

Some elephant elegance

Republican paraphernalia precedes delegates

Right there on the glassy, gleaming shelves of the Bon Ton Shop in Farmington are portents of things to come. Faster than you can name the star of "Boxer Goes to College" (Ronald Reagan) there have appeared myriad items plugging the political pachyderm of the Republicans.

Long before the first roll call vote sounds through the Joe Louis Arena, glasses, cups, trivets, necklaces and spoons bearing pictures of elephants will await consumers. Last week the first of the elephant

logo products appeared in Farmington. Made for the Bon Ton Shop's Renaissance Center store, the items include tiles which can be hung or used to protect tables from hot plates as well as candy dishes, shot glasses, dairy mugs and salt and pepper shakers. The Detroit store carries T-shirts, as well.

Most of the items don't carry the official Detroit GOP logo featuring the elephant silhouette against the towers of RenCenter. Instead there's a grinning elephant carrying a flag in its trunk. For those who don't collect cups or

plates, there are elephant logo necklaces. One model features a pewter elephant on a chain. The other is a red, white and blue elephant with stars on its back.

MOST OF THE ITEMS retail for less than \$10 but there hasn't been a groundswell of early-bird souvenir hunters grabbing the items and demanding more.

"They haven't had time (to buy)," said Jane Haller, general manager of the Bon Ton Shop.

Like the Farmington store, the Detroit shop hasn't really sold any of the trinkets, yet. A few glasses were purchased but the elephant stamped chess pieces are hard to come by. "They're hard to see. We have them in the back of the shop. When we get rid of the Valentine's Day stuff we'll move it up front. Then people will buy it," said Audrey Pearl, manager of the Detroit store.

The Civic Host Committee for the 1980 National Convention is planning to set up its own souvenir concession

with the help of Joseph L. Hudson Jr., head of the committee's retail and merchandising committee. A line of souvenirs ranging from plates to cigarette lighters is slated to show up on the shelves of such stores as Hudson's, Cunningham Drugs, and Winkelman's within the next two months.

The Civic Host Committee will receive a percentage of the profits from the sales. But enterprising persons with an idea of their own can market their own version of the elephant without going

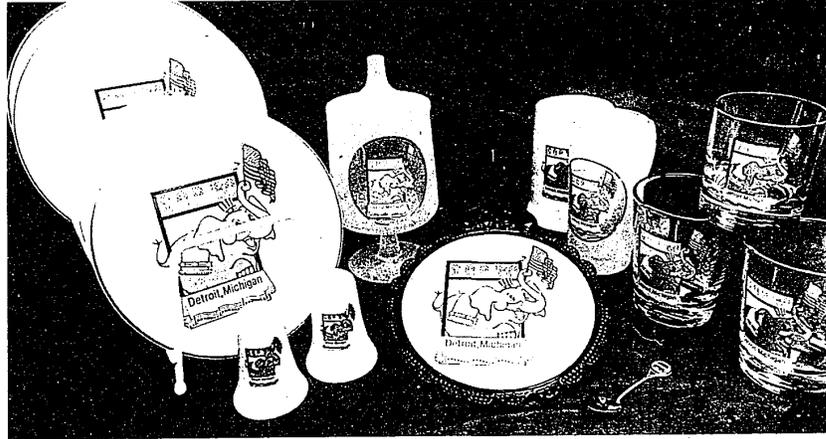
through the host committee.

THE COMMITTEE will sell rights to use their logo for \$35. While the curious and out-of-towners who want to remember the area can take home an elephant in their suitcase this summer, at least one native will resist the temptation to buy a political memory.

"I'm not a Republican. My husband wouldn't allow it into the house," said one slightly embarrassed Bon Ton Shop employee.



