



Dancers-turned-models put lots of pizzazz into a spring showing of the collection of designer Donald Brooks. It was a choreographed extravaganza that featured clothes for the coming season such as the

sports separates above. Other tableaux spotlighted everything from ball gowns to bikinis.



Twelve Oaks Shopping Center was the scene for an elegant party on Friday night and the American Cancer Society was the beneficiary. Lord and Taylor hosted the party to celebrate the opening of its three new stores in Michigan.

## Gala store opening

# Dollars netted to aid cancer



It was a big night for Joseph E. Brooks, chairman of Lord and Taylor. The company came into Michigan in a big way. (Photos by Mickey Jones)

By IRIS SANDERSON JONES  
There was a burst of polka music and Joseph E. Brooks, chairman and chief executive officer of Lord and Taylor, literally leaped across the dance floor with his public relations director Peggy Kaufman of New York.

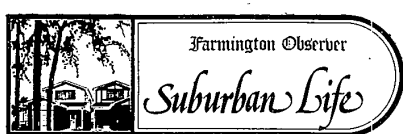
By the end of the second oomp-pa, the Deutches and Manogians and other Detroit-area representatives of the American Cancer Society were whooping along behind them, tuxedos and evening gowns flying.

The setting was the mall of the Twelve Oaks shopping center in Novi, where Lord and Taylor announced their arrival in town by raising \$15,000 to \$18,000 for the cancer society with an expensive, highly visible party Friday night.

Dinner dances and fashion shows were also held during the weekend at Lord and Taylor stores in the Fairlane Shopping Center in Dearborn and the Lakeside Shopping Center in Sterling Heights, with proceeds going to the Detroit Institute of Art and Children's Hospital respectively.

The moral of the \$150-per-couple entertainment was "community service is good for business," or, less elegantly put, "I'll scratch your back and you scratch mine."

The party began with a reception line in which American Cancer Society chairpersons Mr. and Mrs. Irwin Deutch and Mr. and Mrs. George



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Manogian, both of Birmingham, joined the Joseph Brooks' in an aisle between better sportswear and the jewelry department to welcome guests.

AFTER A TOUR of the store and a cocktail time where trays of quiche and caviar were carried high above the bar tables, guests such as Mr. and Mrs. Milton Howard of Southfield and Mr. and Mrs. David McCubrey of Plymouth joined the crowd to watch an unusual fashion show before dinner.

A group of Detroit dancers-turned-models swooped down the aisle to show the spring tour collection of designer Donald Brooks in a synoposed "choreographed" fashion extravaganza as sleek and amusing as a Broadway musical photographed by Vogue magazine.

In an opulent and offbeat succession of tableaux, the models moved from sand-colored contemporary elegance to nineteenth-century blue-flowered innocence to a rock-templed burst of green bikinis.

The dinner which followed was served on tables centered by live crocuses flanked by ranks of red-wine and white-wine glasses and silver-edged menu cards: Artichokes Florentine, Roulade of Veal, Danish Potage, Vegetables Marseilles, Green Salad and Chocolate Velvet.

HOW DID THE American Cancer Society fall into this pot of expensive jam, imported from New York?

It was a fluke. The society's public relations director, Marjorie Jackson

Levin, bought a hat in the men's department of Saks Fifth Avenue in New York last December and met a man wearing the same hat on a plane ride home to Detroit.

Hat-mate Bernard Chodoroff, a psychiatrist from Birmingham, told Marj Levin about a Lord and Taylor employee who was flying to Detroit to "look for a charity."

"They had already chosen the Children's Hospital and the Detroit Institute of Arts, and they were looking for a third charity," Ms. Levin said.

"I didn't know her name but I knew that they were staying at the Hyatt Regency Hotel in Dearborn, so I called the hotel and asked for the Lord and Taylor suite. The promotion manager answered and told me to take the next step."

The next step was to alert Society Crusade Executive Marsha Berry and volunteer Lynne Deutch, who presented their case to Lord and Taylor the next day. "They were so impressed with our ability to act promptly, without the usual red tape, that we had the bid within 24 hours," Ms. Levin said.

More than 250 people attended the dinner dance at Twelve Oaks, including Southfield's Alfred E. Tashman, the developer of Twelve Oaks, Fairlane and Lakeside Malls; Attorney General Frank Kelly; Oakland County Circuit Court Judge Alice Gilbert.

All of the proceeds from the affair went to the American Cancer Society. Lord and Taylor paid for the food and wine, the music and fashion show. For everything in fact except the stamps to mail the invitations.

# Everyone was a winner at the Special Olympics



Special Olympics participants like Tim Terbush bowled from their wheelchairs using ramps to propel the ball. Ruth Saelmer watches as Tim completes his roll.

Story: SHIRLEE IDEN  
Photos: ALLEN SCHLOSSBERG

Several hundred very special people came to Southfield's Ark Lanes last Saturday for the Oakland County Special Olympics.

The bowling concern was their host as they competed for the honor of representing Oakland County in a forthcoming statewide competition.

Participants ranged from age eight

on up and all live in the Oakland County area, mostly in public institutions.

It was a big day for them and each one got their chance to compete with others at a similar level of ability. It was a day to forget the mental and physical handicaps and just revel in the sociability and the fun of being out with the folks and showing what you can do.

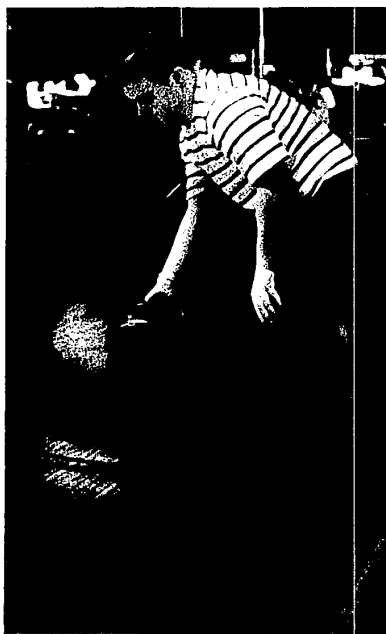
There were special ramps for those who had to bowl from their wheelchairs and volunteers abounded to help every participant do his very best at bowling and help with the score-keeping.

Bob Allison of "Bowling for Dollars" on television was on hand to spur things on and hand out the awards which were liberally allotted.

Nobody was quiet about what was

going on. Not at all. The bowlers expressed themselves vocally and physically as much as possible. Nobody was bored and everybody got their chance.

It was a long morning, more than three hours, but when it was all over, those who watched and those who participated would probably score it a success and judge that most everyone there was a real winner.



Jay Lang shows good form as he lets the ball go and then follows through with his arm. He was one of several hundred who got their turn to be an athlete at Ark West Lanes last Saturday.