MALLS & MAINSTREETS

Dr. Barbie: Mattel will contribute \$1 million from Barbie sales in 1994 to several national children's health care organizations. Dr. Barbie takes care of a newborn patient with a stethoscope that makes a heartbeat sound.

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Did you have a Barbie?

"No. I never owned a Barble doll. Does that make me culturally deprived? I had three older cousin who was also my best-brothers so play centered on resports. I had a baby doll, but I cently bought her daughter her just never played much with dolls."

Hhonds Vernander

— Jennifer Moore, Business Editor, WDIV-TV

"I was never into Barble. I spent my childhood reading, starting clubs in the neighborhood and playing school." — Gayla Hauser, Director, Troy Chamber of Com-

- Rhonda Verona, President, RSVP Public Rela-

"Yes, I played with Barble. I especially enjoyed making her clothes myself and acting out teenage scenarios."

— Sonia Pone, Therapist

"I had a Barble and I cut her thair off when I was 8. That was weird. I had an older brother that that. I never played with her. I

was clue-less when I went across the street and saw the other girls acting out all kinds of scenarios with their Barbles for hours. I preferred to build tree forts, play kick ball and play with my stuffed animals. I also liked it play spies."

— Marcaret O'Brien.

— Margaret O'Brien, Reporter, Southfield Eccentric

"Yes, I liked playing, Barbie. I've always loved fashion and shopping, too—although I'm almost afraid to admit that in light of all the negative publicity Barbie geta from feminists. She was fun."

— Janice Hayes, Public Relations, Jacobson's

Barbie from page 9A

explained. "And she comes out with something new every few months following the latest crazes across the nation, like Roller-Blading Barble, Foot Stompin Barble and Camper Barble, to name a few. The years have not diminished Barble's popularity. She keeps beat with the times."

Former Barble devotees Beth Kramer, 13, of Farmington Hills and Lisa Kitain, 13, of West Bloomfield also rejected the idea that playing Barble harmed their development.

"Barbie was just plain fun," Kramer said. "We had hundreds of Barbies. We dressed them up, sent them out on dates and got them ready for job interviews. We played Barbie for hours."

Sonia Pone of Farmington Hills, a psychotherapist at the Center for Contemporary Psy-chology in Birmingham, cau-tioned that playing Barbie sends

a wrong message to young women that materialism is what it's all about, and "to be ideal, you need to so things attached to you—a pink sports car, a Malibu beach house, a high dreasing room leaded with designer outfits.

"Barble was created in 1959 to help teens play out high school roles," Pone said. "She was a popular teenager in the '60s. Now it's hard to tell what ahe is. Barble is this entity. She had no developmental age."

Alice Allen of Westland was shopping for a Barble for her granddaughter Sherry, 6, of Livo-nia.

"Barble is the only thing that Sherry plays with for hours," Al-len said. "She has a few other doils but Barble gets all the at-tention. I don't think Barble is a bad influence. She comes in all colors these days and all different careers. And after all, she's just a toy."





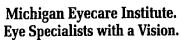
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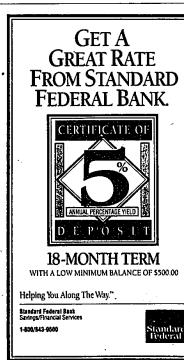
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