

MALLS & MAINSTREETS

RETAIL DETAILS

Retail Details features the latest news briefs from the mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to (810) 644-1314.

OPEN LONGER HOURS

The Great Oaks Mall at Livermore and Walton in Rochester Hills will start the New Year with longer business hours for 1995. Jacobson's, The Limited, Added Dimensions and other mall shops will remain open until 9 p.m. on Monday through Friday; Saturdays 10 a.m. to 8 p.m.; Sundays noon to 6 p.m. The center formerly closed at 5 p.m.

LAKESIDE'S LATEST

The newest hot spot in town is Calido Chile Traders at Lakeside mall in Sterling Heights. The shop carries more than 800 spicy sauces, tangy foods and related culinary items. It's new to Michigan and a must-see for anyone who likes Southwestern fare or has never pepper-stuffed olives or jalapeno cheddar fudge. Calido Chile Traders is owned by Timothy and Martha Crawford. The first store opened in Kansas City in 1992 and now there are eight across the country. A wallchart in the store grades chiles from "Wimpy" through "Snappy" and "Fry" to the ultimate "Melt-down."

Also at Lakeside, Chinese Gourmet Express debuts this month. CGE features fresh Chinese entrees made with 100-percent vegetable oil and no MSG. The Express offers 20 different choices including spring rolls, soups, sizzling vegetarian and non-vegetarian entrees and spicy Szechuan dishes. It is one of a chain of 12 new Oriental eateries based in Los Angeles. Finally, Sundtime dawns at

Lakeside this month, selling an assortment of name-brand sunglasses including Ray Ban, Revlon, Armani and Oakley. Watches from Guess, Fossil, Timex and Casio are also stocked. Sundtime is part of Sunstations with 275 sunglasses specialty stores nationwide.

CLOSET CONVENIENCE

BJ's Closet caters to workers in the Bingham Center at 13 Mile and Telegraph in the lobby of the Rock Financial building. Owner Jean Jarret has basic black dresses, shimmery evening gowns, and accessories for women, plus shirts and ties for men. Jarret started her retail career in a storefront behind Hudson's in downtown Detroit in 1978. In addition to the downtown store, she had locations on the east side of Detroit and in Southfield. In 1981, she opened her store in the Bingham Center. She welcomes inquiries at (810) 642-6884.

ANASAZI PRODUCTS

Hudson's Beauty Salons introduces a new salon service and product line, Anasazi. The products combine salon treatment and at-home hair care maintenance. The line is divided into six categories designed to address specific hair problems.

COOK'S GARDEN EXPANDS

The Cook's Garden, a popular lunch spot at 225 E. Maple in downtown Birmingham, has a new dinner restaurant, "Candlelight Cafe." The cafe includes waitstaff service, romantic settings, table-side entrees prepared by chefs, and flamed desserts. Each Thursday evening the restaurant has live jazz during dinner 5-10 p.m. The Cook's Garden is owned by the Thibault Family with 30 years of catering experience. For more information call (810) 646-2353.

NEW TOY SHOP

The Children's Emporium is open at West Bloomfield Plaza, Orchard Lake, south of Maple. Owner Nicholas Heppard said the store stocks unique educational toys including craft kits, puppets, science, music and art materials. Call (810) 737-3357 for more information.

NEW MARKETERS AT HUDSON'S

Linda McMillan Jennings and Karen Kleinfelt Thimssen have been named to Hudson's new Special Events Manager. Thimssen is Public Relations Coordinator. Prior to joining Hudson's, Jennings was director of public relations at the Ritz Carlton in Dearborn. Thimssen has been in marketing at Hudson's in the public relations department.

L'ESPIRIT TOPIARY

Landscape designer Deborah Silver has been hired to create pieces to accessorize home interiors and gardens in topiary and other greenery by L'Esprit of Birmingham, Harbor Springs, and Naples, Fla. Silver's work has included the Grand Hotel's gardens at Mackinac Island. Shopkeepers Diana and Ed Throckmorton hand-select items for their shops from bi-annual buying trips to Provence, Burgundy and Brittany. L'Esprit is located at 336 East Maple.

OFFICE MAX COMING

Construction of an Office Max is underway at the Bloomfield Town Square, Telegraph and Square Lake Roads in Bloomfield Township. Applications for employment at the new store are being accepted at the Summit Place Office Max location. An opening date has not been set.

