

Cupid's CORNER

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The Wedding Party, with attendants for both the Bride and the Groom started with the actual business of gaining a bride by force, but the Romans were probably the first to require a number of witnesses to a Wedding Ceremony. It was in the best Roman tradition to wear the Bridal Veil—to ward off the "evil eye" of the spirits which might be lurking about, and Bridal White was a must to denote the Bride's chastity. But the capricious Romans dressed both the Bride and Groom's attendants exactly as the Bride and Groom and the ceremony was performed in such a manner as to prevent any evil spirits or jealous gods from being able to identify the newlyweds. Then to further deter any spirits which might have broken through, a wheat-cake was crumbled over the Bride's head to assure a prosperous life and many children. Of course this wheat-cake has come down to us as today's Wedding Cake.

We know that a wheat-cake is not going to do a great deal toward providing you a happy and prosperous life, but Orin's stands ready to help you start planning your future through a properly planned Wedding.

And the best way to get started is to come by Orin's now. Your ring sets should come first. A wide selection of magnificent diamonds awaits your choice, in a range of prices which will fit any budget. Orin will arrange a divided payment plan for you, if you wish. Then your invitations—try to have an accurate quantity in mind, but remember you will always need extra, so be sure to order enough in your original specifications. Choose your Sterling, China and Crystal with great care because these will be your possessions for always. Orin's will then set up your own Gift Registry to help guide your friends in their choice of the gifts which will be most useful and appreciated.

Engaged



LINDA COLEMAN

Mr. and Mrs. Edward A. Coleman of Detroit announce the engagement of their daughter, Linda, to Hans George Neuroth, son of Mrs. Johanna Neuroth of Melvin Avenue, Livonia. The bride-elect is a graduate of Wayne State University where she was affiliated with Delta Zeta Sorority and the Association of Women Students. Her fiancé graduated from Eastern Michigan University. A March 21 wedding is planned.



PHYLLIS McDONALD

Mr. and Mrs. Ray L. McDonald of Denne Avenue, Livonia, formerly of Inkster, announce the engagement of their daughter, Phyllis Anne, to Frank Austin Vert, son of Mr. and Mrs. Walter Vert of Inkster. No wedding date has been set.



CARPETING

Women on the Go

Barbara A Model? No, She's Vice President

By MARGARET MILLER
Women's Editor

You'd think Barbara Loren modeled fashion instead of merchandising it.

Or gave big-sisterly tips to teens instead of writing the advice book.

But this slim, dark-haired Livonian recently has been named to a top managerial position—vice president of Federal Department Stores.

Mrs. Norman Loren, mother of two young sons, still shakes her head in wonder when she thinks back over the events of the last eight years.

"So much has happened, I can hardly believe it," she says.

HER ENTRY into the business world was really pretty casual. Barbara and a friend and neighbor, Loretta Weller, had noticed that a lot of the teen girls in their subdivision liked to come to them for conversation and advice—on such important matters as make-up and dates and getting along with parents.

"No one was talking of a generation gap then," Barbara said, "but I got to thinking that teens had a real need for someone to identify with, it should be someone to both admire and respect—a sort of glamorous mother figure."

So she and Loretta worked out a course of advice they called "Charm Time for Teens."

They took it to the Montgomery Ward's Woodland store, and officials there decided to try a teen class. That, of course, was the birth of "Wendy Ward," though the name didn't come until a little later.

IT WASN'T LONG, Barbara Loren said, "before we realized we'd created a monster in terms of size."

Suddenly nine Ward stores in the area were calling with requests for their own teen charm courses. Then there were more requests from both New York and Chicago offices of Wards to expand the program on a national basis.

It was flattering and exciting and a bit frightening, Barbara remembers.

She and Mrs. Weller decided moving to either big city was out of the question. "But I flew to Chicago to get a Wendy Ward program moving there," she said, "and in New York we found a lady who would take over and direct things along the lines we had planned."

Wendy Ward leaders also were engaged for the Detroit area stores.

"AND AT THAT POINT I thought maybe I could sit back and let things go on their own momentum," Barbara said. "Until I started thinking about what charm really means and how much our ideas were needed in some of the areas where the young girls lived in poverty while trying to grow up."

These thoughts led to cooperation between Wards and the Total Action against Poverty program, and Barbara was working to bring charm courses to inner city girls. Wendy Ward leaders also went into mental institutions to help some of



HIGH FASHIONS -- and petite expert, Barbara Loren. (Evert photo)

the young patients get a new look at life.

Barbara had some pretty definite ideas on that phase of her work.

"Major companies ought to get involved with the community," she said, "it's good public relations, of course. But more important, business has the resources and people and talent to be of real service."

BARBARA, LORETTA AND Wards kept up their association until 1966, when Mrs. Loren had a surprise telephone call from J. Burke Gelling, president of Federals.

"I went to talk with them with the idea of telling him I'd give advice but really didn't want to go the charm course route again," she said.

What she learned was that Federals wanted her to be part of a move to create a new image for its stores, sharper and more up-to-date.

"I thought about it for six months and couldn't resist the challenge," Barbara said. "I have tremendous admiration for the top management thinking that went into the move."

"It's one thing to build a new image, but something else to destroy the old concept of a solid, low-priced store and then rebuild to the idea of a swinging store."

BARBARA started by writing new books and instituting charm courses for teens and little sisters—it was the mothers who insisted on the latter, she said.

as a first step to a new look at Federals.

"Then, when you get the teens into the store you have to have some eye-catching styles to offer them," she said. "I've always felt fashion is a look at a price, so our departments began to feature sharper, newer looks but still in the moderate cost range."

Barbara Loren went to Federals as teen coordinator and later became fashion director. The appointment as vice president came this month.

"I was surprised and flattered," said the only woman among the 64-store chain's corporate officers. "I think it was a recognition of the major role fashion plays in merchandising."

BUSY AS SHE IS in her new position, Barbara carefully guards time to spend with husband Norman, chief engineer at Pioneer Engineering in Warren, and sons Bob 14, and Randy 10.

"I'm very selfish with my free time," she said, "I love camping and things we can do as a family, and the boys both get more interesting as they get bigger."

"I don't think it's necessary to choose family OR career—I really believe it's possible to do many things well if you keep the right perspective."

Law Wives Hear Landers

Ann Landers, syndicated columnist, will be the principal speaker at a joint luncheon of the Lawyers Wives of Michigan in the Seraton Cadillac Hotel in Detroit, Thursday, Sept. 25.

Attending the women's organization meeting from this area will be members of the Livonia Lawyers' Wives Club and the Oakland County Bar Association auxiliary.

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