

MALLS & MAINSTREETS

Team Spirit from previous page

and memorabilia? Part of it is school pride, but for many it's bragging rights. It's a way to display their accomplishment — earning a degree, according to

Thomas. One of the most popular items last year at the Basketball Court was the Michigan pullover starter jacket. Thomas said she expects this year's rising star to

be the laser stitch caps frequently seen on the sidelines at games. She's betting Penn State holds the key to the winning retail game.

At Champ's Sports at Twelve Oaks, in Novi, alumni are number one when it comes to buying collegiate clothing and jersey's, but full size and mini helmets, boxer shorts, and hats sporting Florida State, Texas A & M, and Georgia town imprints also do well according to spokesman Kirk Grant. "With the jerseys, it's the status thing. It's collegiate wear that's good looking that you see on TV in the championships," he said. "Right now, it's U of M, MSU, Penn State, and North Carolina."

Add to that list Georgia Tech and UNC for the best sellers at Sports Mania in Livonia and Wonderland Malls, according to manager Rich Perrine. "Everybody's buying sports stuff from little kids to college age to adults and grandparents," he

insisted. Paulo Masalin, manager of Stadium Blvd. at the Oakland Mall in Troy, (also owned by M-Den) said sales of collegiate merchandise have taken the field edging out pro-items from the camps of the Detroit Lions and Tigers. The store has items split 70-30 in favor of Michigan over Michigan State.

"Fifty percent of the people who buy U of M apparel are fans. We're expecting our best sellers to be Michigan's Nike items because all of the players are wearing Nike uniforms," Masalin said.

But what about customers with dual allegiances? The families with members at rival schools?

"I recommend T-shirts and pennants split diagonally with the Wolverine on one side and the Spartan on the other," she said. "Though I don't think I'd wear one to The Big Game between these dueling gridiron teams Nov. 4."

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RETAIL DETAILS

Retail Details features the latest news briefs from mail and Main Street shopping centers. Most submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

FELIX FUN
Decades in Royal Oak celebrates the fall premier of CBS' "Felix the Cat Returns to TV" show with memorabilia and merchandise for fans. Owner Bill Krout said the store also plans related contests for kids and the introduction of new products throughout the month of September. Currently shoppers can find cookie jars, sweat suits, backpacks, rubber stamps, watches and mugs celebrating Felix the Cat which originally ran on television from 1958-1960, and also starred Rock Bottom, Poindestor, The Professor, and The Master Cylinder.

Felix was created in 1919 by Otto Messmer and Pat Sullivan after which he became a 1920s green star of animated shorts. The name, Felix, is based on felicity, meaning good luck. Felix was a large-eyed magical cat based on comical Charlie Chaplin and Buster Keaton. For more information call Decades at (810) 546-9299.

RECYCLED FURNITURE
The Recycled Office is open at Orchard Lake Road and 13 Mile in Farmington Hills offering new, remanufactured and previously-owned office furniture and equipment, fully-warranted and at discount prices.

Owner Jims Tapley hopes to market the store to medium and small-size business owners, home office entrepreneurs and individuals who want to upgrade or change their work environment. Lines carried include Herman Miller, Steelcase, Panasonice, Toshiba and Sharp. The store also offers in-house upholstery service for seating items and accepts trade-ins. Hours are Monday-Saturday 10 a.m. to 7 p.m. Inquiries welcome at (810) 489-5595.

SHOP RELOCATES
Speedy Tees one of Metro Detroit's premier T-shirt printers, relocates across Woodward to 1184 South Woodward, near the southwest corner of Lincoln and Woodward. The new facility has 2,500 square feet to meet the increasing demands of clients. President Keith Abentrod said the shop also has a new look "space age industrial" featuring duct work and tubular creations twisting their way along the ceiling, and a large T-shirt shaped counter to take orders. Speedy Tees developed a technique that blends artwork, communication, efficiency and fun into fashion. For more information call (810) 268-6677.

RETAILERS FOR A CAUSE
The A&P Family of Companies which include A&P, Farmer Bros., Kwik-E-Mart, Super Fresh, The Food Emporium and Waldbaums, have adopted the Frog and Turtle as symbols of environmental responsibility. (Frogs and turtles are among the first to disappear from mismanagement and poisoning of environmental imbalances.)
An example of a frog and turtle program is the Farmer Bank School Recycling Program. Schools earn extra funds for

classroom equipment and supplies when students return clean, dry Farmer Jack plastic grocery bags to a special recycling bin provided by Phoenix Recycling, Inc. Students receive \$1 for every pound of bags shipped to PRI. PRI in turn, uses the returned bags to manufacture high-quality school recycling trash bags that are sold to consumers displaying the Farmer Jack frog and turtle symbols in all Farmer Jack supermarkets. This closed-loop system provides students with the valuable opportunity to see the direct effect of their efforts each time they shop at a Farmer Jack store.
Schools interested in registering for the program can call 1-800-866-3354 between 9 a.m. and 5 p.m.

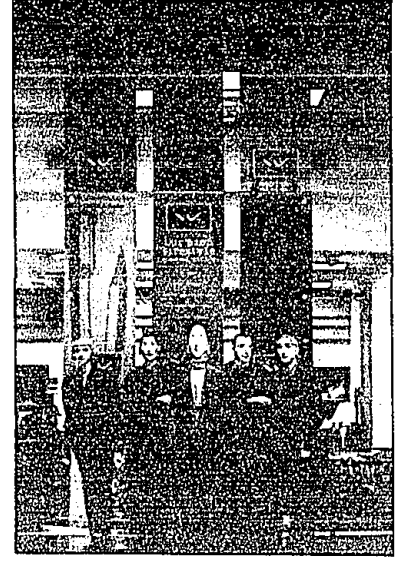
SEWING CLASSES
The folks at Herman's Fabric, 117 West Fourth St. in Royal Oak, said September is National Sewing Month "and a great time to discover the stress-reducing benefits of sewing." To promote the activity they've scheduled free sewing seminars beginning Monday, Sept. 11 from 7-9 p.m. For more details and a complete schedule of events call the store at (810) 541-0010.

