

STREET SCENE

Richard Lech, coordinator/591-2300

Inside **S**²

Getting ready for Christmas

This week Street Scene prepares you for yuletide jolliness with our Getting Ready for Christmas issue. Besides our front-page stories on new games for Christmas and one-day yule trips, we also have stories on personalized Christmas gifts (Page 1D), a Victorian-style Christmas (Page 6D) and a look at what items are hot for the holidays (Page 5D).

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STEVE FECHT/staff photographer

Allison, 10, and Rory Keay, 5, of Troy enjoy the company of the furry critter crowd. The toy animals are available at many retail outlets in the area during this holiday season.

By C. L. Rugenstein
special writer

While there are no lions or tigers, bears abound for Christmas shoppers, and there's even a new guy in town this year!

Kris Moose, a plush brown, cuddly moose reminiscent of Bullwinkle from the old "Rocky and Bullwinkle" TV show, is Crowley's new PWP — purchase-with-purchase — incentive for buyers. With \$50 worth of purchases, Crowley's shoppers can take home a Kris for an additional \$10.

"It's also an opportunity to give customers a tremendous value on something for shopping at our stores," said Crowley's sales promotion director Stan Siwula. The success of their Holly Hound, which sold more than 40,000 last year, led Crowley's to break with the bear brigade and offer Kris in '87.

"We felt that coming up with a fresh new item would keep customers coming back," Siwula said. "How long can you keep offering the same thing?"

Siwula said his only concern was having enough Kris Mooses on hand to last through the traditional day-after-Thanksgiving siege of Christmas shoppers.

VARIETY ASIDE, however, Santa Bear still reigns supreme as king of PWP hugabugs, with more than 160 related gift items this year. Hudson's has solved the problem of keeping him interesting

Bear feat

Plush critters a hit with yule shoppers

by giving him a NEW ITTEND, MISS DENT, as well as NEW LUCKIES and a plane.

"We wanted to make him a tradition," said Candace Barker at Hudson's Regional Offices in Southfield. "The reason we chose bears is because they were a hot trend item at the time (1985)."

With the Santa Bears, Hudson's was one of the first stores to offer something other than cosmetics as a PWP extra. The fact that they sold more than 400,000 bears in seven states by Thanksgiving last year testifies to their popularity. And, added Barker, "No one who's ever hugged a Santa Bear has been able to put it down — they're very lovable."

Also making the season bear-able this year are J.C. Penney's no-name adopt-a-bears, Meijer's Polar Pal musical Bears and Ward's just plain teddys.

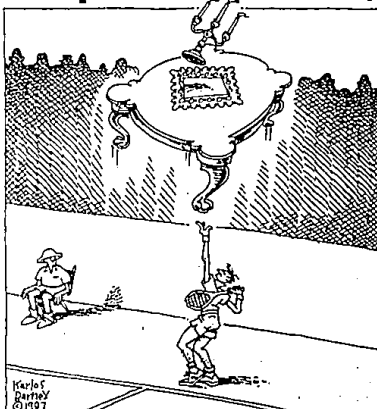
SQUEEZE POLAR Pal's paw and he'll serenade you with 18 different songs from his programmable music box. If that's not enough, he also comes with a full line of merchandise — clothing, dishes, glasses and disposable tableware.

Penney's brown bear comes with a winsome face but no name. According to the tag on his green bow, shoppers can take him home (for \$10 with a \$40 purchase) and name him themselves.

For those who just want teddy bears to be teddy bears, there's Ward's white bear. A regular purchase item in itself, the Ward's teddy does nothing but wait for someone to take it home and love it.

R.U. Syrius

Karlos Barney



A good serve is critical, even in table tennis.

Reach out and date someone

Firms offer dial-a-date

By Bill Casper
staff writer

Reach out and date someone. That's right, dial-a-date. Right here in the metro area.

You may have seen the ads on late-night TV. You have a choice: You can call either the Adult Party Line or 1-978-MEET. They're among the many dial-a-call or 978 Call programs provided by independent sponsors through the telephone company.

But a service like the Adult Party Line differs from the other dial-a-call services that provide information via a tape-recorded message. The Adult Party Line is participatory, with real, live people to talk to or listen to.

Parents, be advised, there's a Teen Party Line, too, and at \$3 for each

three-minute call for either line, it doesn't take all that many calls to run up a sizable phone bill.

STILL IT can be tempting, especially when you're home alone on a Friday night, and the best thing you have going is yet another cruise on TV's "Love Boat."

You've jotted down the number, never intending to dial it, but who knows, there's still time to line up a date for Saturday night.

Still you're a bit uneasy. The dreaded prospect of rejection still exists. Although for three bucks you'll at least be spared the horror of a face-to-face confrontation. And no one need know that you've resorted to calling perfect strangers for dates.

On the other hand, you do risk a blind date with someone else who has resorted to this seemingly desperate quest for true love.

"NONETHELESS, it's intriguing, and if you're frightfully shy, you



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