



World of fashions opens to cancer victims

Two events of prime importance to women who have undergone breast surgery will occur this week.

On Thursday Reach to Recovery volunteers will present "Mastectomy Update '77" at the Grosse Pointe War Memorial in Grosse Pointe Farms.

The event is sponsored by the American Cancer Society and organized by Reach to Recovery. Its main objective is to disseminate information to women who have undergone a mastectomy for breast cancer.

Jacobson's Specialty Stores will display swimwear and bras, and the latest designs in prostheses will be shown by manufacturers.

Fashion information will be forthcoming from Marylou Bloch, who will offer tips on the selection and wearing of scarves, flowers and jewelry as accents for apparel plus cosmetic highlights.

Painter and illustrator Peggy Lipschutz will inform the arts entertainers with a "Chalk talk."

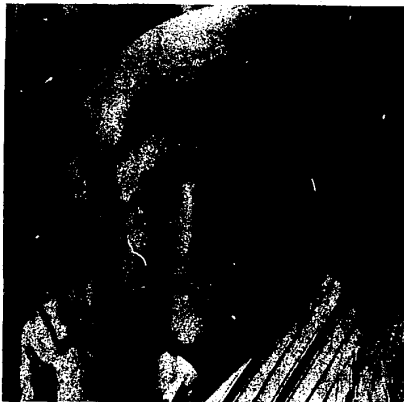
The latest advances and techniques in oncology, surgery and reconstruction and plastic surgery will be discussed by Sharon Wolf, oncologist; Jean Wright, surgeon and Alex P. Kelly, Jr., plastic surgeon.

THIS SEMINAR is by invitation only. Interested persons may call the American Cancer Society at 336-0030.

Beginning May 16 and running through the 20th, Bonwit Teller in Troy will present the designers of the "Nearly Me" breast prosthesis designed for mastectomies by Ruth Handler. Her two associates Alexandra Laird and Jane Gendler will also be available at Bonwit Teller for private consultations and fittings.

The three women are all mastectomies.

Bonwit Tellers will be the first fashion store in the area to introduce the new Roducts and will place the mer-



Ruth Handler went from designing Barbie Dolls to designing prostheses for women who have undergone a mastectomy. She is one of a number of designers who are bringing fashions to an area previously ignored by fashion centers.

chandise in a new "Nearly Me" shop in the intimate apparel department. The new breast prosthesis will only be available at Bonwit Teller.

Unique in design, "Nearly Me" is the only artificial breast made in individual left and individual right sides. Specially contoured to fit the body, it has top and side tapers, is light in weight and has a natural touch and feel. It is allergy free and comes in 60 bra sizes ranging from 30A to 42DD. The price range is from \$98 to \$130 depending on the size.

According to Mrs. Handler most insurance policies with major medical provisions pay 80 per cent of the cost of a prosthesis.

"You should include a prescription from your doctor when you make your claim," she explained.

"Medicare will pay 80 per cent of what they allow for a breast prosthesis, if the Medicare patient has one of the Medicare red, white and blue cards," added Mrs. Handler.

MRS. HANDLER's breast surgery came in 1970 when she was the president of Mattel toy company. The 56-year-old designer and merchandiser was the co-founder of the toy firm with her husband.

Nearly 10 years ago, she dared to put bosoms on the Barbie Doll and

now, because of her bout with cancer, is back in the breast business.

There are 90,000 breast removals a year," she said. "It happens to one out of every 13 women in America."

After her own surgery, she admits, she was depressed and felt even worst when she went to look for a good prosthesis.

"I tried every breast on the market," she said. "They were globs; there were no lefts or rights. You wouldn't think of putting your right shoe on your left foot, would you?"

Mrs. Handler says she's a realist. "Just as I thought a teenage doll should have slim ankles, a trim waistline and realistic breasts, so a woman who has had a mastectomy should look well and feel good about herself."

She teamed up with Peyton Massey, a leading designer of artificial limbs, and they formed Ruthion Corp. and hired a team of chemists and engineers.

The final product, Nearly Me, is encased in a nonsticking polyurethane outer skin. Its core of sculpted foam is surrounded by sealed compartments of silicone fluid to give the breast a natural softness and resiliency.

By 1978 the Nearly Me prosthesis will be on sale in 15 cities.



In the summery summer sales at Saks there are sundresses which you need studs of to be simply "au courant." Red calico, navy calico or gold plaid gauze are all 9.90. Preen size 5-8M. Actually, they are all polyester and cotton and used to be \$11. The Spot for Young Teens

Saks Fifth Avenue



Skoater skirts that were \$8 are now 5.90 and T-shirts that were \$6 are now 4.40. (Cost possible!) Anyway skirts are 7 to 14, tops are \$5-M, and one or several outfits are what you need to start through every day of summer. Girls' Collection.

Saks Fifth Avenue



En fin, two piece short sets will show off your legs quite nicely as well as saving Mummy money as they are simply \$8. For \$4 to \$5 a mix of prints. Girls' Apparel Collections.

Saks Fifth Avenue

Troy, Somerset Mall, Big Beaver at Coolidge

Where It's At

By JUDY SOLOMON

Take T and C

Mary Tyler Moore had one hanging on her kitchen wall; Rhoda had two hanging in her apartment and now so can you. These letters of the alphabet (approximately 11 inches high) are handcarved from sugar pine and can be utilized in their natural form or can be gilded, stained or painted. Musical staffs, ampersands (&), keys and the abbreviation "etc." are also available. While many are currently in stock, special orders take three weeks. Priced at \$5.95 each, they would make original baby, wedding, house, or Father's Day gifts.

Plain and Fancy, 421 Walnut, Rochester, 651-5188.

Basket case

Good-looking straw baskets are not only "in" this season but they can also do wonders for any room. They make stunning planters as well as great catchalls for magazines, bills, newspapers, seashells or what have you. Plant Designs has a terrific selection in all sizes and shapes and weaves. The baskets come from such places as the Philippines, the Republic of China, the Upper Volta, Cameroon, Thailand, Ecuador and Colombia. The smaller sizes range in price from \$1.50 to \$15.00; the larger sizes range from \$10 to \$20. Plant Designs, 2527 W. Maple, Birmingham, 647-0141 and 6080 W. Maple, West Bloomfield, 855-2180.

Minding your Ps and Qs

Students and journalists, take note! Once you start using this gem of a reference book, you'll wonder how you ever lived without it. "Look It Up" by Rudolf Fiesch is a compact book containing over 18,000 entries on spelling and style. It clears up the kind of things that tend to drive you crazy... such as whether "good-looking" and "left-handed" are hyphenated (they are) and whether "catchall" is one word or two (it's one). Easy to use and a joy to own. Look It Up (\$9.95) is available at many bookstores in the area.

Wardrobe mistress

If you are too busy to shop or if you don't have the knack for putting things together, Janet Rosman is a woman you should know about. Janet will talk to you to find out about your taste in clothes, your specific needs and your price range. Then she will pre-shop for you. Once this is done, Ms. Rosman will take you to see what she has selected. The \$25 fee includes spending 2 1/2 hours with Ms. Rosman in the store. If you end up spending more than \$179 on the items she has chosen, she will drop the \$25 fee and charge 18 per cent of the total purchase price. Janet Rosman, 325-2900 (after 3 p.m.)

