

Lady's Avant Garde Floral Park News

E. R. PHILLIPS OR 4-6575



By ELIZABETH WISSMAN Staff Writer

Avant-garde best describes Beverly Seger. Decorations in her home are avant-garde because she designed them that way.

Her clothes are avant-garde because she designed them that way.

Her life is avant-garde because she has designed it that way.

She plans to keep it that way. When she turns fiftyish she doesn't plan to be the usual matronly sales clerk in the corner department store.

HER IDEA of a good job for a mature woman is to be an executive demonstrating uses of new fabrics to large manufacturers, or something along that line.

Because she has designed and made her own clothes since she was a teenager, she will soon take the first step toward that goal.

She made shifts before there were shifts and Morris Frieberg, of Nadon's put them in his shop. They were sewn they didn't sell. Now they are all the rage.

"Three years ago," she says, "I cooked up A-line pants suits and nobody would buy them. Look at them today."

Frieberg has been so impressed that, Aug. 15 he will open a shop within his shop featuring Mrs. Seger's original designs and those of six other designers. He is calling the shop "Fandersonic."

Clothes, as the local lady designs them, are way out.

"I was born 20 years too soon," she comments. "I feel this Mod thing."

Mod was the way she looked when she was interviewed wearing a course honey-colored silk mini-dress over a corset silk chemise.

The effect was very "Twiggy" and she relates that Twiggy's hair dresser wanted to take her back to London when he met her here not long ago.

A MODEL'S way of life, here or in London, wouldn't be new to Mrs. Seger. She has been a fashion and photographs model since four years after her marriage.

When her children, Kipp, Robin, Kelly and Alicia, came along, they were photographed as often as their mother.

She has known tragedy. Kipp was killed last August while riding a bike along Drake Rd. Tears fill her blue eyes when she tells about the number of books that have been purchased in his memory for the Farmington Library. Fifteen of them

row her mantle. "I didn't have a funeral," she says, "because I don't believe in life hereafter. There isn't even a marker for him. I am so much happier that money that would have been spent on flowers for his funeral has gone into the community."

The only time Mrs. Seger has become a Joiner is because of her children. They belong to the 4-H Club because their mother thinks it will teach them to care for their animals.

AMONG the animals are two horses in a corral to the left of the house. The corral faces a large spring-fed pond that helps fill the two Seger acres along with the Spanish type house, which is circa 1920.

It took Beverly and Robert Seger three years to swing the deal to buy the place. She says now, "I told him I'd take in roomers to get it. All our monies are in life and living."

"But if it weren't for him, none of it would be possible. I do all the designing; he engineers my ideas. Luckily he is an architect."

Far from a typical housewife, this jet-age woman has tried her hand at that routine. "For three months," she explains, "I did nothing but cook, bake and keep house for nine people. At the end of it I had nothing but aches and pains. The doctor said it was tension, so I told my mother, who lives with us, I was declaring war."

"I FOUND out that I am a person who has to be involved up to my ears. There are some people whose nervous systems have to be over-run. I go like a house afire,

then I coast." On routine she has hung onto membership in the Neighborhood Service Organization. She brings six to 15 children from the inner-city out to her home weekly to swim, ride and picnic.

Because she isn't housewife, doesn't mean she doesn't love her home. Her touches are everywhere in it from the off-beat curtains to the touches of brass which she picked up "junking" with friends.

She presides over her living room in a manner as totally interesting as the room is.

WITH ALL of the confidence of a size seven, she says while sitting there, "Fashion today isn't flattering to anyone who hasn't a nice figure."

"I think today's mini-clothes are the forerunner of the atomic tunic and tight look—the balanced look."

"Today, clothes are going through growing pains. Clothes of the future really will be as functional as the things women wear on the space show on television."

"And form follows function. That's why, when people tell me skirts are going to get longer, I don't believe them. Women still want the feminine symbols of the 40's because that's what they know."

"But someday my daughter will go to the local store by means of rockets on her back. She has to be dressed for it."

After talking to this lady, it's not hard to predict that the first Farmington housewife to go grocery-shopping by means of rocket, will be Beverly Seger.

