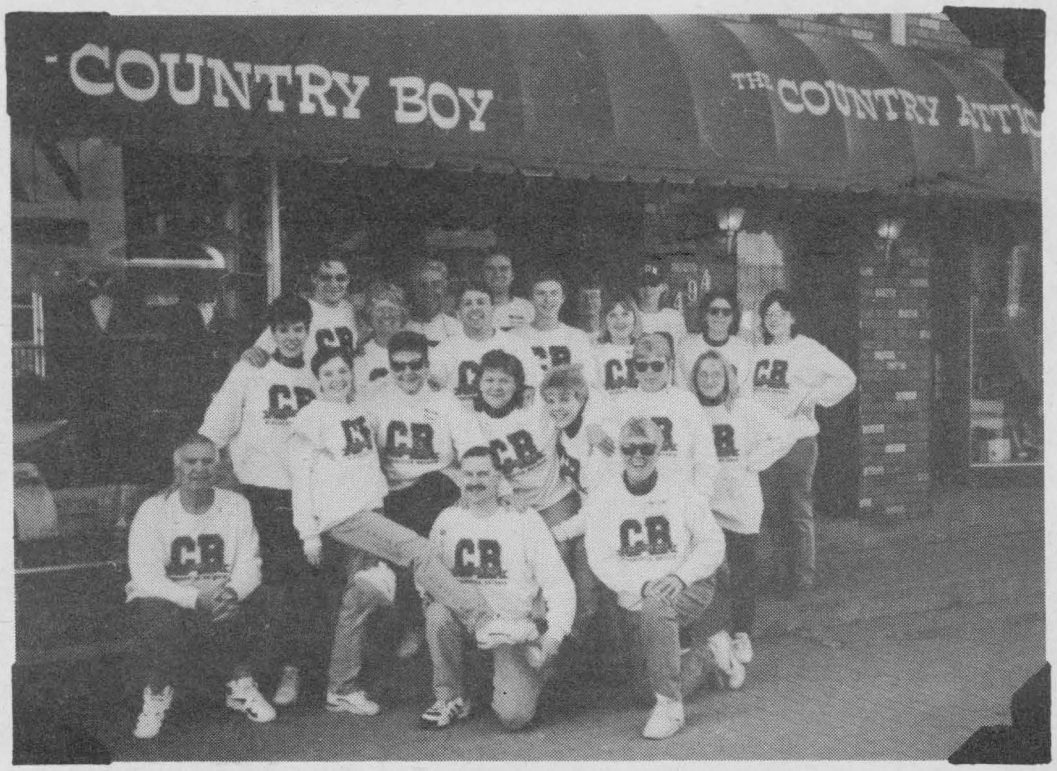
Special Events



Our First Trade Fair 1972



Sidewalk Sales In August Started In 1974



At The End Of Arena Sale Day April 1997



Our Staff Are All Ready For Ontario's Bi-Centennial 1987



Wow Was It Hot! Bi-Centennial Parade 1987



"Midnight Madness" Has Always Been A Lot Of Fun

The Country Attic

ALL TOPS & BOTTOMS

20% off or **BUY ONE & GET THE 2ND ONE AT HALF PRICE**

(Highest Price Prevails)

LADIES DRESSES
25% off

Mens' *Levi's*
JEANS
One Pair $49.60
or
Two For $93.00

Curtis
T-SHIRTS
JERSEY'S
JEANS & SHORTS

Ikeda
OVERALLS & SHORTALLS
20% off

Ikeda, Silver, Gasoline, Calvin Klein & Levi's
JEANS

Adidas
SHORTS, T-SHIRTS
JACKETS, PANTS, HATS
Adults & Youths

6 colours *Blue Bay*
SHORTS
One Pair $23.95
or
Two For $44.95

Tricolore, Overkill, Point Zero
T-SHIRTS

SELECTED JEANS
$25.00-$50.00

French Dressing
JEANS & COTTON PANTS
(Regular & Petites)

Point Zero, Quick Reflex Route 97
SPORTS SHIRTS

Dex, Quick Reflex Bastille, Point Zero
TOPS

25 Years
1972-1997



The Country Sole The Country Attic
The Country Boy The Country Girl

Winchester, Ontario K0C 2K0 (613) 774-3341

STORE HOURS
Mon., Tues., Wed.: 9am-5:30pm
Thurs. & Fri.: 9am-9pm
Sat.: 9am-5pm

The Country Boy 25th Anniversary Sale



Every Suit In The Store Is On Sale

25% off Pure Wool Gabardine *(Canadian Made, European Fit)*

&

High Twist Wools

Teflon DU PONT®

(Teflon coated, 3 button, made in Canada)

