

RETAIL DETAILS

Retail Details features news briefs from the Malls and Main streets beat. To be included, send information to: Retail Details, Observer & Economist Newspapers, 805 E. Maple, Birmingham, 48009. Or fax (810) 644-1314.

BIRMINGHAM MERCHANTS

JOHN FORCES FOR BENEFIT

The retailers, restaurateurs, gallery owners and florists of downtown Birmingham are meeting to plan and organize the city's annual fashion benefit for pediatric cancer patients at Beaumont Hospital in Royal Oak.

Heading the event is jeweler Richard Astrelin, assisted by Karen and Cheryl Dakas of the Tender Boutique, Debbie Caruso and Tracy Troop Farlow of It's The Ritz, Judi Roberts of 220 Merrill, and Janice Milan Ruby. The Fall Spectacular is set for Wednesday, Sept. 11 beginning at 6 p.m. with a Taste of the Town supplied by the Birmingham's 25 restaurants. A silent auction of unique packages donated by the gift shops and services in town, produces the bulk of the evening's proceeds for the Cancer Survivors Scholarship Fund.

A progression of tents set up in the parking lot across from Shain Park holds a makeshift auditorium for the highlight of the evening -- a musical fashion presentation of fall's finest from Birmingham's 30 clothing stores including, Jacobson's, It's the Ritz, Edward Dorian, The Claymore Shop, Tender and Kiddly-winks.

Jim Harper of WNIC radio emcees the party which continues with a dessert and coffee afterward. Tickets are \$25 per person, patrons \$100 (patrons are treated to reserved seating, an auction preview party, valet parking) available from stores throughout Birmingham. Merchants who wish to make contributions or offer sponsorships should contact Tender Boutique (810) 258-0212. More than 1,600 guests are expected to attend.

WESTLAND MALL HOSTS

LITERACY PROGRAM

Westland Shopping Center is partnering with the city and the soon-to-open library, for a Back To School promotion to stress the importance of reading. (The city's first library, The William P. Faust Library, will open in November.

From Sept. 11-16, the mall will hold 20 to 30-percent off shoe sale where customers can receive \$5 off new shoes from participating stores if they donate a used book (for kids or

adults) at the time of purchase. From Aug. 28 through Sept. 30, families can sign a pledge book in east court near Customer Service, promising to read a book. The pledge book will be sent to Gov. Engler in support of National Literacy Month. All books will be donated to First Step of Western Wayne County, a program addressing domestic violence.

For further details contact the shopping center at Wayne and Warren, (313) 425-6001.

OUTLET MALL

HINES MANAGER

The new factory-outlet center planned for Howell Township, Kensington Valley Shops, now has a manager, Kimberly Dane. Dane comes to the project with more than 14 years in mall management -- including manager of the Universal Mall in Warren. The mall is being developed by Fru Con of St. Louis and Howard & Rice of Farmington Hills.

Kensington Valley will be a 250,000-square-foot development on M-69 at I-96. Phase I features 65 shops and a food court. Construction is in progress for a November opening.

The center plans a Job Fair in September, for the details, call (810) 932-1700.

NEWMAN'S HOSTS:

THE ART OF FASHION

Neiman Marcus will present its Best of Fall under a tent in the Somerset Collection South, Tuesday, Sept. 17 at 11:30 a.m. to benefit Orchard Children's Services. Guests will be treated to a light lunch after the show, "The Art of Fashion." Tickets are \$50 for friends and \$100 patron. For reservations call 810-433-8600.

JEWELER PRINTS UP

SOMERSET PHONE CARD

Navigate Troy's Golden Corridor by phone with Jules Schubot Jewellers' new cellular directory of the important retail/restaurants/lodging numbers for Big Beaver business.

It's "a perfect fit for your car's glove compartment or side-door pocket" according to the colorful brochure. Thousands of the pamphlets will be passed out by the jeweler over the next few weeks because "Today's time-constrained consumer often calls ahead and has a purchase gift-wrapped or a favorite table reserved. . . Detroiters are conducting business -- personal and professional -- from car phones."

