

Volunteers

The Oakland County Volunteer Bureau, a program of the Volunteer Action Center of United Community Services, has weekly listings of agencies needing volunteers. Further information about these and more than 200 agencies needing volunteer services may be obtained from the bureau, 642-7272.

**LISTENING EAR**—Training will take place Jan. 29 at the Sanctuary, a Pleasant Ridge Crisis Center, for volunteers interested in working on a one-to-one basis with those who are seeking help. Volunteers must be willing to participate in group sessions and lead them.

**CITIZEN ADVOCATE**—Mature, friendly adults interested in developing one-to-one relationships with retarded citizens are needed by the Oakland County Association for Retarded Citizens. An advocate is trained to be a friend and advisor, to make and report on weekly visits or phone calls and to schedule outings to give a retarded citizen an opportunity to explore the community. Training classes are scheduled for the end of January.

**SNOW SHOVELERS**—Volunteers are needed in Hazel Park, Orion, Oxford, Royal Oak, Pontiac and Novi. This service is a project of the Senior Citizen Centers operated by the Oakland-Livingston Human Service Agency. This can be an on-going commitment.

**OFFICE WORKERS**—Concern, Inc., a Troy based agency interested in environmental issues, is looking for volunteers to handle light office work. Duties would include answering the telephone, filling out forms, and simple typing. Help is especially needed from 10 a.m. to 3 p.m. Tuesday and any time on Wednesday.

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## 18th Annual Storewide Mid-WINTER SALE

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The fashion plate

Frothy sandals put spring in your step

By RUSTLE SHAND



Roz Becker shows airy sandals and a huge leather tote bag from Italy. (Staff photos by Steve Cantrell.)

"Everyone said you can't operate a shoe store on all frosting and no cake. That made me a little nervous so I added some cake, which was a mistake. I quickly got rid of it and made it on the frosting."

The speaker is Roz Becker of Roz and Sherm Becker's shoes in the Bloomfield Shopping Plaza. She just celebrated the end of her astonishingly successful first year in the haute couture women's shoe business.

Her unconventional approach to merchandising shoes has won her a seat on the male-dominated National Shoe Retailers Association fashion board in New York. Her conversational ads won an honorable mention for best advertising for 1977 in the women's shoe industry.

"People said it was just a toy for me, but this was never the case," said Roz. "I have always worked very hard. I supply the toys in other women's lives."

Illustrating her point, Roz pointed to a fashionable array of shoes and bags including Charles Jourdan's signature shoe, so-called because it is unmistakably his ultra-feminine design, not because it bears his initials.

**ROZ HAS SANDALS** in clear sherbert colors such as pistachio and peppermint pink by Charles Jourdan and muted pastel sandals by David Evans. A soft baby doll Jourdan wedge with an ankle wrap strap comes in a one-inch lift for a flat shoe look in both sherbert colors and vanilla. Another similar ankle strapped baby doll wedge by Jourdan is in natural leather with a two-inch heel lift that lends the wearer the appearance of wearing a high heel.

"The hottest new shoe of the year" according to Ms. Becker is the slide. Roz had these made for her own label in a four-inch heel. They come in many colors and as Roz said, "You can wear it with skinny blue jeans or the dressiest dress."

This merchandiser also is proud of her stock of beautiful handbags. "This you won't believe," she said as she showed off a butter-soft, long, fringed drawstring bag from Milan which can button up to half its length when not filled with European finds.

There are large travel bags which start out as compact-looking handbags and then open into large, soft travel duffel bags, perfect for shopping trips at the end of an airline flight.

Fish net totes by Valentino and Jourdan are worn diagonally across the shoulder and filled with little individual purses for carrying your cosmetics, passport and money.

Straw clutch bags, artfully made in Italy cost \$20 and join Mexican color Italian straws at \$34.

"MEN DON'T understand women" states Roz, whose fashion salespeople all are women. "What makes a woman buy things in a high fashion store?" she asked. "She buys it because she wants it. When a man buys things, he buys because he needs it."

She also feels there is no need to measure a woman's foot for shoe size and refuses to have a foot-measuring device in her store.

"With shoe sizes in designer shoes, you get a general idea of what size the woman wears and fit her into the proper shoe," she explained. "We are selling fashion. As long as they can keep the shoe on and they love it, that is the important thing."

Roz Becker is not a newcomer who opened a shoe store to escape boredom. For 23 years, she bought the women's shoes and handbags for her husband's more conventional shoe stores.

She thinks her key to success in the trend-setting shop is that "I never compromise and I buy only what I really love."



The Slide has four-inch heels and goes with anything.

## 43rd ANNUAL JANUARY FUR SALE

Blue Mist Muskrat Coat trimmed with Norwegian Blue Fox  
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COYOTE JACKETS.....	\$1095
MINK COATS (Extra dark, Fully let-out).....	\$2950
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# brasch interiors

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