NEILMAN EXPRESS CARD

The new Neilman Marcus Express Card lets individuals purchase goods in any dollar amount as a gift or for personal use - a kind of electronic gift certificate. Each card has a personal identification number (PIN) which is automatically tracked within the company's Point-of-Sale System. As goods and services are purchased using the card, the remaining balance is computed allowing the customer to keep track of what is spent versus what amount remains in the account. The cards are available in amounts of \$10, \$25, \$50, \$100, \$250, \$500, \$1,000 or more. Billy Payton, vice president of marketing, said he expected the Neilman Express Card to be a popular holiday gift for teachers, family members, clients and out-of-town visitors to any of 27 Neilman Marcus cities. For more information contact Neilman's at the Somerset Collection (810) 643-3300.

GRIS JEWELRY EXPANDS

Gris Jewelry, Middlebelt and 14 Mile Road in Farmington Hills, reopened after an extensive remodeling project moving from 1,000 to 2,200-square feet. To fill the additional space, owners Gary and Gita Grisold and son Jason, expanded their product line to include Namdar, Mikimoto, Padani, Chimento, Fendi and other top-of-the-line manufacturers. Besides jewelry, the company sells watches, pens, lighters and eventually hopes to add fine crystal. Appraisal, custom designs and repairs are also offered.

The renovation made way for a private diamond viewing room and more show cases created with a 1940s look using polished aluminum and soft colored woods. The ceiling sports a serpentine pattern and an elegant chandelier. For more information call (810) 855-1730.

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Awards from page 6A

raising funds to help build a 14,000-square-foot, handicapped-accessible playground structure designed by children from the community. The playground would be built entirely by volunteers and be funded solely through donations.

Wonderland became involved by allowing the playground committee to hold a community meeting in the mall's center court. Next, Wonderland Mall sponsored a tee for a fund raising golf outing which raised \$700 and also donated items for a Fun Fair which raised \$300. Additionally, a

Pot of Gold campaign was held at Wonderland Mall in which a container holding nuts and bolts was displayed at center court. For \$1 donation, a person could guess the quantity of items in the container and the closest guess won half of the money raised. The other half, \$300, was donated to Beverly Park.

But Wonderland Mall's involvement didn't stop there. A "Pennies From Heaven" event in which shoppers were invited to dump their pennies into center court resulted in \$200 being donated to Beverly Park.

Country Line dance lessons were held to raise an additional \$126. Another golf tee was sponsored and raised additional funds. When the figures were all added up, Wonderland Mall raised \$14,416 for Beverly Park and the park became a reality in the spring of 1994. Beverly Park is on Pickford, south of Seven Mile between Middlebelt and Merriman roads in Livonia.

The ICSC challenged shopping centers to get involved with their communities to make a difference.

"As an industry, shopping centers

have been lending a helping hand in their communities through public service campaigns for many years," said Kemper Freeman Jr., president of ICSC. "We hope the 'Get Centered Award' helps highlight the service these centers provide by paying them tribute for a job well done."

ICSC reports that more than 10 million people work in U.S. shopping centers - one out of every 10 non-farm workers. In 1993, shopping centers generated \$830 billion in retail sales and \$31 billion in state sales taxes.

Service from page 6A

ed by a sales associate, Ms. Donna Mahler.

"From her initial greeting, until we actually selected and purchased some clothing and accessories, Ms. Mahler showed a gen-

uine interest and desire to help us.

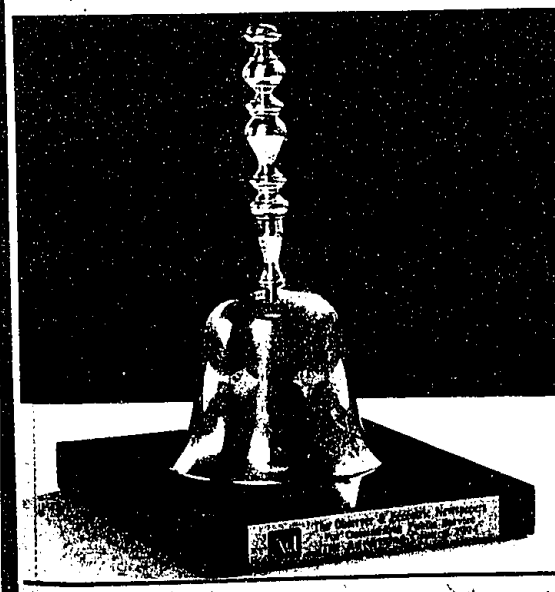
In this age of uninformed, often abusive, indifferent and downright rude retail salespeople, her knowledgeable assistance and advice was like a breath of Spring.

Both my wife and I were impressed with Donna's friendly and helpful manner. Actually, we almost enjoyed spending the money!

I can truly say that this was one

of the most delightful shopping experiences I have had, and therefore would like to nominate Ms. Donna Mahler as an extra special "super" sales person.

Sincerely, Alan D. Stuart.



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