Mr. and Mrs. Richard Belanger and their daughters, Roberta and Nancy just completed a vacation trip in the Narragansett, R.I. area. They visited Mrs. Belanger's sister and her family, Mr. and Mrs. Robert Birmingham and Mr. and Mrs. Andrea Mercier, among others.

Roberta returned with Mr. and Mrs. Belanger, but Nancy stayed, visiting with Charlotte Clippes, and her great-grandmother, Mrs. Agnes Mountford. The Belangers live at 2211 Floral.

A wedding shower was held at the home of Mrs. John McIdloch and her daughter Heather, July 9, for Mrs. Kaye Walters (the former Kaye Le-zott) and approximately 25 guests attended. The McIntosh residence is at 23018 Orchard Lake Rd.

Mrs. Marilyn Hilborn, formerly of Floral Park, but now residing in Scottsdale, Ariz., visited Mr. and Mrs. Hamilton White, of 22833 Violet, the week following July 2.

She stayed with her sister, Mrs. Joyce Polder, of Farmington Township. She had just returned from a trip to Europe, seeing Copenhagen, Denmark; Paris, France; Stuttgart, Germany and Rome, Italy, among other cities. Mrs. Hilborn's visit here was short and she left July 8, for Scottsdale.

Ashdowne Clock Service
Expert Service Since 1940
Certified Horologist
Antique & Modern — Repaired & Restored
PICK UP & DELIVERY
W. J. Ashdowne
Clock Maker and
Museum Consultant
— PHONE —
GR 6-3333
Free Estimates and Historical Information

International Favorite
More and more fashionable women in London, Paris and New York have eagerly embraced GREEK GOD, the new Vidal Sassoon curly hair style. Comb-easy, to groom and freshly distinctive the style combines practicality with youthful elegance. No setting is required, just a pressing into place with the fingers. The look is dependent on a very short, club-cut shaping and a permanent wave.

Permanent wave creates body and curve to give hair a lustrous look.
Call
Jean's Bel-Aire
GR 4-7810

The Only Shop that gives a Little Extra.

Jean's BEL-AIRE BEAUTY SHOP
24100 Orchard Lake Road
Farmington, Michigan
Phone GR 4-7810

Feminine Farmington

Install President

Mrs. J. Thomas was installed as president of the Farmington Newcomers Club, June 29, at the final meeting of the year. Other officers for the coming year are: Mrs. William M. Patterson, Jr., vice president; Mrs. Mario Lombardi, corresponding secretary; Mrs. Richard E. Iader, recording secretary, and Mrs. Willard L. Oliver, treasurer.

The next meeting of the organization is scheduled for Sept. 27. Information about the club is available from Mrs. Thomas at 476-0067.

Past President, Mrs. Don Zullo received a piece of silver from the club in recognition of her work. Mrs. Zullo prepared and served a picnic luncheon for 45 graduates at the installation.

FOOD AND JOBS

Easy to prepare foods allow one-third of the married women in the United States to work outside the home. If women had to prepare all their meals today as they did a generation ago, they would find it impossible to continue working, MSU home economists believe.

CLOTHING ARTICLES

Surveys show that only 18 percent of the nylons, socks, and children's wear purchases in grocery stores, were planned purchases.

MRS. BEVERLY SEGER wears a Mod pantsuit which she designed and made. She is looking over one of the books purchased for Farmington Library as a memorial for her son, Kipp, who was killed last August while riding a bike along Drake Rd. Since the tragedy, Mrs. Seger has thrown herself into a whirl of creative activities which include metal sculpture, as well as designing clothes for a shop at Northland.



156 WILLING WORKERS — That's how many applicants for spot jobs Mrs. Robert L. Smith has in her file of teenagers seeking employment. Of the 91 boys and 65 girls applying, 75 are new applicants and only 36 have been placed in positions. Sponsored by the Farmington Youth Guidance Committee, it is a clearinghouse. The teens are available for yard work, house cleaning, babysitting, window washing, etc. If you need a teen to help out on your work-load contact Mrs. Smith at 476-0837.

