

The fashion plate

Western look? Why not for leisure?

By RUSTLE SHAND

Ralph Lauren said "Western" on the runway of his New York ready-to-wear show one year ago and started a fashion stampede. His first complete Western Wear Collections for men and women will debut in the stores this month.

In the past few years, we have learned that women are willing to adapt a costume look from another era to their way of life and wear it with imagination and flair. But would men really do the same?

To find out if men will wear the Polo Western wear by Ralph Lauren, I went to Ken Rogin who owns MacKenzie's in the Somerset Mall. This traditional men's store stocks clothes that are much in the same mood as the ultra-conservative Brooks Brothers. "Everything we carry is unadorned, natural-shoulder and traditional," said Rogin. "Our clothes are what we used to call Ivy League. Our customer is the 30 to 50 year old man."

MacKENZIE'S is the only men's clothing store in Michigan that carries the complete line of Polo clothing. "Other stores have some of the furnishings," said Rogin, "but, I am the only one with suits, sports coats and dress slacks."

Rogin paints images of very conservative customers—lawyers, bankers, stock brokers and others who need to dress up day after business day. "That same man," said Rogin, "will wear the Western look from Ralph Lauren during his leisure hours."

"Lauren," emphasized Rogin, "is for casual wear, not for wearing to work. My customer is a confirmed jeans wearer. Jeans are a part of today's life style. He wears them on weekends and in the evenings in keeping with a more casual life style."

RALPH LAUREN believes people are tired of the plastic world and the concrete world. "They have a new, vital reverence for nature, land, sunshine, clean air," says Lauren. "Western clothes somehow reflect and project that love of the great outdoors, that pride in oneself and one's body."

The concept of his new WesternWear collections was to create a whole group of clothes that have the same simplicity, authenticity and affordability as a pair of jeans. "The collection was not meant to have a fashion statement. Rather a lifestyle statement," said Lauren.

WesternWear joins other natural-fibered clothing designs by Lauren which have proven



their durability. They are timeless and they definitely look better as they get older.

As Lauren says, "I like the fact that you can mix WesternWear with any other sportswear. I often wear my jeans and denim Western shirt with a Polo tweed hacking jacket. In that respect, Western clothes are very modern. They blend in but lend their own special flair."

Balloons mark year of child

Three hundred helium-filled balloons will be launched on May 1 by children of Our Lady Queen of Martyrs School in Beverly Hills to mark the International Year of the Child and to arouse interest in the needs of children all over the world.

Sponsors of the event hope the balloons will be carried all over southeast-

ern Michigan. Each balloon will carry a reminder that this is the year of the child and a request for attention to the needs of children during 1979.

The balloon barrage at 1:45 p.m. will follow a prayer service in the church at 32340 Pierce, Beverly Hills. Prayers will be original, composed for the occasion by the children.

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 over 200 agencies may be obtained by calling the Bureau at 642-7272. Any non-profit organization needing volunteer assistance may also call the Bureau.

PLUS COMMITTEE MEMBER - Adults with prior experience as a one-to-one volunteer with young people are needed by Farmington Youth Assistance to serve on their PLUS (People Listening, Understanding, Sharing) Committee. Duties include working with the Committee to recruit, orientate, screen, train, and supervise volunteers involved in the one-to-one adult to child relationship.

SOFTBALL COACH - A knowledge of basic softball rules and an interest in working with senior citizens are the requirements for this position with the Hazel Park Senior Citizen office. Duties include coaching one practice a week and attending the weekly game, usually at 9:30 a.m. on Wednesdays, beginning June 20.

STAFF MEMBERS - Volunteers perform a variety of duties at the Sanctuary, a shelter for runaway young people located in Pleasant Ridge. A six-month, four-hour-a-week commitment is required.

PROGRAM ASSISTANT - If you enjoy Tiger baseball games and making a one day trip somewhere each month, the Hazel Park Senior Citizen Office can use you. Volunteers attend Tiger games with seniors, sometimes two Saturdays a month, escort a one day trip each month, help collect money for trips, and work with other programs at the center. This is a six-month commitment.

