You always feel welcome at fashionable Jacobson's

The most beautiful dresses from world-wide designers. Exquisite decorative items for your

home.

Beautiful linens for your bedroom and bathroom.

Gorgeous jewelry that you'll yearn to

wear everyday.
One of the most elegant women's apparel stores in metropolitan Detroit.
You'll find all this and much, much

more at Jacobson's.
To say that Jacobson's is a store that

evokes a special type of feeling from cus-tomors would be an understatement. The thriving department store has become a landmark in the Birmingham

become a landmark in the Birmingham community.

To further define its very special market niche, Sandy Włoszek, the general manager for Jacobson's, says she hopes patrons will think of it as "a welcoming hometown type of store with a warm ambiance."

Basiles that strong sense of levalty

Besides that strong sense of loyalty and tradition, Jacobson's is also known for its exceptional customer service and its fine fushion and specialty items for

the home.

Much of the merchandise that Jacobson's carries is exclusive to the

Jacobson's will be carrying even more distinctive and exclusive merchandise in the future, Wloszek said, explaining that Jacobson's has added on three resident buyers who will be traveling to various markets and shopping the competition to make sure Jacobson customers are able to select from absolutely the finest merchandise available.

The three buyers will concentrate on the following areas:

• women's apparel

- women's accessories

 the store for the home
 "We'll be looking for special items that other stores may not be carrying," she said. "We'll also be looking for ways to continually offer superior customer service."

Look for a new and improved

Look for a new and improved women's apparel store as well.

The women's apparel store will be undergoing an extensive renovation this spring in order to allow the store to improve its presentation techniques for exquisite fushions.

The forthern's apparel store is

The Jacobson's apparel store is located at 336 Maple in Birmingham.

The store for the home, men's and children's shop is located at 325 N. Woodward.

He sure to stop in and see what spe-cial fashions and home merchandise those savvy Jacobson's buyers have selected with you in mind.



Sandy Winszek, general manauer for Jacobson's



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