

# Noriko -- a bundle of creativity

By CHRISTINE WALDEN

Noriko jumps from her seat, dashes to a customer, bows, rifles through the clothes rack, finds the right dress and plops back down in her seat. She's a bundle of energy, and every season that energy produces timeless, easy clothing.

This spring she does it again with a collection, recently at Saks Fifth Avenue, that reflects a keen sense of femininity and a flair exclusive to Noriko.

Where other designers create skirts that cling rather than swing, Noriko creates skirts that swing every step of the way.

Where most matte jerseys reveal every lumpy bulge, Noriko's matte jerseys comfortably fit on any woman from size two to 14; only, of course, if the woman "knows herself." "She must know what her figure problems are," said Noriko.

THE JAPANESE-BORN designer's secrets are no longer secrets. Skirts swing because hemlines are weighted down. Jerseys don't cling because they are lined with more jersey. Her

cut creates lines undisturbed by the usual darts.

In fact, her cut is so perfect that a woman can put a Noriko dress on backwards and never know it, an idea Noriko came upon by mistake.

"At a fashion show a model came out and the dress was on backwards and she didn't even know it," Noriko said. "I guess it's because of the way I cut the dress and because I don't put in any darts. Now, I always tell a model to turn it around because I want to see what it looks like backwards."

Noriko's designs are unique and seldom copied, a fact she adores and attributes to being based in Chicago.

"People think of fashion as it is out of New York," she said. "I won't say never, but I don't think I would ever move to New York. I don't follow trends, and I don't want to be influenced by anyone else. I do what I think is right."

"RIGHT" IS A middle-of-the-knee length that never varies. That length, says Noriko, is most flattering. Her demand for individuality in de-

signs, parallels her approval of women who create their own look and buck Seventh Avenue dictates.

"I think nowadays women are very educated. They are beginning to realize that an \$800 ball gown is passe. With three different pieces you can make so many looks and not look exactly like they do in Vogue," she said.

When she makes personal appearances she is a great assistance to her customers. An excellent memory recalls what a customer bought the year before, enabling Noriko to help the

customer build on a wardrobe rather than start over.

"I suggest what looks good for her. I will suggest what she should buy to go with one she already has," said Noriko. "That way you can make a completely new look."

Noriko's designs are stunning. They are low-cut or high-collared, buttons or wrapped, long or mid-knee. They are Noriko. And Noriko, with polished fingernails rippling through crew cut length hair, with flashing smile, is an utterly feminine and dynamic woman.



Noriko

Reversible from front to back adds a versatility to one of Noriko's designs.

## Each mate responsible for sexual functions

By SANDY TESSLER

Imagine forcing yourself to eat a six-course banquet when all you feel like is a salad. Imagine willing yourself to go to sleep or preoccupying yourself with concern over every breath you take. Hunger, sleep, breathing and waste elimination are all natural functions of your body. You do not judge your adequacy as a human being, hooking your self-esteem to them, nor do you debate them as

dirty acts. They are natural body functions. So, too, is sexual functioning.

This is the point Marguerite Shearer, M.D., repeatedly drove home in her recent speech to the Family and Children Services Committee of Oakland County held at the Community House, Birmingham.

DR. SHEARER and her husband, psychiatrist Dr. Marshall Shearer, practice sexual counseling in Ann Arbor. They seek to reverse marital difficulties and sexual inadequacies and usually do so in as few as two weeks. "The doctors received their training with Masters and Johnson in St. Louis, where they went "as a lark for a weekend and stayed for just under two years," Dr. Shearer said.

Dr. Shearer said in her speech the reason sexual functioning is taken out of context is that there is a degree of "volitional control."

UNLIKE OTHER bodily functions, sex can be denied," she said. "One of the major causes of sexual dysfunction is religious orthodoxy. There is no major religion which does not dictate some sexual code of behavior, where no religion would teach you that it takes 22 minutes to digest mashed potatoes," she said.

A free and open network of communication between spouses is the key to good marital relations, Dr. Shearer said. "People believe that if their mate loves them they should know what they are thinking and feeling. You are the world's authority on your feelings. You cannot control them or will them," she said.

"IN A THERAPEUTIC situation, we make it blatantly clear

that each person is totally responsible and accountable for what he does about his feelings.

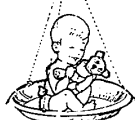
"Simply tell your mate what you like and want. Communication can be so simple, but people make it so complex."

The "hooker" in open communication is that it renders the individual vulnerable.

"The strength of the relationship is directly proportional to the amount of mutual vulnerability there is in it," she said.

MANY PEOPLE run into sexual discord when they feel threatened by this vulnerability and stop the communication process to protect themselves. So as a mate, "it is your responsibility to protect your partner from hurting you. In order to do that you must tell your mate what you feel."

