

MOTHER'S HELPER ANNE BLOCK

"They're not mine, so they don't get on my nerves," says Anne Block, the fifty-four-year-old founder of Take My Mother Please, an escort service for the moms of busy people, comprising nothing more than Block's gregarious personality and her 1991 silver Cadillac DeVille. Recently the mother of a TV star in town for a premiere lacked an evening bag to match her outfit. Block escorted her to Saks, Neiman's, and four boutiques on Rodeo Drive before spotting the right bag. She's taken mothers to taste the pizza at Spago, to indulge in homemade peach ices at Dido's, and to get the most underrated pedicures in town at the Checkers Hotel spa.

Back when she was a teacher and aspiring actress, the red-haired Auntie Mame with the Arkansas accent and

THE MOM'S BEST FRIEND



perfect driving record used to squire around friends' mothers for fun. Ten years ago, she turned her pastime into a bona-fide venture. "My gift is to relax people's mothers," Block says. "They get in a car with me and it's like a therapy session." Her only rules: Buckle up, and no smoking. —K. R.