



Lori Schihl did some comparison shopping on a dress by Trolley Car she found in T.J. Maxx with a \$15.95 price tag. The same dress, she said, retails elsewhere at \$55.



T.J. Maxx

Fashion at knock-down prices

By LORRAINE McCLISH

T.J. Maxx, a store that offers brand-name fashion for the entire family at savings of up to 60 percent opened its first store in Michigan this month.

The new store in Farmington is at 33049 Grand River, east of Farmington Road.

To date, 20 T.J. Maxx stores are in 10 states, knocking down prices on the same clothes that can be found in specialty and department stores.

"We find that our customer has been waiting for us," said C.C. Cammarata from the chain's headquarters in Boston.

"Today's consumer is as interested in value for her money as she is in fashion, and we feel we have the best combination of the two."

"At T.J. Maxx, she can find the same fashions the specialty stores offer, but with the high price tags."

Buyers purchase perfect quality samples, closeout lots and saleable irregulars, all at the lowest prices and pass the savings on to the consumer.

This holds for men, women and children's clothing, giftware and domestic products.

THERE ARE NO salespersons in the store, but there are floor workers who can be called on for help.

We witnessed one employee successfully help a shopper who had found an Eva Picot blouse find a pair of slacks

to match. The shopper estimated that the blouse with a \$19.90 price tag probably would have retailed elsewhere at about \$45-50.

Though all of the clothes are separated as to size and into categories for sportswear, evening wear, and such, brand name labels are intermixed with designer name labels and clothes that might have no label at all.

Even so, the floor workers will point out particularly good buys on any given rack. Or they will know, as we overheard in one instance, that a particular brand of swimwear was not available that day... but try again.

Seconds are always marked, and this applies in all departments.

In domestics, we saw a \$20 tablecloth go for \$7.95 and mix and

match napkins (because matching napkins were not available) go for 49 cents each.

Ken Ross manages the Farmington store, which occupies about a half of the former Federal Department Store in the Downtown Shopping Center. There is very ample parking facilities.

Ross is assisted by Rich Hartwell and Jackie Hertzik who oversee the work of about 100 newly employed local personnel.

Store hours are Monday through Saturday, from 10 a.m. to 10 p.m. and Sunday from noon to 6 p.m.

The store accepts major credit cards, offers layaways and has a liberal hassle-free return policy.

Monday, May

Sak's Fifth Avenue It's a fantastic week to see the young designer sportswear and dresses. Clothes by like Willi Wear, St. Tropez West, Liz Claiborne, Evelyn de Jonge, Jones of New York and Perry Ellis will all be featured in the Sportswear and Dress Collection on the third floor. On Monday and Tuesday also the classic summer suits and dresses of the Stanley Sherman collection will be modeled on the first floor, sportswear dresses.

Tuesday, May

Cooper's Arms. Designer fashions from Janet Varner's of Rochester are modeled informally from noon to 1:30 p.m. every Tuesday, September through May, at the Cooper's Arms restaurant, 306 Main Street in Rochester.

Wednesday, May 16

Christies of Clarkson Mills A fashion show is held every Wednesday from noon to 1 p.m. at Carmen's restaurant on M-15 in Ortonville.

Sak's Fifth Avenue It's black by popular demand. Encore ensembles will be modeled today sharing the bill with whites and brights.

Thursday, May 17

Lakeside Mall Today through Saturday are community service days. Information on what's available in your county, your city, and your community will be on display. Demonstrations covering all areas of home, social and professional life will also be scheduled.

Jacobson's Reiko will present her newest collection from 10 a.m. to 5:30 p.m. in the Birmingham store. Reiko believes in soft, clear colors and prints derived from nature. From sizes 4 to 16. A teen fashion show will be held in the children's store at 7 p.m.

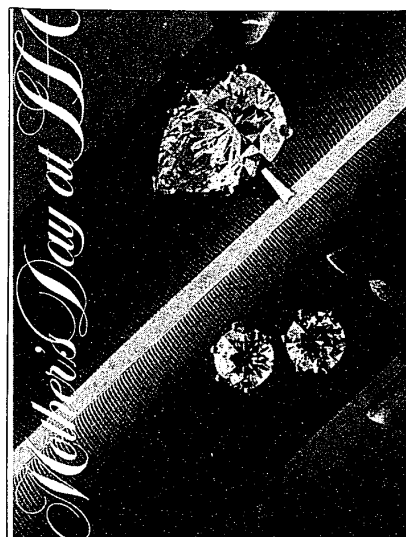
Sak's Fifth Avenue Andre Laug will personally introduce his collection for Fall/Winter '79 today and tomorrow in the Registry Room.

Friday, May 18

Sak's Fifth Avenue The entire Seiko watch collection, including the new 14-carat gold watches, will be featured in jewelry collections on the first floor today and tomorrow.

Sunday, May 20

Sak's Fifth Avenue An efficient personalized approach to beauty will be shown in a series of cosmetic workshops. Call ext. 281 for more information.



