

Appel's appeal

90% basic, 10% fun

"I think love is coming back. I think romance is on the rise, and all across the world, all the boys and girls are making eyes. Love is very civilized."

So goes Genevieve Waite's recording of "Love is on the Rise" as it floated over the disco floor at Benny's.

Keeping time to the music in the center of the floor were fashion models, dressed in Sweet clothes, the new component dressing for summer.

The noon event marked the introduction of the Bette Appel line to local fashion press and buyers. It was the official announcement of the most recent coup in Bette Appel's long fashion career. She has been named designer for Glen of Michigan.

Now, all those "JOC" sweatsuit clothes she and her staff used to labor over at her Rochester "work farm"

will be manufactured by Glen of Michigan.

The new line of Bette Appel for Glen of Michigan will be distributed nationally by the Manistee based firm, leaving Bette free to expand her creative energies even further.

Advanced sophistication is apparent in beautifully tailored adaptations of Sweet fabrications and her active sportswear pieces. Her summer line of Bette Appel for Glen of Michigan indicates an appreciation for Michigan summers.

She has designed bare topped and sleeveless pieces, then added jackets to cope with cool air-conditioned interiors.

"My clothes," said Ms. Appel, "are 90 percent basic, 10 percent fun — a principle that serves the test of time."

— Rustie Shand



In her first full collection for Glen of Michigan, Betty Appel creates adult playwear specifically designed for absolute pleasure. The fabric is Sweet with a natural ability to look good no matter what's going on.

Bone warm-up jacket tops blue camisole top and brief shorts. Janet Varner, Rochester. (Photo by Dick Kelley)

WELL SUITED FOR TALLS

This two piece skirt suit is one of Tall Girl's exciting new looks for Spring. It's made from a silk-like, mobby textured Polyester Cotton. Quality all the way. The fully lined jacket has a shawl collar and patch pockets. It comes in beige and navy. sizes 10 to 18. \$130.

USE YOUR VISA OR MASTER CHARGE.

GIRLS SHOP

NORTHLAND-Off Parking Lot H
OAKLAND-Center Corridor
FAIRLANE-Lower Level, near Sears
LAKESIDE-Lower Level, near Penney's

KEEP AMERICA BEAUTIFUL

NEW TOP DESIGNER COLLECTIONS

Always
40-50% OFF

the NAME GAME

EXCITING FASHIONS FOR TODAY'S WOMAN

*In the Bloomfield Common Center
*Southeast Corner
*Maple & Lahser Roads
HOURS DAILY 10-5:30
644-8161

GET BACK TO BASICS!

Our J. G. Hook poly-wool suit will go from the office to shopping this Spring... and the next. Be creative - change your Pappagallo Shoes and add the matching skirt for another new look for any occasion. It's fun to work with this basic silhouette.

the shop for Pappagallo

148 PIERCE • BIRMINGHAM
115 KERCHEVAL • GROSSE POINTE
302 WALNUT ST. • ROCHESTER

Geneva's of Plymouth Bridal Shoppe

470 FOREST • PLYMOUTH

You are invited to see the latest in Wedding Gowns, Accessories and Special Occasion Dresses

For information
Call 455-4445

THE HAIR SALOON

where hair is designed with the individual in mind

33335 GRAND RIVER
FARMINGTON • 477-6619

• MAKE UP CONSULTATIONS NOW AVAILABLE •