

# MALLS & MAINSTREETS

## Barbara's from Previous Page

Another sought suave, sophisticated birth announcements to tell of twins.

Others stop by in search of unique wedding invitations, personalized stationery, custom party announcements — and Susan Sivak of Barbara's Paper Bag makes sure they find just what they need.

This month she's celebrating her 10th anniversary as owner of the stationery store at 147 Pierce Street in downtown Birmingham, and the 20th anniversary of the business founded in 1975 by Barbara Travis and her sister Sherry Buhai. Susan, originally a court reporter, worked part time at the shop to hook up with people who might need her calligraphy talents. When she heard the owners wanted to retire, she bought the business.

"I've always loved cards, stationery and paper goods," she said. "And now after 10 years in this business, I've gotten to know a great many customers who do, too. My goal is to stay in town another 20 years, serving the people of this area by offering personalized service for all the important occasions of their life."

Three years ago, Sivak, 39 of Huntingdon Woods, enlisted the help of her architect brother Steven, to remodel the store. She moved into the building near and immediately doubled her floor space. The new building was gutted inside to make room for custom storage cubes, cabinets and work tables.

"We attempted to create a cozy, comfortable place to think, shop, and plan special events," she said. "There's no fluorescent lighting. We used much of the brick and wood from the original building to add character. Customers can stay as long as they like and there's plenty of room to sit down and spread out idea books and catalogs on tables large enough to accommodate them."

Sivak recently added gift items to her inventory offering shoppers wooden animal puzzles and ceramic banks for children and Anglicize sculpture pieces for col-

lectors. She travels to New York each spring to attend the national stationery show, and in January shops the gift shows in Atlanta and Dallas to find new and exciting merchandise.

Right now customers can't get enough of paper products made from recycled materials, unusual envelope liners, and reproductions of famous art works on giftwraps and notecards. Bordered blank paper and cards help computer users create their own personalized stationery and greetings cards.

Sivak said Barbara's Paper Bag is a family affair because her mom helps out in a pinch and her sister moonlights as book keeper. Judy Maraglio has managed the store since Sivak took over 10 years ago and Cindy Padalia has worked in the shop for 5 1/2 years.

"My staff is experienced in the business and very valuable to me and my customers," Sivak said. "They've got answers. They know the business. That's one of the keys to retail success."

She pointed out that the dawn of this era by offering personalized service for all the important occasions of their life.

An in-house graphic artist can come up with whatever artwork a client has in mind, though Sivak said most folks find just what they want in the catalogs supplied by manufacturers.

"She's proud to operate a downtown business because she said 'I'm not a mall person.'"

"I like the sights, sounds and smells of a downtown," she said. "I especially like being in Birmingham. Our customers are great. It feels great shopping and walking around town. We made it through the rough years as a retail district and now we're right back on track."

Barbara's Paper Bag is open Monday-Saturday 9:30 a.m. to 5:30 p.m. (Thursday until 9 p.m.) Closed Sunday. Inquiries are welcome at (810) 642-3860.

## Casual from Previous Page

computer terminals and through fax and conference calls. You work better and longer when you take off your tie and unbutton your shirt."

Marshall Bell manager of the Smith Barney brokerage house in Birmingham said Fridays have been casual dress days since the office opened in 1983.

"We don't wear jeans, but the ties are gone and it's slacks and sports shirts. Most of the men get their clothes at the Claymore Shop in town which has a whole department for business casual and conducts seminars on the subject for clients."

Recognizing the need to assist their customers with selecting new work wardrobes, Levi Strauss and Co. has published a pamphlet on dressing casually at work. Eddie Bauer has a new tailored line featuring twin chino pants and casual shirts, shoes and accessories suitable for the workplace. Hudson's hosts Workday Casual Seminars for groups of 75 or more tailored to the individual working atmosphere.

"Business clothes today must be comfortable, casual and thorough department for business casual and conducts seminars on the subject for clients."

## Where can I find?

We haven't found it, so here's another shot at locating an electrical timing device for Jim Willoby of Birmingham.

"I'm looking for a timer that I can attach to my radio so it goes on for an hour and then turns off. My radio doesn't have this clock feature so I need to buy an electrical timing device. I recall such a timer from years gone by. Has anyone

else?

If you know where Mr. Willoby can find an electronic timer, please give Malls & Mainstreets a call at (810) 901-2567. You can fax a response to (810) 644-1314. Or write Where Can I Find it? The Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. New shopping challenges are also welcome through these avenues.

