

Cultural speakers are planned

The first speaker of the Cultural Commission of Congregation Shaare Zedek will be Raphael Patai, who will speak on Oct. 18. The lecture will be in the synagogue at 2735 Bell in Southfield.

Patai will be speaking on behalf of the Walter and Lea Field History Lecture, at 8 p.m. in the Morris Adler Hall of the synagogue.

A noted historian, biblical scholar and anthropologist, Patai will speak on "The Jewish Mind," his most recently published book. He is the author of more than two dozen books on anthropological, sociological and philosophical themes.

Included in his list of books are "Sex and Family in the Bible and the Middle East," "Hebrew Myths," "Studies in Biblical and Jewish Folklore" and "Culture and Change in the Middle East."

He was awarded the first doctor of philosophy degree granted by the Hebrew University in 1936.

He then returned to his native Budapest where he was ordained into the rabbinical seminary.

In 1938, he became an instructor in Hebrew at the Hebrew University, and later served as academic secretary of the Haifa Technion.

In 1944, Patai founded the Palestine Institute of Folklore and Ethnology in Jerusalem and served as its director of research until 1948.

Patai came to the U.S. in 1947 as a professor of anthropology at Dropsie College.



RAFAEL PATAI

Other speakers during the series includes:

- Chaim Herzog, Israel's former ambassador to the United Nations, who will speak on "Who Stands Out? Israel Answers Its Critics," on Nov. 3 at 8 p.m. and Nov. 4 at 11 a.m.

- Theodore Mann, the new chairman of the Presidents of Major American Jewish Organizations, on Sunday, March 18.

- Chiam Potok, distinguished author, on Tuesday, May 1.

- Martin Agonsky, news analyst, on Tuesday, May 22.

The talks are open to the public, and there is no charge for admission. For more information, call the synagogue at 357-5544.

Winkelman's celebrates 50 years

By RUSTLE SHAND

When Winkelman's celebrated 50 fashionable years recently, they took a retrospective look at fashion and decided their current stock of merchandise reflects something of each of the five decades since the opening of their first store in 1928.

When brothers Leon and Isadore Winkelman opened a ladies specialty store on Detroit's Fort Street in 1928, they couldn't know that the small dress shop, nestled between Rose Jewellers and Cunningham's drug store, was destined to be just the first of 45 Winkelman's stores in the Detroit area.

Fifty years later, the popular women's apparel chain took a retrospective look at Detroit and decided they are here to stay. They have just opened their newest store in the Renaissance Center in downtown Detroit.

When "L.W." and "I.W." (as they are still fondly called today) opened their first store it was with the roar of the '20s ringing in their ears. "23-Skiddoo," and Charleston and Coco Chanel, not to mention bathtub gin, were all the rage.

After just one year of dressing their bobbed hair customers in cloche hats, silk stockings and chemise dresses—came the pall of The Great Depression.

Through the languid thirties, while waiting for the promised "prosperity just around the corner," the Winkelman brothers dressed their customers in the slinky, dressy for day and the slink of satin for evening.

During the war years of the early '40s, while women endured rationing and woefully substituted white "Oleo" for butter, Winkelman's dressed them

in extended shoulder, knee length suits to complement their pompadour hairstyles. In 1947, Dior's "New Look" caught everybody, including American retailers, by surprise. Suddenly, overnight, skirts plummeted to cover the call of the leg. Bouffant skirts and cinched waists were "in."

In the sophisticated '50s, Winkelman's dressed their customers in Paris adaptations. Cell Chapman was THE American designer who so artfully adapted the European couture and the kids were rockin' and rollin'. Movie theatres were empty as people stayed home to watch their new TV's and raise their bumper crop of children.

Along with the 1960s, Winkelman's welcomed the polyester generation of wash and wear, throw-away fashion. Pant suits, mini skirts, panty hose and the no-bra, t-shirt generation of fashion was born. And Winkelman's began to answer the fashion needs of a whole new market of teenagers with money to spend.

By 1970, the store was responding to the return to quality in fashion. They began to dress their customers in European imports, while American manufacturers began to get the message that polyester knits were a "no-no."

The 1978 retro look of fashions from Winkelman's answers the needs of today's woman. She's looking for sophisticated clothes that reflect her new life style—quality, career and investment... and, she's looking for soft disco dressing and for clothes that travel well.

In 1928, when the two Winkelman brothers opened their first store, they made statements that set the philoso-

phy of their fashion merchandising policies. According to Stanley Winkelman, Leon Winkelman's oldest son and chairman of the firm, these policies still guide the company's operation.

First—from Leon Winkelman—"Running a store today is not merely a matter of laying in a stock of goods sufficient to last the season, putting a price ticket on things, opening the door and waiting for the customer. 'The world has been educated up to a measure of value and service to which it is entitled for every dollar it spends. And, not the smallest part of that service lies in personal contact between the merchant and those whom he hopes to make his friends as well as merely purchasers.'"

And then from Isadore—"There are three things we have to do in order to succeed. First, we feature moderate to better-priced fashion merchandise—and promote it. Second, our customers must be served in an atmosphere of elegance and personalized service. And third, we must operate at maximum efficiency at minimum cost."

Both Leon and Isadore Winkelman brought their own genius to the Winkelman concept of specialty stores. Isadore was the expert in finances and land development; hence the suburban

concept in living was anticipated early and well planned for. He played an active role in the development of the Northland shopping center—a concept which eventually revolutionized the nation's shopping habits and brought Winkelman's its first major store competition from neighboring Hudson's.

Leon was a fashion merchandising wizard. He was artistic and creative and was especially concerned that window displays and store interiors be highly styled, airy and decidedly posh. Windows, he used to say should be displayed so they can be shopped from a passing vehicle as well as by pedestrian traffic.

The Winkelman fashion windows were always a matter of fashion discussion. One had but to drive by the neighborhood store to learn what the high fashion color of the season was because the message flashed so clearly.

Or, if rhinestones happened to be "in," banks of them flowed over the mannequins and rested on black velvet showcases at the feet.

THE WINKELMAN brothers were way ahead of their time in the area of equal rights. Equal employment rights were extended to women and blacks before the theory was popular.

Leukemia is subject

The Farmington Area branch of the American Cancer Society will present the film, "Marisa," about leukemia, on Oct. 12.

The public is invited to the meeting which will be at the Farmington Hills Library, Twelve Mile, west of Orchard Lake, from 7-9 p.m.

Refreshments will be served. The movie first appeared as a segment of the CBS "60 Minutes" television program. It tells the story of a teenage girl's experience with leukemia and how she and her family dealt with it.

Award given to Brodhead

The National Council of Senior Citizens has presented its special award to 17th district Congressman William M. Brodhead in recognition of his perfect voting record on senior citizen issues during the first session of the 95th congress.

The NCSC selected 10 votes taken during 1977 on issues of vital concern to elderly Americans, such as the Social Security financing. In announcing the award, NCSC Executive Director William R. Hutton pointed out that Brodhead had a remarkable voting

record of 100 percent on senior citizen issues since he was first elected to congress in 1974.

In accepting the award, Brodhead said he believes he has a strong responsibility to consider national issues in light of their effect on senior citizens.

"I am delighted that the National Council considers me a strong advocate on senior citizen concerns and I intend to maintain that stance," he says.

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