## Penny-a-pound portrait sale



you get a 5x7 natural color portrait of your child for just 1¢ for each pound he weighs!

(12 pound child, just 12¢ with this ad maximum charge—88¢)

No appointment necessary. Selection of poses. Limit: one special offer per family. Second child photographed individually at 88¢. Age limit: 3 weeks to 14 years. 88¢ charge for each additional person in groups.

6 DAYS ONLY

SALE ENDS SAT., APRIL 13



The Pontiac Mall  
682-3811  
Also at  
Tel-Twelve Mall  
356-8142

## Playgirl won't give you the moon, just 30 free days!



Call Susan  
General Manager

Playgirl  
FIGURE SALONS

Call for free visit and figure analysis

- |                                                                                       |                                                                                      |                                                                                                |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Ann Arbor (East) 975-2180<br>Ardmore Shopping Center,<br>Oak and Grand River          | Farmington 477-2211<br>Discretionary Shopping Center,<br>Oak and Grand River         | Pontiac 891-3333<br>N. Dixie Plaza, Behind Pontiac Mall,<br>2405 Eastland Lake Rd. & Telegraph |
| Ann Arbor (West) 994-4777<br>Mack Village Shopping Center                             | Livonia 421-5500<br>Woodland Shopping Center,<br>Wentworth and S. W. 16              | Southgate 283-5500<br>Southgate Shopping Center,<br>2515 Evonia Road                           |
| Centerline 755-7100<br>The Centerline Shopping Center,<br>2033 Van Dyke               | Madison Heights 445-8500<br>Madison Heights Shopping Center,<br>2400 W. and S. W. 16 | Troy 528-8410<br>Kings Row Shopping Center,<br>2095 Rochester Road at W. 16                    |
| Dearborn Heights 565-2077<br>Tellers Shopping Center,<br>Ford and Telegraph           | Oak Park 645-5222<br>Green & Shopping Center,<br>Greenfield and S. W. 16             | Ypsilanti 487-5300<br>Crestview Shopping Center,<br>1511 Emrick                                |
| East Detroit 772-5200<br>17 Mile West Shopping Center,<br>2157 Kelly Road at S. W. 16 | Open Monday thru Friday 9 to 9, Saturday 9 to 4, Sunday 12 to 5                      |                                                                                                |

k u w  
mo pa

of u k  
re th u k  
re 120 afm

gh + w  
f u to km

u of a gd  
j f & h pa

Shorthand in weeks with

Speedwriting

NIGHT SCHOOL  
BEGINS APRIL 15  
Pontiac  
Business Institute  
18 W. Lawrence St.  
Federal 3-7028

Royal Oak School  
of Business  
A branch of PBI  
302 S. Main St.  
Royal Oak, Mich. 48060  
584-9009  
Free, Lighted Parking

Free!

**CANDY EASTER EGG**

with any incoming  
Drycleaning  
Order

VALUABLE COUPON

**Easter Special**

80¢ OFF REGULAR PRICE ON ANY COAT

Valid thru April 13, 1974  
Coupon Must Be Presented with Incoming Order!

One Hour  
**"MARTINIZING"**  
THE MOST IN DRY CLEANING

HOURS:  
7 a.m. to 8 p.m.  
Sat. 'til 7 p.m.

One Hour Service  
UNTIL 3 p.m. No Extra Charge

- |                                                      |          |
|------------------------------------------------------|----------|
| FARMINGTON HILLS—Orchard Lake Rd. just N. of 13 Mile | 851-2363 |
| BLOOMFIELD HILLS—Square Lake Rd. at Woodward         | 335-5311 |
| ROCHESTER—Walton at Livernois                        | 851-4551 |
| ROYAL OAK—So. Main, South of 10 Mile                 | 398-0884 |
| UNION LAKE—Cookey Lake Rd. East of Williams Lake Rd. | 383-9380 |
| WALLED LAKE—Pondac Trail just North of Maple         | 824-1111 |
| NOVI—10 Mile at Meadowbrook                          | 349-6830 |

**BANQUETS WEDDINGS**

BUFFETS OF OVER 30  
HOT & COLD ITEMS \$4.95

477-2686  
**CORDOBA**  
RESTAURANT  
7 MILE & MIDDLEBURY

**the Viking RESTAURANT & LOUNGE**

RESTAURANT & LOUNGE

JOIN US FOR  
**Easter Brunch**  
& Deluxe Smorgasbord

BRUNCH 7 am-1 pm \$3.00  
\$1.50 FOR CHILDREN 10 & UNDER

**Smorgasbord** NOON-9 P.M.  
\$7.50 \$3.50 for Children 10 & Under

ADVANCE RESERVATIONS SUGGESTED  
**477-4000**

38123 W. 10 MILE ROAD  
1-96 and Grand River Ave.

The "Inn" Place in Farmington