The pachyderm symbol has a number of forms as is shown by these two necklaces. (Staff photo)



You name it and there is an elephant on it. That's what shoppers will find in the coming months as the time grows closer to the Republican convention. (Staff photos by Randy Borst)

Orchard Lake corridor blossoms as merchants' dream

By JUDITH BERNE

There's no recession along Orchard Lake Road in West Bloomfield. That's what developers of Bloomfield on the Hill, a planned 25-store shopping strip, are saying. "We're 25 percent rented before a shovel is in the ground," said Steven

Morris, rental agent for the fashion-oriented center. Construction already is under way at the property on the east side of Orchard Lake Road between Maple and Northwestern Highway. He lists signed contracts with B & H Travel, Park Avenue Shoes, Lane Cross Cleaners, Socially Yours' Gifts, New

York Bagel, Au Courants (home accessories) and a mens' store still to be given a name. More fashion stores and a restaurant on either end of the strip are proposed. There will be parking for 320 cars. A fall opening is scheduled. Developers are the same team that came up with Applegate Square, at Northwestern Highway and Inkster Road in Southfield, accepted as the new prototype for neighborhood shopping centers.

"See what we started. Everything doesn't have to be junky to be nice," said Ron Licht of Southfield. Licht, architect Leonard Siegel, Benzo and Harvey Fink own the property.

Licht promises Bloomfield on the Hill will be "the talk of West Bloomfield when it's done. What you'll be seeing is downtown West Bloomfield," he adds.

"APPLAGATE MAY BE a prototype, but it's not a cookie cutter," cautioned Morris.

There are architectural differences which stem from the fact that Bloomfield on the Hill is a strip center and Applegate is U-shaped.

Integrating the store fronts and re-

taining control over signs is essential to both centers, Licht said. Maintaining a proper tenant mix is also a key since the centers aren't designed around a major draw, such as a supermarket or department store branch.

"We're not just filling space. The kind of tenant is all carefully planned," said Morris.

"Leonard Siegel and I worked out the whole concept of Applegate," Licht explains. "We turned down as many tenants as we selected. We only wanted tenants not offensive to the center."

He calls the small, strip center "the wave of the future." Small community shopping centers will come into their own as people take steps to meet the energy crisis, according to Licht.

He sees Bloomfield on the Hill as a boon to other West Bloomfield malls, some of which have had financial problems. "It will draw more people to the area," he said.

FOR LICHT and his associates, West Bloomfield is not new terrain. They are well acquainted with the volume of new building going on west of Orchard Lake Road, since some are their projects.

In a sense what they are building re-

sidually will feed customers into the new stores.

"I was in West Bloomfield before people knew where West Bloomfield was," Licht laughs.

Bernos is developing Aldingbrook, 1,000 single family units south of Pleasant Lake with access to Walnut Lake and Drake roads.

Licht is among the builders in Timbers Edge, 179 lots off 14 Mile Road between Farmington and Drake roads.

He is also the prime mover in the planned Maple Ridge development of

houses, apartments, offices and commercial at Maple and Haggerty.

"Not everything in Licht's world is 'go,'" Licht laughs.

Tenants for a small office building along Orchard Lake Road north of the Orchard Mall are no longer being sought. The smaller development was planned ahead of Bloomfield on the Hill.

There are no current construction plans. Originally called Willowbrook, it has been renamed SugarTree Square.

Mormons meet at conference

On Feb. 19, the Mormon Michigan Dearborn Mission, headquartered in Farmington, will have a conference in Westland.

Two hundred representatives from southeast Michigan and northwest Ohio will gather for instruction and counsel.

Included in the conference will be representatives from Farmington, Livonia, Westland and their surrounding areas.

Vernon Cooley, of Salt Lake City and president of the Dearborn Mission, will preside at the conference.

The purpose of the conference, according to Cooley, will be to instruct

the representatives to more effectively present the Church programs to the people of Michigan and Ohio.

Featured speaker will be Professor Duane Laws, from the Family Life Education Department of Eastern Michigan University.

He is also the stake president of the Ann Arbor Stake. A stake is similar to a parish.

Often referred to as missionaries, the representatives of the Latter-day Saints Church are young men and women and retired married couples. Most of them serve for two years on a voluntary basis at their own expense. Nearly 30,000 missionaries are serving in 175 missions around the world.

THE INSIDE * ANGLE

By LOUISE OKRUTSKY

IS TAX TIME getting you down? Do you find it a taxing situation? (sorry) Well, seniors can get a helping hand with Uncle Sam's annual math test from 10:30 a.m. every Tuesday at the Gathering Place, Mercy Center, Eleven Mile near Middlebelt. The consultants will be there during February.