SOMERSET RADIO/EXTENDED HOURS

W-SOM has debuted, 87.7 on your FM dial, with news about the Somerset Collection and services available therein. "It's just like the broadcasts on the level on which you've left your car."

And if you hear voices as you leave the parking deck for the mall, it's just another broadcast system reminding you about the level on which you've left your car.

Somerset North and South have extended business hours: Monday-Friday 10 a.m. to 9 p.m. Saturdays on the South 10 a.m. to 8 p.m., Sundays noon to 6 p.m.

On the North: Saturdays 10 a.m. to 7 p.m. and Sundays 11 a.m. to 6 p.m.

OLD WEST IN NEW ROCHESTER

Cowboys and Cowgirls are invited to check-out the western merchandise at Cowboy Way, 415 Main in downtown Rochester. Owner Sharon Erickson stocks furniture, original paintings, sculptures and many decor items made in the West. The store is open Monday-Thursday, 10 a.m. to 6 p.m. and Saturdays 10 a.m. to 5 p.m. Inquiries welcome at (810) 608-9022.

T.J. MAXX OFFERS

DESIGNER COLLECTION

The Williams Collection of fashions carried exclusively by T. J. Maxx stores in Bloomfield Hills and Ann Arbor will now be carried in the downtown Farmington store.

The collection is housed in its own boutique, featuring denim and twill pants, over-sized denim shirts, zipper jackets, pencoats, corduroy jumpers and the techno silver look -- silver and cream hood cropped sweat-shirts and drawstring pants. Additional merchandise will be added when the weather turns

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August 27, 1996 Novi Hilton
or **August 29, 1996 Northfield Hilton**
(7-9 p.m.)

- Current Treatment/Research on Common Pain Disorders
- Impact on Families, Work and Daily Life
- Myths About Pain Treatment
- Problems with Access to Care
- National Experts Answer Audience Questions

Speakers:
Dr. DEBORA YRO, anesthesiologist, U of M; Dr. JACOB, WSU School of Nursing; Dr. LINNOR, anesthesiologist, N. Oakland Medical Center; Dr. SAPIER, neurologist, Michigan Head-Pain & Neurological Inst.; Dr. SCHANZ, anesthesiologist, Munson Medical Center; Dr. URBA, oncologist, U of M

CALL (800) 612-5733
To Register or for More Information

Upcoming: Sept. 12 Lansing Sept. 16 Grand Rapids

Free Admission. Sponsored by the Chelsea Community Hospital Pain Education Fund, in conjunction with the Michigan Council on Pain. Supporting organizations include: American Foundation of Michigan, American Cancer Society, Brain Injury Association of Michigan, Chronic Illness Awareness Council, Head Pain Association of Michigan, Michigan Pharmacists Association, Michigan Hospice Organization, Michigan Pharmacist Association, and Michigan State Medical Society

cooler. This collection marks the first time a top designer's work has been featured by an off-priced retailer. Items in the collection are priced between \$19.99-\$69.99.

TOWNSEND HOSTS SHOE SHOW

Pom D'api Footwear of France, brings its collections of unique, cleverly-designed shoes for tots to teens, to the Townsend Hotel, Aug. 29-31, 10 a.m. to 5 p.m. It's the footwear of the stars, boasting clients like the children of Annette Bening, Tom Cruise and Steven Spielberg. The shoes include fur-lined demi boots, patent Mary Janes and platform joggers, \$50-\$120.

HAIR-A-TION A SUCCESS

Andrew Dagher of Carnival Cuts at Twelve Oaks in Novi, reported that more than 70 people came in for \$10 haircuts recently, to raise money for Children's Hospital. This was the first year for the event which may be repeated in 1997.

F I R M D E S I G N S
A WEB SITE FOR MALLS
The International Council of Shopping Centers' website on the Internet designed by the Annis Group of Southfield, received "Five Star Status" from the Pike Net Review, a national provider of commercial real estate information. The site is located at <http://www.icsc.org/>. In their review of the ICSC-NET site, Pike Net wrote, "while some parts are accessible to members only, most of the site is available to the public. Of particular interest is the database and research reports on the industry."