Diamondair II™—in all its dramatic depth! It's as if man captured all the brilliance of the heavens and the intimacy of the heart for a stone that would almost duplicate the diamond! Here, the ultimate simulated jewel: the round cut solitaire stud earrings, from a collection of earrings from '139 to '140. The pear-shaped ring, from a collection of rings from '160 to '1275. In Fine Jewelry Collections—where we are all the things you are.

Photograph enlarged to show detail.

* Warranty available without charge upon written request to Sak's Fifth Avenue.

from, Somerset Mall, Big Beaver at Coolidge, open Mondays, Thursdays and Fridays, 10 AM to 9 PM; Tuesdays, Wednesdays and Saturdays, 10 AM to 6 PM; Sak's Fifth Avenue, Detroit, Second at Lothrop, open Monday through Saturday, 9:30 AM to 5:30 PM Sundays, Noon to 5 PM.



Where It's At

By JUDY SOLOMON

Sitting pretty

A bedrest is a wonderful thing to prop you up while you read or watch TV in bed. However, up until now, the ones you could buy were anything but glamorous to look at unless you're fond of red or brown corduroy in your boudoir. The good news is that Rialto will make up bedrests for you (\$50) utilizing either your own fabric or one of theirs. Then the bedrest will be made to your specifications including your choice of welting or ruffled or eyelet trim. A side pocket can also be sewn in to hold your reading glasses. Orders take two weeks.

Rialto, 217 S. Woodward, Birmingham, 642-2230.



Beach Belle

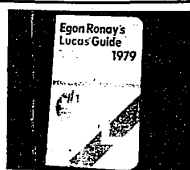
Now that winter has finally departed, it's lovely to start thinking about lazy days at the pool or beach and this clever towel (\$35) would be a great item to have on hand. Featuring sewn-in rope ties at the top and bottom, once you finish lying on it, you can tie it so it becomes a tote to carry neatly over your shoulder or you can tie it so it becomes a sleeveless jacket to wear over your swimming suit. In stock in raspberry or canary yellow, the towel also has a large zippered pocket where you can store your suntan lotion, keys, wallet or what have you. Le Playgirl, Orchard Mall, Orchard Lake Road and Maple, West Bloomfield, 626-0630.



Have guide, will travel

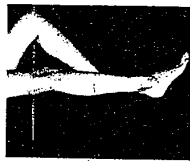
While the Michelin and Fodor travel books are good for some things, if you're planning to visit London, or to drive through the British Isles this year, I urge you to buy a copy of Egon Ronay's "Lucas Guide 1979" (\$8.95). The book rates and describes hotels, inns and restaurants in even the smallest villages and I have found it to be infallible. Updated yearly, it also includes such helpful information as a list of the London restaurants that are open on Sundays.

Bookpeople: Orchard Mall, West Bloomfield, 851-9150 and Prudential Town Center, Southfield, 358-4646.



Waxing well

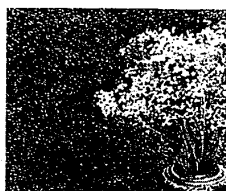
You guys don't know the half of it! It takes a lot of buffing, brushing, polishing, creaming, dieting and exercising for a woman to look her best. Here's another beauty aid to consider: body waxing by Suzan at Yannis Beauty Salon. Made from pure honey, Suzan's secret wax recipe is unique, her customers calm, because "each time the body hair grows back, it comes in softer and in less quantity". (Once a month waxing is recommended). The price for full leg waxing is \$30 to \$35; lower legs only, \$20; arms, \$15 and underarms, \$15. Suzan, Yannis Beauty Salon, 29633 Franklin Road, Franklin, 358-0895.



Berven Of California

Better Carpet Sale

No need to choose between "the carpet you love" and "the carpet you can afford"! During our Berven "Spring is Here" Sale you can choose from 8 favorite textures & weaves, and ENJOY SALE PRICES SAVINGS! Each Berven selection is nationally noted for outstanding style and quality...using premium yarns, fine tailoring details and a rainbow of colors.



"Fresh Start", loop pile duPont nylon in deep sculptured, 3-level design.

Sale \$7⁹⁵ sq. yd.



"Dark Secret", classic Saxony plush featuring unusually crisp yarn definition, 100% nylon.

Sale \$9⁹⁵ sq. yd.



"Beverly Hills", quietly elegant plush nylon in a palette of lustrous colors.

Sale \$12⁹⁵ sq. yd.

"In Love Again", subtle colors fashioned in deep-bodied, variegated nylon tones.

Sale \$14⁹⁵ sq. yd.

"Bridal Suite", understated elegance in sumptuously thick nylon tone-on-tone colors.

Sale \$14⁹⁵ sq. yd.

"Avanti", fine darter plush texture you'll love to touch. Delicately styled shades.

Sale \$15⁹⁵ sq. yd.

"Vicars", spun textures of tightly woven, heat-set nylon in refreshing colors.

Sale \$15⁹⁵ sq. yd.

"Encounter", a tight weave plush heat-set nylon with clear, deep tones from bold to pastel.

Sale \$17⁹⁵ sq. yd.

Wiggo of Bloomfield Hills

Use your Visa and Master Charge

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open Mon., Thurs. & Fri. 'til 9