Regulars - Size 38-52 • Tall - Size 40-52 • Shorts - 38-48 • Natural & natural Shorts!
Extra Talls - 42-48 • Available in single breasted, 2 and 3-button and double breasted

Canadian Made
Blazers
Navy - Black
Reg. $155.00 Now $116.00

Sports Coats
2 - 3 - 5 Button
25% off

Haggar
Wrinkle Free Dress Pants
5 colours
$59.95

Haggar
Wrinkle Free Poly/Cotton Golf Slacks
5 colours
$55.00

20% off or **Buy One, Get One at ½ Price**
Example: 1 pair - $44.00 - 2 pair $82.50



All Men's
Dress, Casual Pants & Shorts

20% off or **Buy One, Get One at ½ Price**
(Highest Price Prevails)

- Mix & Match
- Poly/cotton
- Poly/wool
- Wrinkle Free
- 100% Cotton
- Size 28 to 52

Anniversary Special
Gaslight
Polyester Pants
Plain Front
Canadian Made (6 Colours)
$25.00
Size 32-52

All Men's
Dress, Golf & Casual Shirts
20% off or **Buy One, Get One at ½ Price**
Mix & Match • S to 4x - M Tall to 3xl Tall
Regular - Talls

Silk Ties
$25.00



LORENZO Di Capri
Zip Ties 2 for $25.00

Quality Clothing from:
Cacharel, Haggar, Savroni, Gaslight, Gala, Pantofino, Lorenzo, Modango, Arrow, Valdemar, i. Miller Collection, Jeremy James, Grand Slam, Original Riggins Brand, Brooks & more

25 Years
1972-1997



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Interac DIRECT PAYMENT
MasterCard VISA

STORE HOURS: Monday, Tuesday, Wednesday 9am-5:30; Thursday & Friday 9am-9pm; Saturday 9am-5pm

25th Anniversary Savings At The Country Girl



All Ladies Dresses, Coordinates and Pant Suits

Regular - Size 5-20 Petite - Size 6 - 18

Save 25%

Mix and Match

All Ladies Tops & Bottoms, Skirts, Slacks, Shorts, T-Shirts & Blouses





20% off *or*

Buy One and Get One at 1/2 Price

(Higher price prevails)

Ladies Swimsuits
by Christina & Janzen
1 & 2 Piece
Save 25%

Mother of the Bride Dresses
Save 25%
(in stock)

Ladies Outerwear
Save 25%

Ladies 2-Piece Dress Shorts & Top Sets
$39.95



Brand Name Shopping at Warehouse Prices!



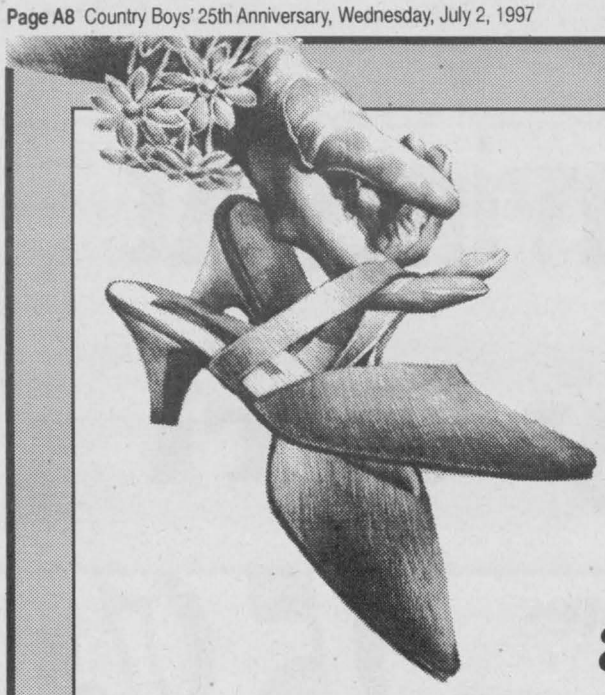
25 Years 1972-1997



The Country Sole
The Country Boy
The Country Attic
The Country Girl

Winchester, Ontario K0C 2K0 (613) 774-3341

MasterCard
DIRECT PAYMENT
PAIEMENT DIRECT
VISA



Step Into Savings

at the THE COUNTRY SOLE

All Men's & Ladies Dress, Casual and Athletic Shoes

RAFT RIVER

BOULET

20% off or Buy 1 Pair & Get 2nd Pair at 1/2 Price

(highest price prevails)

