

# Retail activity

## Merchants talk about what's hot

By Chris Rizk  
Staff writer

The stock market may be down, but sales are up at local stores during the holiday shopping season. Farmington-area merchants are saying.

Despite predictions of a dismal sales season as a result of the stock market crash Oct. 19, consumers are out in full force.

Merchants, not ready to commit themselves to specific figures, are saying it's too soon to assess 1987 holiday sales. But they're predicting a healthy sales season.

"We don't have December sales figures yet. But so far, sales appear to be the same as last year," said general manager Kimberly Kain of Hunters Square/Tally Hall, at 14 Mile and Orchard Lake Road in Farmington Hills.

"We're running nine different ads in the newspapers in an effort to attract consumers. And we've not seen any decline in shoppers over last year."

This year, consumers are headed for more personal items, ranging

**'We don't have December sales figures yet. But so far, sales appear to be the same as last year.'**

— Kimberly Kain  
general manager  
Hunters Square/Tally Hall

from stationery to personalized housewares.

Last year's hot sellers, personal computers and computerized toys, are giving way to cellular telephones and video cameras.

LOCAL CONSUMERS, tired of shopping malls and mass merchandisers, are returning to local merchants within their communities, said Jon Grant, president of the Farmington/Farmington Hills Chamber of Commerce and Farmington-based Reliance Forms and Supplies.

"I think we're seeing a shift in attitudes in mall shoppers," Grant

said. "Outdoor shopping appears to be in."

A study on downtown Farmington shopper habits released this summer supports his statement: More than 70 percent of the downtown shoppers surveyed were from Farmington/Farmington Hills.

Marmel Gifts and Toys co-owner Gaye Smith said emphasis is on personal service.

"We compete with the malls by offering personal service," Smith said. "We have some very faithful customers who know that they can come in here with a gift list with ages and we'll take them around and find gifts for them."

"You don't find that kind of service in bigger stores."

Service seems to be the important ingredient in bringing back customers once they've picked a place to shop.

For Smith, whose shop is at 28857 Orchard Lake Road in Farmington Hills, shoppers' comments help guide her actions when making decisions on what to sell and how to display her merchandise.

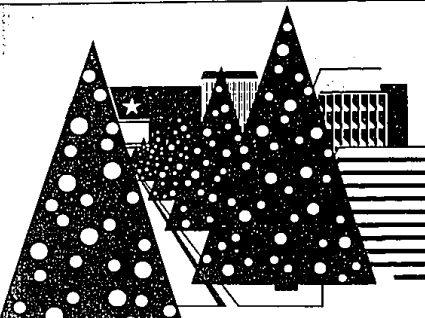
Please turn to Page 9



BOD SKLAR/staff photographer

Marmel Gifts & Toys co-owner Margo Mellen discusses children's games with a customer.

# Great Gift Ideas from Livonia



**Windmill Fruit Market**  
34400 Plymouth Road Livonia 423-4144  
(Between Stark & Levas Roads)

**Poinsettia Plants**  
Beautiful, Lush  
**\$1.99** & up

**Honey & Spice Glazed Spiral Sliced Ham**  
**\$2.49** lb.

**Holiday Gift Baskets**  
from **\$19.95** to **\$500.00**

**Pistachios**  
• Red  
• Natural **\$1.95** 5 lb. pkg.

**Order Now Party Trays**  
Includes:  
• Roast Beef  
• Turkey, Ham  
**\$2.50** person

**Delicious Cookie Trays****\$9.99**

**PAT PRIEBE is at...**

**PAINTER'S ALLEY, INC.**  
28875 Plymouth Road  
LIVONIA • 427-0599

**SUPPLIES and CLASSES**

**FOLK ART • TOLE • FABRIC PAINTING**  
**• STENCILING • CANVAS • PASTELS**  
**• WATER COLOR**

Sign up for January Classes

Day and Evening Classes Mon.-Fri. 10-8:30 Sat. 10-3:00

**Christmas Gifts for the Home**

Looking for an extra special item for someone very dear? We've got a delightful collection of "just-the-right-gift" for the home. Quality-Value-Price

**Chris Furniture**  
Shelden Center  
33125 Plymouth Rd.  
Livonia

MERRY CHRISTMAS TO ALL!

Hours: Mon. Thurs. Fri. 10-6:00  
Tues. Wed. Sat. 10-4:00  
Sunday 12-5  
427-3080

**Come Celebrate Our...**

# GRAND OPENING

**55% OFF**  
Italian Gold Charms

**20% OFF**  
14 kt. Gold Chains

**20% OFF**  
Colored Stone Rings, Earrings, Watches, Pearls

**GOLD ITALIA**  
Located in Livonia Mall near Mervyn's  
Formerly Silver Brick Road  
We've moved to serve you better!

**MR. SPA**  
The Original Portable Spa

## WAREHOUSE CLEARANCE SALE

**SWIMMING POOLS and SPA DOMES**  
On Display in Showroom

**BRAND NEW SPAS**  
Full Foamed Thermo Cover  
Deluxe Hard Cover  
Complete Equipment Package  
Maintenance Kit  
Chemical Kit

**BRING IN AD & SAVE ADDITIONAL \$100 OFF SALE PRICE**

**UL and LATI**  
Listed on Spa and Equipment

**AS LOW AS \$1490.00** and up

**Curb Side Delivery or Bring Your Truck and Save!**

**JAMAICAN POOL & SPA**  
37525 ANN ARBOR RD.  
LIVONIA Between Newburgh and Ann Arbor Trail

HOURS:  
T-T 10-8 SAT. 10-4  
FRI. 10-5 SUN. 12-4 **591-6868**

**NELSON'S CUSTOM PICTURE FRAMING**  
Is Presenting

# POSTERS PLUS

Yes, we are still Nelson's Custom Framing! But we now have unframed and framed posters. Come in and see us!

**427-0325**

We are located in the Torrence Corners Between 5 & 6 Mile (off Middlebelt)

**WE HAVE GREAT CHRISTMAS IDEAS!**

Holiday Hours: Mon.-Sat. 10 a.m.-9 p.m.  
Sun. 12-5, Dec. 24th 8:30-3:30

**1/2 OFF SPECIAL "Prince of Peace" SILK POINSETTIA**  
AS PRETTY AS ITS NAME  
Regular \$5.99 **\$2.95**

**SILK PLANTS**  
TREES, FLOWERS, AND HANGING PLANTS  
MAKE GREAT CHRISTMAS GIFTS

**CHRISTMAS TREE 2 Ft.**  
Reg. \$14.95 **\$10.95**

**CHRISTMAS WREATHS GARLAND**  
ARRANGEMENTS, ETC.  
ALL AT DISCOUNT PRICES

**NEW LOCATION**  
9 MILE & MIDDLEBELT IN COURTESY CORNER 473-8848  
(Northwest Corner - Next to the Rubber Shop)

**SILK GARDEN**

UTICA  
LATHROP VILLAGE  
3703 SOUTHWELL  
(BLUE HILL 11 MI.)  
HOURS: MON.-SAT. 10 A.M.-6 P.M. • OPEN SUNDAY 12:00-4:30 P.M.

