

Super hero shop leaps all bounds in appeal

By JACKIE KLEIN

Heroes World is the realm of make believe for kids and grownups.

It's a world inhabited by Superman, Batman, Spider Man, Wonder Woman and characters from Star Wars. It's a mecca for comic book collectors where they may buy a 1940 Tarzan edition for \$300.

Heroes World recently opened in the new Applegate Square shopping center on Northwestern and Inland in Southfield. The store, says owner Bunny Lieberman, is much more than a back-room comic book shop or a toy emporium.

"We deal in children," Mrs. Lieberman says with a smile. "They can come in and touch their favorite hero

item, take it off the shelf and even test its battery. Parents enjoy the relief of pretending through the eyes of their kids.

"This is an impulse 'gimme-get-me' shop. But we never talk down to our little customers, and we try to help them and direct their interests. We carry merchandise from a 30-cent toy to an \$800 collector's comic book."

Mrs. Lieberman used to plan children's birthday parties and she was looking for a business she and her husband could own, operate and enjoy.

SHE SUBSCRIBED to a toy trades magazine in which she read about super heroes mail order, showroom and retail operations owned by Ivan

Snyder, vice president of Marvel Comics, in three eastern cities. The Liebermans bought the Heroes World Michigan franchise from Snyder.

"It took us a year to find a strip shopping center for our business," Mrs. Lieberman said. "Applegate is a great location. We've been very busy, and people were knocking on our door even before we opened."

"We appeal to all age groups with items from Superman to 'Grease' and 'Kiss.' We're fortunate because the original and sequel to Superman will be coming to theaters at Christmas. Spiderman, the incredible Hulk, Star Trek and Flash Gordon will be on television. Of course, Star Wars was instrumental in the resurgence of heroes."

Scott Lieberman, 6, modeled an exact replica of Darth Vader's own full-head mask. Darth Vader, the personification of the evil galactic empire in Star Wars, can be used for a lamp, Mrs. Lieberman pointed out.

There has also been a resurgence of interest in comic books, she noted, pointing to an original 1961 Spiderman in good condition. It sells for \$300. The Liebermans buy, sell and appraise comic books for collectors.

"KIDS MIGHT worship one hero a year and then switch their allegiance," Mrs. Lieberman said. "Collecting comic books can be a hobby for children. We help teach kids to judge and care for comic books and to spend their money wisely."

Spiderman and Wonder Woman night shirts, pajamas, belts, underwear, jackets, tee-shirts, bluejeans, bedrolls and back to school supplies are among popular items in Heroes'

World. Batman umbrellas and Halloween ponchos with light reflectors, also used as Batman and Superman play capes, make a hit, Mrs. Lieberman said.

Shelves are lined with Spiderman and Hulk glasses, placemats and cereal bowls. For the younger set, there are baby Spiderman and Wonder Woman items.

Jointed giant heroes, dolls, arts and crafts, toys, puzzles, activity books, world encyclopedias of comics, battery operated "claws," and utility belts are included in the huge stock of merchandise. "Spidey Super Stories" are designed for children with reading

problems. Books show older kids how to draw comics.

You can find battery operated Batman and Robin and Star Wars battery powered tooth brushes in Heroes World. Boys love Batman doll houses and their parents buy original comic findings for \$10.

HEROES WORLD also caters birthday parties. The store supplies cakes shaped like super heroes and provides invitations, table cloths, cups and party favors to match. Delivery service is provided within a five-mile radius.

"We even help devise party games,"

Mrs. Lieberman said. "We suggested one customer buy a Wonder Woman gown to hang on the wall for the kids to toss lassos to. We always give a gift to the birthday child. They're our friends and we want to know their names. We take their pictures when we're not too busy."

"Our telephone number is 356-HERO so children can dial us easily. If they want to know what happened in the last issue of Spiderman, we'd better know the answer. This shop specializes in service to kids. We love them all whether they buy a comic book on our half-off rack or if they don't spend a nickel."



Comic books range from Tarzan to Shazam, and from Superwoman to Howard the Duck.



Two youngsters reach for a look at two pair of "Superfriends Sunglasses," one of hundreds of items that line the aisles. (Staff photos by Gary Friedman)

PROFESSIONAL Carpet Cleaning

SHAMPOO ANY LIVING ROOM & HALL. Regardless of Size. **\$14.95**

STEAM CLEANING ALSO AVAILABLE (At reduced Rates)

REID

CARPET, UPHOLSTERY, DRAPERY CLEANERS. 533-0665

ADDITIONAL ROOM SHAMPOOED SPECIAL! **\$10.95**

UPHOLSTERY CLEANING SPECIAL:

COUCH	\$30.00
LOVE SEAT	\$20.00
CHAIR	\$15.00

THE PRICE IS RIGHT!

FANTASTIC SAVINGS!

