



KAREN ESCH
Mr. and Mrs. William H. Esch, of Russell Street, Plymouth, announce the engagement of their daughter, Karen Jean, to Kent Eber, son of Mr. and Mrs. Edward Eber, of Livonia. The bride-elect is a senior at Western Michigan University where she is majoring in occupational therapy. Her fiancé is a senior at Wayne State University, majoring in political science and German. A March wedding is planned.



GAYLE CRAIG
Mr. and Mrs. Robert E. Craig, of West Chicago Avenue, Livonia, announce the engagement of their daughter, Gayle, to Sgt. Glenn C. Klos, son of Mr. and Mrs. Frank B. Klos, of Joy Road, Westland. Both are graduates of Franklin High School. The bride-elect is employed by the University of Michigan and her fiancé is serving with the U.S. Army and stationed in Misawa, Japan.



Women On The Go

By MARGARET MILLER

Fashion Flair Becomes Business

A flair for elegance, an appreciation of lovely lines and beautiful fabric. A close attention to the detail that makes the difference. These are some of the attributes that Mrs. Irving Lichtman, of Farmington, has going for her as she ventures into the business of selling high-fashion, custom-made clothes to women of these suburbs.

DOREEN LICHTMAN, chic and red-haired and the mother of two bright-eyed little daughters, has an inborn fashion sense to offer her customers.

Her costumes, carrying the name of Doree Moda, vary from the simple, casual wool to the dressy cocktail outfit, but they have the common denominator of distinctive fabric and designer touch.

All are completely custom-made by Doreen and the three women -- residents of Livonia -- who sew for her.

The fall line, Doreen's first, ranges in price from \$35 for simple daytime numbers to \$75 for a cocktail creation of beige French lace with satin trim.

SIMPLICITY and elegance are watchwords for the line. "I'm trying to reach the woman who would like to wear custom clothes and pay a moderate price," Doreen said.

"It has seemed to me that the choice has been between very expensive designer clothes and the dress racks in the stores. I think many women out here want -- and deserve -- custom clothes in a lower price range."

IT WAS a spectacular lamé cocktail gown that Doreen made for herself about a year ago that was responsible for launching the business.

She wore it to a party, and its high fashion lines and elegant shiny fabric brought plenty of attention her way.

Several of the women -- and their husbands -- asked if she would be willing to sew to order. And at that point the business venture was born, at least in Doreen's mind.

Between home and family responsibilities and classes at Schoolcraft Community College -- she's working toward a degree a course or two at a time

-- she managed a couple of visits to New York to see fabric wholesalers.

Back in Farmington, the women who would sew were hired and patterns selected. Fifteen sample dresses in a wide range of styles were made up in sizes ranging from 8 to 12.

SOME OF THEM have now been sold, but the business got a relatively late start so Doreen is anxious to sell the others for capital to get on with a line of cruise and spring models.

There are a number of things she figures she learned even at this early stage of the business.

One is to change the size range.

"I've had only a couple of calls for size 8," she said, "and quite a few for size 14."

Also, I'm finding out that women here prefer lightweight to heavy wools, even for fall and winter.

"And when they buy a cocktail dress, they want something they can wear to dinner or the theater as well as the very dressy party."

SHE FEELS SURE she's on the right track with most of her ideas.

For instance, the small and elegant touches on many of the costumes. A beige tweed suit has a hidden zipper and matching leather cuffs. A dress made of tweed that's yellow with just a touch of pink has exactly matching pink buttons. A pretty blue wool is set off with a belt of deeper blue leather discs linked together.

"When I feel a dress needs that extra touch, I do the running around to find it," Doreen explained.

DAUGHTERS Laurie Beth, now a five-year-old kindergarten, and Shelly, three, also enjoy their mother's venture.

"They make their own watch books out of samples I don't want," Doreen said. "And once when I had some pieces of material left, Laurie pinned on her sister a well-coordinated front of a dress, pockets and all."

It asked her where the back of the dress was, and she said I didn't give her enough material for that.

Shelly, in turn, loves to look through a book of extra-special Parisian materials her mother will custom order for women willing to pay a bit more.

DOREEN HOPES to start the girls sewing very soon, and that will be quite different from her own experience.

"I didn't sew at all until after I was married," she said. "I had taken courses, but it

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DOREEN LICHTMAN with one of her creations. (Photo by Ever)

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Westland Bridge Winners Named

The Westland Center Merchants Association has announced winners of the Nov. 6 Bridge games held in the center's auditorium. They are Dorothy Victorson, Margaret Lingenman, Bella La Joy, Faye Ross, Peggy Cline, Marion Buckner, Mrs. A.D. Amerman, Edna Wright, and Lillian Dowen.

Engaged

Mr. and Mrs. Kenneth O. Shrewsbury, of Plymouth, announce the engagement of their daughter, Anne Woodruff, to Randall C. Heintz, son of Mr. and Mrs. Elmer Heintz, of Oklahoma City. Both are students at the University of Oklahoma, where the bride-elect is a member of Kappa Delta sorority and her fiancé is affiliated with Delta Upsilon fraternity and Phi Eta Sigma honorary engineering society. The couple plans to marry in January, 1969.

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