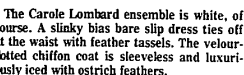


## *Bill Blass' star just keeps shining*

Fans of superstar Bill Blass had a sizzling preview of fall fashion when the designer showed his collection at Saks store recently.



"The lady in red" stole the show at this particular Bill Blass showing. When the prim-looking model stepped out on the runway in a red reefer coat, moods brightened. But, when she removed the coat to reveal a body-skimming mere breath of a dinner dress—spirits heightened considerably.

"Never underestimate the power of red," said Blass. "The best way to get noticed at night is to wear red," he said as models paraded by in red evening pajamas including sizzling red satin, strapless under a little matching jacket.

"Accessories" he said, "are more important than ever." For day wear, Blass believes in matching textured stockings and shoes to the skirt of a garment while toning hat, gloves and bag to the jacket. "Hats" he said, "are serious for fall."

"We are through with big clothes," announced Blass. This season, he added, the emphasis is on the shoulder, slimming down in the skirt and creating a V silhouette.

"Voluminous clothes don't appeal to men," he explained, "and it has always been my opinion that women basically dress for men."

"Clothes are sexier and prettier this year than they have been in a long time. I am showing lots of evening pajamas because they make a woman feel young. Men particularly like evening clothes and don't object to paying the bills."

**BILL BLASS**, who is often referred to as "America's darling", has an appeal that reaches beyond those who can afford his American couture designs and price tags in four-digit numbers.

Not only do his designs adorn some of the country's most fashionable bodies but they extend into the lifestyle of most Americans beyond the age of 15. His name is synonymous with the American dream of luxury in cars, linens and even fragrance.

At this showing, crowds of young people jammed the third floor Regency room at the Saks Fifth Avenue Troy store. They stood on the sidelines to catch a glimpse of their idol and listen to him describe the creations which always succeed in conveying the American fashion message.

Said one jeans-clad young woman, "I'm not much interested in his clothes but I love his cologne for men." "My long range goal," said another, "is to own one of the Bill Blass cars."

**IN ADDITION** to his men's cologne and the Bill Blass Mark V, the Blass name can be found on sheets and comforters that adorn many teenagers' bedrooms. His towels and table linens help to enhance other rooms in the house and not without note is the B.B. signature on menswear.

His tall, slender, immaculately-groomed image and broach-A speech are not exactly synonymous with his mid-west Indiana heritage. But, he stands as an example of what dedication to talent can achieve. "When I was 12 (back home in Indiana),leafing through a fashion magazine one day, I knew then that what I wanted most in life

His popularity is enhanced, he feels, because he has not forgotten his roots and makes it a point to travel into communities such as ours to meet the people. It is in this way, he said, that he keeps in touch with fashion trends around the country.

Other area residents who are officers of the organization are Mrs. Kenneth Stoinoff of Bloomfield Hills, recording secretary, and Mrs. Fraser MacKenzie, of West Bloomfield, director.



Friendship, an organization developed to provide socialization for former mental patients, is looking for volunteers to help with its Wednesday social program. Volunteers visit with members, assist with serving lunch and help supervise clean-up. Help is especially needed for the Pontiac meetings. Hours are 11 a.m. to 2:30 p.m.

The Oakland County Volunteer Bureau, a program of the Volunteer Action Center of United Community Services, has weekly listings of agencies needing volunteer services. Further information about these and over 200 agencies may be obtained by calling the bureau, 642-7272. Any non-profit agencies needing volunteer assistance may also call the bureau.

**SOCIAL AIDE—Oakland Operation**

A musical revue, featuring Hollywood scenes and local teens, will present fall fashions for the young in J.L. Hudson stores Thursday-Sunday. The production, titled "Reel to Real," is the joint offering of the store

Area presentations include one at 7:30 p.m. Friday in the performing

Friday in the performing arts court of the Lakeside Mall and another at 2 p.m. Sunday, Aug. 13, in the east court of the Westland Mall. Performances also are scheduled Sunday at Eastland, and Saturday at Flint and

Two area women will be officers during the coming year of Greater Detroit Chapter 183 of the National Association of Women in Construction.

Jo Giroux of Troy, who is employed in the con-

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The Chamber Music Guild will present its summer music celebration in Ann Arbor on Aug. 11, 13, 16 and 17. Violinist Eric Friedman, pianist William Doppen, bassoonist Robert Williams, trumpeter Donald Green and other members of the Detroit Symphony Orchestra will join University of Michigan faculty members in presenting chamber music masterpieces. The celebration will take place in the ballroom of the Michigan Union on State Street. Tickets and information are available at the Music Guild at 761-2896.

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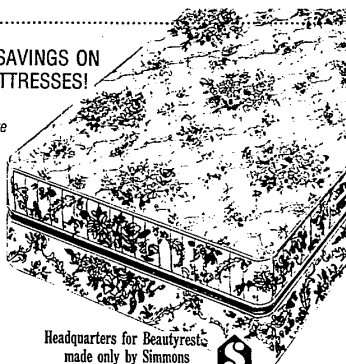
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| • Twin Trundle Bed       | Sale \$279 | • 30" Two-door Base | Sale \$129 |
| • 30" Bachelor Chest     | Sale \$129 | • 30" Door Top      | Sale \$179 |
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