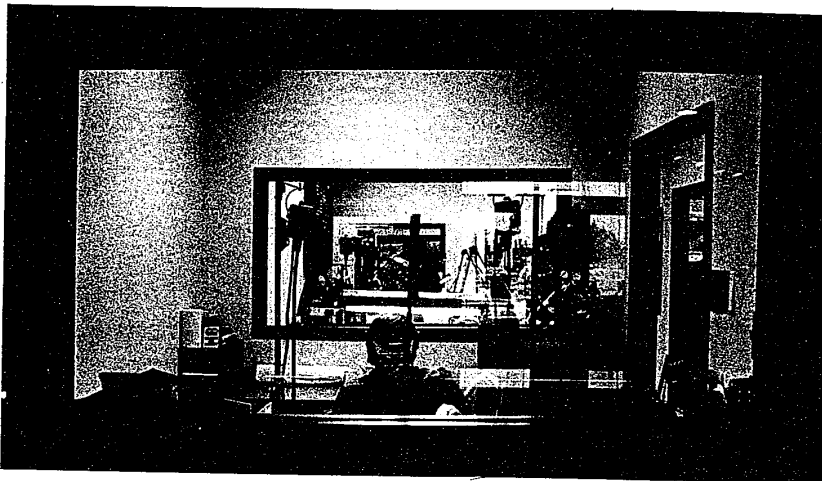


Architect fashions a street scene



Jewelry is both manufactured and sold in three stores.

By SHIRLEE IDEN
Everybody has a dream and Applegate Square is the long-held dream of area architect Leonard G. Siegel. Architects deal in ambiance and aesthetics every day in the week. They have to combine practically with an

artistic temperament and come out with something that looks good, wears well and stays within a budget. Siegel's idea for Applegate Square was to create a neighborhood shopping center with the qualities of a contemporary street scene.

"We wanted to recapture the feeling of an elegant avenue of fashion, to encourage each entrepreneur to be individual in the decor of their stores," he said.

The first stores were opened in the spring and now the square is nearly fully occupied. When it is, 27 stores will be operating.

Some have canopies, some bright colored awnings with a common element of brick and natural cedar carried out. The square is lined with pines and locust trees and shrub-filled planters add a warm and natural touch.

Siegel's wife Bluma, said her husband's concept has been successfully translated and mostly, it's because they have an interest in the center and the architect, for once, had a free hand.

"An architect has to feed his family, so in planning there are frequent compromises when investors bear down," she said.

"IN APPLEGATE SQUARE, the tenants were all hand-picked. We knew what we wanted and we went after it and waited when necessary."

What they got was a diverse mix of

stores. If you want to buy food for your pantry, why look elsewhere. There is no drug store, no supermarket with its clutter and gaggle of metal shopping carts. What is new is the gamble of creating a center with no chain store market with long lease as security.

Instead, on a stroll through Applegate, located at Northwestern Highway and Inkster, you can see an old world craftsman set a diamond, buy blue jeans for yourself or child of either gender at "Bear Ends," stock your kitchen with all kinds of exotic cookware and utensils at "What's Cooking?" or order a hand-crafted, unique baby quilt or bedspread at Miranda's.

Comic book freaks can buy the latest editions at "Hero's World" for the going price or trade in old ones for new.

"We have a buying guide with every comic book ever sold catalogued," said owner Bunny Lieberman. They also have items from a 25-cent eraser to a \$50 comic book—"The Fantastic Four" first issued for 10 cents in 1961.

If it's fashion you're after, at Applegate you can take your choice of Myrna Berman's designer sportswear with a classic look, Ray and Ida's who offer sportswear, afternoon and evening outfits and coats and accessories for the fashion conscious and Diane's Place for high-style women's wear.

SOON TO open will be Roslyn's

Intimate Apparel which will present foundations, daywear, sleepwear, robes and leasurewear.

When you've bought your 25-cent eraser and are craving more exotic fare, you can take your choice of jewelry emporiums: "One of a Kind" with artisan-crafted pieces; Morris Bednarski Jewellers who sell and design fine jewelry; and "Goldfinger" where the latest in fine gold pieces is featured.

At Baggit, you can get handbags, luggage, briefcases and wallets for men and women and at Sandilar, designer shoes and boots for women.

The New Generation sells girls' fashions for four to 14-year-olds and at DeSolvent, everything for men from designer clothes, to accessories including men's handbags.

You can buy a carpet or new flooring, take cooking lessons or get your hair styled and buy a French pastry or torte. At the A la Cart Cafe, omelettes, soups, salads and other necessities are served in a garden-like setting—and for browsing pleasure, it is open until 1 a.m. on week nights and 4 a.m. weekends.