LUSSENDEN'S LOCAL PLUMBER

FIXING UP YOUR HOUSE LIKE NEW? WELL, MODERNIZE THE BATHROOM TODAY!

ROBERT L. Lusenden PLUMBING & HEATING
Phone MA 1808
210 W. ESTATO WILMERE RD. FARMINGTON, MICH.

Methodist Announces Bible School

The First Methodist Church of Farmington announces its 1967 Vacation Church School, from July 24 through Aug. 4, on weekday mornings between 9:00 a.m. and 11:30 a.m. All children of elementary school age and those four year olds beginning kindergarten in September, are invited to attend. This summer's theme is "The Bible," from the cooperative curriculum of the National Council of Churches. The 1967 director is Mrs. Caroline Coffield, assistant director is Mrs. Arliss Brooks, Music consultant is Mrs. Carolyn Wik. Worship is under the direction of the Rev. E. Bryce Swier, associate minister.

A recent used car survey shows:

HERE'S WHAT USED CAR BUYERS LOOK FOR WHEN BUYING...

WHAT THINGS WERE IMPORTANT TO YOU IN DETERMINING THE NEED FOR A USED CAR?	WHAT MADE YOU DECIDE TO BUY FROM THE DEALER YOU DID?	HOW DID YOU DECIDE TO BUY THE MAKE OF CAR YOU DID?
<ol style="list-style-type: none"> Amount I could afford to pay Previous car was worn out Son/daughter/wife needed a car. 	<ol style="list-style-type: none"> Price was right/a good deal He had the car I was looking for I've been satisfied in previous dealings with him 	<ol style="list-style-type: none"> Previous satisfaction with that make The price was right I like those products
WHAT DID YOU FEEL WAS IMPORTANT TO YOU WHEN YOU WERE LOOKING FOR A USED CAR?	BEFORE YOU BOUGHT YOUR USED CAR FROM US, DID YOU SHOP AT ANY COMPETITIVE-MAKE DEALERS?	WHAT WAS THE GREATEST HELP TO YOU IN BUYING YOUR USED CAR?
<ol style="list-style-type: none"> Good mechanical condition Good overall condition A price I could afford Reliable, dependable transportation 	<p>Yes—88%</p> <p>No—12%</p>	<ol style="list-style-type: none"> The Ford Dealer Past experience with the make I bought The newspapers

When you're looking for a used car you can afford... a used car you can trust... look for the **A1** Used Car sign! See

KEEP YOUR CAR YOUNG LUBRICATE REGULARLY

Get it done right Lube up here, regularly...

Our lube jobs add more mileage to your car's life... assure smoother performance. That's what counts!

BOB ROZENBOOM SERVICE

32410 GRAND RIVER 474-7446

Granted Degree

Mrs. Marianne Jackson, of Farmington, was among some 5,260 graduates to receive degrees June 12, at Indiana University's commencement program.

Mrs. Jackson received an A.M. degree in English.

REYNOLDS WATER SOFTENERS

REYNOLDS All Fibre-Glass Fully-Automatic Water Conditioners (Patented) with our LIFETIME GUARANTEE against Rust, Corrosion, and Leaks will soften more water and remove more iron, for less operating cost, than any other water softeners ever made. Your present softener can probably be converted into a Reynolds Automatic. Investigate—No obligation. Factory sales, installation, and service (We service all makes).

REYNOLDS Water Conditioning Company
Michigan's oldest and largest water conditioning company... since 1931
12100 Cleveland, Detroit 4, Mich. WEather 3-3800
Priced Right and Fully Guaranteed

SOMETHING NEW IN DINING CENTAUR RESTAURANT

UNEQUALLED FOOD—THE BEST IN COCKTAILS. ENJOY LUNCH OR DINNER IN THE AIR-CONDITIONED DINING ROOM OVERLOOKING THE RIDING RING.

Plan now to try our **Buffet Luncheon**. You're sure to Enjoy the Taste Tempting Variety.

Catering a specialty 626-9222

5600 DRAKE RD. Corner of Walnut Lake and Drake Rd.

CLOSED MONDAYS

The Lively Ones...your Ford Dealers