

Valentina Offers Top Fashions Exclusively for Fuller-Figured Women

Women come in all sizes, and all sizes of women deserve to be beautiful. And, at Valentina, they are.

This wonderful store, which opened over a decade ago, caters to the fuller-figured woman — and they use "cater" in the fullest possible sense of the word.

"We keep a list of things that people are interested in and call them when things come in," said Vickie Panter, Valentina buyer and manager, who's been with the business since shortly after it began.

Valentina also has an expert seamstress who does wonderful alterations, and offers layaways. The store can ship to customers from coast to coast. For customers celebrating their birthdays, there's a 10 percent birthday discount for a week before and a week after the happy date. And Valentina gives North West Airlines bonus miles: for every \$250 of purchases, the customers get 250 bonus miles.

But Valentina doesn't stop there when it comes to pampering its customers.

"If a woman comes in with her husband, he can sit down in a soft chair and have a cup of coffee while she shops," Panter said. "And, on Saturdays, we always have bagels and cream cheese."

Since the store is located in a plaza, customers can park just outside the door of the store — and the staff at Valentina will carry their purchases out to the car. And if a customer can't make it down to the store, then the store can come to the customer.



Rita Quire, Yolanda Jannett, Elvia Reiter, Lori Miles, Vickie Panter, and Evelyn Freiman of Valentina.

"If a customer needs something important right away, we'll take her charge number over the phone and deliver the item to her door."

And, of course, there are the clothes, clothes that simply can't be found in this selection and quality anywhere else.

Valentina carries a wide range of fashions, in sizes from 14 to 32.

The clothes are high quality and tend towards the natural fabrics: silk, wool and cotton. A new fabric is Tenel, which is an environmentally-safe fabric made from wood products. The fabric does not destroy trees, nor does it create pollution — it is a symbol of how committed Valentina is to the environment.

The natural fabrics mean that Valentina's casual clothes are very comfortable and easy to wear. The same can be said of Valentina's line of formal wear and business fashions.

Valentina is located at 29799 Northwestern Highway in Southfield and can be reached at (810) 354-4560. It is open 10 a.m. to 6 p.m. every day except Sunday. For the convenience of customers, evening hours are also available by appointment.

Ladies Day Golf Treats Women With the Respect They Deserve

They used to say that GOLF was an acronym for "Gentlemen Only Ladies Forbidden." Not according to Sarah Frank, President of Ladies Day Golf, the first full service golf center for women.

Women represent \$6.8 billion dollars a year to the industry. "We are important," said Frank.

"Our mission is to treat the woman golfer with respect, regardless of her ability or experience, by providing the largest possible selection of goods, PGA instruction, general information classes, and superior customer service."

"Golf is the business tool of the nineties for women," said Frank, as well as the fastest growing recreational sport for women of all ages.

Ladies Day Golf carries a wide selection of clothing, accessories, and equipment exclusively for women. "Our gift department, which includes everything from novelties to fine pewter and crystal, is Unisex, so we didn't totally leave out the men," chides Frank.

Ladies Day Golf provides a compre-

hensive instruction program to cover all aspects of the game. In addition to the "state of the art" A STAR Video Training system and practice area, they provide a monthly class called EVERYTHING YOU WANTED TO KNOW ABOUT GOLF BUT WERE AFRAID TO ASK. The Class covers rules, etiquette, vocabulary, equipment, and special aspects of the game. "Each month is different," said Frank. "We even did the 'History of Women in Golf.'"

Ladies Day Golf has an indoor area for year-round instruction and practice. In fact, Winter is the perfect time for women to learn the game or hone their skills.

Ladies Day Golf is offering a series of "Short Game" clinics. It's the part of the game most people lose over the winter, and the easiest to practice indoors. It's the "Short Game" that shaves strokes and improves your score. Call (810) 355-9010 for information.

Ladies Day Golf also offers a "Club Membership" for which they were chosen "Best of Detroit" by Detroit Monthly Magazine. The "Club" includes many benefits, as well as a discount program and monthly newsletter.

Ladies Day Golf is located at 29101 Northwestern Highway in Southfield, corner of W. 12 Mile Road, Southfield. (810) 355-9010. Hours are: Mondays 10 a.m. to 8 p.m., Wednesdays and Thursdays 10 a.m. to 7 p.m., and 10 a.m. to 6 p.m. on Tuesdays, Fridays, and Saturdays.



Sarah Frank of Ladies Day Golf.



Valentina

FASHION NEVER LOOKED BETTER

For the latest in fashion for the full figured woman. Valentina is our first choice. We have built our reputation for giving the best selection, the best prices, and the best service. We're at the store for you. Andrea Kovacs, Dana DeLorenzo, Annelle Lombardi, Patricia S. G. Smith, and more.

Valentina

(810) 354-4560
APPLING SQUARE • SOUTHFIELD

Voted Detroit Monthly's "Best of Detroit"

LADIES DAY GOLF

A Full Service Golf Center for Women



- Top Brand Names
- Equipment, Sportswear, Accessories
- Unisex Gift Department
- PGA Instruction - Video Training
- Club Membership
- Gift Certificates

(810) 355-9010

29101 Northwestern Highway, Southfield
(Corner of W. 12 Mile Road in the Franklin Plaza)