

Books, bargains

Borders opens discount store in downtown

BY TIM SMITH
STAFF WRITER

The new Borders Outlet in downtown Farmington is no full-service Borders. For starters, there's no cappuccino bar, just a coffee pot stationed at the side of the cash register.

But it's the books and bargains that are making a good first impression on customers who have stopped by since the store opened in late September.

Jennie Prey of Farmington clutched two hardcover Walt Disney books (regularly priced at about \$12 each) and a Larry McMurtry fiction title — all priced at \$2.98 — and still walked around browsing for other possible purchases.

"The pricing's great and the selection is pretty good," Prey said Monday morning. "But there isn't a lot of fiction."

Prey said there "is a need" for such a bookstore across the street (Books Abound), but everything there is too condensed, too crowded. It's easier to find books here.

According to Bozena Golec, a Farmington Hills resident, Borders Outlet made a favorable impression simply because of the volume and variety of books. She was flipping through the pages of Faber's Russian Master Goldsmith, a \$60 book priced at about \$25.

"This is great," Golec said. "There are a lot of books, nice books. I'm just browsing through to see what they've got. There are a lot of different subjects and there are good prices, too."

Checking out reference books near the back of the store was Farmington Hills resident Richard Iwick. He said the name recognition of Borders should help build business, as will the downtown location.

"Given Borders' reputation and large customer base, I suspect a lot of people are going to seek this place out," Iwick said. "It's a nice

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Bozena Golec
—Borders Outlet customer

addition to downtown Farmington."

Since opening Sept. 27, in a storefront between Pier 1 Imports and HFC Household Finance, business has been steadily improving, said manager Jeff Baumann. But he admitted some fine tuning is continuing to be done. For example, there were two sections of sports books, but no sign on the wall above them.

Baumann said Farmington is a good place for such a bookstore, because "People in this area tend to be college educated, they're avid book readers."

Despite that, he has had to deal with customers expecting to walk into "a full-line Borders," the megastores that feature sofas, coffee bars and an extensive selection of magazines and newspapers, Baumann said.

What they do see are tables filled with older, but never-sold books such as "Lincoln," by David Herbert Donald; "Battles at the Movies," by Roy Carr; "Charles Kuralt's America"; and "The Language of Life," by Bill Moyers, for \$4.98 or \$5.98. Or a display case of discounted, but not used compact discs including Jeff Beck's "Wired" for \$4.99 or Elvis Costello's "Brutal Youth" for \$5.99.

Baumann emphasized that items on sale at Borders Outlet are shipped from the chain's warehouse, and are not shuffled over from nearby Borders Bookellers, such as the one at Orchard Lake-13 1/2-Mile in Farmington Hills.

Although the variety among the 30,000 titles impresses the customers, employee Jennifer Kales sees a void on the shelf, especially



Busy browsers: Customers at the new Borders Outlet store in downtown Farmington take stock of the many bargain books available for purchase. The store has music, too.

in hockey-mad Detroit.

"I'm a hockey fan and I noticed there are no hockey books," Kales said. "With the Wings playing so well..."

Borders Outlet, located in the

Downtown Farmington Center near Grand River-Farmington, is open from 10 a.m. to 9 p.m. Monday-Friday, 9 a.m. to 9 p.m. Saturday and noon-6 p.m. Sunday. For more information, call 248-442-6399.

POLICE AND FIRE CALLS

The following are police and fire incidents reported in the Farmington and Farmington Hills area during the past week.

SHOPLIFTING

In Farmington Hills:

Police arrested a Southfield man, 46, a Detroit man, 34, and a Romulus woman, 30, after a woman ran out with a rack of Marlboro cigarettes at Mobil Oil on Grand River Oct. 7. The woman jumped into a blue compact car, which sped off southeast towards M-6. Police stopped a 1989 Plymouth Sundance near Middlebelt. Police found 122 packs of cigarettes worth \$318 in the vehicle. They also found a syringe and crack cocaine pipe inside the car.

BREAK INS

In Farmington Hills:

Several construction tools were stolen, including a \$2,000 electronic eye level, after a break in at a building site at the Salvation Army on Shiloh Road Oct. 9. A \$200 CD player and 15 CDs were stolen after the driver's side window was broken on a 1993 Pontiac Grand Am parked on Bridlepath Oct. 10, causing \$200 damage.

HOME BURGLARIES

In Farmington Hills:

A \$600 set of golf clubs was stolen after a side door was forced open on a Springbrook residence Oct. 7. Also on Oct. 7, a door was forced open at a residence on Ardmore, but nothing appeared to be stolen.

DRUG POSSESSION

In Farmington Hills:

Police are investigating after an officer found two nitrous oxide tanks and a bag of balloons in a vehicle outside Champion's bar on Haggerty Oct. 10. One of the two men in the 1984 Ford Mercury admitted to breathing in the gas, which is used for anesthesia.

FLEEING AND ELUDING

In Farmington Hills:

Hills police arrested a 35-year-old Farmington Hills man suspected of fleeing Novi police when officers tried to stop a 1992 Audi on 12 Mile-Meadowbrook Oct. 10. Police saw a vehicle matching that description exit the M-5/Grand River ramp at a high rate of speed and later skid through a red light. The vehicle, which reached 80 miles an hour, finally stopped on Nine Mile east of Halsted. The driver, who failed field sobriety tests, was turned over to Novi police.

PEEPING TOM

In Farmington Hills:

Police arrested a Hills man, 30, after he was seen peering into a window at Muirwood Apartments around 11:15 p.m. Oct. 9. A woman called police after she saw a man prowling around the apartment complex. Officers found a man looking into a bedroom window where a man and woman were having sexual intercourse, the report said. The man tried to run when he noticed police. Police found a pair of binoculars in the man's underwear.

EMBEZZLEMENT

In Farmington:

An employee at Kmart, 37175 Grand River Tuesday was documented by surveillance cameras taking cash out of a register. The 28-year-old Detroit man was in custody when officers arrived to interrogate him. He later admitted to stealing, consuming food without paying for it and giving food away to friends. Apparently, about \$30,260 was embezzled during that time — \$24,920 in cash; \$3,560 in consumed food; \$1,780 in food items given to others.

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