## Non-stick spray stops mess

AP — Nonstick cooking spray bypasses the mess of greasing pans. Even better is its low fat content — only 0.8 grams of fat in a 1 1/4-second spray.

What makes this spray work like magic? Vegetable oil and lecithin (from soybeans) prevent sticking. Alcohol helps the spray action but evaporates on contact. For the aerosol propellant, cooking sprays rely on natural hydrocarbons rather than the chlorofluorocarbons that may be harmful to the ozone layer. You can also buy nonaerosol pump bottles.

These tips may help you think of new ways to use nonstick spray: • Think of a 1 1/4-second spray as replacing a tablespoon of butter, margarine, shortening or cooking oil.

• Hold pans over your sink or

garbage when spraying, so you don't make your floor or counter slippery.

• Spray cooking spray only onto cold baking pans or skillets. It can burn or smoke if sprayed onto hot surfaces.

• Use cooking spray instead of oil for stir-frying over medium heat. High heat will cause the spray to smoke.

• Avoid spraying waffle irons. Buildup can cause foods to stick.

• Spray scissors before snipping dried fruit to prevent sticking.

• Ease cleanup by spraying your barbecue grill rack before using.

• Keep pasta water from bubbling over by spraying the pan first.

• Spritz popped popcorn with butter-flavored spray for a buttery flavor without the calories.

## Grand opening



**Glorious Guerlain:** Customers are invited to call for a complimentary makeover in the new surroundings of the Guerlain Boutique at Saks Fifth Avenue in the Somerset Collection, Troy. Call (810) 643-900, Ext. 337 for an appointment. Guerlain is the world's oldest family-run fragrance and cosmetic house, founded in 1828 in Paris by chemist/doctor Pierre-Francois-Pascal Guerlain. The company is best known for its creation of Shalimar and Samsara fragrances.

## RETAIL DETAILS

**Retail Details features the latest news briefs from mall and Main Street shopping centers. Mail submissions to: Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.**

### WINCHESTER UPDATE

Rumors are flying again over what's going on at the former Winchester Mall, Rochester Road and Avon in Rochester Hills. Will a Marynys open? Is Builders Square moving in? According to Andy Shaw of Sherr Development in Farmington Hills, which owns the property, the answer is "No!"

"We've locked in with a few tenants but until the entire center is leased we can't announce anything which might jeopardize negotiations," he said. "We're still in the developmental stage, but we're on due course."

Shaw said the former mall will not reopen as a mall, but the structure will be through from the parking lot to the lighting poles."

Shaw said he did not have a target date for a grand opening.

### BALYATON ARMY BENEFIT

The Somerset Collection in Troy hosts a New York-style runway show to benefit the Balyaton Army with media models presenting the latest fashions from the mall's boutiques. The show will take place in a heated tent in the mall parking lot. The afternoon includes valet parking, a box lunch of three varieties of gourmet sandwiches by Sebastian's Grill, a concert in the mall by the Salvation Army band and coffee and dessert following the fashion show in the mall near Saks Fifth Avenue.

Everyone is cordially invited to attend this event/fund-raiser. Tickets are \$30 per person available through the time of the show 11:30 a.m. on Wednesday, April 12. Or order by phone and pay by credit card or a check at the door. (810) 443-5500. Donations of \$50 or more entitle guests to a seat in the reserved section near the front.

### STORES IN CLEARANCE CENTER

The American Eagle Outlet at the Wonderland Mall in Livonia becomes the national clearing house for the company's 208 stores. Local customers can expect savings of up to 75-percent on first quality merchandise

marked down because it's off-season or over-run.

### SAXS DEBUTS FRAGRANCES

Eau de Murano premier this week at Saks Fifth Avenue and next week Dolce & Gabbana fragrances will be introduced at the Somerset Collection store in Troy.

### MADELAINE CLOSING

Madeline and Cy Seltzer, owners of the Madeline Boutique (located by the Pontiac Oakland and Telegraph, are retiring. The store is holding a Going Out of Business Sale through April. Shoppers can select beautiful clothing at excellent prices while the company liquidates.

### NEW MENU

Hudson's Restaurants have a new menu for spring in the dining rooms at Northland, Westland, Oakland, Southland, Fairlane, West Oak and Lakeside. Also, Charles Sansone has been named executive chef for Hudson's. Before joining the company in 1990, Sansone served as executive chef at the Austin/Mallard Pub in Detroit.

