

The  
Observer & Eccentric

## BUSINESS

For area store design

## Designer takes international awards

By JACKIE KLEIN

Jon Greenberg and Associates (JGA) are top award winners internationally for the design of a specialty shop interior.

The firm won first place among more than 10,000 entries in Visual Merchandising's International competition for design of the Alcoa in Meadowbrook Village Mall, Rochester.

The national award for outstanding merit in the planning and design of a retail store up to 10,000 square feet was also awarded to JGA, a Southfield firm, for the Alcoa in the National Institute of Store Planners and National Association of Store Planners.

"OURS is a total responsibility firm," said Greenberg. "We created the complete store design and plans, provided necessary architectural and engineering plans, handled full construction and were involved in fixtures, installation and all interior treatments."

Alcoa interiors have always been highly contemporary, using chrome, mirrors and foil paper, Greenberg said. The challenge for the Meadowbrook Village Mall store was to create an old-fashioned image and still retain the appeal to the 18-32 age group.

Meadowbrook Village is an old-fashioned mall featuring brick streets, gaslight fixtures

and old working cider mill and a San Francisco-type trolley car, said Greenberg.

"THE JGA THEME created for the mall is a large brownstone mansion with a high exterior facade and front windows, a brick garden entry with plantings and a fountain and large rooms which departmentalize the store," he explained.

"The brownstone, long green awnings over the windows and black wrought iron flagpole gates takes you back 75 years. The gaslight fixtures with a polished brass plate reading 'Alcoa founded 1970' also creates a nostalgic appeal."

The store, Greenberg said, came off beautifully with the warm atmosphere of a Paris salon or a New York Fifth Avenue women's store at the turn of the century.

GREENBERG STARTED planning stores when he was 20, nearly 30 years ago. His wife Adele leads the interior decorating department and color coordinated the award winning store. She selected all the floor and wall coverings and created special effects.

"As a matter of policy, projects at JGA are a combined effort of all associates and other talented people in the company," Greenberg said. "Our firm is young, but we design many stores in the Detroit area and provide total responsibility for stores as far away as California."

JGA has designed Harry's Big and Tall, the Gold Place, Northland Pharmacy, Turquoise Kiva specialty jewelry, Etron Drugs

and Gornbeins Fine Jewelry stores in Southfield.

Others are Here and Now under construction in a number of shopping centers, Sherman's Drugs, Richard's boys and girls wear, Louis the Hatter, Macraley's, Sherman's mens store, Campus Shop, Bar L Ranch store, Galls General Office Supplies, Berjans, Words N Music, Thrifty Drugs, East Side Sporting Goods, Campfitters and Dobby's Formal Wear.

## A 'jewel' of a cellar makes move to upstairs

By LYNN ORR

For those of us who feel uncomfortable in those austere navy or red plush jewelry stores that ooze snob appeal, The Jewelry Cellar is a welcome find.

Newly housed behind its previous basement setting, hence the name, the shop is located at 2229 Northwestern Highway in Southfield.

The quaint Williamsburg colonial exterior contrasts with a casual modern interior that owner Ian Gaum hopes reflects a style of "quiet elegance." Brown and cream walls and a geometrically patterned carpet combine with hand-rubbed show-cases designed by Gaum make for a low key atmosphere that allows jewelry to headline the decor.

Although most jewelers buy their merchandise ready made, Gaum imports most of his own stones and a lot of jade, which allows him to circumvent New York wholesaler.

—A New York manufacturer will usually

have a 50 per cent mark-up in price range to the retailer, so I'm still able to make a reasonable profit and give better prices to my customers," he says.

"We make about 80 per cent of our merchandise right from design to the finished product," he continues, which means the bulk of overall sales are custom-made pieces engraved with the Cherry Layne Design logo.

FLORIDA, Maine and California customers request drawings of designs and, after approval, he ships the finished products.

We pride ourselves on being capable of staying within the budget of any customer from \$5 to \$5,000," he adds.

In a case whimsically decorated with boxes of animal crackers, ten ivory animal figures for necklaces or bracelets run from \$8-13. Turtle shell designs made from green sea turtles farmed for conservation are among other unusual items for small budgets.

For those with more money to spend Gaum carries a number of fine quality gems. "I'm in love with emeralds," he says, and had just received a shipment of

them from one quarter carat to a 7 1/2 carat stones worth \$19,000.

The shop also carries statuettes and gift items such as sculptured candles and imported glassware.

Born in Nova Scotia where they get so much snow that they have to go out the second-story window, Gaum's family has been in the jewelry business for more than 100 years.

