### Hills downtown area materializes

audited, according to Mary Jean Ran-nie, divisional vice president of adver-tising and public relations for the firm. In the fiscal year ending July 25, 1977, the store recorded sales of \$104.4

million and a net earning of \$3.5 mil-lion, according to the firm's statistics. When completed, the entire mall complex is estimated to employ be-tween 350-500 persons.

tween 350-500 persons.

Benefits to city and school district tax coffers have yet to be determined. The property will be assessed at a later date, according to Robert Roemer, city

The Farmington Hills location is in keeping with the firm's practice of building almost exclusively in the sub-

ALTHOUGH ITS NEXT store, the 51st, is scheduled to open in Chicago, Lochmanns prefers the suburbs because of their lower rents and locations away from other stores which sell similar products at a retail price. Since distance from urban areas is part of the Lochmann plan, the firm researches road patterns near new sites for their potential growth and ability to handle existing traffic.

"Our customers are used to driving between 10 minutes to an hour to get to us," said George Greenberg, Loehmann

us," said George Greenberg, Lochmann president.
The store's stock consists of factory overruns — odd lots of clothing which remain after the manufacturer has filled retail stores. Consumer prices are kept down by purchasing odd lots which are lacking in the store of the store of the store of the nee style, he said.
Another reason for sticking with the suburbs is to maintain positive rela-tions with suppliers and competitors who sell similar clothing for higher

prices in urban areas.

The firm, which advertises designer clothing for % to % of the customary retail price, keeps its stores modestly decorated to maintain low overhead. Despite Lane\* apprehension over Loehman's advertising bitt; the discount outifi tilmits much of its advertising to the initial effort and the grandoening, also a cost saver.

Such luxuries as individual dressing rooms are unknown at Loehmann's. The front of the store, devoted to clothing with and without the designer name, features a communal dressing room.

name, teatures a communar messing room. Alterations and charge accounts are missing from the store as well as the right to return purchases. In addition, labels are removed, an-other step to accommodate the store's suppliers.

#### Less starch

As a substitute for potatoes, try Jerusalem Artichokes. They are excel-lent for diejers. For further informa-tion, send a self-addressed, stamped en-velope and 10 cents in coin to the Inter-national Food Storage Association (JA), PO Box 249, LaVerkin, Utah 84745.



Models such as Connie Schultz show designer fashions to the line of shoppers waiting to enter the store. They were admitted to the build-ing which was filled to capacity continuously. (Staff photo by Randy Borst)

## **Enrollment figures analyzed**

over 200 students each. Clarenceville, a district of only 2,390 students, recorded only 40 less students than last year.

"WHILE FARMINGTON'S enroll-

ment decline hasn't been as great as neighboring school districts, it is ap-parent student loss will continue at 5 percent annually, "Schulman said. In responding to declining enroll-

DOWNTOWN

**FARMINGTON** 

CENTER SIGN OF GO OD SHOPPING

ment, the school board has restructured grade levels and disposed of seven school buildings since 1974. The schools have a total of
the second several sev

Friday, Oct. 10th 6 p.m. - 10 p.m. **Bargains Galore** 

# EARMING TON

**DELI** Moonlight Madness, Fri., Oct. 10th 6-10 p.m.

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AMERICAN CHEESE \$ 189 LAND O'LAKES

MUENSTER CHEESE\$ 489 DAIRY FRESH

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· 20% Off All Jeans all our designer brands included

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