## Cultural speakers are planned

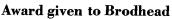
The first speaker of the Cultural Commission of Congregation Shaarey Zedek will be Raphael Patal. who will speak on Oct. 18. The lecture will be in the synagogue at 27375 Bell in Southfield.

Patal 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 enthropologist. Patal will seeke on

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 anthro-pological, sociological and philosophi-cal themes.

pological, 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 Folk-lore" and "Culture and Change in the Middle East," "Hebrew Myths."
He was awarded the first doctor of philosophy degree granted by the Hebrew University in 1936. He then returned to his native Budapest to where he was ordained into the reabbinical seminary.
In 1938, he became an instructor in Hebrew at the Hebrew University, and later served as academic secretary of the Halfa Technion.
In 1941, 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 1917 as a professor of anthropology at Dropsie College.



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

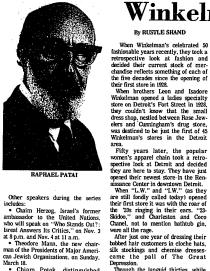
during the Irrst session to the John Congress.

The NCSC selected 10 votes that our 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 isseus in light of their effect on senior citizens.

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



Other speakers during the series

Other speakers during the series includes:

• Chaim Herzog, Israel's former ambassador to the United Nations, who will speak on "Who Stands Out? Sreal Answers Its Critics." on Nov. 3 at 8 pm. 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 Agronsky, news analyst, on Tuesday, May 2.
The talks are open to the public, and

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.

came the pall of The Great Depression.

Through the languid thirties, while waiting for the promised "prosperity just around the corner," the Winkel-man brothers dressed their customers in the shirtwaist dress for day and the slike disagin for exemping. 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

Shop

in extended shoulder, knee length suits to compliment their pompadour hair-styles. In 1947, Dior's "New Look" caught everybody, including American retailers, by surprise. Suddenly, overnight, skirts plummeted to cover the calf of the leg. Boulfant skirts and cin-cled waists were "in."

In the sophisticated "50s, Winkelman's dressed their customers in Paris adaptations. Cell Chapman was THE American designer who so arthully adapted the European cout-could be supposed to the control of the country of the country

TV's and raise their bumper crop of children.

Along with the 1960s, Winkelman's welcomed the polyester generation of wash and wear, throwaway fashion, Part suits, mini skirts, panly 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 namufacturers began to get the message that polyester knits were a "no-no."

Sage unat purposes ram.

To.

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.

phy of their fashion merchandising policies. According to Stanley Winkel-man, Leon Winkelman's oldest son and

incidence. According to Sanley Winkelman, Leon Winkelman's oldest son and chairman of the firm, those policies still guide the company's operation.

First—from Leon Winkelman—framing a store today is not merely a matter of laying in a stock of goods safficient 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 mean of value and service to which it is ertilled for every dollar it spends. And, not the smallest part of that service lies in personal contact between the merchant and those whom he bopes to make his friends as well as merely purchases."

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 tought their own genius to the Winkelman concept of specialty stores. Eadore was the expert in finances and land development; hence the suburban land development; hence the suburban

Winkelman's celebrates 50 years

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 which eventually revolutionized the nation's shopping habits and brought which eventually revolutionized the nation's shopping habits and brought which was a fashion merchandising water the was artistic and creative window displayed and store interest to be highly styled, airy and decidedly posh, window shopping and store interest to be highly styled, airy and decidedly posh, window which will be a seed to any 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 manacquins and rested on black velved showcases at the feet.

THE WINKELMAN brothers were way ahead of their time in the area of

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. "Marixa." about leukemia on Oct. 12.

The public is invited to the meeting which wwill 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.

#### CASH FOR YOUR DIAMONDS

By RUSTLE SHAND

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 specially
store on Detroit's Fort Street in 1928,
they couldn't know that the small
they souldn't know that the small
they souldn't know that the small
they show the street of the street
was destined to be just the first of 45
Winkelman's stores in the Detroit
area.

AND GOLD JEWELRY
IMMEDIATELY UPON PRESENTATION

ROBERT GALE, INC.

AMPLE FREE PARKING

Orchard Lake Rd. at Maple

ORCHARD MALL

West Bloomfield

851-7727

ANNOUNCING OPENING LASCO SCHOOL OF BALLET Late Registration Taken in

ctober. Call between 3:30 and 9:00 PM

CLASSES START OCT. 9th

IACOB LASCU, Ballet Master and Resi dent Choreographer at Marygrove College. Under his direction Dance Detroit, the resident com-pany of Marygrove College annually performs the Nuteracker Suite with the Detroit Symphony Orchestra.

> 354-3113 26571 W. 12 Mile (at Northwestern) Southfield 48034



**20%** off on all Fall and Winter Stock

Storewide Sale! 5 ckets, Coats, Snowsuits, Hats, Gloves Scarves, Suits, Dresses, Sportswear.

Come early for best selections. Boys - Infants to size 16 Girls - Infants to size 14 Pre-teens - 50% off

Sale Ends Oct. 14
EVERGREEN PLAZA — SOUTHFIELD

12 Mile & Evergreen
Tues. - Fri. 10-9
Mon. & Sat. to 6 Sun. 12-5
559-6680



A Beautiful Store with Beautiful Furniture

MICHIGAN'S LARGEST PENNSYLVANIA HOUSE DEALER

20292 Middlebelt Rd. (South of Eight Mile)

Open Mon., Thurs. & Fri. Til 9 A.M.

474-6900

We will purchase your fine Jewelry and Diamonds

**GREENSTONE'S** 



### a whole new look for your portraits!

Choose your favorite from our colorful new backgrounds!

Spring, fall or nursery backgrounds will enhance all your portraits—and of course, our traditional setting is also available.

5x7color 59¢

SATURDAY Oct. 14



TEL-TWELVE WESTWOOD MALL

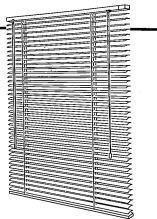
DON AND JANE WOLF Holiday into Cruise Collection Thursday, October 12 10 a.m. to 5:30 p.m.

This design team introduced us to the bias "T", romantic blouses, long and intermission length skirts, pants and dresses done exclusively in pure silk crepe de chine. Whisper-light clothes that brush cooly against the skin. . . in a wide array of solid colors and handpainted prints, at-home

Ffall COLLECTION

Jacobson's

#### Custom fitted, narrow-slat Levolor/Riviera blinds now at special savings



The newest window treatment today - an improvement on an old idea. But what a lovely difference! The slats are narrowed and the tapes gone. Open, they almost disappear, but closed they give privacy and a sweep of color. Choose from 75 rainbow hues, as well as woodtones and metallics For special orders only. Sale ends October 28, 1978.

Jacobson's,