EYE CENTER EXPANDS
Oakland Vision in downtown Walled Lake has doubled its size to include more examining rooms, a contact lens dispensing room, and a state of the art showroom offering designer and sports frames. Dr. Fred Welsner of Farmington Hills brought the existing practice in 1978 and headed the expansion. He has been joined by an associate Dr. Rhonda Bifano of South Lyon. Nine other professionals complete the staff. Hours are Monday-Friday 9 a.m. to 5:30 p.m., Thursday until 7:30 p.m., Saturday 9 a.m. to 2 p.m. For more information call (810) 624-1707.

APRES-MASTECTOMY CATALOG
Annette's Unique Boutique has published a free, informative, catalog filled with the latest products, services and support groups available to women after breast surgery. The boutique is located in the Century Plaza on Rochester Road in Troy between Big Beaver and Wadsworth. Included in the catalog are pocketed mastectomy bras, various prostheses, enhancements for special surgeries, wigs and head coverings, bathing suits, lymph edema sleeves, supports, and pumps, and many other accessories.
The shop also specializes in undergarments for women who need very large sizes. To receive a complimentary catalog, visit the store or call (810) 680-1000 or fax an order to (810) 680-2174. The boutique is open Monday-Saturday 10 a.m. to 5 p.m. and until 7 p.m. on Thursdays.

RETAILER SUPPORT
On Saturday, Aug. 19 more than 600 employees of Hudson's, Target's and Mervyn's helped restore 14 homes in Detroit and Pontiac through the Paint the Town Program. Target donated snacks and supplies, while Hudson's Restaurants provided lunch for workers that was served by members of Hudson's Retiree Volunteers Association. This was the eighth year that the Dayton Hudson Corporation participated in the project.

Don't I know you?



Working stiffs: To promote its latest Business Casual campaign, Hudson's has given its mannequins a face or two shoppers can identify with. Ada, Nina, Kate, Leon and Jacques were created by children's book author and illustrator Maira Kalman. Don't hesitate to say hello, when you meet them throughout the sportswear departments at Hudson's.

Clerk from previous page

she offered to bring the socks to me at work the following day.
How fortunate for me — first to find the socks and then to get them hand delivered! Linda saved me a great deal of time to say the least. I might add that I am hardly a first time shopper. However, in my experience no one has ever "gone the extra mile" for me. I have never seen Linda; on the day she dropped off the socks I was in

Author gives tips to dejunk closets

Clutter, clutter, clutter, you mutter, mutter, mutter as you warily try to cram just one more hanger into your closet. It may be time to declutter your closet before adding all the new back to school clothes and the sweaters from summer storage.
Most of us wear only 20 percent of the clothes in our closet, according to Don Aslett, one of America's leading cleaning experts. His book, "Clutter's Last Stand" (Writer's Digest) offers practical ideas on decluttering our lives — and our closets.
"While we may only really wear 20 percent of our clothes, we tend to sort through all 100 percent of them every time we get dressed," he said. "Excess clothes clutter our life with unnecessary stress, like other junk, their ownership obligates us to use them. And when there are so many to choose from, we're almost always troubled by the possibility that perhaps another choice would have been better, and so we don't enjoy the choice we've made."
If your closet is full of bedraggled bathrobes, shrunken silk blouses, spilt heels or formal wear you wore 20 years ago to your high school prom, it's time to whittle down your wardrobe to make room for the clothes you actually do wear.
If it's not flattering to you (the color or the cut is wrong) pull it out.
If it doesn't fit or if it's not comfortable (you have to suck in your stomach, you can't bend over, move your arms, or it's itchy) pull it out.
If it's too fragile (if you can only wear it where there won't be food or drink or animals or children, where it won't be too hot because you don't want to sweat in it, or cold because a raincoat or jacket will wrinkle it) pull it out.
If it's too complicated (if you have to wrap or tuck or tie it just so, or if you have to remember to straighten the ash or pull the bodice up every 10 minutes) pull it out.
If it's badly damaged or has an important part missing that you probably won't be able to replace, pull it out.
If it needs to be altered or repaired before you can wear it, pull it out.
If you rarely wear it because your lifestyle has changed or it just isn't called for more than once a half-century, or if you can only wear it with certain things (that you don't have or really don't like to wear) pull it out.
Leave in your closet everything you feel good in. Make two piles out of the rest: one in which clothes need to be cleaned or repaired, one for clothes that don't fit or are out of style.
Clean or fix items in pile one. Take pile two to a favorite charity.

RETAIL REALITIES

Total sales of specialty bath and body products have reached an estimated \$1.1 billion according to a recent article in Advertising Age. These products include bath gels, body lotions, revitalizing gels and aromatherapy oils.
Among the major retail players offering such products are Bath & Body Works, Crabtree & Evelyn, The Body Shop, H2O Plus, and i Natural.
Elsaine Smith, spokeswoman for

Bath & Body Works (which recently opened a new store at Lakeside in Stirling Heights) suggested a reason for the popularity of these items.
"Our success is due to the fact that in the '80s, people are very busy and don't have time for long involved indulgences like trips to the spa. Bath and Body products are popular because they're inexpensive and provide immediate gratification," she said.