MICHIGAN AWNINGS

BEAT THE HEAT



CUSTOM STYLES AND COLORS
SPRINGTIME FRESHNESS/YEAR-AROUND BEAUTY
Save energy... Save your drapes, carpets and furniture

Keep your home cool

Michigan Awnings Are Permalized with vinyl and silicone for long year-around life.

We are competitive anywhere in DETROIT AND ALL SUBURBS

CALL TODAY **894-4400**

How to succeed through seminars

Women Success Seminars, sponsored by Detroit College of Business and Women's Consultants of Grand Rapids, Michigan, will be presented for Women in Education Administration, Management and Marketing May 4 and 5 at the Radisson Cadillac Hotel, Detroit.

Friday's program on using conflict, risk, power, competition, and change productively is designed for developing career work skills for upward mobility of women.

On Saturday, the theme will be women in education administration. Subjects covered will be discipline, leadership and administration, budgeting, grantsmanship, and maximizing mid-life career changes.

Saturday's dual seminar for women in marketing will deal with leadership roles in sales, joys of selling and making money, phone power, women in

non-traditional sales, and selling to men and women.

The seminars are based on the results of a comprehensive survey of women in management, business, labor and education focusing on the skills, views, comprehensions and motivations needed by women to move up.

Each day's program will involve four to six hours of study of career skills. By the end of each seminar, participants will understand how to be more productive and confident on the job.

The seminars are for women who want to be successful and for companies who want successful women," said Mrs. Beckett, President, Women's Concerns Consultants.

For information and reservations, contact the Detroit College of Business.

March for Breath needs volunteers

Volunteers are needed for the fifth annual March for Breath, a door-to-door fundraising campaign for the National Asthma Center. It will be held in the metropolitan area during May.

More than nine million Americans suffer from asthma, and more than half that number are children. For

many of these children, the national center in Colorado has been a last hope for a normal life.

The center accepts children from all over this country and from foreign lands solely on the basis of their need for special care.

Kingsley Inn

HOTEL

Proudly Presents

our Fabulous English Style
SUNDAY BRUNCH

Served from 10 a.m. to 2 p.m.

ADULTS \$5.95 • CHILDREN UNDER 5 \$4.95

DINNERS FROM 12 Noon to 10 p.m.

in a incomparable atmosphere



Woodward and Long Lake Road

Bloomfield Hills

644-1400

echo park school

VISITORS WELCOME

Kindergarten, Pre-School
and Mother Toddler Program

646-5590

4275 Echo Park Road
Bloomfield Hills



We will purchase your fine
Jewelry and Diamonds

In highest confidence, we shall be pleased to appraise
and buy your fine jewelry and diamonds for immediate
cash. Expert counsel given to individuals, banks and
attorneys.

GREENSTONE'S

Member For Over Half a Century

528 N Woodward Ave
Birmingham, Mich 48011

GR 642-2655

Appointment



Cut-out for summer...this classic sandal with straps and a strap is a natural for sporting about. And, it's especially comfortable—because of a built-in, cushion-soft padded sock! In bone or tan calfskin. From Amalfi, '52. In the Designer Shoe Salon—where we are all the things you are.

Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge
open Mondays, Thursdays and Fridays, 10 AM to 9 PM;
Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sundays, Noon to 5 PM.

Saks Fifth Avenue



The little bares. Here, it means the briefest, barest coolest short-sets! for every little girl in love with blue skies and warm sunshine. Left: multi-bright stars and stripes on spanking white for the girl whose sand-castles will some day reach the sky. From Little Topsy, sizes 4 to 6x, 11.50. Right: from Ruth Scharf, a cool, cottony knit, whipped up into a handkerchief halter and side-split shorts. In peach, or red or green with contrast trims, in cotton and polyester for sizes 7 to 14; \$14. In Girls' Collections...where we are all the things you are.

Saks Fifth Avenue, Detroit, Second at Lothrop,
open Monday through Saturday, 9:30 AM to 5:30 PM
Troy, Somerset Mall, Big Beaver at Coolidge,
open Mondays, Thursdays and Fridays, 10 AM to 9 PM;
Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sundays, Noon to 5 PM.