Mrs. Siegel said another restaurant will be added soon.

While you're shopping and eating, you can get new glasses fitted at Roland Optics or order flowers for your love or next party or get a salon showing of an elegant fur at Robert Mann.



A place to browse or to buy, that's Applegate Square. The Southfield shopping mall was planned to include individual designs in decor, trees and planters as well as an occasional park bench for the contemplative. Anyone wanting more action than contemplation can buy anything from an eraser, to a rare comic book to a once-in-a-lifetime sable coat. (Staff photos by Gary Friedman)



Comics books, everyday and rare, are sold in Hero's World.



Where It's At

By JUDY SOLOMON

Stuffings

Pillow aficionados, take note! You're going to flip over the selection at Paper Place. Satin-like replicas of candy wrappers cost \$20 each. Carver or avocation doll pillows (\$25) can be ordered to your specifications. For example, a lady lawyer pillow features black leather opera pumps, a gray flannel dress, handpainted facial features and carries a brown leather briefcase under one arm, a suede-cloth law book under the other. Many are in stock; special orders take one month.

The Paper Place, Applegate Square, Northwestern and Inkster, Southfield, 356-6466.

Social security

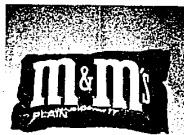
Just ask any parent, adolescent girls are a bundle of contradictions. For example, they hate anything "babyish" while at the same time they covet those "Jama-Blanket" Sleepers that infants wear. In fact, it's become the "in" sleeping fashion at both slumber parties and sleep-away camps. Roomy, warm and comfortable, the one-piece sleepers have attached feet with non-skid plasticized soles and the largest size (14) will fit a 5'1" girl weighing up to 100 pounds. In stock in red, yellow, or baby blue, the "Jama-Blanket" sleepers by Carter are priced at \$10. Pam's of Bloomfield, Bloomfield Plaza, Maple at Telegraph, Birmingham, 626-9225.

Happy endings

By the time you cook the turkey, set the table and all that jazz, you'd probably just as soon skip having to make the dessert. The Whistle Stop Coffee Shop makes two terrific kinds of apple pies that would be great toppers for any Thanksgiving meal. The apple crumb version has a flaky pie crust base, a rich apple, cinnamon and brown sugar filling plus a sweet and crunchy crumb topping that is laced with both walnuts and a powdered sugar and milk strussel. While the sour cream apple pie is not as sweet, it's equally delicious. Ten inch pies cost \$10.50 and Thanksgiving orders should be placed by Tuesday, Nov. 21. Whistle Stop Coffee Shop, 501 E. Eton, Birmingham, 647-5598.

Self-centered

Pumpkins, gourds, poinsettias and mums in and of themselves make nice holiday centerpieces, but they're really old hat. By adding an ice sculpture (like the professionals do), you can achieve all kinds of new variations of an old theme. Clancy's Place has ice sculpture molds (\$7 each) in stock in the shapes of polar bears, frogs, ducks, penguins, seals, fish and Christmas trees. All you do is fill the molds with water, freeze overnight and voilà; they're ready to use. Clancy's Place, 200 Renaissance Center, Detroit, 259-6170.



Red Cross needs blood

Whole blood has a shelf-life of only 21 days. There is a continual demand for fresh blood to meet the needs of patients in the approximately 75 hospitals serviced by the South-eastern Michigan Chapter of the Red Cross.

Donations are accepted at the Oak Park Donor Center, 25900 Greenfield, 10 a.m. to 4 p.m. Mondays and Fridays. Hours Tuesdays, Wednesdays and Thursdays are 2 p.m. to 4 p.m. Saturday hours are 9 a.m. to 2 p.m.

For an appointment, call the Red Cross at 968-2255.



A mitten by any other name, simply wouldn't be... exclusively ours! From its navy or red washable nylon shell, right down to its furry acrylic lining, this little ski mitt is all SFA warmth! And...we'll even personalize the pair with the name of the special child who'll get them—for Christmas! Sizes S (3 to 4 yrs.), M (5 to 8 yrs.), L (9 to 12 yrs.), XL (13 yrs. and up). '6 the pair. Children's Shoe Collections.

Saks Fifth Avenue

Saks Fifth Avenue, Troy, Somerset Mall, Big Beaver at Coolidge
Detroit, Second at Lothrop

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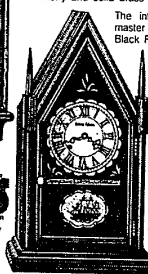
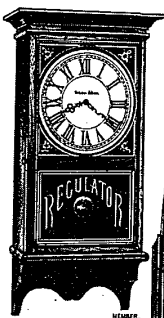
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