

Unemployment from page C2

ties, jobless rates remained low in September.

Luce County in the Upper Peninsula had the highest rate last month at 10 percent.

It was also the only county with double-digit unemployment. Washtenaw County in southeast Michigan had the lowest September rate at 1.9 percent.

DETROIT MSA (Wayne, Oakland, Macomb, Monroe, Lapeer & St. Clair Counties)			
	SEPTEMBER 1997	AUGUST 1997	SEPTEMBER 1996
Civilian Labor Force	2,178,000	2,205,000	2,380,000
Total Employment	2,301,000	2,332,000	2,074,000
Unemployment Rate	77,000	73,000	89,000
	3.5	3.3	4.1

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Kidsmart from page C1

Location: <http://www.kidsmart.com/>

KidSmart Worldwide

"At KidSmart Worldwide, we offer materials which are both educational and entertaining. It is our firm belief that the mind of a child is a clean palette upon which wondrous things may be created. Through our visionary educational materials, your children will be enthused and excited about learning. In turn they will develop the skills necessary to carry them into the 21st Century."

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St. Jude Children's Research Hospital

ers and authors, and the expertise of educators and children's professionals, reading clinicians, psychologists and librarians.

The web page, which offers browsers a seemingly endless series of book title shopping, also offers the research help to find what you need along with public service messages.

The website supports St. Jude Children's Research Hospital, with five percent net proceeds benefiting the charity, and the Lost Child Network currently showing a visual image and description of a teenager missing since August.

Lipman said www.kidmart.com links to books, puzzles, learning tools, a "book scout" to highlight books of subject areas, and an interactive media, "SOS" Stories of Success, where a child can share a personal achievement, some examples of personal growth or something they've overcome.

"Then grandma or a friend may call up the page and see the child's recognition," he said.

"As a parent of young teens myself, I've come to prefer shopping on the web," Lipman said. "It's easy, convenient, there's no hassle of going out in inclement weather, or buying burgers just because you're out."

Shopping by computer avoids going from store to store and still not finding the specific book needed to help the child, or

"I've always had a lifelong love of books, reading and libraries... The Internet offers us possibilities we couldn't have even imagined a few years ago. It's fantastic."

Peter Cristiano
www.kidmart.com

complete the project.

Through the web, Kidmart is able to offer a greater selection of unique books and learning materials — things not readily available in commercial bookstores, "like offerings from independent publishers, and subjects harder to find for specific needs, be it a reluctant reader, a gifted student, an ADD student."

Unlike bookstores which are constrained by their space and marketing niches, Kidmart offers an almost unlimited inventory of titles of every subject, and browsing is easier online than in the store. Interactive links on the page offer a visual image of the book or learning tool, a summary description of the book, and author's information.

The service was developed with the use of a focus group of professional advisors who are screening the materials for

child appropriateness.

As the focus group continues to identify market niches, Kidmart has grown to include books for distance learning, and for ESL students, English as a Second Language.

"We are reaching far beyond the local market," Cristiano added. Website browsers have logged on from Brazil, Argentina, Australia, Hong Kong. Materials are shipped directly from the publisher to the purchaser.

Lifesoft, the parent company, originated five years ago to design software for other businesses, and along the way, designed an electronic kiosk that could be used by municipalities to provide tax and water-payment services, information and civic performances.

"The web page has a wonderful interactive shopping cart, as you shop you put things into the cart," Cristiano said.

"Our goal is to offer top quality and to be identified with the best of the best, to be the F.A.O. Schwartz online," Lipman said.

Cristiano served the City of Southfield from 1960 to 1979 as city administrator, deputy administrator and director of Parks and Recreation.

He also served on city council for eight years.

Since leaving city business in 1989, he has owned and operated North American Media Corporation, Continental Productions and Lifesoft.

Bank of Bloomfield Hills now in new Rochester location

The Bank of Bloomfield Hills (BBH) has expanded into Rochester, Regional President J. Philip Lowman announced last week with the opening of the Rochester Banking Office, located on Main Street in Rochester.

The Main Street office will serve as a temporary space until a permanent office has been finalized. "We are so excited to reach out to this market," Cowman said. "We didn't want to wait until we found the perfect space — we just

wanted to get to work."

Lowman said he sees a banking service gap in the Rochester area that the Rochester Banking Office plans to fill that gap with good service and personal banking relationships.

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