



*'I WANT to get rid of a lot of myths,' says Louise Riley (at left) as she works on a layout for the magazine DARE (first issue's cover at right.) The magazine provides training and work experience for girls enrolled in the Louise Riley Finishing and Modeling School she started two years ago.*



# 'Those Who Think Young' Find Louise a Real Help

By MARY MILLS  
Herald Fashion Editor

Louise Riley is color-blind.

"Oh, sure, she can tell red from green and yellow from blue, but not black from white.

—She doesn't understand why there should be some magazines for black women and others for whites. So, she's created her own, which is neither black nor white.

"There's no other magazine like it," says Louise. "It's just for people," specifically the "young and hip" and "those who think young."

—The magazine, named DARE, is published locally and will go on sale in Miami and nationally in January. It will also be distributed in Jamaica and the Bahamas and will be used on board by several airlines.

"I WANT TO get rid of a lot of myths," says Louise. "I want those who think of all black women as domestics to find out that black women are people, too, with the same hang-ups and the same aspirations other women have. The whole idea of the magazine is to show women DOING something."

Like Louise herself, for instance, The editorship of DARE is just one of her enterprises. Two years ago she started the Louise Riley Finishing and Modeling Academy, a spacious well-lighted studio in black and white decor.

And now, "it's the only fashion school in the country with its own magazine, which practically guarantees any student interested in working on it a job, whether it's modeling, writing or just helping coordinate materials for a feature."

For the pilot issue, Louise, a photographer, and several of her own models went to Guatemala for a combined fashion-travel feature. Louise plans to do a similar spread in a different location for each issue, though the second issue is devoted entirely to Miami.

"THIS IS A glamorous career opportunity for girls interested in journalism or fashion," says Louise; "and there's the added opportunity for travel."

But it's not strictly fashions. Each issue also will contain features on cooking, careers, charm, self-improvement, etiquette, community activities and special teen topics. Another coming attraction is a male pin-up.

"As we go along, the issues will expand to include many more features," Louise says. "Miami has a fabulous atmosphere for producing a magazine such as this."

The first 30,000 copies of DARE have been distributed to schools, supermarkets, boutiques and to clubs around town. DARE will be formally introduced, however, on Nov. 30 with a holiday fashion show in Bayfront Auditorium. A subscription cam-



aign (\$6 for one year) is underway now. New subscribers will get the first three issues free, plus a ticket to the fashion show.

AS EDITOR AND publisher, Louise handles the administrative details and also does much of the writing, but in order to keep up with all her jobs, she has set up a sort of job training program.

Right now, she has three young "guest editors" to help her out. They will become part of the permanent staff of the magazine.

The three, who are journalism students in Miami area high schools, are: Carin Litman of Palmetto, Chris Bruce of Miami Springs, and Gill Todd of Miami Beach High. The girls spend their Sundays in skull sessions with the editor, planning and researching future features.

Since Louise got involved with the magazine she has not advertised her school. The current enrollment came to her on referrals from former students. Right now there are about 37 girls enrolled in professional classes and 85 more in teen, career, home and weight watcher courses. With the magazine Louise is certain enrollment will surge.

IN ADDITION to her full-time jobs with the classes and DARE, Louise and her staff and students are busy planning for the national American Modeling Pageant to be held in Miami soon.

For two hours each Saturday Louise directs classes in dancing and self-improvement for little girls, age six to teenagers. She takes special interest in these groups.

"Too many young people think it's out to be polite or to watch their grooming. It's good for them to come to a place like this to see what others are doing with themselves and to learn that good grooming is never out. If we can just teach that one little thing and make the girls aware of their potential, then we've succeeded. And, you know, it's amazing to see their attitudes change."

"I might as well live at the school," sighs Louise, "I spend seven days a week there."

Looking back on the first issue of DARE, Louise says, "It has a few problems, but these can be worked out. Basically, it's good and it's needed."



*MODEL Shirley Moore, left, shows proper pivoting form to Chris Bruce, 17, editor of Miami Springs Zeigeist.*



—Herald Staff Photos by DAVE DIDIQ

*FEATURE editor of the Palmetto Panther, Carin Litman, 16, practices at the make up mirror for just the right look.*