1.9 percent.

Unemployment from page C2

ties, jobless rates remained low

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. Ciair Counties)

SEPTEMBER SEPTEMBER

Civilian Labor Force Total Employment Unemployment Rate 2,178,000 2,101,000 77,000 3.5 2,205,000 2,160,000 2,071,000 89,000 2,132,000 73,000 3.3

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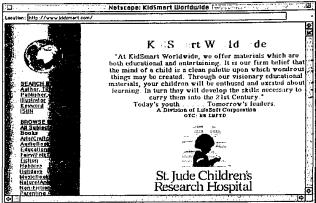
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Kidsmart from page C1



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 Loat Child Network currently showing a visual image and description of a teenager missing since August.

showing a visual image and description of a teenager missing since August.

Lipman said www.kidsmart.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 cold needed to help the child, or

m "l'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.kidsmart.com

complete the project.

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

Unlike bookstores which are constrained by their space and marketing niches, Kidsmart 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 and author's information.

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

child appropriateness.

As the focus group continuas to identify market niches, Kidsmart 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 purchasen. Lifesoft, the parent company, originated five years ago to design software for other businesses, and along the way, designed an electronic kioek that could be used by municipalities to provide tax and water-payment services, information and civic performances.

"The web page has a wonder-pating cut, 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 to the best, to be the FA.O. Schwartz online." Lipma said.

Cristiano served the City of Southfield from 1980 to 1979 as city administrator, deputy administrator and director of Parks and Recreation.

He also served on city council for eight years.

He also served on city council for eight years. Since leaving city business in 1989, he has owned and operat-ed North American Media Cor-poration, Continental Produc-tions and Lifesoft.

Bank of Bloomfield Hills now in new Rochester location.

The Bank of Bloomfield Hills (BBH) has expanded into Rochestor, 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 final-ized. "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 are that the Rochester are that the Rochester Banking Officials to fill that gap with good service and personal banking relationships.

Maybe you're using your computer to write the great American novel, or play cool games, or keep track of your inventory, or tackle some spread sheets.

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