

Charlotte Ford simplifies buying clothes

By NANCY KASSEN LIESE

What Charlotte Ford's great-grandfather did for the assembly line, she has done for women's clothes.

Mrs. Ford, the daughter of Henry Ford II, and wife of an investor-banker, has stepped into the fashion world, not as one of the best-dressed, but one who hopes to dress the best.

Her collection, which is marked with tags emphasizing her personal trademark—her long hair—is geared toward working women with little time to spend figuring out what to wear with what.

Everything carrying her name is sold only as an ensemble, not in separates. For the woman who can afford the \$160 to \$200 price tag, it's a blessing. Those who can't will have to continue rummaging through



the racks finding the right sweater to go with their skirt.

CHARLOTTE'S APPROACH is unique and obviously catching on. "There's been a very positive response," to the outfits, says Janet Varner, owner of a women's clothing store of the same name in Rochester.

Janet Varner's stocked a number of the outfits, several which were gone by last week. Mrs. Varner blames the popularity on the fact the outfits are easy to select and easy to wear.

"Each outfit is already put together and works with other things in the wardrobe. These mostly in solid colors or tweeds, the clothes can be interchanged with most others, sweaters worn with skirts and vice versa.

Although Charlotte does not design the clothes herself, she does oversee the line and the collection reflects her proper Grosse Pointe background.

Simply seems to be the key, echoing the architectural sentiment that "less is more." Black and white predominate several outfits.

One a long, slender skirt with inverted front pleat, goes with a white turtleneck sweater and matching sweater jacket, trimmed in black. Another, with white pants is worn with a white shirt and a black pullover jacket. That ensemble comes with or without a red scarf as an accent.

Although the pant outfit is decidedly on the casual side, the sweater ensemble could double as an outfit for daytime or evening.

SUCH VERSATILITY is the key to every well-dressed woman's wardrobe. One outfit sold by Mrs. Varner was similar—a tailored black dress with a sweater vest. With the vest on, it was perfect for the office. Mrs. Varner says, without the vest, "it could go anywhere."

All of the clothes are simple, but well-tailored, like the sporty three-piece outfit in navy, red and white. Blue pants are matched with a bright plaid shirt and a white knit sweater coat.

Interesting highlights on the sweater are the zippered front and low side zippered pockets.

One of the more notable aspects of the collection is the fabric. So soft to the touch the fabrics are purchased in Europe and the United States. They are then shipped to Hong Kong where the ensembles are made and shipped back to this country.

More Charlotte Ford clothes should be coming in the spring, including evening outfits. Which means women will have more solid good looks to look forward to.



This pant ensemble maintains its good looks even when working.



What every working woman needs an outfit that looks good day and night.



Perfect for casual events, a three-piece slack ensemble.

Staff photos by Doug Bauman

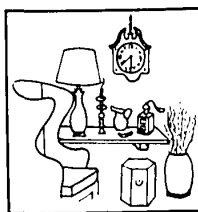
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Where It's At

By JUDY SOLOMON

Just peachy

After serving their apprenticeship at Muntz' Ice Cream, Ray and Dale Stevens opened their own ice cream emporium in Royal Oak in 1958. Along with 21 delicious flavors, their specialty is individual ice cream molds in just about any shape you can think of. Among the most beautiful are the fruit and flower shapes (75 cents each). Or, if you want something special, try the apple-shaped cordial mold made of coffee ice cream with a creme de cacao center or the peach-shaped cordial mold which consists of peach ice cream with a peach brandy center (both 85 cents each). All molds require three days' notice, and at holiday time a week's notice is needed.

Ray's Ice Cream, 4233 Coolidge, Royal Oak, 549-5256.



Talk about hangups

This stunning Lucite double hanging planter (\$24) can do double duty, either as a holder for your plants or as a container for bouquets of fresh flowers. Two Lucite pots, one four inches in diameter and the other 7 1/2 inches, are included. Lucite sky hooks (\$3), which hold up to 25 pounds, also are available.

Slades, 32710 Franklin Rd., Franklin, 851-2770.



Blessing in disguise

Van Beau Costumers is a genuine treat for Halloween masqueraders to visit. Besides selling or renting adult-size costumes in hundreds of styles, they stock just about every accessory imaginable, including theatrical makeup, masks, hats, wigs, sequins, boas, rhinestones, tiaras, mustaches, clown shoes, bow ties, medals and ostrich plumes. They even have rubber Carter and Ford masks. Halloween hours are 9 a.m. to 8 p.m. Monday-Saturday and noon to 5 p.m. Sunday.

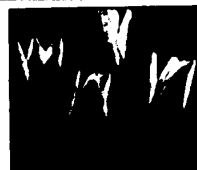
Van Beau Costumers, 2823 N. Woodward, Royal Oak.



Dutch treat

When the frost is on the pumpkin, why not think spring? Jane Kalkanian at Exterior Design is doing just that. She will design and plant your tulip garden, using deluxe quality, extra-large bulbs imported directly from Holland. More than 150 varieties of tulips including Cottage, Darwin, Lily Flowering, Pasteriana and unusual Parrots are available. The price (\$45 per 100 bulbs) includes design, planting and an unconditional guarantee.

Exterior Design, 626-3060.



Potpourri group to sing at Fairlane

The Potpourri Singers will perform Thursday, Oct. 28 at Fairlane Town Center. Performance times are 6:30 p.m. and 7:30 p.m. in the south grand court.

The performances, which are part of Fairlane's "Best of Life" promotion are open to the public.

Members of the group are John Paulman of Southfield, and Karen Mitchell, Pat Hubert, Becky Slater, Oscar Link, Keith Kimble, all of Birmingham, Jack Barber of Troy in the musical director and Sandy Brew of Bloomfield Hills is the accompanist.

Concert selections include "Fiddler on the Roof," "Day by Day," "Top of the World," "Close to You" and "I Write the Songs."

The Potpourri Singers began in February, 1975. Recently they have appeared at the Detroit Athletic Club, The Village Club of Birmingham, and Orchard Lake Country Club.

Parenting is lecture topic

Social worker Mira Bakke will speak on effective parenting in the first of the Jewish Community Center's 1976-77 Growth Lecture Series at 8 p.m., Oct. 28, in the center at 4800 W. Maple, West Bloomfield.

Mrs. Bakke has an MA in child growth and development and is a certified social worker in private practice at Innershore Mental Health Service. She also runs parenting sessions in conjunction with Southfield Public Schools, is a past instructor at Oakland Community College, and is presently a part-time instructor at Wayne State University.

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