

# Suburban Life

Lorraine McClish editor/477-5450



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## Sheltered workshops

Bringing employment that leads to pride in independence

By Lorraine McClish  
staff writer

**J**OEL JACOB was a guest of Goodwill Industries early this month, accepting an award for keeping Detroit Goodwill clients busy day after day assembling and packaging spray bottles that will be sold in every K mart across the country.

If the Farmington Hills resident has a motto it would certainly line up with Goodwill's "Helping the Handicapped Help Themselves." He's been adhering to that philosophy ever since he came into the family business, M. Jacob and Sons, through work he contracts with six sheltered workshops in the metro area.

"This is not charity," Jacob said. "I am getting the quality control I'd

expect from any industrial firm. Every workshop I contract with gets a test order. These people are productive and they are proud to be productive citizens. They do quality work. They make the deadlines. Matter of fact they come through faster than most.

"Best of all they get a paycheck," Jacob said of the mentally and physically disabled who are working in the sheltered workshops. "And people who get a paycheck go shopping. It's good for everybody."

"I've told the people I deal with at K mart, Frank's (Nursery) and the Aco Hardware chain what I'm doing and they all told me how pleased they were to be a part of promoting work for the disabled in the community."

JACOB'S INTRODUCTION to the disabled came during his college days at Michigan State University. A common way to make money was to put an old van to use at estate sales. When a customer wanted to buy a large or unwieldy piece of furniture he was there with the van for hire to deliver it.

On one occasion the customer was buying a bedroom set to be used in a group home sponsored by Jewish Association for Retarded Citizens.

"It wasn't long after that I became the pickup guy for the association. Whenever someone called to say they had something to donate, they would call me to pick it up and deliver it to the group home," he said.

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Joel Jacob talks about the quality work he receives from the employees in Jewish Vocational Services in Southfield, one of six sheltered workshops he contracts with in the Detroit area.

RANDY BORST/staff photographer

*'That first job was completed so quickly I was positive something was wrong. I kept checking and checking, sure something was omitted, some something wasn't right.'*

— Joel Jacob  
Sprayco Division  
M. Jacob & Sons

## That look Glamour abounds at Rubin's

By Sue Mason  
staff writer

From the golden Buddha, sitting on a mirrored table and the upholstered furniture outside the dressing rooms to the silk, linen and beaded clothing on racks and shelves, the place has her touch.

The Lillie Rubin Salon at Twelve Oaks Mall in Novi is Georgette Rubin. It reflects her gracious manner and the subtle sophistication conveyed by the clothing she designs and buys for the string of 62 salons in the South, California and now — Michigan.

Rubin calls Miami home, but was in the metropolitan area last week to oversee the opening of the new store, the first Lillie Rubin Salon in Michigan and in the entire northeast.

"We always knew that eventually we would open a store here," said Rubin. "A lot of our stores are in resort areas and we have a lot of wonderful customers from Detroit who

shop there.

"I'm really excited about this," Rubin fashions have their own look. While many fashion designers went for the thigh-high and micro styles this summer, Rubin carried on the salon's tradition of just above the knee.

"We didn't get stuck (with the short fashions) at all," Rubin said, watching a saleswoman help a customer with a black and white party dress. "We've never ever carried the micro or short clothes. Our's has always been just above the knee. I think that's the best length; it's the most flattering length."

"I DIDN'T believe in that (short) style and I didn't buy that style."

Rubin acquired the business from her mother Lillie, the salon's namesake. Her ex-husband, Stanley Kossoff, is her business partner and handles the business side of Lillie Rubin. She takes care of the aesthetics, she said.

Lillie Rubin started out working in a millinery store and her daughter recalls that as a child she would sit behind the counter and make small hats.

"I guess it (fashion design) just came naturally," she said. "I've been doing this for so many years that I could see collections in Milan or Paris or see someone walking in the street and get an idea. Actually, I get ideas from everything I see."

Rubin is on the go constantly. She travels the world looking for fabrics and designs and fixtures for her salons. She also coordinates the photography for the salon's catalogue, a 16-page booklet that shows off the Rubin look, and is at the opening of each new salon.

"I think when you do something you love doing, it keeps it interesting and exciting," Rubin said. "I love to be busy and I seem to find time to be busy. I travel a lot and I'm happiest when I have a lot to do."

"I get up in the morning and look forward to doing the things I enjoy doing."

What she has discovered through her busy schedule is the beauty of this country. When the firm decides to add a new salon, it "scouts" out an area and Rubin has found that "every area has its own beauty, its own thrill."

"Driving around Detroit, I've been impressed with the beauty; I didn't know there were so many beautiful lakes," she said. "It's important in life to stop and look at the beauty; it's the best tranquilizer. I guess you could say that's my philosophy of life."

RUBIN'S FASHION philosophy is simple. She thinks every woman wants to look feminine and glamorous.

She describes her spring/summer collection with those two words. The collection has its share of black and white solids and prints, but it also includes plenty of pink and peach fashions.

There are ruffles and lace for the feminine look, body skimming and beaded styles for that glamorous look.

She already is working on her fall/winter collection. It will feature a cocktail suit of black leather, made to look like brocade and accented with stone buttons.

"It's really terrific," Rubin said of the suit, adding: "I have such a good feeling when I see someone buy a design and they look good in it."

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Georgette Rubin, daughter of the founder and namesake of Lillie Rubin Salons, was at the grand opening of the first Lillie Rubin Salon in Michigan.