

# BUSINESS PEOPLE

JOSEPH A. GETZ of Birmingham has been elected to the board of directors of Schuler Industries. Getz joined Schuler as director of marketing in 1971.



Getz

EDWARD HINES of Bloomfield Hills has been named assistant vice-president and manager of quality assurance for Detroit Edison Co. Hines joined Edison in 1972.

CHARLES E. WOOD of Birmingham has been appointed general vice-president at Manufacturers National Bank. Wood, president of the Rochester Chamber of Commerce, joined Manufacturers in 1967.



Wood

PHILIP BAERH of West Bloomfield has been appointed general manager of packaging and freight with the North Brewer Co. Baerh joined North Brewer in 1972.

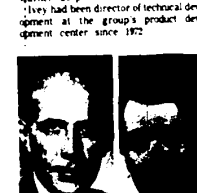
DOUGLAS R. BABCOCK of Birmingham has been named general manager of the new fashion look in back-to-school outfits. Babcock joined Smith in 1969 and has been serving as market breeder since 1972.



Babcock

ALEXANDER MORTON III of Birmingham has been named vice-president of McCann Erickson Inc. Morton joined McCann Erickson in 1973.

JOHN S. IVEY of Bloomfield Hills has been promoted to the new position of director of product planning for the Troy-based Transportation Equipment Group of Borg Warner Corp. Ivey had been director of technical development at the group's product development center since 1972.



Ivey

W. SHACKFORD "SHACK" BROWN of Birmingham has joined Darryl MacManus & Marquis Advertising in Bloomfield Hills as an account executive.

Brown had been an advertising supervisor with the Unroyal Tire Division of Unroyal Ltd in Toronto.

STEPHEN M. YODER of Troy has been named a sales manager at the Detroit Plaza Hotel in the Renaissance Center. Yoder joined Western International Hotels in 1973 as a sales manager with the company's regional sales office in Chicago.

MARILYN CHERNOFF of West Bloomfield has been promoted to executive vice-president of Koller-Thorner Inc. Chernoff had been senior vice-president of the national insurance agency based in Southfield.

## The footsniffer rebuilds a mall and takes a new look at retailing

By W. MICHAEL MILLER

At the age of 29 Stanley Cohen has tired of stuffing feet. He no longer cares to be known as the shoe king. It wasn't longer than three years ago that radio ads touted "Stanley the Foot-sniffer" and his Birmingham store Just Looking Booters, where Cohen and his staff would custom-stuff jeans.

But change and Cohen now owns and runs Just Looking Mall on Northwestern, a half mile north of Twelve Mile in Southfield.

Back in Birmingham, Cohen's specialty was designing and selling boots made of everything from leather to silver lame and with heels up to eight inches high.

WALKING THROUGH has recently redesigned mall, Cohen joked about the shoes and boots he used to sell saying, "I have a cousin who is a foot doctor and I used to refer customers who developed foot problems to him."

"Really, I'm breaking into the business of doing good for people's feet rather than naming them."

Cohen's tone indicated he has been through changes both in his attitude toward retailing and personally.

On the retailing scene, the changes are evident.

Last year he bought Fire Mill Village, formerly Cedar Mill Village, and calls it Just Looking Mall. In making the jump from boots and haberdashery to mail man agreement and ownership, Cohen, a West Bloomfield resident, left his Birmingham location behind and brought the store to his new mall.

He made the move realizing the days of stuffed jeans and fur out foot fashions had come to the boards.

AS IF TALKING ABOUT a way of life that was decades ago, Cohen said, "Kids had money then. People don't have the money they used to. The dollar has gotten a lot tighter and consumers want value."

Because of the changes in young people's buying habits, he continued, a lot of youth-oriented boutiques lost their clientele and went out of business.

Thus it is that Cohen is looking to what he calls "middle-of-the-road" fashions as the trend. "I don't want to look at the past," he says. "I want to look at what's coming on now."

And what's coming on now? Cohen sees men wearing more three-piece suits and galathea slacks. He doesn't forecast any change in the demand for pants because of their casual wear habits and broad-based acceptance by all ages, but he insists the trend is more to lasting fashion as the demise of the glitzy era has passed.

IT'S GOING TO BE a good year for boots he added, pointing to his wide selection of "close to the ground" footwear.

But going into the mall business hasn't been entirely smooth sailing for Cohen. Early this year he hired a contractor who renovated the outside. When it came time to remodel the interior, Cohen decided he didn't want to pay what the contractor wanted so as Cohen put it, "I did it myself."

