

Primrose benefit is the 48th

Historically, fashion shows have been headliners or attractions for women who enjoy gathering together for a luncheon to combine the pleasure of one another's company with a seasonal view of fashion offerings.

Such was the case when the members of the Primrose Benevolent Club gathered for their annual fund-raising luncheon at Congregation Beth Achim in Southfield, where a hearty full-course lunch was followed by a stunning fall-winter fashion showing, presented by Pace Setter Fashions of Lathrup Village.

This occasion, however, was far from the usual club event. It marked the 48th continuous year for fund-raising on the part of a membership whose average age is 70-plus.

IT WAS ALMOST 50 years ago when these then-young women found themselves caught in the throes of the Depression, raising families and making ends meet. They were comfortable enough, but many families weren't and the women decided to do something about it. Thus, the Primrose Benevolent Club was founded to help needy families by raising money and obtaining donations to feed and clothe the less fortunate.

When these women organized, there were few formal charities, few places for the needy to go for help in their own community. The Primrose

the fashion plate by Rustle Shand

women answered those needs on a personal level. Today, they raise money and portion it out to the various help organizations. A large portion of their fundraising each year is marked for Israel.

It was with a great deal of genteel pride, great refinement and extremely good manners that these members presented their 1979 fund-raising luncheon. The festivities began with a beautiful rendition of the "Star Spangled Banner," sung by member Estelle Kaufman, accompanied by Bessie Gruskin at the piano.

The gracious introductions of committee members and special guests were followed by a de rigueur fashion showing by Pace Setter. Co-owner Rosalie Gold's selection of models to showcase the fall-winter clothing was inspired.

Small, slender models, medium-size models and frankly size 14 models wore clothes tailored to fit the needs of the decades-spanning audience.

As daytime suits and coats paved the way for

afternoon and evening clothes, it became apparent that the fashions bearing familiar designer labels bore unfamiliar price tags, slashed 40 percent below the usual ticket prices.

"We have the most 40-percent-off Calvin Klein-designed clothing in town," said commentator Sharon Kosma. A lipstick-red chemise by Oscar de la Renta brought admiring gasps from the audience, members of which were looking ahead to holiday galas. The show-stopping red dress with bugle-beaded, epaulet shoulders was priced at \$132.

Esther Goldenberg, journal chairwoman and Helen Greenberg, program chairwoman, were typical of the fashionably dressed women who gathered to celebrate their 48 years of sisterhood. "I love to keep up with the times," said Mrs. Goldenberg. "It does a lot for me and I like to keep up with fashion as it relates to my age."

Irene Rodman, president of the group, decried the dearth of volunteers, saying, "I have heard that the time of the volunteer is disappearing. It saddens me to hear this. Many say if a woman is to feel her worth, she must get paid for what she is doing."

"Well," countered Mrs. Rodman, "I feel I am paid well for serving humanity. There is room for the volunteer in our society. My paycheck is the gratitude of many."



Red on white

Three red cardinals on a snowy background brighten up one of the 14 Christmas cards on sale this year to benefit the Caro Association for Retarded and Epileptic Children. Prices range from \$5.50 to \$7.50 for a box of 25 cards. Imprints may be ordered. Contact Marian Murphy, 23745 Edinburgh Pl., Southfield 48034; 353-6780.

Volunteers

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

NURSES AND LAB TECHNICIANS — Common Ground in Birmingham has an urgent need for volunteer nurses and lab technicians to work in their Human Service Program. Nurses assist the physician with examination. Lab technicians run pregnancy tests. Help is especially needed from 7-10 p.m. Mondays and Thursdays.

MANNEQUIN REPORT — Training is provided for volunteers interest-

ed in learning to clean and repair coatsuits for the public education program of the Michigan Heart Association in Southfield. Equipment includes mannequins, films, and other visual aids. Time commitment is for one, four-hour day a week.

TYPIST — A volunteer with office and typing skills is needed by the Pontiac-Oakland Symphony in Pontiac. Hours are flexible but a commitment of two four-hour periods a week is preferred.

SPEAKERS — Women are needed to help with a new breast cancer education effort being conducted in Oakland County by the American Cancer Society. The program, "Straight Talk," needs volunteers to talk with women in their own communities about the importance and methods of early detection of breast cancer. All necessary training is provided.

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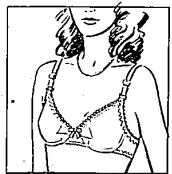
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