

MALLS & MAINSTREETS

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SHOPPING CENTERED



LINDA BACHRACK

Pretty frames hold memories

Though the holidays come and go in a blur of tinsel and gift wrap and return receipts, the memories of the good times are usually captured on film. We would forget the delightful look on Dad's face when he got the gift certificate for a putting clinic, or little sister's rakish pose in flannel boxers, if we didn't allow Mom to snap photos of us looking our early-morning, pre-gel worst.

So now that you've had all of those rolls of film developed and you've chosen the ones to send to out-of-town relatives and the ones to magnetize to the fridge, show off the rest of your favorites in inexpensive frames. A grouping of family photos in eye-catching frames warms a room like no other accessory. T.J. Maxx and Marshall's department stores practically corner the market on attractive picture frames at reasonable prices.

A friend recently bought some interesting examples at Marshall's. Included were a hammered metal frame with brass accents (4x5) by Urban Primitives (\$9.99), a Southwest-look bronze and brushed aluminum design (3x5) for \$17.99, and a whimsical ceramic tiger paw print (\$8.99). The selection at T.J. Maxx includes a painted wildflower frame in antiqued gold finish (\$6.99) and a green marbled creation, also \$6.99. My daughter presented her friends with mini pewter frames in various shapes (set of 3/\$9.99) and delicate hand-painted ceramic frames strewn with ribbons and roses by Two's Company (\$5.99).

Special occasions

If your baby celebrated a first Christmas, consider nursery-themed ceramic frames decorated with bunnies, bears, fairies and kittens (2x3 and 3x4 for \$3.99).

For a contemporary setting, choose elegant acornwork frames in a verdigris finish (\$5.99 and \$9.99). Or if, like me, you admire antique sideboards crowded with miscellaneous silver frames, begin a collection with fanciful silver-plated ovals (\$9.99) from T.J. Maxx.

Look for Marshall's in Southfield, Rochester and Pontiac and visit T.J. Maxx in Southfield, Township, Farmington Hills, Troy, Rochester Hills and Beverly Hills.

If you're looking for distinctive and artistic picture frames, one of the area's best selections is at Jacobson's. Displayed beautifully in curio cabinets and open shelving are hand-carved wooden frames in Egyptian motifs (\$30-\$40), antique brass Italian works-of-art featuring cherubim in bas-relief (\$50-\$60) and the luridwood collection priced from \$95 to \$110.

A hand-painted "porridge in a pear tree" design would enhance any Christmas photo (\$65 and \$75), as would an elegant etched glass Victorian frame (\$110). Utensils might look perfect on the office desk. In jewel tones, the 5x7 frames are \$65.

Select miniature bronze-enamels by Haffke of Germany if you're thinking of starting a collection (from \$45), and, for a conversation piece, consider the tree bark frame by Lin entitled Andalusian Flowerpots (\$65).

If you'd like to showcase a grouping of holiday photos, see Jacobson's "Be A Show Off" Lucite collage frame. Each holds four 4x6 prints (\$25).

Maybe you're so organized that you've already popped your seasonal pics into the "year-at-a-glance" photo album. But if, like me, you have a cluttered picture drawer in your kitchen, grab a bunch of frames and enjoy the faces of all the special people in your life every day.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, mailbox 1889, or fax them to her at 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- An answer to that age-old question, Who owns the mall?
- Linda Bachrack shops for ice cream treats.
- Added Attractions returns with special events.

'New' Hudson's gets mixed reviews



When Hudson's opened in Summit Place Mall in 1962, the area was mostly cottages around the district's many lakes. Today, young families with dual incomes demand a different kind of store, and Hudson's is renovating to please them.

BY SUSAN DeMAGGIO

STAFF WRITER

A whole new world is opening up at the Hudson's store in the Summit Place Mall in Waterford, but it's a mixed review from shoppers.

Hudson's is half-way through a complete renovation of its "old, Pontiac Mall" store, patterning the project after its recent remodeling of the upscale Oakland Mall store in Troy.

The grand opening of the tri-level, 284,000-square-foot store is set for

fall 1994, but most of the renovation will be completed by spring, according to Chris Morrisroe, Hudson's spokeswoman. Currently, a new Marketplace deli, complete with espresso/cappuccino bar is open on the third floor; the men's department on the lower level is finished; the cosmetic and jewelry departments on the main floor are new, (though other main floor departments are still under construction), and upstairs, the children's, housewares, and electronics departments are also under the

hammer and saw.

Polished marble floors, wide aisles, brass accents, new light fixtures and bright ceilings get rave reviews from shoppers and mall employees, but the elimination of the restaurant and book, drapery and furniture departments have disappointed others.

Pat Hunter of Waterford and Joan Townsend of Clarkston stopped in to have lunch at the restaurant — only to discover it gone, replaced by a deli counter and minimal cafe seating.

