

# MALLS & MAINSTREETS

MONDAY, MAY 6, 1996

## SHOPPING CENTERED



Tiffany tastes: Traditional gifts for Mom might include a pearl necklace, crystal vase, and fragrance.

## Careful thoughts on Mother's gifts

By LINDA ANN CHOMIN  
STAFF WRITER

According to American Express, Mother's Day is the second biggest shopping holiday next to Christmas. This year, consumers are expected to spend \$3.5 billion on presents for mother.

She always taught you to spend your money wisely, so when selecting a gift for her on May 12, make it personal and long-lasting.

At the Livonia Mall, I came across hundreds of gift giving ideas. Narrow down what's right for her by creating a gift profile.

Is there a sport, hobby, or activity she loves? Does she collect things? Is she partial to country music or romance novels? Here are some suggestions for gifts to delight moms of all ages:

**Nature lovers:** A fly-through terra cotta bird feeder (\$20) or cedar bird house (\$14) from Sears, will provide endless hours of enjoyment especially at this time of year when birds are tending their young.

For a peach of a gal a one-size-fits-all T-shirt featuring your choice of fruit or flower, packed in a wooden quart-size box (\$20) by Plant the Earth from Mervyn's.

**Grandmothers:** A variety of frames (\$6-16) from Hallmark will capture loved one expressions. While you're there, choose a card with the proper sentiment for everyone from great-grandmothers to mothers-to-be (\$1.65-\$6). There's even cards from the pet dog and cat!

**Gourmets:** While many mothers say they dislike cooking, it's not the cooking they mind but having to do it as a daily chore. So take the drudgery out of the kitchen with specialized equipment for ethnic, gourmet or exotic fare.

**Lechters Housewares** offers everything from woks (\$15-\$30) to Atlas pasta makers (\$40). There's a four-piece set of hand painted windmill pots (\$13) for herbs. All you need to add is the seed packages.

**Samica Drain** said lots of women collect Lechters' refrigerator magnets. "We have people come in and buy \$20 to \$30 worth," she said. Assistant manager Darby Hayes smiled when she recalled one woman's photograph of her refrigerator covered from top to bottom with magnets.

(My favorite was an apple that reads "Mom's busy take a number.")

**Bookworms:** B. Dalton Booksellers has lots of quick and healthy cookbooks like "Good Food Fast" (\$25) so Mom can whip up dinner and spend the rest of the evening concentrating on "Ultimate Golf Techniques" (\$35).

**Party girls:** If mom likes to get out of the house, consider giving her gift certificates to her favorite restaurants, or make a date with her for a movie, play, concert, shopping, or a meal you prepare. Why not take her to someone she used to take you, like the zoo?

**Art Lovers:** T-shirts featuring the works of Van Gogh, Picasso, Salvador Dali and Edward Munch (The Scream) are available at Images of Art, (818.) If she's a collector of figurines, The Country Peddler carries Lindero and Pridmore figurines, to name but a few. Wind chimes (\$6-\$40) are also a great idea for spring, according to the sales staff.

**Glamour gals:** Pamper Mom with the latest in skin care with Exuviance by NeoStrata (\$18-\$28) available only at Crowley's and dermatologist of choice. With any purchase of \$17.50, receive a free kit filled with samples from this new line.

According to salesperson Nancy Rogalski, "created by two dermatologists, Exuviance renews your skin because it contains 8-percent aldehyd-droxyacid." While you're at the beauty counter check out the myriad of free gifts with purchases, including Elizabeth Taylor's new Black Pearl fragrance (\$37.50). With any \$30 purchase from the department, receive a free straw handbag.

Mom might also appreciate a gift certificate for a massage from Wonderful Nails.

**Free spirits:** De-stress mom with a relaxation pillow (\$18) by Nature's Spa, available at Crowley's. Heat or freeze the aromatherapy sachet filled with lavender, then place it inside a pocket on the backrest of a full-filled pillow. Breathe deeply and feel the world melt away.

If she spends a lot of time on the go and you spend a lot of time worrying about her, get mom a Motorola, AT&T or Panasonic cellular phone.

## Channel 56 stores entertain your brain



Public television hopes to capitalize on its reputation for highbrow entertainment with a chain of stores selling educational merchandise in the nation's major markets. Three are ready to open in Michigan.

The bond between the retail and entertainment industries just got stronger with the debut of three Channel 56 WTVS Stores of Knowledge in the Detroit-area.

The first store recently opened at Brierwood Mall in Ann Arbor, the next is set for Somerset Collection North in Troy on Aug. 16, and a third will open at Lakeside in Sterling Heights in the spring of 1997.

The 56 WTVS Store of Knowledge at Brierwood is hosting a grand opening celebration, Saturday, May 11, from noon to 3 p.m. Guests include characters from the popular children's PBS show "The Puzzle Place," Kiki's, Leon, Muzzle and Stacie.

