



Grosse Pointe Historical Society

LAKE ST. CLAIR

Local History Brought to Life!

www.gphistorical.org

JACOBSON'S COLLECTION

1972 -1985 (Esp. 1981-1985)

2 Linear Feet

Acc. No. MsF2002.02

The Grosse Pointe Historical Society acquired a number of sales promotion documents and photos from Jacobson's in the Village at the time of its closing in late summer 2002. Soon afterwards, the Society also was given related items by Mr. & Mrs. James P. Danaher. Once the two groups of materials were organized and a finding aid prepared, the collection was opened to the public in December 2002.

On November 15, 1944, Jacobson's moved into a former home furnishings store, Tuttle and Clark, at 17030 Kercheval Ave. in The Village. The new business was one in a chain of specialty shops begun in 1868 by the Jacobson family of Reed City, MI and sold in 1939 to Nathan Rosenfeld. The Grosse Pointe branch was the ninth in a series of stores which by the 1990s extended nationwide. Over the years, Jacobson's which began as a women's clothing store expanded to include men and children's wear as well as home furnishings. By 1947, a contemporary wing to the east had been added to the Tudor-style Tuttle & Clark building. In 1974, Jacobson's took over the whole south side of Kercheval between St. Clair and Notre Dame, incorporating a number of separate buildings behind one facade. That year, on land which the company helped to acquire, the City of Grosse Pointe opened a Parking Structure behind the store. The D'Hont Breezeway, a walkway between the store and the garage was eventually named for a Jacobson's employee.

In November 1952, at 17043 Kercheval beyond St. Clair, Jacobson's opened The Home Decorative Store, later known as the Store for the Home. In 1983, this store was greatly expanded. However, in 1993, its primary department, Home Furnishings, was downsized when the Children's Department was relocated there as part of a main store remodeling. In November 1997, the Store for the Home was sold to Border's Book Store. In the resulting interior reorganization of the main store, home furnishings moved to the basement, the Children's Department relocated to the second floor and the St. Clair Room restaurant, long a favorite dining place, was closed in December 1997. Affected by discount stores and new merchandising methods, Jacobson's Stores Inc. was forced into Chapter 11 and by autumn 2002 had liquidated all its holdings. In August, the final sale of merchandise at the Grosse Pointe store began, and in late September, the building was purchased from Hillco Real Estate by CVS Pharmacy and the Bloomfield Hills - based developer, Velmeier Companies.

During the fifty-six years that it was in The Village, Jacobson's had at least four managers: John Hannan (1944-1978); Clarence Wascher (1978-1987); Thomas Drummy (1987-1992) and William Heibert (1992-). Each exemplified the Jacobson's philosophy of customer service.

Jacobson's
HJD 12/2002

Fashion shows and previews were provided to help charitable groups. Well-known designers were invited to present their collections. There was a Miss J (teen) Board and a cooperative student program. Special events and sales promotions ranged from sponsorship of Santa and the local Thanksgiving Parade to dog shows, cooking classes, doll exhibits and design contests. The St Clair Room attracted shoppers especially for lunch. The largest merchant in Grosse Pointe with over 350 employees at its peak, Jacobson's always maintained a concern for and an involvement in the local community.

When brought to the Grosse Pointe Historical Society, the collection included various scrapbooks, promotional staff notebooks, photographs and loose documents. To facilitate its use, the collection was reorganized chronologically. Clippings were separated from documents and filed by date. Scrapbooks, because of their condition, had to be taken apart and their contents of documents, clippings and photos filed appropriately. Photos were put in polyester sleeves and, after being identified, placed in the Photograph Collection under "Jacobson's Collection". Commendations and awards, because of their size, were stored separately in a Map Case.

Individuals & Organizations of Interest

Bon Secours Assistance League	Halloween in The Village
Grosse Pointe Public Schools	Junior League of Detroit
Grosse Pointe Symphony	Clarence Wascher
Grosse Pointe Thanksgiving Day Parade	

Topics of Interest

Advertising	Fashion Designers
Boating	Hawaii
Businesses-Grosse Pointe	Holiday Activities
Clothing 1970s-1980s	Leisure

TABLE OF CONTENTS

SERIES I: Advertisements 1974-1985

SERIES II: Sales Promotions 1974-1985

SERIES III: Photographs 1972-1985

SERIES IV: Miscellaneous

CONTENTS

SERIES I: Advertisements 1974-1985

This series covers the various methods of outside advertising used by Jacobson's to promote the store in The Village of Grosse Pointe as well as elsewhere in Michigan. Included are selected ads for both events and merchandise as well as schedules for future promotions especially via the local newspaper, Grosse Pointe News.

Box I

1. Clippings 1974-1975
2. Clippings 1976-1981
3. Clippings 1982-1985
4. Planning 1979; Nov 1982-Apr 1983
5. Planning May 1983-Jan 1985

SERIES II: Sales Promotions 1974-1985

To attract customers, Jacobson's cooperated with local communities like Grosse Pointe in planning special events and sponsoring local programs. In addition to traditional fashion shows, promotional activities and topical displays, the store encouraged local groups like the Grosse Pointe Symphony, Bon Secours Assistance League and Junior League of Detroit to use the building for fundraising. This series reflects both in-store and community involvement as seen in invitations, brochures, schedules for statewide promotions in Jacobson stores, memos, correspondence and budgets.

Box II

1. 1974-1977
2. 1978-August 1979
3. 1980
4. 1981 January-May
5. 1981 July-December
6. 1982 January - April
7. 1982 May-December

Box III

8. 1983-1984 Special Events Calendar
9. 1983 January-June
10. 1983 July-December
11. 1984 January-May
12. 1984 May-December
13. 1985 January-March
14. 1985 April-June

SERIES III: Photographs 1970s – 1980s

Many of the photos in this series were originally found in scrapbooks but were removed for reasons of preservation. They, like numerous loose images, document Jacobson's special activities and community programs as well as employee parties. Images are in color as well as black and white. Some were taken by professional photographers but many are snapshots and a few are Polaroids. Unless otherwise indicated, items in this series are filed with the Photograph Collection under *Jacobson's Collection*.

1. Exterior of Jacobson's in 1947 (Map Case for oversize photos)
2. In-Store Adult Activities and Events
3. In-Store Adult Activities and Events – Aloha, Grosse Pointe 1982
4. In-Store Adult Activities and Events – Focus on Form 1983
5. In-Store Adult Activities and Events Special Events – Community Co-sponsored
6. In-Store Activities and Events for Children and Teenagers
7. In-Store Activities and Events for Children and Teenagers – Santa Parade in The Village
8. Staff Activities 1972-1983

SERIES IV: Miscellaneous

This series includes a variety of materials acquired by Jacobson's. There are awards from local and regional groups for services provided to the community and to student employees. There are also three rendering of renovations at both the Store for the Home and St. Clair Room. Items in this series are stored, because of their sizes in Map Case 33.

1. Certificates of Appreciation 1993
2. Services for Older Citizens "All Star" Certificate of Appreciation 1994
3. DECA Employer of the Year Award 2000
4. Rendering for the St. Clair Room Outdoor Dining Area
5. Rendering by Brown & Devo and Associates of Rear Elevation for the Store for the Home
6. Rendering by Brown & Devo and Associates (?) of Entrance Façade of the Store for the Home