

# MALLS & MAINSTREETS

## Jacobson's from page 4B

the changes, senior vice president of stores Robert L. Moles, said "Jacobson's believes in challenging our people. We feel that by putting people in new positions we are giving them different perspectives that will benefit them and the company as a whole."

The changes were effective immediately. Birmingham store general manager William Kirchinger is now general manager at Jacobson's Rochester store in the Great Oaks Mall.

Sandy Wloszek, the general manager at Jacobson's Livonia location at Laurel Park Place, assumes the top management position in Birmingham.

Norman Keenan, general manager of the Rochester store, becomes general manager in Livonia.

In addition, Moles announced that Charles Viers, who runs Jacobson's Clearance Center in Troy, will join the management team in Birmingham as operations manager. Joe Rivard, operations manager in Birmingham, moves to Livonia in a similar capacity. Paul Level, operations manager in Rochester becomes manager of the Clearance Center.

Walter Ostrander, operations manager in Livonia, moves to Rochester in the same role. Before leaving the Birmingham store he managed for 13 years, Kirchinger, a resident of Bloomfield Hills, said he was optimistic about his transfer. "I'm very excited," he said. "In Rochester I will be in charge of the mall as well as the store, and that will be a new challenge for me."

Wloszek, a resident of Farmington Hills, said she is looking forward to managing the Birmingham complex. She managed the Laurel Park store for a year.

Keenan a resident of Rochester Hills, said taking over the reins at Laurel Park is a homecoming. "I opened that store in 1987 and hired many of the people that I'll be working with again," he said. "I must admit that the changes came as a complete surprise. But they're good changes. These types of moves are healthy for companies, and in the retail world they happen all the time."

The management changes coincide with the premier of Jacobson's new radio/television advertising campaign which features the voice of Lorenzo Music (Garfield, Carlton Your Doorman) as a savvy, hip, closet, advising its owners to jazz up their tired wardrobes with a trip to Jacobson's.

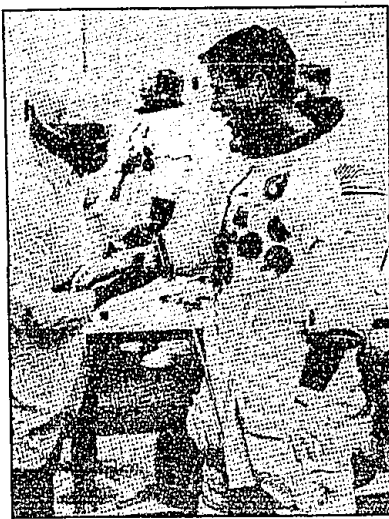
In May, the Jackson-based company renamed and rebranded its Miss J department (now Che Bella) to interest young career women. Last year, the men's departments were expanded with more casual, fashion-forward lines added to attract the younger male shopper.

Spokeswoman Janice Hayes has stated that it's Jacobson's challenge to continue its commitment to excellent customer service while maintaining its tradition of selling quality merchandise, and capturing a new generation of shoppers with value pricing.

Retail analyst Fred Merz of Marx/Layne Marketing and Public Relations, former Jacobson's manager, questioned the wisdom of shaking up store leaders right before the busy holiday season.

"Retail reshuffling happens all the time, but usually in January, not before the holidays," he said. "The moves will not be disruptive to business, because that's certainly not what Jacobson's needs right now."

## Malls: The Final Frontier



On tour: Astronaut Edward Gibson is visiting local shopping centers as host of NASA's educational exhibit "Space Adventure." He will sign autographs at the Livonia Mall, Saturday, Sept. 16 at 11:45 a.m. and 2:30 p.m.

## Retail Realities

Fruit of the Loom has been making underwear for Americans for 144 years.

According to the company's archives, Fruit of the Loom was founded by the Knight Brothers

in Rhode Island in 1851. One of their daughters liked to draw fruit on the end of the bolts of muslin.

— From The Fashion Encyclopedia by Catherine Houck.

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## Catalog from page 4B

In-One Raincoat, the Unconventional Shorts, the Secret Sneaker Stealer, the Half-slip with Hidden Compartments, the Brisk-brew Coffemaker, the Travel Clock Radio the Size of an Eyeglass Case, the Healthy Backpack, the Five Easy Pieces Luggage Set, the Pearl Saq and the Classic Swiss Army Knife in pink, yellow or white.

