

MALLS & MAINSTREETS

RETAIL DETAILS

Retail Details features the latest openings, closings, new merchandise lines, personnel changes, and other news around the Malls & Mainstreets community. Mail submissions to: *Retail Details*, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Or fax them to: 313-591-7279.

DIA-MALL SHUTTLE

The Detroit Institute of Arts DIA Shop & Shuttle will provide roundtrip express motorcoach service between The Somerset Collection in Troy and the DIA at 9 and 11 a.m. Wednesday, May 11, and 4 p.m. Roundtrip tickets, including exhibit admission, \$5 for members and \$7 general public.

A similar program runs between the DIA and Twelve Oaks Mall in Novi, May 11, May 18, and June 15 with the same pickup and return schedule. Seating is limited. Tickets available in advance from the museum shops at both malls. For more information, call (313) 853-1719.

WOODCRAFTER SUPPLIES

Woodcrafter Supply is relocating from Redford to Canton after purchasing the Woodworking Unlim-

ited store in Canton from Shogun Inc.

The new facility will feature woodworking tools, books and supplies, and offer woodworking classes. The new location is at 42102 Ford Road between Haggerty and Lilley, west of I-275.

Woodcrafter Supply, founded in Boston in 1928, provides fine quality woodworking tools through its mail-order catalog and 17 retail stores throughout the United States.

NEW IN SKINCARE

The Diltoron Face, a European skincare treatment, is now available at the Dilt Center, 32522 Northwestern Highway, (Court-yard Plaza) in Farmington Hills.

The Diltoron Facial System is billed as a unique, triple-action skin care treatment that promotes lymphatic drainage, intense product absorption, and increases muscle tone. For more information, call (810) 855-9550.

NEW LAKESIDE TEAM

Janita Gaultzetti of Royal Oak and Sonia Liszkiewicz of Birmingham join Miles McFee of Rochester Hills in managing the Lakeside Shopping Center in Sterling Heights.

Liszkiewicz was appointed assistant general manager of the center. Gaultzetti is the new marketing director. Liszkiewicz will oversee the mall's security, engineering and maintenance operations, reporting to McFee. She has been with the Bloomfield Hills-based Taubman Co. since 1978. She has a business degree from Oakland University with a major in human resource management.

Gaultzetti has worked in public relations for Compuware Computers and F & M Distributors. She has a communications degree from Michigan State University.

HEALTH PROMOTION

Jacobson's and the Michigan Cancer Foundation struck an innovative partnership to promote breast cancer awareness. Jacobson's in Birmingham is giving women who receive a mammogram at the foundation's center in Berkley, a free gift bag from the intimate apparel department.

About 6,000 Oakland County residents were sent breast cancer information and a coupon entitling them to the bag from Jacobson's. Participating women will enter a drawing for an ensemble from the lingerie department.

KNITS FEATURED

Giacca, (Italian for jacket) is celebrating 15 years in the knitwear business. Owners Ruth Newman and Marlene Goldberg combine service and custom ordering to suit their patrons at 29107 Northwestern Highway in Southfield.

Coordinated knits are their specialty with prices \$50 to \$200 per separate. Fabrics used include wool jersey and wool doubleknit, poly cotton solids, knit lace and quilts. For more information, call (810) 358-4085.

NEW TO BRIARWOOD

Two national retailers new to the Michigan market opened at Briarwood in Ann Arbor. Pacific Sunwear of California, marketing young men's casuals, and Nature Food Centres, a one-stop health, food and body care stop are located in the Jacobson's wing.

NEW AT GREAT OAKS

Added Dimensions is open at the Great Oaks Mall in Rochester Hills. The store specializes in a large selection of upscale women's fashions for full-figured sizes in a boutique atmosphere. Personalized customer service is stressed. Inquiries are welcome at (810) 652-4503.



Lingerie looks: A model wears a body suit from the intimate apparel shop at Jacobson's to complete a skirt and blouse effect without visible seam lines.

Intimates from page 8A

comfortable, although many women prefer more coverage around the thigh. Look for underwear with a tummy panel if that area is a problem.

Cumibras, with higher coverage, are designed to be worn under summer suits and into the evening, according to McManus. The tops come in lace or with more tailored pleating to peek out from under the lapels of a suit.

"Never exercise or jog without wearing an athletic bra," McManus cautioned. "Besides being unsightly, it breaks down muscle support. Many of these bras are 100-percent cotton. These days women are buying cotton bras 12 months a year."

McManus suggested that women own a wardrobe of bras — athletic sports bras, three underwires for support, cotton bras for muggy summer weather, "T-backs" for cut-out blouses, backless and strapless bras for certain special occasion dresses, a formfit no-seam bra for outfits that require a smooth foundation.