EASY STREET®

PROSPECTOR

DEER STAGS® ORIGINAL SINCE 1959

Youth Runners & Skater Shoes
Size 3-6
By Brooks, Ripzone & North Star

Ladies Fashion Sandals
By Pina Colada & Marie Claire

Sandals
By Raft River Hang Ten & Brooks

Men's & Ladies Wolverines
$69.95

NATURALIZER

Ladies Dress Shoes
By Naturalizer & Gallery

VOLKS WALKERS®
The 'Well-Being' Sandal
• Soft leather uppers • Fully leather lined • Shock absorbing sole • Available in a variety of colours • Adjustable
Regular: $85.00
1 Pair - $68.00 2 Pair - $127.50

Men's Work Boots
By Terra & Kodiak
Safety Runners
WE PAY THE TAX

TERRA

KODIAK

SOFT SPOTS® SUPREMES®

Hundreds of pairs of shoes in stock

CONNIE. FLORSHEIM adidas EASTON BROOKS

MARCHE-MELLOW Comfort

Interac DIRECT PAYMENT PAIEMENT DIRECT VISA MasterCard

25 Years 1972-1997



The Country Sole The Country Attic
The Country Boy The Country Girl

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Thurs., Friday 9am-9pm
Saturday 9am-5pm

25TH Anniversary

Remembering The Past ~ Celebrating The Future

A Special Thanks to Pat & Doug Helmer & Family for their continuous help and support over the 25 years.



10 Years 1982 - 10 Years Old



Arena Sales Have Become An Annual Event Every Year In April



A Tired Staff At Days End
20th Anniversary Sale 1992



A Special Thanks To Sister Pat Helmer for
The 25 Year Picture Collection On Display In Our Store



The Popular "Mud Tug" at Winchester Dairyfest
Sponsored & Hosted By The Country Boy & Country Girl

25TH Anniversary

Remembering The Past ~ Celebrating The Future

CountryBoy: 25 years and 10,000 tuxes later

FREEMAN
FORMALWEAR



Pastels Were Popular In Tuxedo Wear in 1970



Jay Makler of Freeman Formals is flanked by the CountryBoy's Joel Steele, left, and Dan Lecours.

Nu Mode
DRESS COMPANY LIMITED



Prom Time Is Always Special At Our Shop Where We Strive To Help Young People Look Their Best.



Our Bridesmaid Section Opened In 1992

We have carried Formal Wear for Men for 25 years. We are proud to represent Canada's #1 Tuxedo Rental Co. - Freeman Formal Wear. They have enabled us to have the only Freeman show room in Eastern Ontario. A very special thanks to all the Staff at Freeman.

Our Bridesmaid Section was opened in 1992 to compliment our Formal Wear Rentals. We carry the complete line of NuMode bridesmaid & mother of the bride dresses. Pam is always there to assist you & Linda, our in-house tailor makes sure it fits.



Lorne & Chantale Derick - October 5/96
A Happy Group For Sure



Most Of Our Tuxedo's Come More Complete Than These!

25TH Anniversary

Remembering The Past ~ Celebrating The Future

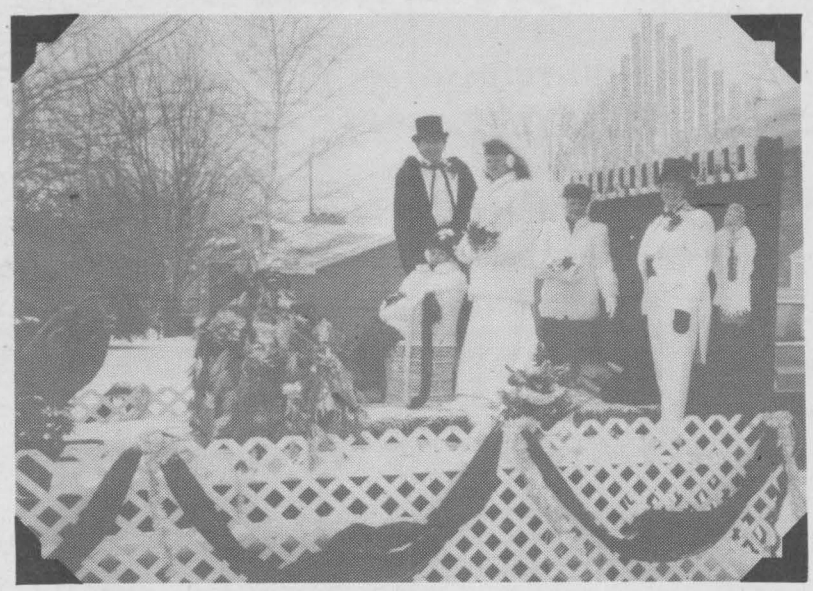
Santa Parades have always been a special time at our store. Over the 25 years, we have not missed a parade, due in large part to help from Staff, Friends & especially Pat & Doug.



