

Rolfe
...FOR PEOPLE
WHO REALLY SKI



SKI COMPANY LTD.

PERFORMANCE SKIS, FASHION, ACCESSORIES CROSS COUNTRY SKI PACKAGE SETS

Karhu Classic Tour Skis.....	\$100.00	Jarvinen 318 Skis	\$120.00
Salomon Touring Binding	\$19.95	Adidas SDS Bindings	\$25.00
Exel Fiberglass Pole.....	\$15.00	Jarvinen Fiberglass Poles..	\$15.00
Karhu Riva Boot.....	\$54.95	Adidas Grainau Boot.....	\$50.00
Total.....	\$189.00	Total.....	\$210.00

PACKAGE PRICE..... **\$129⁹⁵** PACKAGE PRICE..... **\$139⁹⁵**

DOWNHILL SKI PACKAGE SETS INTERMEDIATE SKI PACKAGE

Dynamic VR 23 Leader Skis...	\$225	Dynamic or Swallow Skis.....	\$180
Trappeur C3000 Boots.....	\$200	Tecnica or Dolomite Boots...	\$140
Marker M36 Binding	\$120	Solomon 347 Binding	\$90
Scott Olympic Poles.....	\$29	Metric Poles.....	\$24
Total.....	\$574	Total.....	\$434

PACKAGE PRICE..... **\$375** PACKAGE PRICE..... **\$260**

PRICES GOOD THRU SATURDAY, DECEMBER 15, 1986

THE SKI COMPANY IS SOUTHEASTERN MICHIGAN'S FINEST FULL SERVICE SPECIALTY SKI SHOP. OUR SKI EXPERTS WILL HELP ASSIST YOU WITH ALL OF YOUR SKIING NEEDS. ALSO VISIT THE SKI COMPANY SERVICE CENTER. CONVENIENTLY LOCATED ACROSS FROM THE SKI COMPANY, OUR SERVICE CENTER SPECIALIZES IN THE LATEST SKI TUNING TECHNIQUES, CUSTOM FITTED BOOT INSOLES, BINDING INSTALLATION, AND ALL TYPES OF SKI REPAIR.

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ROCHESTER, MICH.
115 E. 4th Street (Just E. of Main)
652-9240



Be scentsible

Here's tips for choosing season's best fragrances

I JUST DON'T know," said the well-dressed perfume shopper, picking up yet another bottle of fragrance from the sparkling collection at the department store counter, "how you can ever tell what to buy as a gift? I know what I like, but what will she like?"

That's the \$3 billion question.

With that amount in fragrance sold annually in this country, smelling good is big business, especially at Christmastime when the scent of the tree often is overpowered by what's in the gift boxes.

There are several ways to go in choosing a fragrance as a gift. Buyers can opt for one of this year's best-sellers or choose a perfume suited to a personality. It's also possible to have perfume made to order.

EVERYONE NEEDS help in choosing perfumes because today we like a wardrobe of fragrances rather than just one "signature" scent, according to Annette Green, executive director of the Fragrance Foundation of New York, a non-profit organization of manufacturers, suppliers and retailers.

"Woman used to wear perfume as they would jewelry, but not anymore," she said. "Today a woman has a wardrobe of fragrances which she uses variously to give her a lift, be more successful, become more romantic or even calm down. And men are not far behind; they want success, romance and power from the scents they use. Our whole attitude about fragrance has

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— Annette Green,
Fragrance Foundation

changed radically in the last five years."

What we spend has increased along with our choices. In 1977, annual sales in the fragrance industry in this country amounted to \$950 million. This year, sales are up to \$3 billion.

Along with spending more to smell good, we keep changing the kinds of fragrances we like. When we become saturated with such Oriental scents as Opium and Cinnabar, we turn to romantic florals such as Coco or Ysatis. Alexander Bende, a La Jolla, Calif., perfumer, thinks that perfume should be as individual as the person wearing it.

"PERFUME IS SO delicate that you should make it a piece of yourself. A good balanced perfume will smell differently on each person's skin. There are perfumes, however, such as Giorgio, which don't change a lot with body chemistry. Other perfumes which will smell pretty much the same on anyone are Opium by Yves Saint Lau-

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Match perfume and personality

Here's a fragrance sampler of perfumes for the woman on your gift list:

WOODSY: This type of scent is for an extroverted woman. She loves life, indulges herself and has strong feelings. Best bets: Aliage, Armani, Chanel No. 19, Calvin Klein, Lauren, Scoundrel.

FLOWERS: This type of scent is for a spontaneous woman. She is active, optimistic and likes new things. Best bets: Charlie, Estee, Giorgio, Joy, Ruffles.

SPICY: This type of scent is for a

realistic woman. She is harmonious, well-balanced and practical. Best gift bets: Cachet, Coriandre, Diva, Femme, Geminisse, Intimate, Ma Griffe.

MODERN: This type of scent is for a dynamic woman. She likes to make friends and likes life in the fast lane. Best gift bets: Arpege, Chanel No. 5, Halston, Je Reviens, Rive Gauche, White Linen.

ORIENTAL: This type of scent is for an introverted woman. She is self-assured, individualistic and likes tranquility. Best gift bets: Emeraude, Opium, Shalimar, Shocking, Ultima.