

MALLS & MAINSTREETS

Family Night from page 6A

"Family Night goes from 4:30 until 9 p.m.," McFee said. "And another feature is 99-cent children's meals at some of the mall's restaurants. Also many of the stores offer 10- to 20-percent discounts on family-related merchandise during Family Night. The merchants like the event because it brings traffic into the mall on what normally would be a slow night."

Kim Hassenkamp of Fischer's Hallmark Shop said Fischer's participates by offering a discount on photo albums during Family Night.

"We definitely see more traffic in the mall these nights, and I think it really helps business," she said.

According to McFee, Family Night really took off under the direction of former mall marketing

manager Karen McDonald, who created an easily identifiable logo for the event and attached it to the front of T-shirts that the staff wears on Family Nights. The purple-and-yellow moon and stars

logo also appears on fliers, posters and song sheets, generating excitement for the next event.

"The next Family Night concert

on Wednesday, Feb. 2, will feature Bill Harley. In March, we're bringing in Parachute Express," McFee said. "Demographics reveal that Lakeside serves a com-

munity with strong family ties spanning three generations who frequently shop together. There's not a lot of disposable income, so these complementary, quality shows are really appreciated."

Tabletop from page 6A

screen is being experimented with to let shoppers pick through patterns and pieces from hundreds of images on a computer screen.

Coordination counts

Dearing and the company's linen buyers travel together to make sure the various tabletop departments are well coordinated so customers can buy the latest designs and color combinations. The newest trend, she said, is toward color in stemware, the use of underplates or chargers, and mixing of handed-down antique china with current patterns.

She goes to Europe once a year to preview the classic manufacturer's new offerings, reporting that the new patterns come out twice a year, in fall and spring.

And even though lifestyles have become more casual in the '90s, the love of formal dinnerware has not diminished. Brides still buy the good stuff, the patterns

trimmed in gold or silver that spurn the convenience of the microwave and dishwasher.

"Here's where traditions come into play," Dearing said. "If formal dinners around religious celebrations were a part of a couple's heritage, you can bet that couple will continue that kind of entertaining in their new lives together. They want the good stuff for these occasions."

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