Zientek said she works with vendors from around the globe to develop and market quality products, many of which are described through personal testimonials. Delivery is through UPS or customers can arrange for 2nd Day Air.

## Platinum jewelry benefit for cancer research

As the popularity of platinum jewelry soars (sales up 300-percent in the past three years, according to the industry) Jules R. Schubot Jewelers of Troy plans a special platinum benefit to raise funds for the Michigan Cancer Foundation's breast cancer research.

"The Magic of Platinum," sponsored by Schubot and the Platinum Guild International USA, showcases the designs of Michael Bondanza, Aash Groesberdt, Bernard Gross, Scott Kay, and Martin Gruber for Nova, Simon Sobie & Co.

The event is set for Thursday, Sept. 21, from 6-9 p.m. at Schubot's 3001 West Big Beaver. Tickets are \$35 per person, tax deductible. The public is invited. For more details call Schubot's at (810) 649-1122.

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## RETAIL DETAILS

**RETAIL DETAILS** features the latest news briefs from 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.

**PROGRAM UPDATE**  
Lakeland, Twelve Oaks, and Fairlane Town Center, sponsors of the "Be True To Your School" program, report that more than one million dollars worth receipts were credited to local schools during the first week of the program, Aug. 21-Aug. 28. "Be True To Your School," runs through March 31, 1996 so that shoppers can stop at school-house booths throughout these malls and have their purchase receipts applied to a computerized running total. After March, participating schools will receive credits for educational materials of their choice. The amount of these credits is based on the receipts applied (about \$1 for every \$200 spent.)

"Shoppers' response to the program has been phenomenal," said Janice Hayes of Lakeland. "People can't believe how simple it is to participate and they're pleasantly surprised that high schools are included. Most of the fundraising programs people encounter are targeted to the elementary school."

At Twelve Oaks, spokeswoman Elaine Kah said that "shoppers can't believe there are no catches to the program. Their purchases simply work harder by providing credits for educational materials."

Receipts can come from any purchase made at the mall; they do not need to be credited the same day of the shopping trip; they can be applied to any school in Michigan, public or private, kindergarten through high school.

**VIDEO SHOPPING**  
Creative Framing, 853 W. Ann Arbor Trail, Farmington Hills, recently installed a laser disc system that allows customers to choose from 26,000 pieces of art. The laser disc projects the images of artwork on a special television screen. Viewers can see in 10 minutes what normally takes years of gallery shopping to uncover. Any artwork selected can be special ordered for delivery within days. Pat Korona welcomes inquiries at (810) 453-2810.

**ADA AUCTION RESULTS**  
The Livonia Mall reports that it raised \$16,000 for the Muscular Dystrophy Association through its annual auction of celebrity-autographed items on Aug. 19. Mall marketing director Bill Checks pointed out that although the amount fell short of last year's record (\$20,000), it was nevertheless a great success because the auction hours and the number of items available were reduced.

More news from the Livonia Mall: Security officers on bike patrol have been added to assist shoppers in the parking lot. Donna McQuaid, director of security, said the officers received 16 hours of special bike training to operate at peak efficiency. They will pedal around the lot during daylight hours, weather permitting.

"Response from shoppers has been very positive," McQuaid said. "People are glad to see security officers close by to assist with lock outs, lost cars, and even packages."

**KIDS FITNESS**  
Ms. Peggy's Kids Fitness Center is open on 11th Mile west of Farmington Rd. in Livonia. Owner/instructor Peggy Stevens of Livonia is accepting students for fitness and dance classes for toddlers who can walk, through older children to 14 years. Stevens is the first in Michigan to receive the U.S.A. Gymnastics kinder-accréditation for teachers (USAGKAT). Her new facility is clean, colorful and specialized — participants can arrange classes that are ball-gymnastics, handstands, and fitness. Birthday parties are offered by appointment. For more information call (810) 616-9317.

**COOKING CLASSES**  
Hudson's hosts annual "Time to Get Cooking" series through Sept. 23 at main Marketplace housewares department. Classes are complimentary, but interested shoppers must register to attend by calling 1-800-268-COOK between 9 a.m. and 6 p.m. any day. Request a complete schedule. Classes taught by preeminent chefs as well as manufacturers' representatives.

**TEAPOT EVENT**  
The Artana Gallery at 119 South Main in Royal Oak presents the work of more than 100 potters through Oct. 14. For more details call (810) 646-8810.

(KENNETT/FIELD)

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