"We ordered lunch from the deli counter, the service was good, the food was excellent, but we won't be back," said Hunter. "I don't want to take a number, stand in line and carry my own food to the table. I like to be waited on when I go out to lunch, especially when I'm shopping. How

are shoppers going to manage food trays, purses, strollers and packages? Is that Hudson's idea of convenience?"

Townsend agreed.

"I would like the restaurant back, thank you," she said. "We're retired and at a point in our lives when we don't want to stand in lines anymore. I'm disappointed. Maybe some shoppers will like this set up, but I don't know about the older folks."

One employee who did not want to be identified said she was sad that the book department was gone.

"Many of us used to buy paperbacks in the book department to read on our breaks," she said. "I'd buy a different one every week."

See HUDSON'S, 5B

Jockey underwear changes through the years

BY SUSAN DeMAGGIO

STAFF WRITER

You put it on every morning and take it off each night. In between, you make it work the way it's clean. At this time of year, you care more that it's warm.

A brief history of underwear reveals that cold and dirt were the twin inspirations for the wearing of undergarments back in the 1870s when Samuel T. Cooper established the forerunner to Jockey International in St. Joseph, Mich.

Cooper died in 1892, and his three sons moved the company to Kenosha, Wis., where they turned Cooper's into a household name — Jockey. Jockey perfected the union suit, invented the men's brief, patented the Y-front (it provides "restful buoyancy"), and pioneered new methods of marketing, promoting and packaging its products.

The Chicago Historical Museum is hosting an exhibit of Jockey International's contributions to the industry through Jan. 15. Today, three manufacturers lead the sale of undergarments in the United States — Fruit of the Loom, based in Bowling Green, Ky.; Hanes, based in Winston-Salem, N.C.; and Jockey International.

Lisa Witek, spokeswoman for 118-year-old Jockey International, refused to give out sales figures for the privately owned company but said that Jockey is in the number three spot in terms of underwear sales. The product is sold only in department and specialty stores around the world, through 14,000 vendors. Locally, Jockey is sold at Crowley's, Jacobson's and Hudson's.

Why wear it?

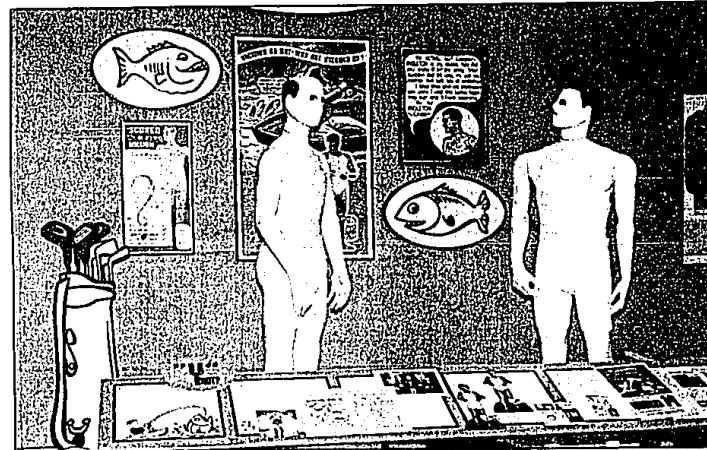
Underwear served as an additional layer of warmth when households were drafty and without running water. Wearing undergarments was also a way to keep clothing cleaner longer when frequent laundering was impossible.

When Cooper's introduced the

union suit in 1915, sales boomed. Men loved the one-piece, white, wool suit because it eliminated bulk at the waist and it stopped drafts before they reached the skin. In 1911, Coopers became the first underwear company to advertise in an national magazine with an ad in the Saturday Evening Post for the Kenosha Klossed Krotch.

Advertising illustrator J.C. Leyendecker (of Kellogg's Corn Flakes fame) created the "Man on the Bag" emblem for Cooper's, picturing the rear view of a man in a union suit with one leg on a sack of flour, revealing the way the Kenosha Klossed Krotch

See JOCKEY, 5B



Second skin: Vignettes from Jockey's past tell the underwear story at the Chicago Historical Museum. Jockey rode to fame on its patented "Y-front" pictured here in the classic brief (left) and the Singleton.

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines and personnel changes around the Malls and Mainstreets. It includes news, writer: Retail Details, Observer & Eccentric Newspapers, 26221 Schoolcraft, Livonia 48150. Fax number is (313) 591-7279.

KIDS SERIES

Rory, kidrock recording artist and Learning Channel television host, performs at Lakeside Mall, to kick-off the 1994 Family Night Series held each first Wednesday of the month. Rory will sing with her four-piece Krock-Yo! Soul Band, 6:30-7:30 p.m. Wednesday, Jan. 5 in the Performing Arts Court. She will sign autographs after the show. Lakeside is at M-59 and Schoenherr in Sterling Heights. The concert is free.

