

Modern Shopping Center

Women Of Europe Envy Americans

By DOROTHY ROE
AP Women's Editor

Know what women of Europe and the Orient most envy in the life of the American woman? Not her clothes. Not even her pushbutton appliances. The American utopia, to the rest of the feminine world, is the modern shopping center.

Women just naturally love to shop, says David Muss, Chicago builder whose firm has built shopping centers all over the country, from Chicago to Beverly Hills and from Palm Beach to San Antonio. And the more luxurious the shopping center, the more time the average woman will spend in it and the more she will buy.

Like a Picnic

With the growth of the suburban shopping center, family buying habits have changed, says Muss. Nowadays mom doesn't go alone to buy the groceries for the week. Instead she takes the whole family, and the shopping trip becomes a picnic.

Maybe the family shopping date is Thursday night, when shops in many communities stay open late. Mom bundles the kids in the station wagon, meets dad at the bus stop or station, and

the family takes off for a night out.

Modern Center

At the modern shopping center they can have dinner in a restaurant, maybe see an art exhibit or motor show, stock up on all the family needs, from school clothes to garden supplies and from drugs to groceries, then wind up the evening with a movie.

"Family one-stop shopping is the new thing," says Muss. "New centers have all categories of shops, plus restaurants, movies, play areas, nurseries—even bowling alleys, in some cases. The idea is to have something to interest every member of the family, and make the family shopping trip fun."

Evening Shopping

The current trend, says he, is toward evening shopping, and many shopping centers stay open until 9:30 every night except Saturday. Many are opening later too at any hour from 10 to noon. The idea behind this is sound. The weekly shopping trip gives mom a chance to have dinner out, and the whole family to have an evening of recreation.

Some of the newest centers have shops connected by enclosed malls which are air-conditioned in summer, heated in winter. And some shops have only an air curtain instead of a door, with gates to slide across when the shop is closed.

Corner Grocery

All this is a far cry from days when a housewife bought her food at the corner grocery, her medicine at a drug store across town, her clothing at still another distant shop and lugged all the parcels home, too tired to face the prospect of getting dinner.

"The one-stop shopping center is really a glorified concept of the general store," says Muss. "It's a place where the family can buy everything it needs, with recreation thrown in. Instead of the cracker barrel, we now have

"Secretaries Week"

Wilkes-Barre Chapter of The National Secretaries Association (International), has named Mrs. Shirley Connelly chairman of the program for "National Secretaries Week."

Under Secretary of Commerce Philip A. Ray, who has termed the secretary an indispensable part of the management team, has signed a proclamation declaring April 24-30 Secretaries Week with April 27 designated as "Secretaries Day."

Mrs. Evelyn G. Day of Middletown, Ohio, president of the national association and E. D. Taylor, administrative vice president of the Office Equipment

the movie. And we have other improvements, too—for instance, a public address system to find 'lost mothers.' We never say 'lost children' any more.



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