The stores are filled with more than 7,000 products designed to educate, entertain and spark inquisitive minds of all ages. Included in the line

up are games, puzzles, videos, computer software, hobby kits, and a special section dedicated exclusively to 56 WTVS programming.

Merchandise spans a range of subjects including history, home improvement, nature, the arts, foreign language and self-improvement.

"Channel 56 does not put up any cash or any of its contributors' money for the opening or operation of the stores," said Dan Alpert, senior vice president and station manager of WTVS. "This is an opportunity to put some of our considerable energy into helping build a business that can develop new revenue for the future of Channel 56, while strengthening viewership and involvement today."

Channel 56 WTVS Store of Knowledge joins the forces of three members of the Southern California community: KCET, the flagship public television station for Southern and Central California; Lakeshore Learning Materials, a leader in the education industry for 35 years; and the venture capital firm Hordan, Lewis and Haden.

"The store reminds me of a combination Learning Store, World of Science, and Natural Wonders," said one shopper. "Only there is much more to choose from. Most public television programs are on tape at the store."

Expect other Stores of Knowledge at Novi, Flint and Toledo.

## Suspender company holds up prize clip

Face it. There are some men who will always have trouble keeping their pants up.

And according to suspender expert Sal Herman, these are typically men whose hips are narrower than their waists.

"That's why they need suspenders," he insisted. "Belts are useless to them."

However, until Herman's recent invention of the No-Slip Suspender Clip, a suspender-wearer had to worry

about the clips to the pants popping off at the most embarrassing moments — like when extending an arm to shake hands with a business associate.

Or in the case of suspender-wearing comedians like Robin Williams and Howie Mandel — in the middle of an active live performance.

"I've worn suspenders most of my life and the clips coming off my pants drove me crazy," said the business owner-turned-inventor. "About 10 years ago I began fussing around with the clips developing prototypes that would work better. I came up with a suspender clip that has a cante, pin that works like a needle inside, locking it onto a waistband without cutting or damaging the pant fabric. I guarantee it to never, ever slip or your money back."

The U.S. granted Herman a patent on his innovative suspender clip in 1990. It was the first major change in the suspender industry in 100 years. (In 1894, a man named Roth received a patent for the original suspender clip.)

"Some industrial strength suspenders have clips with metal jaws that fasten onto workmen's pants, but these eventually tear the trousers," Herman insisted. "If a plastic is added to protect the fabric, the jaws don't



No worries: Sal and Judee Herman of West Bloomfield started the HoldUp Suspender Company last year after Sal won a patent for his No-Slip Clip — 100-percent money back guarantee.

work anymore. I found a way to use both the plastic to protect the fabric and the pin to hold onto the pants."

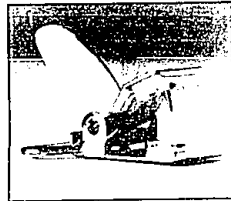
But unable to convince East Coast suspender manufacturers, or retailers, that they needed the No Slip Clip, Herman and his business partner, wife Judee, decided to launch their own HoldUp Suspender Company from their Industrial Paramedical Company offices in Southfield.

The couple spent years perfecting their product which was becoming a happy obsession.

"Our three kids, and most of our friends, laughed at the idea of us selling suspenders, but we were convinced that people needed our product and the suspender business would be a good sideline," Judee said

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**Point of Interest:** The No-Slip Suspender Clip has a needle that gets a grip and just won't slip.



## Livonia Mall event tackles tough stains

Everything you ever wanted to know about cooking, building repair, decorating and doing the laundry, will be answered during a three-day All America Tour at Livonia Mall May 10-12.

Sponsored chiefly by Good Housekeeping and Popular Mechanics magazines, the event offers cooking dem-

onstrations, repair and product shows, and seminars on laundry and fabric dying with Dr. Rita-A Bright, spokeswoman for Rit Products.

Milton Bradley and Parker Brothers has a Game Center featuring such favorites as Magic Works Orbix, Fuzz-D, Sleepover Club, Star Wars Card Game and Catch Phrase.

Shoppers will be able to pick up product samples, meet manufacturer representatives and enter drawings for prizes.

On the Good Housekeeping stage, a chef will prepare recipes from the magazine's pages, sprinkling shortcuts and cooking tips throughout the show.

Popular Mechanics staffers will

demonstrate products like Black and Decker's new Versa Pak and Suzuki cycles.

The event takes place on stages set up in the central mall area during regular mall business hours. For a complete schedule of special events, call the Livonia Mall, Seven Mile and Middlebelt, at (810) 476-1166.

**TUESDAY, MAY 7**

**SPECIAL ART EXHIBIT**  
Through May 10, Objects of Art hosts 3rd annual exhibit of student works from the Kennedy Center Special Arts. All proceeds benefit the school and its disabled students, ages 14-26, residents of five Oakland communities. Pieces include garden sculpture as well as paintings and drawings for a worthy cause. Sugar Free, 6243 Orchard Lake, West Bloomfield. (810) 539-3332.

