

# Halloween from page 7B

screams," said Fischer. "Candles are big, especially the hand candles that bleed, and also rats. We're also selling black lights, fog machines and strobe lights."

Store manager Kim Jones has seen the Halloween decorating phenomena explode over the last six years. "It's grown bigger every year as more and more adults are getting into it," said Jones.

## Ghoule Greetings

Would you buy an animated vampire holding a skull that says "I want to suck your blood," for your entryway? What about a goose dressed as a witch for the front porch? English Gardens in West Bloomfield sells these scary accoutrements and more. For safety's sake consider displaying a ceramic electric jack-o-lantern instead of a candle burning in a real pumpkin. It's a lot more fun — when you clap your hands, it screams.

"Every year Halloween appears to be growing in popularity. This is the first year English Gardens put in a big display," said Bob Walker, general manager.

To scare up a table set with coordinated paper plates and napkins bearing skeletons, search out the Sideways shop in Plymouth. Black and orange Steamerons plus a pumpkin pitcher, are sure

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## Scary, Scary Night

More people are decorating their yards with ghosts and goblins for Halloween. Lit tombstones and big orange pumpkins can be found at Handy Andy in Livonia, Troy and Westland

where a special sale sent them flying off the racks.

If one-of-a-kind items are more your style, surprise your trick-or-treaters with a ghost from Countryside Craft Mall in Livonia which sells hundreds of Halloween items handmade by local crafters. Consider a ghost or witch peaking over a wooden picket fence for the front yard. Or pound in one of Barb and Bob Victory's stakes, which feature a ghost emerging from a pumpkin. This frightening item by the Redford crafters sells for \$17.

## Old Fashioned Fun

Let the kids make the decorations by competing in a pumpkin painting contest 2-3 p.m. Oct. 28 at Keller & Biela Florist and Greenhouse in Canton Township.

"The best part is, it's free," said manager Jan Reese. "The greenhouse will provide the paint and pumpkins." Winning pumpkins will be judged on neatness and creativity. To reserve one for your child (ages 6-13), call (313) 357-0002.

If your Halloween decorating budget is tight this year, pick up a pair of pants and a shirt from the dollar rack at Nicole's Revival resale shop in Westland to stuff your own scarecrow. The price is right and the kids will have fun doing it. (You will, too.)

## Parkas with pizzazz



Many coats in one: If you need a new coat this year, check out Linda Lundstrom's LaParka, available at Scott Gregory in the Applegate Square on Northwestern in Southfield. Inspired by the icy northern wilderness of her hometown in Canada's north, designer Lundstrom creates two-layered parkas (with removable fur on the hood and removable storm cuffs) to be worn in a variety of weathers.

## Futurist will speak with Fashion Group

In celebration of its 50th anniversary, the Detroit chapter of the Fashion Group International hosts "Retail 2000: The Challenge of Change," Wednesday, Oct. 25 at 6:30 p.m. at the Troy Marriott.

Guest speaker Watts Wacker, is managing partner and resident futurist at SRI International. He is a world renowned retail expert,

a frequent contributor to the "Nightly Business Report" (PBS) and "Good Morning America" (ABC) on business trends.

Patron tickets, which include a reception, dinner, and Wacker's presentation, range in price from \$65 to \$125. Tickets for Wacker's speech only, are \$25. Reservations can be obtained by calling 810-258-4363.

## Jerbeau from page 7B

past three years, sales have increased by 40-percent.

"I began managing my parents' retail chocolate manufacturing business in 1977," she said. "By 1982, I decided to separate the wholesale operations to produce a superior line of American chocolates made with American ingredients, no added preservatives, waxes or fillers. I wanted a clean product."

"From time to time, we had to lower our profit margins, but I'm proud to say, we never lowered our product standards."

Born in Budapest, Hungary, Coburn emigrated to the U.S. with her family at age 13. She graduated from University of Southern California where she studied medicine. Her father's illness brought her into the business.

Coburn and her husband are raising three children in Agoura, Ca. With hometown help from her mother, too, she's able to cross the country a few times each month, representing Jerbeau Chocolates.

"The name Jerbeau came from combining my family name, Jambor, and the name of the Hungarian chef whose recipes launched the firm, Gerbeaud," she explained. "Our staff numbers between 60 and 110, depending on the time of year. We make three kinds of chocolates — American-style (honeycombs, strawberry cremes, toffees and peanut butters), European-style (hazelnuts, nugats, fruits and marzipans), and Truffles."

"My children got their first 'taste' of the business this summer when I paid them \$2 an hour to fold boxes. They did very well. By the end of the summer, they earned a raise!"

Coburn described herself as "driven" and "focused." She said she thinks and worries endlessly about the business.

Jerbeau Chocolates are available at Hudson's in boxes of three, nine and 15-pieces. \$5.75 to \$17.

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