

## RETAIL DETAILS

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

**JACOBSON CEO STEPS DOWN**  
Jacobson Stores Inc. announced the retirement of Chairman and CEO Mark Rosenfeld last week, and the board of directors immediately named P. Gerald Mills as his successor.

Rosenfeld, 50, is the son of the late Nathan Rosenfeld who bought the Jacobson's chain in 1939. He has spent the last 24 years with the company and retains his board position.

Mills, 68, is a retired CEO from Dayton Hudson Corp. "We are elated to have P. Gerald Mills, a seasoned and energetic retail leader, take the reins of this customer-focused organization," said Herbert Apton, chairman of the board's executive committee. "Having spent his entire career in the Midwest, Gerald is familiar with the Jacobson's high standards of operation. That tradition will continue."

Founded in Reed City in 1868, it currently operates 27 stores in Michigan, Indiana, Kansas, Kentucky, Ohio and Florida. The company's newest store opened in Boca Raton on Nov. 14.

**SWEATSHIRT TRADE-IN**  
Roots in the Somerset Collection North, Troy, is hosting a Sweatshirt Trade-In for charity through Nov. 30. The public is invited to trade-in any sweatshirt to Roots and receive 30-percent off the purchase of a new one. The trade-in will be donated to Troy People Concerned, a 24-hour information and referral agency for people in crisis. Customers are also welcome to bring in canned foods, gently-used toys and other clothing items.

**CLOTHES FOR THE WORKING MAN**  
The Walled Lake Downtown Development Authority welcomes The Contractor's Warehouse to 696 N. Pontiac, next to Melvin's Hardware in the Walled Lake Commons center. The retailer specializes in apparel for the outdoor worker and is a distributor of Carhart, the leading brand of clothing for the construction industry. They also carry Danner, Lacrosse, Wolverine, Sorel, Caterpillar,

Duofold, Wigwam and Carolina. Owners Jeff and Jamie Burgoon said shoppers will find a complete line of overalls, bibs, shirts, work boots, jackets and coats to fit men, women and children. Inquiries welcome at (810) 928-8377.

**HOTEL AT OUTLET CENTER**  
The Horizon Outlet Center in Port Huron welcomes an American Hotel now under construction on the site with an opening date sometime in late spring 1997. The hotel will be a two-story 61-room inn. According to Jeffrey Kerr, president of Horizon, "it is part of our ongoing business strategy to add complementary uses to our center to make the shopping experience... more convenient, safe and fun."

**IT'S A DOG'S LIFE**  
A recent report in "House and Garden" magazine reveals that 62-percent of puppy owners buy their dogs Christmas presents. (And 36-percent of American households have a dog compared to the 32-percent that own cats.) Cashing in on the trend is a new product from The Wooden Bird in Twelve Oaks, Novi. With Woofers Fabulous Flavored Dog

Biscuit Mix (available in three flavors) pet owners can bake treats for their pooch from \$7.95. The mixes come complete with a cookie cutter in the shape of a bone or fire hydrant.

**CHARGE CARD BENEFIT**  
American Express announced its 4th year campaign to donate three cents from every AE transaction to Share Our Strength (SOS) now through Dec. 31. For details call 1-888-87OGIVE.

**NO MORE BAD HAIR DAYS**  
Say good-bye to wings, flat hair and the frizzies. Cindy Wade, a stylist at the Salon Belissimo has created an informative video tape to explain hair basics to "women of the 90s." "In Hair Basics, I coach four career women as they style their own hair using professional techniques for short, medium, long and permed hair," she explained. "The video is an independent production that does not promote any particular hair care product line. It's 16-minutes long. \$19.95 plus \$4.20 shipping. To order, call 1-888-787-7788. The video was produced by Vince Wade Communications of Farmington Hills.

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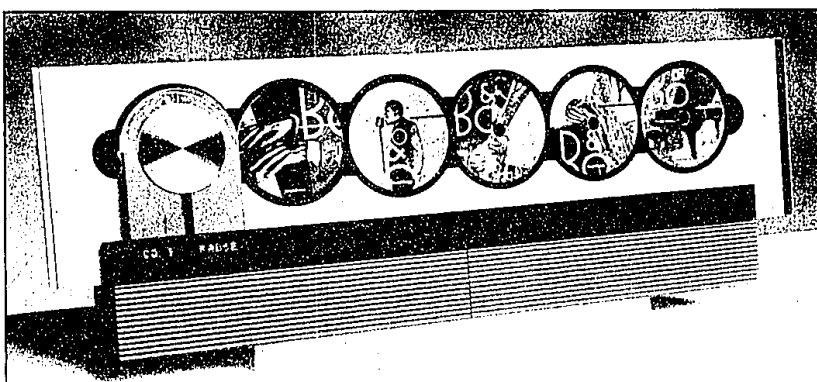
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## Feel the beat



New store opens: Bang & Olufsen, Denmark-based innovator of highly-stylized stereo systems, telephones and other consumer electronics, is open across from Tiffany's on the first floor of the Somerset Collection South in Troy. Founded in 1925 by a pair of engineers, the company pioneered audio technology and design concepts still used today. B & O opened its first upscale retail store in 1980 in Copenhagen. This is the company's 15th store in the U.S. Pictured is the BeoSound 9000. Inquiries welcome at (810) 816-9690.

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