

## At JC Penney's

# 'Oleg Cassini designs our sheets'

By LORRAINE MCCLISH

"Fashion project" is the in-house term used by the management at the J. C. Penney store that opened last week at Twelve Oaks Mall.

"Whether it is fashion in clothes or food or tires, we've put 76 years of retailing and merchandising experience into finding the right combination for a one-stop full-line department store," said manager Paul Spangler.

"We've come a long way from the time we were thought of as a place to buy socks and underwear, even though we still make the best in the world," he said.

"Now Oleg Cassini is designing our sheets."

The accent on fashion is evident in everything from the parquet floors to the ultra-modern mirror-walled beauty salon, from the display of major appliances to the showcases of blue-white diamonds.

THE NOVI STORE, because of its size, is the most complete in the area.

nationwide 1,700 Penney store chain. An example of this is the store's full front-to-rear automobile service, in the attached, 12-bay service center. The center is the first of its kind in the chain.

J. C. Penney brands are sold along with nationally advertised brands. "But they all have to meet our specifications in our own testing labs," said Craig Miller, who conducted a tour of the vast premises. "We still adhere to our founder's philosophy of applying the Golden Rule."

James Cash Penney's Golden Rule philosophy was a pioneering adventure in merchandising, even radical in the cutthroat competition of the early 1900s.

"The company still uses all of its know-how to pack the customer's dollar full of value," Miller said.

ABOUT A THIRD of the store is allocated to women's apparel and accessories with large departments in hosiery, handbags, costume jewelry and intimate apparel. The fashion departments are located on the upper level.

The men's accessories and furnishing area "is as complete as any you are going to find anywhere," Miller said, "with special attention given to tailoring, all of which will be done here."



In addition, Penney's traditional soft lines of boys' and girls' and infants' wear are available in broad assortments. Women's ready-to-wear, maternity, foundations, sportswear and coordinates departments offer complete lines emphasizing latest fashions.

The 10-14-year-old set has a shop designed just for them, called Junior Hi. The merchandise is mostly separates that coordinate.

AMONG THE services offered is the staff of custom home decorators, ready to visit customers at home to

offer advice and help in the selection of furnishings.

The new store also offers Penney catalog service to the area for at-home telephone shopping, as well as an in-store catalog sales desk. Delivery is set for 48-72 hours on most purchases.

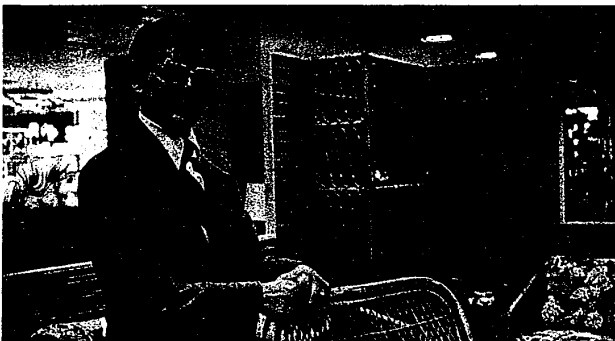
Customer conveniences include centrally-located service desks, incorporating the most advanced electronic transaction equipment.

J. C. Penney's own credit accounts, called Regular Charge, and an extended time-pay program for purchases and layaway arrangements are designed to meet the needs of most customers.



Kim Smith finds a home for Big Bird in the children's department, which offers the complete line of "Sesame Street" clothes.

Photos by Philip Jerome



Thousands of square feet of room displays and settings of J.C. Penney's own furniture collections from nationally known manufacturers come to the store under the supervision of Scott Marshall.



The fine jewelry department is headed up by Barbara Butka.

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Key members of the J.C. Penney management staff at Twelve Oaks Mall are John Head (at left), general merchandising manager; Craig Miller, personnel manager; David Leybourn, operations manager; and Paul Spangler, store manager.

## Where It's At

By JUDY SOLOMON

### Au naturel

Don't let the name deceive you! Farmington Fruit stocks many interesting items in addition to their full line of top quality produce. The emphasis is on natural products that use no preservatives, artificial coloring or additives. Some of the goodies you'll find are: Natural Nectar Ice Cream (made with honey) in eight different flavors; Kreeger Farms Home Dairy old style pasteurized but not homogenized milk (the kind where the cream floats to the top) in glass bottles; Greek pastries, oriental dried mushrooms, over 50 varieties of natural domestic and imported cheeses plus all kinds of raw nuts, homemade hommos and tabouli.

Farmington Fruit, 31006 Orchard Lake Rd., Farmington, 626-3715



### Top choice

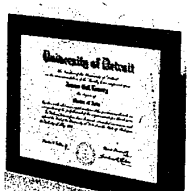
If your kids are too old for regular camp but too young or not quite ready to go out and supplement the family income, don't give up the ship. Susan Klingbeil is an expert on interesting and creative summer opportunities for young people. Depending on their interests, literally hundreds of things are available from archeology through kayaking, spelunking (exploring caves), flying, journalism, water skiing, snow skiing, study tours, snorkeling and fashion design. Ms. Klingbeil has 30 years experience in the field and has had personal contact with all of the programs she recommends.

Susan S. Klingbeil, consultant, 685-5176



### Presenting

It's sad but true! Age is not kind to any of us. People wrinkle; photographs and papers crack, yellow and fade. At least there's a solution for the latter problem. The Kimbee Company will hermetically seal your diplomas, newspaper clippings, wedding invitation, favorite photos or anything else in crystal clear plastic on your choice of walnut, maple, natural or black wood edged in gold. The price is 13 cents per square inch which means an eight by 10 inch document would cost approximately \$15 to permanently protect and seal. Kimbee Company, suite 209, 24901 Northwestern at Evergreen, Southfield, 355-0230



### Preserving

For this season's new crop of doctors and lawyers, here's a unique graduation gift. The 14-inch high wastebasket (\$25) and the five-inch high letter basket (\$12) are made of copper. Then your choice of either the scales of justice (for lawyers) or the caduceus (for doctors) plus the recipient's initials are hand-wrought on the copper. Legal size desk trays, desk pads and pipe and tobacco holders can also be ordered in various motifs or with initials only. All orders take two weeks. The Linen Closet, Bloomfield Plaza, 6622 Telegraph, Birmingham, 626-7760.



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## Fashion Calendar

Monday, May 8

Orla Olsen returns — Internationally recognized designer Orla Olsen will return to Claire Pearene with her unusually beautiful collection of gold and diamond jewelry. She will be on hand to discuss each collectible piece with customers at the Somerset Mall store through May 11.

Wednesday, May 10

Fashion Fever — A complete disco land will be created in the Harlan School gymnasium, 3586 Adams Rd., Bloomfield Hills, when the mothers and students take part in a spring fashion and dessert event featuring fashions from Sherman's Children's Wear of Troy, Her Corner of Troy, and the Troy Family Shoe Store. Tickets for the fun 7:30 p.m. event are \$1.75 for adults and 75 cents for children. For information call Janet Webber, co-chairman, at 642-4255.