

MALLS & MAINSTREETS

RETAIL DETAILS

Retail Details features the latest openings, closings, merchandise lines, personnel changes and other news around the malls and Main Street communities. Mail submissions to: Retail Details, Observer & Economic Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to 810-844-1314.

Marketing Director
Jennifer McMillan of Troy has joined Tel-Twelve Mall in Southfield as Marketing Director. Previously, McMillan was an account executive for Sarah Wolk Associates of Birmingham. She is a 1989 graduate of Michigan State University with a degree in advertising. Tel-Twelve is at the corner of Telegraph and 12 Mile Roads. It is owned and managed by Ramco-Cerashenson Inc. of Southfield.

Chiropractor Cares
Concord Cares Chiropractic, 26146 W. Six Mile, Redford, hosts a canned food drive for area needy through Dec. 24. Clients bringing in three or more items for the poor receive a gift certificate for \$5 off their next office visit. For more information call (313) 637-8100.

Classic plastic
The Coca-Cola Bottling Company of Michigan now sells Coca-Cola classic, Diet Coke, caffeine free Coke, and cherry Coke in a 20-ounce plastic bottle designed in the shape of the old trademark glass bottle. Called "the 20-ounce Contour Bottle," a company spokesman said the debut of the plastic "bottle" was test marketed to rave reviews and sales.

The genuine Coca-Cola bottle is world renowned. In a BBC-TV documentary devoted to it, London-based design expert Stephen Bayley described the bottle as "the most familiar design in the history of consumer goods." In May 1950, Coca-Cola in the contour bottle became the first product to be featured on the cover of Time magazine. The bottle's birthplace was Terre Haute, Ind.,

site of the Root Glass Co. The town recently dedicated a historical marker memorializing the origin of this famous package.

Luggage Corp. grows
Miami-based Bentley's Luggage Co. opened four new stores in metro Detroit following the success of its first Michigan store at the Somerset Collection in Troy. Bentley's is located at Briarwood in Ann Arbor; Fairlane Town Center in Dearborn; Lakeside in Sterling Heights and Twelve Oaks in Novi. The company specializes in luggage, business cases, small leather goods, and unique travel gifts.

Poinsettia Tree
Southland Mall's holiday decor features a 25-foot high poinsettia tree on top of the West Coast fountain in front of Olgas. A steel frame is designed to act as a ladder for the installation crew. Each pit of flowers has its own watering tube. It took 80 hours to assemble the tree. The sculpture serves as a backdrop to holiday concerts performed by local choir groups. On Tuesday, Dec. 13, Image Workshop of Trenton performs 5-8 p.m.

Merchandise Manager
Alan Solfer of Troy has been promoted to Merchandise Manager of Sidney Krandall & Sons Jewellers of Troy. Solfer will supervise and coordinate manufacturing job processing. He will also develop and implement customer service program initiatives. Recognized nationally as an expert appraiser, Solfer has been commissioned to speak by the Smithsonian on several occasions. Prior to joining Sidney Krandall & Sons in 1993, Solfer was a gemologist, buyer and appraiser for a New York jewelry firm.

Beauty draws crowds
Hudson's reports more than 100,000 people have tuned out to see the animated Beauty and the Beast holiday display at Hudson's in the Summit Place mall in Waterford since early Novem-

ber. Classrooms and scout troops are welcome to tour the 15-minute walk-through exhibit. It will remain on display through the end of December.

Jacobson's heads to Boca Raton
As part of Jacobson's expansion plan, the company has announced it will open a new two-story store at Milner Park in Boca Raton, Fla. The 80,000-square-foot store is scheduled to open in late fall 1995. The store will be the 11th in Florida for the Jackson, Mich.-based upscale retailer.

Jacobson's also plans to open a 120,000-square-foot store in Kansas City in the fall of 1996. Last month, Jacobson's opened at 160,000-square-foot store in Louisville, Kentucky.

Candle Shoppe Opens
The Cypess's Light is open at 256 S. Easton in Birmingham. Shop owner Beverly Pierson of Royal Oak said her store carries a full-line of candle and candle accessories plus gourmet coffee, teas and incense and jewelry. The Cypess's Light is located across from Norman's Eaton Station. Inquiries welcome at (810) 642-4010.

Designers on Board
Mike Romantowski (left) and Chris O'Brien of Metastatic Whimsy, in Ann Arbor, have been named to the National Advisory Board of American Fast-signs, Inc. of Dallas, Texas. Nom-



inations for the first-ever eight-member board to the sign industry were submitted from 200 locations nationwide. The selection of participants was based on a cumulative body of work and unique design application. The Advisory Board will work with the company's national advertising council.

The duo's work is best known locally at Lakeside, Twelve Oaks and Briarwood malls where the team has created backdrops for promotions, special events and

holiday decor. Other projects include The Children's Shakespeare Festival, Disney's Toontown Tour, Sesame Street Productions and World Cup Soccer.

Native Art Show
Native West of Plymouth hosts their fifth annual Art and Jewelry Festival Dec. 16-18 during regular business hours. Guest artist Bill Hobbitt will exhibit his paintings. There will also be a trunk show of silver and turquoise jewelry. The gallery is at 863 W. Ann Arbor Trail in Plymouth. Inquiries are welcome at (810) 455-8838.

Country Charm in downtown Plymouth will change its name in the spring to Gabriela's. Owners Larry and Jane Bird selected their mother's name to reflect the store's addition of traditional as well as country decor items to their inventory.