AFFORDABLE ANTIQUES

July Trumbull, a Birmingham resident, opened Trumbull's Antiques Emporium, downstairs at 222 Merrill Building selling "funny, trendy, affordable" antiques. "My customers tell me I'm just what Birmingham needed," she laughed. Open seven days a week beginning 10 a.m. through the holidays. Antiques also purchased for several dealers. Call for more information, 647-6833.

WOMEN'S GOLF CLOTHING

The Forward Tee, the first woman's golf apparel store in Michigan opened in the Meadowbrook Village Mall, Walton and Adams in Rochester Hills. Owner Barb Thorpe said she patterned the store after similar shops in Denver and Cleveland. The Forward Tee offers a range of lines from top sportswear designers LeCoq Sportif for Golf, Hanesport, Jean Bell, and Lily's of Beverly Hills, among others. In addition to dressing for the links at The Forward Tee, women can get golf tips or sign up for lessons from local golf professionals. 1-810-375-5TEE.

STYLIST QUOTED

Jeffrey Juczewicz, hair stylist at the Salon Bellissima in West Bloomfield, 14 Mile and Farmington, is quoted in the December edition of Allure magazine, commenting on style trends. Juczewicz gained national attention as a stylist through his makeover expertise and guest appear-

ances on Kelley & Co.

UNITED WAY SUPPORT

Hudson's 1993 United Way Campaign ended raising over \$900,000 for local UW agencies. Hudson's employees have supported the UW for more than 65 years. Hudson's Oakland Mall hosted a potluck picnic, used book sale, geranium sale and cookbook event to earn \$51,000 for the campaign.

SERVICE AWARD

Wonderland Mall in Livonia has been named one of 50 shopping centers to receive the "Get Centered 50" award from the International Council of Shopping Centers. Wonderland Mall was chosen for its Flood Relief project to help mid-west flood victims, through the Salvation Army.

ASSISTANT AT BARNEYS

Louise Hetner of Birmingham has been named assistant store manager women's accessories, Chelsea, Apothecary and Shoes at the Troy store in the Somerset Collection. She was recently department manager at Neiman Marcus.

LAKESIDE NEWCOMERS

Four new stores have opened at Lakeside in Sterling Heights. World Bead Company, On Air Designs, Franklin Mint, and Hickory Farms. The check-out counter at On Air Designs is 22-feet long and resembles an enormous TV remote control with neon lights. The company carries shirts, mugs, posters, watches and ball caps with scenes and logos from television programs.

DISCOUNT MENSWEAR

Fashion Quest, 29260 Franklin Road at the Claymore Complex, sells designer men's sportswear and accessories priced 30-50 percent below retail. A specialty is men's made-to-measure neckwear for taller men requiring extra length ties. Open Monday by special appointment only, Tuesday-Saturday 11 a.m. to 5 p.m. For more details call 352-6557.

TOBACCO SHOP OPENS

Hugo's Tobacco is open at Tel-Twelve Mall in Southfield. Specializing in tobacco products and men's gifts, the store also sells cigarettes, mugs, pipes and accessories. The store is the second location for owners Tina and Alex Harb, a brother

and sister team. It's located across from the food court.

WINKLEMAN'S EXPANDS

Also at Tel-Twelve Mall, Winkleman's remodeled and expanded to become a full-line women's dept. store. The Tel-Twelve Winkleman's store is similar to the large Winkleman's branch at the Oakland Mall in Troy. Shoppers enjoy a new marble floor, wide aisles, and a new all-glass front entrance that opens onto the food court.

NEW COSMETIC LINE

International makeup artist Joey Mills, debuts his new Makeup For Women Of Color line at Hudson's Northland and Eastland stores. Mills designed colors for each of three ethnic skin tones, Suntan, Bronze and Mahogany. Each \$15 kit contains eight eyeshadows, highlighter, eyeliner, two blushers, mascara, two corrector colors, foundation and pressed powders.

NORTHLAND NEWS

The Avenue is open at Northland Center in Southfield. The Avenue sells moderately-priced fashions for full-figured women, sized 14 to 32. The shop also carries jewelry and accessories. Also at Northland, The Merry Go Round has expanded, providing 4,000-square feet of trendy men's and women's casual apparel.

CHANGES AT BIG & TALL

Casual Male Big & Tall, promoted eight employees to store managers in the Detroit area: Brad Hill at Lathrup Village, Tim Couture at Westland, Irene Karaman at Waterford, Ron Oleski at Madison Heights, Ilene Warren at South Gate, Kevin Summerall at Roseville, Karen Eick at Farmington Hills and Sonya Girty at Warren.

Casual Male Big & Tall is a division of J. Baker Inc., a \$940-million retailer of specialty clothing and footwear. The chain also operates Parade of Shoes stores, Payva shoe stores, Work 'n Gear clothing stores.

Compiled by Susan DeMaggio.