### SPECIAL ART EXHIBIT

Objects d'art, 6243 Orchard Lake, north of Maple, West Bloomfield hosts a show and sale of artwork by children of the Kennedy Center through April 23. The students create exciting art projects in all mediums despite physical and mental challenges. For more information, call (810) 539-3332.

### NEW JEWELRY LINE

New Belgium's Gem Kingdom, the Tender Boutique, 271 W. Maple in Birmingham has sterling silver and enamel jewelry that "predicts the future." Sign of Good Luck features charms with ancient symbols of fortune telling and superstition.

### GARDEN CENTER MAGAZINE

English Gardens in West Bloomfield, Dearborn Heights and Clinton Township features a new magazine "Casual Decor" retelling for \$4. CD offers tips on changing outdoor space into attractive, relaxing environments, from planning and designing to selecting furniture and accessories.

### BUNNY GARDENS

The Four Seasons Garden Center, 14471 West 11 Mile in Oak Park has copper bunny sprinklers \$39.98 from Flora & Fauna of California and brass bunny faucets \$24.98 also from F & F, to add a decorative touch to

backyards. Carrying the rabbit motif further, a bunny hose guard is available from Goose Creek, \$24.98. It keeps garden hoses from rolling over tender plants and shrubs. Also from Goose Creek and featuring hand-antiqued weather-resistant patina finish — bunny garden plaques and bunny bird feeders.

### APRIL ARTIST

The Art Gallery in the Great Oaks Mall in Rochester Hills (operated by the Pontiac Oakland Society of Artists), features the works of Keith Baker and Trina Riordan this month.

Baker highlights county landscapes in oil and acrylics. Riordan does both realistic and fantasy clay sculptures specializing in dogs and horses in stone-ware and Raku. For information call (810) 651-1679.

### COFFEE BEANERY ON THE MOVE

Cheryl Galway has been appointed director of marketing for The Coffee Beanery Company. Galway will be responsible for marketing the company's aggressive growth plan of opening 1,000 units by the year 2000. Prior to her appointment, she helped develop the company's street front prototype that debuted April 6 at the new downtown Birmingham location at 152 N. Woodward. Prior to joining the Coffee Beanery, Galway worked with Arby's, Wendy's and Long John Silver's over the past 20 years. The Coffee Beanery was founded in 1976 by president JoAnne Shaw and her

husband Julius.

### KIDS CLUB REGINS

Tel-Twelve Mall in Southfield has a new program for children, KIDSWORLD. It features entertainment and hands-on projects for kids ages 3 and up on the second and fourth Saturday of each month in center court. Upcoming events include kite making, creating picture frames for Mother's Day, tie making for Father's Day, and a Michigan Opera Theater performance of "La Pizze Con Funghi."

Kids who sign up for the club get a membership card which entitles them to mail discounts, a newsletter, and prizes throughout the year. For more information, stop by the mall's customer service booth or call (810) 353-4111.

### PERMANENT HAIR REMOVAL

The Carol Lewis Skin Care Salon, 386 E. Maple in downtown Birmingham, reports a new alternative for removing hair permanently without needles at the salon.

"Customer demands for safe and comfortable electrolysis devices drove the expansion," Lewis said. "Unwanted hairs are held with tweezers while a Galvanic current flows from an insulated tweezer to the hair follicle then returns back to the epilator via the positive pole." The salon also offers European facials, therapeutic body massage, manicures/pedicures, make-overs, professional skin care products, wigs, and instructional classes. Inquiries welcome at (810) 642-1570.

## Kyoto

Japanese Steak House

### FREE BIRTHDAY DINNER

WHERE STEAKS ARE SO TENDER, YOU CAN CUT THEM WITH A STICK.

Bring your birthday party of four or more and this coupon to KYOTO during the month of April and we'll treat you to the lesser priced entree FREE. It will be sliced, diced and stuffed right before your eyes, and if you really need a little, that's on us too.

**DEARBORN** (at Fairlane Center) 593-3200  
**TROY** (West Big Beaver Road) 646-8340  
**FARMINGTON HILLS** (across from Novi Hilton) 348-7900

Offer good through April 30, 1995. Excludes holidays. Tax, tip, alcoholic beverages not included. Proof of April birthday required. Party of 4 minimum. Not valid with any other promotion, and valid on holidays.