COPING WITH STRESS comes to mind during tax time and the folks at Mercy Center are sponsoring a class from 10 a.m. to noon beginning March 11 for three Tuesdays at the center. The class will discuss stress, understanding and identifying causes of stress. Judith Avie, stress counselor at the center, will conduct the course. The cost is \$20. Call 475-8910 to register.

AS SOON as Valentine's Day fades away, the St. Patrick's Day boosters get in gear to paint the town green. A bit of the old sod will be brought back from 2 to 5 p.m., March 9 for a pre-St. Pat's Day celebration called an Irish Plendh at the International Institute of Metropolitan Detroit, 111 East Kirby, one block east of Woodward in Detroit's Cultural Center. But what does head mean? (You're not the only one asking that question) Plendh is a Gaelic word for celebration. (Some words sound more promising than they really are.) The celebration is the second in a series of monthly ethnic Sundays presented by the institute.

The Irish Plendh will feature Jim Perkins playing the dulcimer and penny whistle and Terence and Brandon McKinley playing Irish pipes. Tim O'Hare's Irish Dancers, a troupe of children from 4 to 18 years old will perform

traditional Irish dances. Nora Cassidy's Irish dancers will also be featured. Irish foods will be offered. These include Irish potato bread and sausage, Irish soda bread and high tea brack (cake). Irish coffee will be served, too. Displays will include Belleek china, Irish history books and narrated travel slides of Ireland. The Gaelic League of Detroit is aiding in the program presentation. Ed Marmon of the Wayne-Westland School System's Gaelic Library will help in the program, too. The afternoon, including refreshments other than Irish coffee, costs \$5. Advance registration is required. Checks should be payable to The International Institute at 111 East Kirby, Detroit, 48202. Mail them to the institute by March 5. For more information call the International Institute at 871-8600.

THE NEXT concert at Detroit Bible College will be presented by Roman Rudnytsky, a pianist and his wife Suzanne, a concert singer at 8 p.m., Feb. 16 in the college's Kresge Chapel, Twelve Mile and Drake. Rudnytsky is a member of the Dana School of Music, Youngstown, Pa. He has played in concert throughout the U.S., Canada, Europe and Asia and is planning a 17th tour of Europe. His program at the college will include works by Chopin, Liszt and Beethoven. Among the works is Beethoven's "Moonlight Sonata." Mrs. Rudnytsky will perform "Four Songs about Enslaved Ukraine" written by her father-in-law, Anton Rudnytsky in 1945. She will also sing selections from Handel's "Messiah" and a Buxtehude cantata. She will end the program with songs from "Porgy and Bess," "Kismet" and "The Kissing Bandit." The public is invited. Tickets for general admission are \$3 and for students and seniors, \$2. For more information or ticket reservations call the music office at 553-7200.

TRUCK TRUCK TRUCK: A Farmington Hills truck driver is one of 12 pros in the business honored by the Michigan Trucking Association during the group's Annual Truck Driver of the Year Banquet at the Lansing Civic Center this week. William Hone, a driver for United Trucking Service, was one of 12 drivers selected as Drivers of the Month for 1979. He is in the running for 1980's Driver of the Year. The awards recognize safe driving performances, courtesy and outstanding work habits. Hone and his wife, Barbara live on Tulane. Congratulations and an Angles salute: beep, beep, beep, beep.

"FAMILIES OF the '80's, Coping with a Changing World" is the title of a conference from 8 a.m. to 3 p.m., Feb. 26 at Mercy College, 8200 West Outer Drive, Detroit.

The conference is for high school students, parents and teachers. It deals with such subjects as substance abuse in the '80's, mainstreaming the handicapped, trends in education, positive approaches to leisure time and coping with unemployment. The cost is \$5 for adults and \$5 for students. The cost includes luncheon and registration. To register, call Bob Arcand at the Detroit Round Table, 869-6306.

ALAMEDA Elementary School's principal Frank Delewsky is looking for someone knowledgeable to help him with a stamp collecting program for the school. Helping with the program would take about one half hour every two weeks. A senior citizen interested in stamps would be ideal for this spot. Call Delewsky at his office, 476-1470.

KEEP ON ANGLING about town. And if you have something to share with the rest of the area, drop in a line at 23532 Farmington Road, Farmington, 48024.

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