COMPLETE SELECTION OF LIGHT FIXTURES & ELECTRIC SUPPLIES

MERCURY VAPOR SECURITY LIGHT

250 WATT, SELF-BALASTED W/ ELEC. EYE OR 175 WATT, PFC. BALAST YOUR CHOICE WAD **\$29.88** LIMITED QUANTITY

PORCH LIGHT

60 WATT, BLACK FINISH, CLEAR TEXTURED GLASS **\$1.99** WITH THIS AD

BUG ZAPPERS

1/2, 3/4, 1 & 1 1/2 ACRE SIZES WHILE THEY LAST! **\$39.95**

ALL ELECTRICAL SUPPLIES

AT CONTRACTOR PRICES

7 DAYS ONLY WITH THIS AD

ENERGY-SAVER

FLUORESCENT CIRCUITRY

ALL PURPOSE FIXTURE, WHY, FINISH, COMPLETE LEST/TUBES WITH THIS AD **\$12.99**

ROMEX

SUPER PRICE! 250' ROLL 14/2 W/ROUNDUNDER-GROUNDWIRE—ALSO AVAIL BY THE FOOT WITH AD **\$22.99** 142 W/ROUND **\$14.99**

ELECTRIC TAPE

66 FT x 1/2" BLACK PLASTIC TAPE WITH AD ONLY **39¢**

MODERN WHOLESALE ELECTRIC SUPPLY CO.

MON & FRI 9-6
TUE, WED, THURS, 9-6
SAT. 9-5 SUN. 12-4

ALL AD PRICES GOOD THRU AUG. 27

SENIOR CITIZENS LUXURY LIVING

FRANKLIN CLUB APARTMENTS

an adult community

2081 Franklin Road, Southfield, Michigan

These apartments are pleasant, comfortable, secure places to live. Each resident has the complete privacy of a one or two bedroom apartment AND fine meals in an elegant restaurant. Organized activities are available. There is socializing in the lounges. Transportation and maid and linen service is furnished. A limited number of apartments now available for occupancy.

HOURS: Daily & Sunday 10 a.m. to 4 p.m. (313) 353-2810 **\$600 PER MONTH**

MID-SUMMER SALE 20% OFF

thru 20th

Cash and Carry Only

Westland GARDEN CENTER AND NURSERY, INC.

32593 CHERRY HILL WESTLAND • 721-5510 (BETWEEN WERRMAN & VANDY)

Summer INSULATION Special \$279

per 1000 sq. ft. ceiling 6" blown fiberglass FREE ESTIMATES

Roll Insulation Available for Do-It-Yourselfers

478-6046 • 227-4839

Jones Insulation Supplies

Who can you call in Detroit for \$1500?

Call us. For the money you need to solve the money problems we all face. We lend millions to business everyday. And we lend even more to help people.

We find ways to help.

COMMERCIAL CREDIT

Personal Loans

a financial service of CONTROL DATA CORPORATION

Detroit • 21559 W. 8 Mile Road • 538-7000
Plymouth • 6064 Sheldon Road • 459-2400

Credit Life Insurance Available to Eligible Borrowers

FALL LEAGUES NOW FORMING

Choice Openings for Leagues, Teams, Individual

Men

Monday or Wednesday, 9:30 p.m.

4 per team, \$1000 1st place, (12 teams), teams and individuals, 600-700 averages.

Tuesday, 9:30 p.m., Country Open \$3000 1st place, 650-940 avg. (based on 16 teams)

Women

Monday or Wednesday, 9:15 p.m.

4 per team, 800 hnd., any average, individual or team. The Classy Lassies or Country Girls

Days:

Monday 12:30 p.m.
Tuesdays 10 a.m. or Thursdays 12:30 p.m.
Free Coffee and Sitter

MIXED: Monday or Thursday, 9:30 p.m., Mixed Doubles Couples (Fun Leagues for All Ages)

Saturday 5:30 p.m., every other week
Sunday 5:30 or 8 p.m. every week

Fall Registration for Youth League Sept. 9, 9:30 p.m.

COUNTRY LANES of Farmington

30250 W. 9 Mile, West of Middlebelt 476-3201

HOME SPECIALS

ORNAMENTAL IRON

4" RAIL SECTION

SALE PRICE **466**

6" RAIL SECTION

SALE PRICE **744**

WROUGHT IRON HANDRAIL AVAILABLE

Sale Ends 9-2-78 C&C !!!WHILE SUPPLY LASTS!!!

H.A. SMITH Lumber & Supplies

(Your HWY Link to Value)

28575 Grand River (near 8 Mile)

474-6610 or 535-8440

MONDAY-FRIDAY 7-5:30 SATURDAY 7-4:30

Who do you know in Detroit who'll lend you \$1500?

We will. Call or stop in for the money you need to solve a money problem. We lend millions to business everyday. And we lend even more to help people.

We find ways to help.

COMMERCIAL CREDIT

Personal Loans

a financial service of CONTROL DATA CORPORATION

Detroit • 21559 W. 8 Mile Road • 538-7000
Plymouth • 6064 Sheldon Road • 459-2400

Credit Life Insurance Available to Eligible Borrowers

Detroit Tigers to visit Orchard Mall!

Friday, August 25th 1-3 p.m.

We will. Call or stop in for the money you need to solve a money problem. We lend millions to business everyday. And we lend even more to help people.

Complimentary Autographed Photos to be given away

Dave Rozema
Lou Whitaker
Milt Wilcox

ORCHARD MALL

Orchard Lake Rd. at Maple West Bloomfield