"A woman's wardrobe is more than a collection of clothes. It is a fashion investment," asys Rosalle Gold, who believes in making clothing dollars stretch. Wise planning in buying is important, she says, but so is caring for those investment purchases.

Mrs. Gold and her sister-in-law, Lois Shiffman, are the owners of the successful Pace Setter stores which offer a much as on-pall off if superseted re-

cessful Pace Setter stores which offer as much as one-half off suggested re-tail prices of well-known designer clothing for women. A customer will seldom see a blouse or jacket hanging unbuttoned or logsided on the racks in this shop, Mrs. Gold wort permit it. "Poor handling of merchandise even for the short time it is in the shop can



This year's major investment is the tweed jacket, according to Mrs. Gold. Knowing how to care for each purchase can stretch that investment into a capital gain. The first step, she said, is to discard wire or flexible plastic hangers, which cause many garments to lose their shape. With proper care, each investment item should provide the owner with years of wear while maintaining its original shape.

it in her closet. "The first thing she must do is throw away the wire or flex-ble plastic hanger," Mrs. Gold said. "Price tags and garment informa-tion tags should be carefully removed by mipping with little scissors. If care-ful examination reveals any little flaws such as loose buttons or an improperly finished seam, quick reinforcement with needle and thread is called for.

with needle and thread is called for.

"Hang the new garment properly on a formed solid plastic or wooden hanger." continued Mrs. Gold. "A jacket, bloss or dress should be buttoned so it hangs properly, otherwise it will lose its shape. The waistbands and zippers on skirts and pants should be closed and the garments carefully hung on skirt or pant hangers so they maintain their original lines."

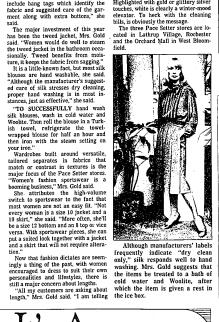
KNIT GARMENTS should not be kept on hangers, Mrs. Gold cautioned. "They must be carefully folded and

stored in wardrobe boxes or dresser drawers. Otherwise, knits will say stretch and lose shape."

After clothing has been worn, air it before storing, advises the expert. "After an hour or so of airing and before hanging the garment in the closet, check for stains and loses threads," she say the say that the close threads and the close threads and the say that the close threads and the close threads and the close threads and the close threads, when the close threads and the close

them to wear their skirts 2 inches below the knee for day and a little longer
for evening. The longer length is alwas classic. Women for longer length is alwas classic work of the single length is alsingle length in the single length is alsingle length in the length in the length in the
accompanies the mid-call length by adding color. A bright blouse, hankie in the
accompanies the mid-call length by adding color. A bright blouse, hankie in the
accompanies the mid-call length by adding color. A bright blouse, hankie in the
stockings carry the season's fashion
message. Add bright shores and a zippy
purse and a classic wardrobe is suddening the properties of the size black.
Highlighted with gold or glittery silver
touches, white is clearly a winter-mood
elevator. To heck with the cleaning
bills, is obviously the message.

The three Pace Setter stores are located in Lattrup Village, Rochester
and the Orchard Mall in West Bloomfield.

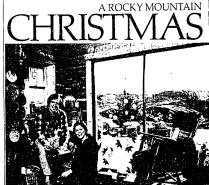




The season's most important evening look will be winter white sparked with gold and glitter. Caring for holiday clothing like the crepe evening culotte and satin blouse calls for knowing how to handle and hang each item, said Pace Setter owner Rosalie Gold. (Staff photos by Mindy Saunders)

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here It's At

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Geo — just think of all the calories you'll save. With the advent of the Chip Clip, you won't feel obligated to eat every single potato chip or pretzel in the bag in order to prevent them from getting stale or soggy. The Chip Clip (31.59) is a big, yellow plastic clip that keeps snack bags tightly closed once they have been opened. Designed to make the bag virtually as airtight as when it was sealed at the factory, Chip Clips can be found in the potato chip sections of Farmer Jack's Supermarkets and also at Meijer's Thrifty Acres.

Old-Fashioned Dressing

How nice! Bloomies is now making beautiful little hand-smocked giris' dresses that were so popular years ago, and they look just as fresh and pretly now as they did then. Available in sizes 18-months to Toddler 4, the dresses (\$35) can be made up in your choice of solid navy, red or dark green, or in severral colors of gingham checks. The dresses also feature puffy sleeves, deep hems and beautifully edged white collrs. The collars can also be monogrammed with the recipient's initials for an additional \$6 charge. Orders take two weeks. Bloomies, 222 E. Maple (in the rear of the Briggs Building), Birmingham, 644-8870.

Throat Culture

It's a unique gift that's bound to be a conversation piece. Twenty-one Karat sells Cartouche pendanis that feature the recipient's name spelled out in ancient Egyptian hieroglyphs on one side and in English on the other side. (Hieroglyphs are the method of writing whereby pictures are used to convey the sounds of the spoken language. Historians have been able to translate these pictures into the sounds of our alphabet.) The pendants can be ordered in sterling silver (383.80), gold plated on silver (\$39.80), or 14 karat gold (\$279.30). Matching chains are available in a range of prices from \$10 to \$140. Orders take two weeks.

Twenty-One Karat, 555 S. Woodward, Birmingham, 644-8222.

According to statistics, the average family moves once every seven years. Judging from my address book with all its crossed out addresses and phone numbers, some people move more often than that. That's why this Perma Correctable Address Book (828) would be wonderful to own. Covered in cordovan leather, the book's pages are made of tough plastic, and it comes with a pen that uses water-soluable ink.

Lee Specialty, 4068 W. Maple, Birmingham, and Claire Pearone, Somerset Mall, Troy, 643-9318.







