

A sampler of the region can be mailed

By LAURIE MIHOLER
Special to the Record-Eagle

What do you do when you are so "full" of the Traverse City area that you just want to share it with the world? For one thing, you could send it to them!

Well . . . maybe not the whole experience, but there are many local businesses that keep mailing lists of satisfied customers and either send, or provide on request, gift mailers for those longing to recapture the essence of their visit, or to share it with family, friends, and even business clients.

A Chicago businessman annually sends

about 850 pounds of fudge to clients at Christmas via Doug Murdick's Fudge in Traverse City. The locally made fudge, available in about 15 varieties, can be sent anywhere in the country, and the store is particularly busy at Christmas with orders for shipping. Easter and other holidays are also busy times for mail-orders.

Doug Murdick recounts the story of one local man's annual birthday present from his mother, a pound of fudge a month, sent by Murdick's.

Murdick said that order forms are available at the store and are packaged with fudge bought locally. Forms would also be sent on request. Doug Murdick's

Fudge has three locations in Traverse City: downtown, Cherryland Mall, and U.S. 31 N.

Cherries are integral to the flavor of the region, and Benjamin Twiggs in the Cherryland Mall promotes cherry products — everything from preserves and jellies to dried, and chocolate covered cherries. Other locally made products are also featured, such as honey and maple syrup. The shop maintains a guest book from which they compile their mailing list. Gift mailers from the store feature most of the products sold on the premises.

Carp River Trading, located at Harbor Square in Leland, sends out full-color catalogs several times a year featuring their own gourmet jar foods, preserves, toppings, and condiments, packaged in gift cartons, or cedar gift boxes with their own logo and design by artist Rod Lawrence. The designs are changed yearly, making the boxes collector's items. By signing the guest register in the store, customers are placed on a mailing list to receive the catalog. Others wishing to get the mailer may call or write the store.

People's memories of a place seem to be closely tied to their taste buds, if the assortment of mail-order products available locally are any indication.

Kilwin's Chocolate Shop in downtown Traverse City also provides a mailer that features such goodies as fudge, truffles, caramels, gourmet jelly beans, and chocolate specialties — molded chocolate, dietetic chocolate, and gift boxes of assorted chocolates. Mailers can be picked up at the store or sent. Kilwin's also keeps a guest book.

It's not necessary, however, to be a purveyor of edibles to provide wares for mail-order.

Horizon Books in downtown Traverse City sends "Book Chat," a magazine listing new hard and paperback books, and containing several short reviews, to several hundred of its customers eight times a year with special Christmas and summer editions. The publication is purchased by Horizon from the American Bookseller's Association, and has a detachable postcard to be sent back to Horizon for ordering. The store is also willing to take orders over the phone.

Little Professor, another of Traverse City's downtown bookstores, sends newsletters published by its franchise organization a couple of times a year, and also sends a Christmas catalog annually to customers on its mailing list. The store accepts orders for shipping on request.

Country Clutter, located in Old Town, Traverse City, is coming out with a full-color catalog in October of 1987. Owner Kay Scott said the mailer will feature a selection of the country merchandise carried by the shop. All orders will be shipped UPS, and the catalog will be sent to customers who have signed a register in the store.

The good news is that if you liked it in Traverse City or the surrounding towns, you can probably have it sent elsewhere, courtesy of the handy gift-mailer.

Don't be discouraged though if your favorite shop doesn't have a gift catalog or mailer. Many local businesses ship regularly, and often have packaged gift items for easy selection.



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