**JEWELRY PROMOTION**  
Saks Fifth Avenue offers live, mini meet-and-greet with Christian Dior jewelry purchase through May 12. Special collection of pins on display. Somerset Collection, Big Beaver/Cookridge, Troy. (810) 643-9000.

**DESIGNER VISITS**  
Meet Michael Hoban, leather expert extraordinaire, at North Beach Leather, 1-7 p.m. Somerset Collection, Big Beaver/Cookridge, Troy. (810) 816-1411.

**MOUNTAIN BIKE SEMINAR**  
Bob Bergin, bike racer, historian and author, offers tips, talks trails, and handles questions, 7-9 p.m. Complimentary event. Boulder's, Southfield/13 Mile, Birmingham. (810) 644-1515.

**WEDNESDAY, MAY 8**

**MOSE'S TEA**  
Join Jacobson's in The Store For The Home For tea and a dessert demonstration by Marianne Wasth, 1-3 p.m. Repeated on May 9. Reservations requested. Woodward/Willets, Birmingham. (810) 645-8669.

**ACCESSORIES FARE**  
Hudson's hosts dozens of manufacturer representatives with advice, demonstrations and modeling 5-9 p.m. Drawings. Free gift wrapping for Mother's Day. Twelve Oaks, 12 Mile/Novi, Novi. (810) 344-9966.

**CANDOR BOOKS**  
Skin Cancer Detection Clinic, 9 a.m. to 1 p.m. in the mall's Community Room. Livonia Mall, Seven Mile/Middlebelt. (810) 476-1166.

**ADDED ATTRACTIONS**

**WALKERS MEETING**  
Hear Dr. Stan Szczepanski discuss Health Maintenance, 9:15 a.m. Lower level auditorium. All welcome. Westland Center, Wayne/Warren. (313) 482-5001.

**THURSDAY, MAY 9**

**ANTIQUO SHOW**  
Items for show and sale through May 12. Universal Mall, 12 Mile/Dequindre, Warren. (810) 751-3161.

**FRIDAY, MAY 10**

**INFORMAL MODELING**  
Fashions from American Eagle Outfitters and The Gap, Noon to 2 p.m. at D. Dennison's and Allie's American Grille. Laurel Park Place, Six Mile/Newburgh, Livonia. (810) 482-1100.

**JEWELRY SHOW**  
Mesa Arts hosts 9th annual show featuring the Christopher Collection of rare and collectible southwest and Native American pieces, plus contemporary earrings, pins, brooches, hair ornaments, watches and rings. 10 a.m. to 7 p.m. Repeated May 11 from 10 a.m. to 8 p.m. Mesa Arts, 32800 Franklin. (810) 851-9249.

**JAZZ CONCERTS**  
David Vornhagen Trio performs 8-10 p.m. Plus, on May 12, Charley Gehring plays New Age jazz piano from 2-4 p.m. Boulder's Books, Orchard Lake, Farmington Hills. (810) 737-0110.

**SATURDAY, MAY 11**

**CHILDREN'S SHOW**  
Mother Nature Revue, 1 p.m. Center Court. Costumed characters include Bobo Bear, Lucky Lion, and the Itsy Bitsy Spider. Mother Nature guest stars. Ten-Twelve Hot, 12 Mile/Telegraph, Southfield. (810) 353-4111.

**HEALTH TEST**  
American Heart Association offers free blood pressure screening, 11 a.m. to 2 p.m. near Montgomery Ward's. Repeated on May 25. Woodward Mall, Plymouth/Middlebelt, Livonia. (313) 522-4100.

**FASHION BREAKFAST**  
Accord's fashion buyer Leigh Powers presents looks of the season at tableside. Reservations required. Also, kids can plant a flower for Mom's Day noon to 4 p.m. in the Children's Department. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 591-7696, ext. 263.

**GOLF FUN**  
Mall hosts Kan Venturi Golf Academy pros with tips and tests. Noon-4 p.m. Drawings for golf packages. Great Oaks, Livonia/Warren, Rochester Hills. (810) 651-6000.

**MOTHER'S DAY, SUNDAY, MAY 12**

**MOTHER'S MENU**  
Queen for a day with lunch and shopping in the gift shops of the village. King's Court Restaurant features special menu for Mother's Day, 11 a.m. to 7 p.m. Canterbury Old World Village, Joslyn, Lake Orion. (810) 391-0882.

**MOSE'S DAY BRUNCH**  
Hudson's Restaurants offer brunch, gift for mom, plus entertainment, 11 a.m. and 1:45 p.m. Reservations limited. Oakland/50, Acacia \$12.95. All stores with restaurants. (810) 443-4580.

**MONDAY, MAY 13**

**HEALTH INFORMATION**  
Free blood pressure screenings courtesy of Boston General Hospital 8-10 a.m. Jacobson's Court, plus information about the prostate for men. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.