

MALLS & MAINSTREETS

Parisian from page 4B

new life, a new store and a new adventure.

"It really is an adventure, a challenge," he said. "Everybody thinks that with the name Parisian, we're some fancy, French store. But we're just plain 'ol Parisian. The customer is number one, and we've got what you're looking for."

300 new jobs

Marcus said resumes are being accepted in a temporary personnel office at Laurel Park Place for 300 new jobs at Parisian.

Hess told the audience that Parisian was not in the "One Day Sale" business.

"Our customers trust us, and we trust them," he said. "We will not be undersold. Our sales people know our customers so well that they go out and get their business. They don't depend on traffic in the store."

"Our customers are often full-time working parents pressed for time. We show them that we care and, in turn, they care about shopping at Parisian."

Hess said Parisian offers no-in-

terest credit, a liberal return policy and free fashion consulting. Inventory in each store turns over completely at least every three months. Sales in 1992 reached \$450 million.

Parisian Inc. has a corporate commitment to supporting non-profit organizations that improve the lives of families in need. Each year, the "You're Somebody Special Award" brings thousands of dollars to community-nominated agencies that benefit local families.

Laurel Park Place sits on 4

acres at Six Mile and Newburgh, just east of I-275, in Livonia. Call (313) 462-1100.

Major tenants include Marriott

Hotel and Convention Center, United Health Spa, AMC Theaters, Jacobson's, Parisian, Jos. A. Banks, Gantco, The Gap stores,

The Limited Stores, Eddie Bauer, Bath & Body Elements, Williams & Sonoma, Max & Erma's, D. Dennison's and Musicland.

Parisian receives warm welcome

Local reaction about Parisian coming to town:

■ "Parisian at Laurel Park Place is a brilliant retail move. The store is different yet complementary to the other anchor, Jacobson's. The shopping

center will see its market greatly expanded."

— Jeffrey Green,
Howard Green & Associates

■ "Laurel Park Place is Livonia's Field of Dreams, and we

hask in its success. Parisian's reputation for fashion, quality, excellent customer service and good prices is frosting on the cake."

— Robert Bennett,
mayor, city of Livonia

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes and other news around the Malls and Mainstreets community. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 3625 I Schoolcraft, Livonia, 48150. Or fax them to: (313) 591-7279.

■ SPELLING CHAMPS

The following children won the recent "I'm A Champion Spelling Bee" held at Livonia Mall in cooperation with World Book Encyclopedia.

From grades one-two, Michael LaMarra of Beechview Elementary won first prize, David Wendt of R.E.A.C.H. Academy won second prize, and Evan Owsik of Fairlane Christian School won third prize.

From grades three-four, Adriane Bracciale of William Grace won first prize. Tara McLean of Stucky Elementary won second prize, and Katie Bochenek of Webster Elementary won third prize.

From grades five-six, Michael Siembor of St. Michael's won first prize. Steven Stewart from Farmington Elementary won second prize, and Kevin Carroll of St. Michael's won third prize. More than 200 local students participated in the annual event.

■ EXTENDS HOURS

Beginning Tuesday, April 5, the Somerset Collection in Troy will extend its hours and remain open daily until 9 p.m.

The center currently closes most days at 6 p.m. Saturday hours will be 10 a.m. to 6 p.m. and Sunday hours noon to 5 p.m.

■ CHILDREN'S SHOP MOVES

Jacobson's will move its downtown Birmingham children's shop from 275 N. Woodward to the store that currently houses men's wear and home fashions at 325 N. Woodward.

The children's department will move into the space vacated when Jacobson's canceled its home furniture department in fall 1993.

The move will be complete by fall 1994 after some remodeling and renovation.

■ NEW TIFFANY DIRECTOR

Tiffany & Co. announced the appointment of Patrick Kelly to be director and manager of the Troy store in the Somerset Collection. Kelly succeeds Charles Coleman, who opened the Troy store for Tiffany's in 1992. Coleman has been promoted to vice president of recognition sales for Tiffany's corporate division.

Kelly joined Tiffany's as sales manager of the Philadelphia store, after spending 17 years in the jewelry industry.

■ NEW AT FAIRLANE

Fairlane Town Center in Dearborn welcomes 10 new retailers to the mall. They are: Musicland, Sweet Factory, Little King Deli & Pizzeria, Nature Food Centers, Sempliner's Tuxedo World, Art Effects, Pacific Sunwear of California, Frederick's of Hollywood, the Goldsmith Ltd. and Dolcis.

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The New Voice in Classified Advertising

New Custom Connect Classifieds extend the range and power of the traditional print ad with voice Classified Service PLUS extended customer access through the Ameritech Pages Plus section of the Yellow Pages phone book.

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- ☐ Promote Employment, Vehicles/Boats and Accessories for Sale and Real Estate classifieds with additional categories on the way.
- ☐ Target markets and respondents.

With Custom Connect Classifieds all types of businesses can screen responses faster, at a reduced overhead. You won't tie up phones or valuable personnel waiting for customers to answer your classified ads.