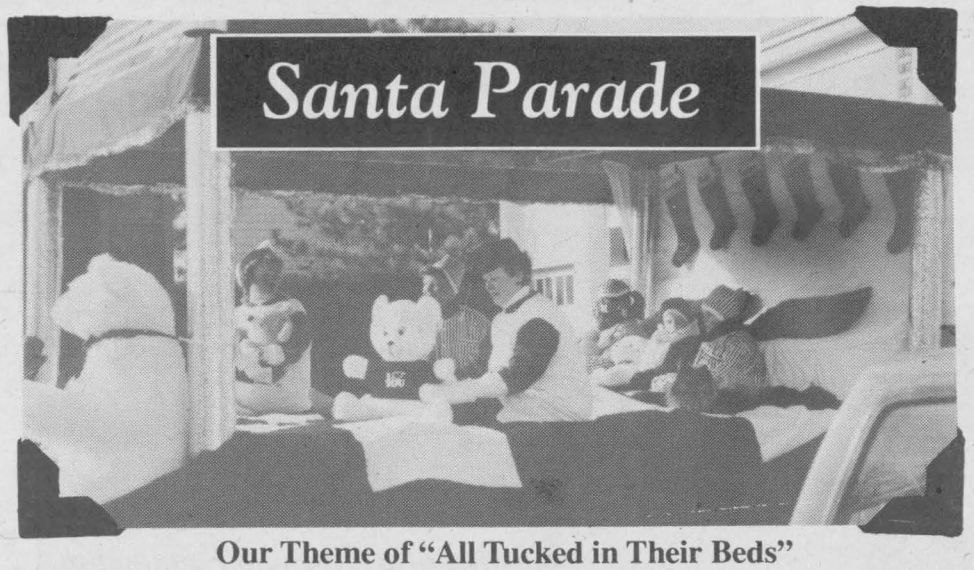
Our First Ever Santa Parade



First Prize
Winchester Parade 1983



Would You Believe This Couple Were Married
25 Years This Past May



Our Theme of "All Tucked in Their Beds"
was a Winner in 1990



The Hogoboam Family Help Out With Our Float
December 1991



A Great Effort From Our Staff & Relatives
Christmas 1996

A Special Thank You

For many years
Lanson Hyndman

and his beautiful team of horses pulled our floats and added to the decor of the float and the parade!

You look great in the pictures Lance.

CELEBRATE WITH US
1972-1997
25 YEARS IN BUSINESS

9 Big Days of Savings!!

Thursday, July 3rd to Saturday, July 12th

THOUSANDS OF DOLLARS IN FREE MERCHANDISE DRAWS

(Your name is entered with every $20.00 purchase)

Over $600,000. of Retail Merchandise at Great Savings

Enjoy An Iced Tea Compliments of Nestles

Saturday, July 12th

11am - 2pm

CHARITY BBQ

in aid of Winchester District Memorial Hospital Foundation

BEEF ON A BUN

All Donations To The Hospital Fund

ENTERTAINMENT

Marlene Fawcett

Our thanks to the Winchester Jr. B. Hawks organization for helping host the BBQ

6000 ft. of Men's & Ladies Fashions & Footwear

Thousands of Dollars in FREE Merchandise Draws

ONE STOP SHOPPING...

from Blue Jeans to Bridesmaids, from Track Shoes to Tuxedos

25 Years
1972-1997



Winchester, Ontario K0C 2K0 (613) 774-3341

STORE HOURS:
Mon.,Tues., Wed. 9am-5:30pm
Thurs. & Fri.: 9am-9pm
Sat.: 9am-5pm

Your Name will be entered in our draws with every $20.00 purchase