Certain women require minimizer bras that have wider bands that flatten, other women like demi-bras with a slight push-up or bras with pockets for removable

polyester pads. McManus reports that the latest rage is the "call for cleavage." She reported that Jacobson's sold 120 "Wonderbra" the first weekend the bra was available.

"On the sinner side," she said. "Since statistics say one in eight women will get breast cancer in their lifetime, Jacobson's sells breasts forms made by Amena. The latest are quite remarkable, self-adhering — most natural looking."

To care for intimate apparel, (the finer products become costly,) McManus suggested laundering them in a nylon-zipped bag with all the hooks hooked closed. No dryer — the heat will destroy the fibers. Frequent washing is needed for Lycra fabrics because body oils break down the fabric.

"Jacobson's sells a wonderful light cleaner with a whitener in crystal form," McManus said.

Jacobson's plans to offer another intimates seminar in the fall. Darlene Heilman of Rochester Hills said she wouldn't miss it. "It was very informative," she said afterward. "I never knew the design science behind all the different kinds of bras. I learned a lot that should come in handy."

'There are so many different bras styles, underwear cuts, slip lengths and body suits available today that no woman should feel immodest or have her straps or underwear lines showing.'

Paula McManus

Secretary from page 8A

"It's been a wonderful career," she said. "And it's not over yet! I don't have any immediate plans to retire. I truly enjoy my work and I look forward to coming here every morning."

A resident of Harper Woods, Jazowski travels along Eight Mile Road each day to Hudson's General Central, where she is the secretary to the Design Studio, Shoe and Auditing Divisions. One of her bosses, Robert Ryan, of Shoes, said, "Wanda's response time and positive can-do attitude is catching. It rubs off on her office associates."

Co-worker Karen Kleinfelt, of the public relations staff, said Jazowski was an inspiration. "She always has candy on her desk for the rest of us. Wanda's love for

her job is genuine." Jazowski explained that her key to success is "liking what I do. That's my advice for anyone in the work force today. How can you do your best at a company or job that doesn't bring personal satisfaction and happiness?"

Never married, Jazowski said she enjoys the quiet life, reading, walking and visiting friends and family to relax.

After 52 years with Hudson's, she considers herself a goodwill ambassador for the retailer and never misses an opportunity to tell acquaintances about the latest sale or line of merchandise.

"After all," she said with a wink, "Hudson's is everyone's favorite department store."

Custom Connect Classifieds The New Voice In Classified Advertising

YOUR NEWSPAPER CLASSIFIED AD IS ONLY A PHONE CALL AWAY

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 PagesPlus front of the book section of the Yellow Pages.*

CLASSIFIED



Custom Connect Classifieds Feature:

- ☐ Advertise in one newspaper, but reach potential customers throughout the network currently in Wayne, Oakland, Macomb, Livingston and Monroe counties.
- ☐ Target markets and respondents.
- ☐ Provide 24-Hour Access and Security, screen responses at your convenience and leave messages or further instructions. There is no need to release your name, phone number or address.
- ☐ Promote Employment, Vehicles/Boats and Accessories for Sale, Rentals and Real Estate classifieds with additional categories on the way.

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.

To Place Advertising

1. When you place a classified ad for Real Estate, Rentals, Employment or Vehicles/Boats tell the representative that you are interested in Custom Connect Classifieds. (E) will appear at the end of your ad preceded by (810) 433-4800, followed by 6161 and a 4-digit box number.
2. Anyone with a touch-tone phone throughout the network who responds to your ad will hear your personally recorded message, and can leave you a message on your mailbox.
3. 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, so your privacy will be protected.

**CALL (313) 591-0900
(810) 644-1070**

From Observer & Eccentric Newspapers, Ameritech

To Respond To Advertising

- To respond to a specific ad with a toll-free number: Call (810) 433-4800, enter 6161 when asked to enter a 4-digit code and enter the appropriate four-digit box number when prompted.
- To purchase classified ads in any category: Call (810) 433-4800, enter 6161 when asked to enter a four-digit code. You may then:
- Press 1 for instructions
 - Press 2 to purchase ads
 - Press 3 to enter a box number
- Listen to the easy-to-follow prompts which enable you to select ads based on county, city, vehicle make, pricing, home features, etc. The following options will help you through the network:
- Press 2 to go back to the previous message
 - Press 3 to skip ahead to the next message
 - Press 4 to leave a message
 - Press the * to skip specific criteria

CALL (810) 433-4800

Four-digit Code 6161
Heritage Information Services Inc.

"People do read the ads"

Ottie Colvard now knows something we've known for years—people not only read our Observer & Eccentric Classifieds, they call on them and buy from them. "My response was excellent," Ottie told us.

Reach Michigan's Finest Suburban Market