Being it himself required 18-hour work

days and learning carpentry and other trades that Cohen had not even a passing acquaintance with.

He's proud of the interior results which give no clue that he accomplished major renovation with little more than the idea, tenacity and long hours.

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—Stan Cohen

COHEN RELATED problems he has had other than rebuilding were he took over ownership of the mall — fires, break-ins and the string of shops and retailing schemes that have rented space in the mall, only to fail and leave.

But he is determined Just Looking Mall now houses four retail operations, two of which Cohen, the man Rob Talbot once regularly referred to as "The Clutter King," owns himself — Just Looking Booters, which carries a full line of apparel, including boots and shoes, and other places with imported lines of clothing.

The other stores are Tobacco Road, a smoking paraphernalia shop and The Silver Cucumber, a jewelry shop. Cohen once known for throwing wild masquerade parties in Detroit's Latin Quarter with 800-1,000 attending, now keeps his hair cropped close to his head, like a husband intending to pass from one life and lifestyle to another.



No longer a foot sniffer, Cohen still has the knack. (Photos by Stephen Cantrell)

## Ilene and Thelma see that...

# Girls choose the clothes they like here

By JACKIE KLEIN

When little girls and young teens shed their cut-off blue jeans and grubby T-shirts and start dressing like their mothers it's a complete turnaround.

But that's what's happening at the New Generation a specialty clothing store for girls aged three to 13 in Southfield's Heritage Building at the Ten Mile-Evergreen-Northwestern Highway intersection.

Owners Ilene Silverman and Thelma Stalburg, both of Southfield, are excited about the new fashion look in back-to-school outfits up to size 14 and including the size four nursery set.

The is a first for long, fancy, ornate dresses that used to appeal to mothers is dead," according to Mrs. Silverman. "Kids are opting for blue jeans, slacks and tops that are neater and more highly styled than before and they're really enjoying their mothers'."

MOTHERS, Mrs. Stalburg observed, are letting their youngsters have a free hand in picking out clothes they prefer. Salespersons at New Generation dis-

courage customers from buying what their kids don't like and won't wear, she said.

The owners claim to operate on a low mark-up and overhead because they buy in large volume. Mrs. Stalburg explained Mrs. Silverman and Mrs. Stalburg have teenage daughters of their own which gives them a clue about what appeals to the young generation.

"We try to buy impractical and useless items like lounging pajamas and Snoopy caps," said Mrs. Silverman. "These are for grandmothers to splurge on while mothers are buying jeans and tops."

THE TWO women are entering their second year of business and have rented a larger store in the Heritage Building because they outgrew the smaller one. The partners, close friends and neighbors, started their careers taking clothing lines on the road, covering the state.

"Our kids were grown and we decided it was time to go to work," Mrs. Silverman said. "My husband, Mort, handled a junior sportswear line in Michigan and my partner and I went to New York, got three lines including French imports and be-

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—Ilene Silverman

came manufacturers' representatives.

Women buyers were the most receptive because it was considered novel and avant garde for two females to travel on the road. We really got a fix in the store and we got accounts my husband couldn't get. The trouble was we never got paid so we sold our samples and retired for a while."

Acquiring the New Generation was a spur of the moment decision. Mrs. Stalburg, a former school-teacher, recalled. In fact, the idea was born over a hot lodge sundae in a Southfield restaurant one night.

Jumpuits, split-skirts, dresses, tunic tops, tabards, close garments worn by knights over armor, black watch plaids and the layered look are popular with the young set.

"We're selling suede, corduroy and denim outfits," Mrs. Silverman said. "The interest is in tops with flowers, plaids and stripes instead of just solid colors. The new look is really fun and it's sharper, brighter and more coordinated."

DESIGNERS LIKE Anne and Calvin Klein are getting into the children's clothing market and grandmothers and mothers flip out when they see adult fashions in mini sizes at the New Generation.

Another service in the store is a birthday registry with the name and size of the celebrants to make it easier on gift shoppers.

The most satisfying part of the business is its informality and friendliness," said Mrs. Silverman. "We're on a first-name basis with most of our customers and we really get to know the kids. It's hectic, but we're having a ball."



Co-owner Thelma Stalburg helps Birmingham's Norman Shapiro pick out an outfit for his daughter. (Staff photos by Craig Newman)



Co-owner Ilene Silverman says girls are opting for neater styles.