Now 31, he graduated from Henry Ford High in Detroit and University of Michigan and finds his youth is not a negative factor in a traditional business. "Maybe customers think you are a little more creative or take a fresh approach," he explains.

HE LIKES to sell jewelry that is multi-purpose, jewelry that can be worn with blue jeans or evening wear, as he says.

New Yorkers tend to think the Midwest is the tail end of the dog when it comes to fashion. I disagree. Ninety per cent of the women have a tremendous sense of fashion, but it's not always channeled to the customer's benefit," he says explaining his philosophy.



Jon Greenberg and Associates, Inc., winners of two national store design awards for the Alcoa in Rochester's Meadowbrook Village Mall, met the challenge of creating an old-fashioned interior that appeals to the young women who shop there.

## He takes to road in his repair bay

By HOWARD RONTAL

Have tools will travel.

John Brenner brings his service station to the car owner who cannot find a service station that does repair work.

He calls his business John's Mobilized Auto Repair Service. Working out of a bright orange step-van, Brenner can do a tune-up, oil change, air conditioning work, change filters and other minor repairs right in a customer's driveway.

Since he began a month ago, more than 50 phone calls have come to Southfield home on Westbrook, mostly from friends, neighbors and former customers of the Ten Mile and Southfield Road Total station where he worked for seven years as a mechanic.

The service department closed when Total, Inc. decided to go to gas-only outlets in the area. Brenner found himself out of a job, knew.

BRENNER'S IDEA may be one whose time has come. More oil companies are eliminating their repair facilities to stay competitive. With nowhere else to turn for minor repairs except garages and dealerships, which Brenner claims are expensive, a market may develop for mobilized repair.

A 1968 graduate of Southfield High School, Brenner took a master mechanics degree from the Michigan Career Institute and is currently taking business course at Oakland Community College.

Brenner likes the idea of owning his own business, setting his own hours and choosing his own jobs. He says it's also "exciting because I'm starting something on my own and there's a lump in my throat for a while because there's a risk."

While the one-man, low-overhead operation increases profitability, Brenner says he is just getting his foot in the door of

self-owned business. "It's not a get-rich-quick idea, just to satisfy my own customers until I can get my own garage," he says.

HE YOWNS never to open a gas station saying, "Oil companies are in the business to sell gas, not give service and you can't make a living selling gas."

Winter is the only problem now. Hopefully I'll get into a building before then. Most of my clientele have told me they would follow me just about anywhere," Brenner adds.

He cites a franchise operation which, several years ago, sold the rights and equipment for a mobilized tune-up service. He thinks they are now out of business partially because they did not do quality work or use the best replacement parts.

Brenner is proud that his customers at the service station never asked for the written estimate the law now requires of mechanics and repair shops. He illustrates this saying, "They just told me to do what's necessary."

HE SAYS he makes more of an effort to do more now that he has his own business, including the car windows, cleaning off his own grease marks and making sure there is water in the water spray. Like a service station, he guarantees his work.

His van, with its bright orange paint job, has all the visibility of a neon sign. Inside he carries a full array of hand tools, spare parts, a small auto ramp, a work bench, tach-dwell meter, timing light, vol-ohm meter, and other devices needed for tune-ups and testing electrical systems.

For major repair work, he refers customers to service stations.

A neighbor, Stan Sobolewski, walked across the lawn to make this unobstructed endorsement. "I'm his neighbor and unbiased. He does fantastic work."

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and Dickens' Dan

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## BUSINESS PEOPLE

DONALD E. KLECKNER of Rochester has been appointed assistant trust officer in the pension administration department of the National Bank of Detroit's trust division.

An NBD employee for five years, Kleckner previously served as job analysis and senior compensation analyst with the bank.



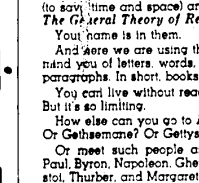
Kleckner

ROBERT L. LINK of Beverly Hills has been appointed administrative officer in the pension administration department of the National Bank of Detroit's trust division.

An NBD employee for seven years, he will be a group manager in trust administrative services.



Link



DeWard

KENNETH A. CAMERON of Birmingham has been appointed regional manager of the Southeastern Michigan Region for General Motors Public Relations Staff. Cameron joined GM in October 1961.

THOMAS C. DEWARD of Farmington Hills has joined Helix Inc., as a CNA. DeWard was vice-president of finance for Acorn Building Components, Inc. before joining Helix.