

Reebok—

(Continued from Page 4) squeaky-clean reputations, said John Quelch, a Harvard Business School professor who served 12 years on Reebok's board beginning in 1985.

"The broader public is used to this these days, and does not generally punish the brand for associating with a few such celebrities," Quelch said.

Analysts credit Reebok's marketing shift for boosting the former No. 2 U.S. sneaker and athletics apparel maker's prospects against Nike — a competition that could become more heated now that Reebok is paired with Adidas.

Marketing has helped Reebok get some recognition among teenage male customers, a sector of the athletic footwear industry that Nike has really dominated, said John Shanley of Susquehanna Financial Group.

"They really have tried to have a very different product, and they had to do that simply because Nike is such a huge force in the marketplace," Shanley said. Nike had 36 percent of the U.S. athletic footwear market to Reebok's 12 percent in 2004, the most recent figures available, according to *Sporting Goods Intelligence*.

Some observers warn Reebok's shift toward a younger and more fashion-conscious demographic could alienate athletically inclined customers who value performance, Nike's traditional strength. "You risk losing or diminishing control of your brand meaning, because these are non-sports celebrities," said Andrew Rohm, an ex-Reebok marketing employee and now an assistant business professor at Northeastern University.

Adidas will announce detailed plans in April to "sharpen the brand identities of both brands based on sports performance and lifestyle," said spokeswoman Anne Putz.

Whatever Adidas decides, it will face pressure to target a youth market with increasingly greater buying power.

"The folks that are capturing this group's attention right now are [celebrities like] Jay-Z and 50 Cents," said Jim Andrews, a vice president at marketing research firm IEG Inc. "It would be foolish for Reebok or any marketer to ignore that."

Publisher of 'Michigan Citizen' Kelly dies

DETROIT (NNPA) — Charles Douglas Kelly, the founder and publisher of the *Michigan Citizen*, the state's largest Black Press newspaper, passed away at age 80 on Sunday, Feb. 5 after a long illness.

Services were held last Saturday in Chicago at Slaughter and Sons Funeral Home.

He began his newspaper

career handling circulation and advertising sales for the *Southtown Economist* newspaper chain in Chicago.

In the early 1960s, he took a \$10,000 personal loan, carried it to New York in a shopping bag in \$10 bills, and used to purchase a web press — the first African-American to do so.

He began his own publishing career with the launch

of The *Auburn-Gresham Advertiser* in 1968 and purchased the historic *Robbins Eagle* newspaper the following year. Kelly was one of the founders of The *Chicago Citizen* in Chatham on Chicago's Southside.

While working for a community organization, he met Teresa "Terry" Maxwell, a volunteer, who became his devoted lifelong partner.

They founded The *Michi-*

gan Citizen newspaper on their dining room table in Benton Harbor, Mich., in Nov. 1978.

He grew the paper from a 12-page tabloid with an original circulation of 3,000 distributed in the Benton Harbor area to a 16-page broadsheet with a statewide circulation of 56,000.

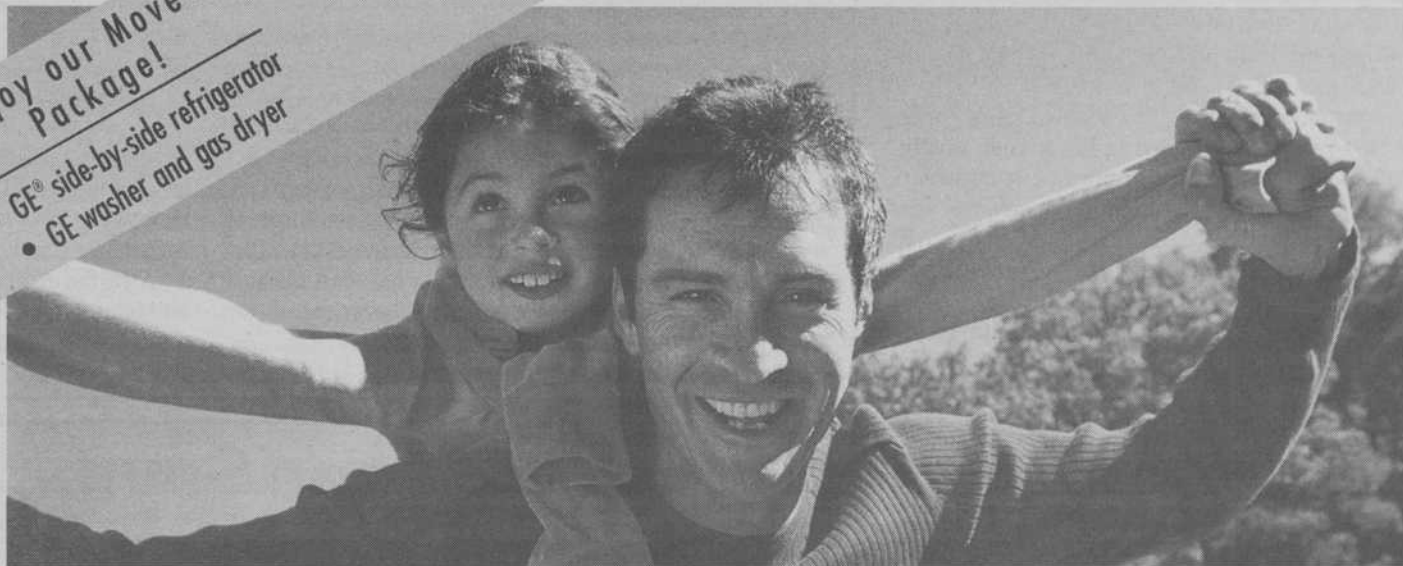
He opened a Detroit-area office of the paper in 1985. The *Michigan Citizen* is the

official newspaper for the city of Highland Park. Since its beginning, the paper has maintained a strong pro-community, progressive editorial stance.

As president of the Benton Harbor Flats Economic Development Organization, he secured a FM-low power radio license from the FCC for Benton Harbor, which has been on the air since March 2004.

***Enjoy our Move-in Package!**

- GE® side-by-side refrigerator
- GE washer and gas dryer



Start living!

This is where your home search ends and living begins. At San Rafael, you'll find a great neighborhood and the complete home package for surprisingly little money. Dynamic and stylish two-story homes are arranged along cul-de-sac streets and around a neighborhood park. And fun, family amenities, including the playground and ball fields of Eldorado and Seastrand Parks, are just up the road. You can entertain and be entertained without ever leaving home...or breaking the bank.

So, stop by soon. After all, you've got a lot of living to do.

1,577 to 2,331 sq. ft.

2 to 4 Bedrooms

2.5 Bathrooms

ENERGY STAR®

From the high \$200,000s



From U.S. 95 or I-15, take Craig Rd to Camino Al Norte and turn north. Follow Camino Al Norte to Ann Rd and turn west. Continue on Ann Rd to Clayton St, then turn left and proceed to San Rafael Sales Center.

San Rafael

1841 Barrel Oaks Avenue ♦ North Las Vegas, NV 89031 ♦ Tel: (702) 647-2438

For information about this and other Pardee neighborhoods, please visit www.pardeehomes.com.

* The Move-In Package is included on select homes and subject to qualification, financing, close of escrow, etc. Prices subject to change. See sales representative for details. All square footage is approximate. Using products with the ENERGY STAR label can save energy; actual energy savings may vary. Contractor's license #3633A.



THE WAY YOU WANT TO LIVE