Artist of the Month
Margaret Serrantoni is December's featured artist at The Art Gallery in Great Oaks Mall, Livernois and Walton, Rochester Hills. Serrantoni works primarily

in water colors creating flowers and animals. Artist demonstrations every weekend. For more information call (810) 651-1579.

Cards for photographers
Art and camera buffs can have the study of light and dark — chiaroscuro, at their fingertips through a new line of custom greeting cards created by commercial photographer, artist and Birmingham native Gene Meadows. His four-part series of cards is based on his gallery exhibition of black and white art images from eastern Europe. The cards are available at Barbara's Paper Bag, Cargo Hold and Orthogonality in Birmingham; Borders Books, and Book Boat in Oak Park.

Art to wear
The Circle Gallery in the Somerset Collection, Troy, has a line of wearable art in time for the holidays. Classics from the Erte Art To Wear Collection are available, plus a new line of animation jewelry from Toons To Wear. Toons features favorite animation characters in hand-sculpted jewelry designs of 14k gold and sterling silver. These in-

clude cuff links, brooches, charms, rings, stickpins and bracelets.

Shop for young spenders
Kids Shop, a place where children 12 years and under can buy presents for their families for under \$20, is open at Summit Place Mall in Waterford. It's located near Montgomery Ward. As an added bonus to children, 5 to 10 percent of the store's proceeds aid children through organizations like the Pediatric AIDS Foundation, Metro Literacy Program, and several local anti-abuse agencies. On a related note, World of Science also opened at Summit Place featuring toys, games, projects and books that further the understanding of nature and science. Located near Hudson's.

Hagen Dazs Retailer
Kerry Thompson, owner of The Latest Scoops, 215 N. Woodward in downtown Birmingham is celebrating the company's 14th year of selling Haagen-Dazs by the cone or cup. Thompson said his shop is the one and only ice cream store in town licensed to sell the confection by the scoop.

Santa from Previous Page

"Lots of them want to know where Rudolph the Red-Nosed Reindeer is," Edison continued. "I tell them he's at the North Pole with Dancer getting ready for the Big Day. If they look nervous, I rub their hand, tell them what to expect, and let them know Santa is a friend."

At Tel-Twelve Mall in Southfield, Santa Claus said his young visitors never cease to amaze him and this year he's dealt with several unusual issues.

"When I've asked a few children what they want for Christmas, they've asked me to give all their toys to the poorer children," Santa said, his eyes beginning to water. "I've been so touched. This is so sweet."

"Then there are the little Jewish children who want to come see me," he continued. "They tell me they don't believe in Christmas. They believe in Hanukkah. I tell them that's great because Santa is all about Giving, and so are

both Christmas and Hanukkah." Santa said he gets a kick out of the children's reactions to The Big Question: Have you been good this year?

"Most of all them answer, 'Yes,' and then turn back to look at mom or dad's face. Their parents are usually shaking their heads. 'No,' so I tell them that's OK. Santa Claus knows it's hard to be good all the time — especially for little boys."

In looking back on a 40-year career as Santa Claus, Tel-Twelve's Man in the Red Flannel Suit said one thing has never changed through the years.

"The children always ask me, 'Are you the REAL Santa?'" he said. "Childhood is so very short and it's such a magical time. I assure them that Santa is indeed real and they can believe in Him."

"But you know, the real wonders of the world are the children. Take it from me, each one is an individual. Each one has his or

her own personality. Bless them one and all."

Aaron Jones, 4, of Detroit, walked away from Santa waving good-bye with all his might.

"I told Santa I wanted a motorcycle bike, a boom box, and a toy rocketship," he said, adding, "and I've been good all year."

Shanier Turner, 3, of Detroit, asked Santa for a television set for her bedroom so she can watch cartoons in the morning.

"Ho Ho Ho," Santa laughed. "That's a big order to fill."

In a quick survey of Letters To Santa received at the North Pole so far this year, Barbie, and the Power Rangers, top the lists of most children. Other oft-mentioned delights include Creepy Crawlers Workshop, Stretch Armstrong, computers and roller blades.

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Network from Previous Page

show on cable. Combining these experiences makes me a natural to offer the Michigan Shopping Network."

Wozniak said five minutes of air time on the Michigan Shopping Network costs a retailer \$1,500 or more. She guarantees no competitors will be featured during the 30-minute broadcast. A retailer can offer one or more products during their five-minute segment. A logo box appears on

the screen with each product revealing the price, store location, phone number for ordering, and brief merchandise description.

Wozniak chats about the product while it is displayed or presented by professional models. Each presentation is peppered with "Look at this!" and "Call now!" The first show features a Farmington Hills cosmetics company, Kouseter Jewellers in Grosse Pointe, Young Clothes of Grosse

Pointe Farms, and Wozniak's own dress shop.

After Tuesday evening's broadcast, the show moves to the weekend where it is repeated 30 times. "Michigan Shopping Network reaches 23,000 viewers in six of the most affluent cities in the United States with an average disposable income of \$73,000," Wozniak said.

From clothing, jewelry, automobiles and homes to computers,

antiques, brokerage firms or medical services, shoppers can order directly from the retailers themselves. Consumers will also help contribute to a stronger area economy by purchasing from area retailers, not sending money to who-knows-where with other home-shopping channels.

Wozniak grew up in Hamtramck. She graduated from St. Florian High School and then went on to Wayne State Universi-

ty in Detroit to earn a degree in psychology.

For more details about the Michigan Shopping Network, contact L'Vogue Productions at (313) 884-7775.

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