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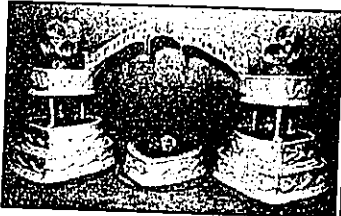
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Bridal Exchange

Where accessories, gowns do double duty

Bridal Exchange was started to save the bride some money. The enterprise has grown steadily, along with the high cost of gowns and accessories.

"We take in anything that has to do with a wedding," Carol Cauley said. Cauley owns and operates the Pontiac shop.

"Modern Bride listed the average gown as costing \$350 in 1983. It jumped to \$450 in 1984, so gowns turn over faster here than any other item. But if we were asked, we could probably outfit her with anything she needed."

FORMER BRIDES have consigned slips, veils or headpieces that have been purchased or designed specifically for the gown they are recycling.

Cauley has turned over sets of three and four matching bridesmaid gowns. She's taken in never-worn gowns when a wedding has been called off. And she suspects she's seen at least one gown come and go twice.

"But who's to know," she said. "A bride has to have her gown cleaned immediately after the wedding whatever she plans to do with it. All of the gowns we take are in perfect condition. They all look terrific."

CAULEY CREDITS word of mouth to the expansion of Bridal Exchange, started in a small boutique called "The Velvet Pumpkin."

Please turn to Page 7



Carol Cauley gives careful inspection to all of the gowns that come into Bridal Exchange for recycling.



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