Custom Connect Classified Directory

Real Estate

- 6150 Commercial sale
- 6151 Condominiums/Townhouses
- 6152 Houses for sale
- 6153 Houses for sale/Waterfront
- 6154 Income property
- 6155 Industrial property
- 6156 Lots/Acreage
- 6157 Mobile homes
- 6158 Out of town property
- 6159 Real estate wanted
- 6160 Resort lake property/Cottages
- 6162 Rentals

When asked, enter the appropriate two digit code for county:

- 21 Livingston
- 22 Macomb
- 23 Monroe
- 24 Oakland
- 25 Wayne
- 26 Other counties

Vehicles/Boats & Accessories

- 6163 Antique/Classic cars
- 6164 Automobiles for sale
- 6165 4-wheel drive
- 6166 Imported/Sports cars
- 6167 Motorcycles
- 6168 Trucks
- 6169 Vans
- 6170 Vehicles wanted
- 6171 Boats/Motors/Supplies
- 6172 Dockage/Storage
- 6173 Parts & Accessories
- 6174 Recreational vehicles

When asked, enter the appropriate two digit code for automobile make:

- 21 Chrysler
- 22 Ford
- 23 General Motors
- 24 Eagle
- 25 Geo
- 26 Honda

Employment

- 6175 Domestic
- 6176 General
- 6177 Medical/Dental
- 6178 Office/Clerical
- 6180 Situations wanted

Options

- While You Listen
- Press 2
- To go back to the previous message
- Press 3
- To go forward to next message
- Press 4
- To leave a voice mail message
- Press the *
- To hear information on all items within the category

To Place Advertising

- When you place a classified ad for Real Estate, Employment or Vehicles/Boats tell the representative that you are interested in Custom Connect Classifieds. (810) will appear at the end of your ad, preceded by (810) 433-4800 and followed by two 4-digit extensions.

- Any one with a touch-tone phone throughout the network who responds to your ad will hear your personally recorded message, and can leave a message on your mailbox.
- Call Custom Connect Classifieds from any touch-tone phone 24-hours a day, seven days a week, to check responses to your ad. You will have a personal password to access your messages; your privacy will be protected.

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CALL (313) 591-0900
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To Respond To Advertising

Call (810) 433-4800, and enter the appropriate four digit codes when prompted. Listen to the easy-to-follow prompts which will enable you to select advertisements based on country, city, vehicle size, pricing, home features, etc.

FACTORY DIRECT

3 DAYS ONLY

NATIONWIDE WAREHOUSE & STORAGE has just received a large consignment of all brand new living rooms, bedrooms, mattresses & accessories. Direct from the factory! This shipment allows us to offer you the lowest prices ever on all items in stock. Bring this ad to lock in prices for the next 3 DAYS ONLY...so hurry in NOW!

USE YOUR TAX REFUND!

3 COMPLETE PIECES! SOFA CHAIR LOVESEAT

Versatile, easy care fabric covers traditional 3 pc. suite.

\$298

ACCENT TABLES

BLACK & GLASS

1 coffee table

2 end tables

sold in sets

\$89

BUNK BEDS

Sturdy pine finish frame!

\$99

IRON CANOPY BED FRAME

mattress & rails also available

\$148

3 PC. PINE FINISH DINETTE

Assembly required

\$88

Transitional style, button-tufted seating. Chair also available.

\$398

ALL BRAND NEW with FREE LAYAWAY GUARANTEED

USE YOUR TAX REFUND TODAY!

FAMOUS POSTURE SERIES MATTRESSES

ALL BRAND NEW - FREE LAYAWAY

POSTURE PLUS FIRM

5 yr. ltd. warranty

\$18

twins \$18 ea pc queen \$39 ea pc full \$29 ea pc king \$39 ea pc

POSTURE SELECT EXTRA FIRM

5 yr. ltd. warranty

\$34

twins \$34 ea pc queen \$54 ea pc full \$44 ea pc king \$54 ea pc

IMPERIAL EXTRA FIRM

10 yr. ltd. warranty

\$54

twins \$54 ea pc queen \$89 ea pc full \$74 ea pc king \$89 ea pc

POSTURE LUXURY EXTRA FIRM

15 yr. ltd. warranty

\$64

twins \$64 ea pc queen \$109 ea pc full \$84 ea pc king \$109 ea pc

POSTURE ELEGANCE SUPER FIRM DLX.

20 yr. ltd. warranty

\$69

twins \$69 ea pc queen \$119 ea pc full \$84 ea pc king \$119 ea pc

PILLOWTOP DELUXE FIRM

25 yr. ltd. warranty

\$99

twins \$99 ea pc queen \$159 ea pc full \$139 ea pc king \$159 ea pc

NATIONWIDE WAREHOUSE & STORAGE

DETROIT 21050 Coolidge 399-9666

LIVONIA 23196 Schoolcraft 425-7840

ROSEVILLE 27980 Groesbeck 771-8660

Mon.-Fri. 10-8: Sat. 10-6: Sun. 12-6

Observer & Eccentric
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