

A Sportsman's Delight... That's Sports World

After 22 years of marketing sporting goods equipment, Ben Siegel, owner of Sports World Inc., in the Livonia Mall, has, as his motto says "Everything for the sportsman."

Siegel has squeezed at least 20 different categories of athletic equipment into his 1,600 square foot shop; and almost all of it is brand name merchandise.

Being a Livonia based operation, the store caters to the needs of the surrounding communities. During the summer much of the store is taken up with baseball supplies for both Little Leagues and adult softball.

A Livonia Hockey Booster, the

Perhaps the biggest sign of success for the store is the acquisition of the Adidas line of European-made custom athletic shoes and accessories.

"We were very gratified when Adidas picked us to represent them in Livonia," Siegel says. He points out that the store carries over 20 different styles from size four to 14.

The Adidas line has a special shoe for each sport. The shoe is so versatile that the store even stocks a style developed for runners to practice the steeple-chase, an Olympic games event.

The Adidas shoe features com-



store in all seasons of the year is stocked with hockey equipment. Much of the equipment is made of famous brands such as Cooper, Northland, Bauer, and Koho.

Football and soccer season is here, so the shop is in the midst of a brisk business featuring winter varsity sports. Siegel says that more and more equipment comes in each day.

Spaulding, Wilson, and Rawlings brand materials are carried in baseball, football, tennis, badminton, and golf. MacGregor products are also available.

AMF Voit guaranteed water sports products are also a prominent name on the list of top brand merchandise. Swimsuits sold in the store are nylon racing-styled and made by Ocean Pool.

Physical education and basketball gear for use in the gym are being carried throughout the year.

Bowling equipment is a very popular item. Siegel mentioned that a customer can be fitted with a ball and he can have it ready in hours if need be. Sports World carries Brunswick and AMF along with some other brands of bowling items.

A SKI SALE

The store is currently running a pre-season sale on ski equipment.

Head, Hart, and Fischer skis are marked down as much as 30 per cent.

BOW TIES REVISITED: In tracing the history of the bow tie, fashion authorities may disagree as to its origin, but they have found it stretches back centuries. Some go with the story that gentlemen of the mid-seventeenth century were tired of the high, scratchy lace collars and ruffs

and turned to more comfortable neckwear. They wrapped a piece of white linen around their necks and let the ends dangle from a knot tied under their chin. Gradually, the ends got shorter and shorter until the only thing remaining was a knot and very short ends.

If that brand of shoe isn't enough, then you can take your pick of Converse or Puma brands. Both shoes run in various sizes and styles.

Quite a bit for a small store, isn't it?

But that's the only way Siegel would have it.

STRESSING PERSONAL SERVICE

"We stress personal service," he explains. "Everybody that works here is familiar with the store, experienced in athletics, and therefore better qualified to help a person find what he needs."

"For the past 20 years I've noticed that people have more leisure time, therefore they can do more of the sports they wanted."

"Recently I've seen that tennis and paddleball are the biggest growing sports in the area," he says of popularity trends.

And wouldn't you know it? They've even got paddleball racquets for sale. Right across from the lawn bowling sets, which are across from the ping-pong paddles, which are across from the pennants, which are on top of the footballs ... etc.

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Northland, Cooper, Koho
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For sports, casual, football, baseball, basketball, running and leisure wear.



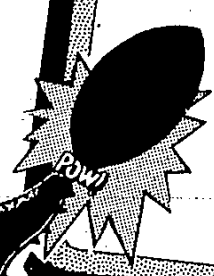
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Any weight, drilled & initialed
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\$14.99



COMPARTED **BOWLING BAG**
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