Sunday, January 30, 2000-

lls & Mainstreets

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Shopping for clothes would be so much easier, if only ...



Driving down one of our main streets, Woodward Avenue, listening to the song "Brick House," I had

an epiphany.

Well, perhaps it
was more like an
altered point of

well, perhaps it was more like an altered point of view.

"38-24-36 ... she's a brick house ...' goes the tune, and somehow I concived of a way all women could have the equivalent of those measurements.

Apply relativity.

We simply devise a measurement system based on body type. True, not everybody would be a "36-24-36." But rather than just pulling out the tape measure and counting the inches measurements would be calculated relative to a woman's overall height and frame, rendering some of us a "36" who now purchose only a "34" at our local lingerie boutique.

I mean, let's face it, everything real y in relative. Why can't we - and more importantly the world's garment manufacturers and clothing designers - face that reality?

Ask any woman what size clothing she wears. Most will give you a range. Some will give you a dissertation about how size depends on the clothing designer and manufacturer, clothing designer an

Most will give you a range.
Some will give you a dizgoratelon ...

Cortation ...

So, since it's the numbers, not the basic size of our garments, that differ, why pay attention to sizes and measurements and then do silly things like write them into funky R & B songs that we would otherwise enjoy listoning to? It's all relative. Yes it is, indeed.

Real size

Real size
Then, I saw a set of gigantic yellow letters on a billboard sign. I think it said 'Joanne bought one and stuffed it for her husband.'
Hmmm, interesting, I thought. 'Eye-catching,' I said. And, then, like it or not, 'yevy effective,' I declared. In small letters - relative to the big yellow letters - the sign, near the top, read Pordue. That's Pordue, as in chicken.

In small letters - relative to the big yellow letters - the sign, near the top, read Perdue. That's Perdue, as in chicken.

That's when I wake up and remembered I didn't like the size I were. I was so much happier when I was in college and had trouble wearing anything that wasn't a petite size.

In a world in which we catch the attention of consumers by conjuring up an image of a woman stuffing something for her husband, the likelihood that the big, big world of high fashion and garment manufacturing would ever duvise and market a new system 'or body measurements is slim. Ev. n chicken gots a raw deal in this occ ety.

Let', face it. We don't like relativity; and, we love the idea of sixe. You know, bigger is better (although not always).

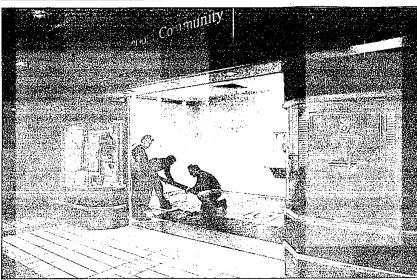
Relativity just goes against what we, as a saciety, are. That is: Competitive, obsessive quantifiers who like to set unrealistic benchmarks and easign numbers to everything we own and do.

Status quo

Besides, we'd have to adopt a new

And, beyond the usual protests from those offended by the new, self-esteem-friendly, relative sixing system and other defenders of the status que, most of us would be too spathetic to spend time brushing up on our math skills, even if the new system made us feel botter about ourselves.

Remember the metric system. But it was nice to be 38-24-36. At least until/, woke up and realized I'd have to stuff more than a chicken to be the ideal woman.



Safety and convenience: Local police officers put the finishing touches on the new Water-ford Community Resource Center at Summit Place mall in Waterford. stations and community community centers offer convenience and a feeling of safety to mall shop-pers. They also give shopping cen-ters an edge over their competitors and seem to create an oldfashioned, downtown feeling within the mall.

Cop shop

Local police bring safety and convenience to storefront center at Summit Place mall

BY NICOLE STAFFORD

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Day at the mall: stop by Hudson's
and pick up a gift, buy yourself... new
pair of running shoes; meet a friend
for lunch at Ruby Tuesday; file a
police report?
That's right.
Shoppers at Waterford's Summit
Place mall now will be able to take
care of civic and police matters, as
well as shep for clothing, shoes, bubble bath and all those goodies that
malls have to offer.
The more than 20-year-old shopping
mall, located on Telegraph and Elizabeth Lake roads, welcomed Thursday
the Waterford Community Resource
Center to its list of storefront tenants.
Summit Place is leasing the space
to Waterford Township for \$1 a year.
Located in corridor D on the east
side of the mall between Hudson's
and Montgomery Ward, the center is
similar to a police sub-station. But, in
addition, to providing visitors and the
mall with on-site police services, the
1,200-square-foot conter will dispense
local government information, host
public asfety and awareness programs
and provide a meeting place for community organizations.
"It could be kids cutting through

and provide a meeting place for com-munity organisations.

"It could be kids cutting through your backyard. It could be traffic that's too fast on your street," said Waterford Township Officer Scott Good of the conversations he expects to have with shoppers and residents when he's manning the center.