The site was created in May 1996. Shopping center-related companies will be able to tie into the ICSCNET through hyperlinks at a cost of \$600 per year. Plans call for the addition of employment opportunities and more retail publications.

DETROIT TENDS LAUNCH

CITY-STYLE SALSA

A new product from Detroit's empowerment zone is available at the Nino Salvaggio International Marketplace, South Blvd. and Rochester Rd. in Troy. The revenue generated from the sauce will be used to grow vegetables and make more salsa. Salvaggio donated the produce for the original batch.

INTERNET ADDRESS DIRECTORY

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APRILS	http://www.suspenders.com
Hold Up Suspenders Co.	http://www.suspenders.com
ART MUSEUMS	http://www.dia.org
The Detroit Institute of Arts	http://www.dia.org
ASSOCIATIONS	http://oeonline.com/invas
Suspenders Wearers of America	http://oeonline.com/invas
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Sleeksters	http://www.aldomasters.com
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The Tamaroff Group	http://www.tamaroff.com
AUTOMOTIVE MANUFACTURERS REPRESENTATIVES	http://www.markmgmt.com
Mark's Mgmt. Services	http://www.markmgmt.com
AUTOMOTIVE RELATED TRAINING	http://oeonline.com/hog
The Hog Performance Group, Inc.	http://oeonline.com/hog
BAKING BOOKS	http://www.jiffymix.com
"Jiffy" Mix--Chesley Milling Company	http://www.jiffymix.com
BOOKKEEPING PRODUCTS	http://www.bigez.com
BIG E-Z Bookkeeping Co.	http://www.bigez.com
BOOKS	http://www.apostrophe.com
Apostrophe Communications	http://www.apostrophe.com
BUSINESS NEWS	http://www.insiderbiz.com
Insider Business Journal	http://www.insiderbiz.com
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Global Village Project	http://oeonline.com/gvp/hm
Oakland Schools	http://oakland.k12.mi.us
Rutherford Middle School	http://oeonline.com/-rms
ELECTRICAL SUPPLY	http://www.canfil.com
Canfil Electric Supply	http://www.canfil.com
ENTERTAINMENT	http://www.totalmarketing.com/gallery
View & Do Video Gallery	http://www.totalmarketing.com/gallery
ENVIRONMENT	http://oeonline.com/vrmasc
Resource Recovery and Recycling Authority of SW Oakland Co.	http://oeonline.com/vrmasc
EYE CARE/LASER SURGERY	http://www.greenbergeye.com
Greenberg Laser Eye Center	http://www.greenbergeye.com
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HYDRAULIC AND PNEUMATIC CYLINDERS	http://www.hennells.com
Hennells	http://www.hennells.com
INDUSTRIAL FILTERS	http://www.e-laure.com
Elaine Corporation	http://www.e-laure.com
INSURANCE	http://www.oconnellinsurance.com
J. J. O'Connell & Assoc., Inc. Insurance	http://www.oconnellinsurance.com
Meakin & Associates	http://oeonline.com/meakin
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Sellers First Choice	http://www.sfcrealtors.com
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Alban's	http://oeonline.com/dineout/babans.html
The Community House	http://oeonline.com/dineout/communityhouse.html
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Norman's Eton Street Station	http://oeonline.com/dineout/etonstreet.html
Ocean Grill	http://oeonline.com/dineout/oceangrill.html
Old Woodward Grill	http://oeonline.com/dineout/oldwoodward.html
Phobos	http://oeonline.com/dineout/phobos.html
Rugby Grill	http://oeonline.com/dineout/rugbygrill.html
Steve's Backroom	http://www.stevesbackroom.com
SHOPPING	http://oeonline.com/birmingham
Birmingham Principal Shopping District	http://oeonline.com/birmingham
SURPLUS FOAM	http://www.mckloam.com
McClough Corporation	http://www.mckloam.com
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Harry's Army Surplus	http://www.harrysurplus.com
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ACRO Service Corp.	http://oeonline.com/-acro/acro.html
TRAINING	http://www.vrinsite.com
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