Safety first

To be sure, the center's presence will act as a deterrent to crime, said Good. And, not only will officers be willing to accompany shoppers to their vehicles, but also they'll advise retail tenants on how to prevent shop-

lifting, credit card fraud and other

litting, credit card fraud and other crimes.

Safety is a concern for any shopping centor, which partly explains why malls across the nation have been setting up police sub-stations and committy penters like the one at Sumit Place, said Patrico Selleck, manager of media relations at the International Council of Shopping Centers in New York. The facilities just make shoppers feel more safe," she said.

Mall sub-stations also streamling a treamling a treamling a

Moll sub-stations also streamline the process of arresting individuals breadth to the idea that shopping centerged with a crime, she said. At the Summit Place centerged with a crime, she said. At the Summit Place centerged with a crime of the said. At the Summit Place centerged with a crime of the said. At the Summit Place centerged with a crime of the said. At the said with a said with a said with said

ter, township offi-cers will be able to detain and process arrests on-site.
They'll also be connected to their
department headiarters by comput

Like downtown

Aike downtown
Shopping malls have been marketing themselves as a surrogate downtown to communities that lack identifiable business and ontertainment districts for a while now. The generous mix of entertainment destricts for a while now. The some and restaurants at the area nowest mall, Great Lakes Crossing in Auburn Hills, exemplifies the trund.
But that's exactly

Township Supervisor Katherine Innes, who, along with the community's police department and mall management, spearheaded the project. The mail is a gathering place for the community. And, if you want to communicate and offer services to the community which you serve you go where the people are. You go where community which you serve you go where the people congregate. Where do they, go? They go to the mail."

While Summit Place's new center and other mall offerings lends

town districts, these services also seem to address modern-day concepts like "one-stop shopping" and "multi-tasking."

tasking."
"More centers are incorporating services other than what we traditionally think of being available at a mall," said Solleck Whether it be post offices or movie theaters or fancy restaurants, services and activities that don't involve shopping give mails a competitive edge, said Solleck. "It does help to know that you can go to the post office, buy a gift and pick-up milk all at once."



Retail, style and special store events are listed in this calendar. Please send information to: Malls & Mainstreets, clo Observer & Eccentric Newspopers, 806 East Maple, Birmigham, MI 48009. Fax. (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday, SUNDAY, JANUARY 30

HANDWRITING ANALYSIS

Have your handwriting analyzed at Borders Books & Music in Farmington Hills. Handwriting analyst Liz Mills visits the store to entertain and intrigue those not inclined to watch the Super Bowl, 8 p.m. For information, call (248) 737-3980.

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MARY MAY MASIL-OVERS

Meet Mary Kay Cosmetics representatives and partake in compilmentary akin care and color consultations at Art Van Furniture stores in Dearborn, Livenia, Westland, Novi, Royal Oak, Southfield and Waterford, noon-5 p.m.

BORRASHEN TRUME SHOW

View a private trunk show of Doncaster's spring collection for women at a local representative's home through Feb. 4. To schedule a personal consultation

ADDED ATTRACTIONS

or obtain additional information, call (734) 416-8838.

MONDAY, JANUARY 31

CHANGE COLLECTION
View Chanel's special order collection for spring at
Saks Fifth Avenue, the Somerset Collection in Trey,
through Feb. 1, 10 a.m. 5 p.m. Designer Salon, secand floor.

WEDNESDAY, FEBRUARY 2

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PRIORITY BRIDAL REGISTRATION
Hudson's stores offer brides-to-be special assistance
and early morning bridal registration before regular
store hours, 9:30 a.m., Gift Registry Department,
Reservations are necessary. Call Hudson's store
where you wish to registor.
THURSDAY, FEBRUARY 3

CAROL HORN TRUNK SHOW

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Roz & Sherm, 6536 Telegraph Road in Bloomfield Township, hosts a trunk show of Carol Horn's spring tothing collection through Feb. 5, 10 a.m.-6 p.m. For information, call (248) 855-8877.

FRIDAY, FEBRUARY 4

Livonia Mall, 29514 Seven Mile Road, hosts a craft show through Feb. 6, 10 a.m.-9 p.m. on Friday and Saturday and 11 a.m.-5 p.m. on Sunday. For infor-mation, call (248) 476-1160.

SATURDAY, FEBRUARY 5

EXOTIC JOURNEYS AT GAKLAND MALL

The Travel Channel and AT &T Cable Services pr sents the Adventure Zone, a state-of-the-art travel sents the Australia 2016, a successful and hands-on activities through Feb. 6 at Oakland Mall in Troy, 10 a.m. 9 p.m. on Santaya and 11 a.m. 6 p.m. on Sunday. Also, Ken Taylor and Tracy Gallagher, Travel Channel hosts, will make guest appearances. For additional information, call (248) 585-6000.