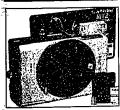


New items hit marketplace

Book defines American beaux art: Book defines American beaux art: Tiffany & Co. design director John Loring just introduced his eighth book of American style and design, available at Tiffany & Co. in the Somerset Collection South in Troy. "Nifany's 20th Century: A Portrait of American Style," S60, traces Tiffany's Progress and influence on American Neciety and style "over the last 100 "years."

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The book proLeeds from the
Re na is s an ce
Revival of the
Fena insterpieces
of Art Nouveau
and the streamlined designs of
American Art
Decc; from the
green independent of the
tographs in the book including
Tiffany's prizewinning displays at
world expos in Paris 1900, San Francisco in 1916, and New York in 1939,
It revives the works of Paulding
Farnham whose designs won more
medals at international expos than
any other American designer.
The story of this century's recling
progress and change involves a cast
of charactors from Louis Comfort
Tiffany to Tiffany design directors
Van Day Truex and John Loring, and
trend setters like Jacqueline
Kennedy Onassis, Babe Paley, Diana
Vrecland and Audrey Hepburn who
immortalized the store in the 1961
film classie Breakfast at Tiffany's.



Mini magic: Ritz Camera associate Joel Waldbott at Somerset North in Troy, said keeping the Canon Elph in stock is almost impossible – everybody wants one because it's easy to use and fits in your shirt pocket.

The \$299 stainless steel, Advanced Photo System camera, is no bigger than a pack of eignrettes and produces three print sizes – 4x6, 4x7 or panoramic.

panoramic.
Other features include active/passive autofocus, drop-in loading, no negatives (index prints are provided) and digital readiness for direct to computer film scanning. The Elph Jr., (an even smaller version) is \$219.95.



inine clothes will be in store will be in store for spring. Watch for ruf-fles, pleats, bouquets of flo-ral designs. This classic look is from the Worth Col-lection, New York, 212-223-3757.

Adding a website may build business



Contemplating a site on the Internet to increase your sales? A few local retailers discuss the pros and cons.

BY BARB PERT TEMPLETON SPECIAL WRITER

EFECIAL WAITER

Large, bold, bright blue letters dot the screen as cyberapace customers visiting the Internet site for Travelers World in West Bloomfield are invited to peruse a catalog of the latest designer bags.

Lugage by Andiamo, Kipling handbags and Hartman briefcases are among the many products computer users can eyeball before ordering at wew.travelresworld.com.

Bruce Welford, owner of the specialty lugage shop, established the Travelers World's internet site in 1995. Welford guesstimates his shop's annual sales have increased about three percent with anywhere from two to five orders coming in via E-mail each week.

week.

"I pay for the service once a year. It's about \$700
and that cost is based on the amount of space you are
taking up on the system. I have about 10 pages out
there now." he explained. "The Yellow Pages are way
more outrageous then that," he added noting that
advertising in the Yellow Pages costs him \$300 to
\$400 a month.

400 a month.
"The cost is part of what's so attractive about this."
Via his web site, Welford has filled orders for cusmers in Hong Kong, England and quite a few Asian
pubrise.

countries.
"It certainly has been worth it and we've made a profit based on the expenses we put into it," Welford said.
One downtown Birmingham retailer, who declined

to be identified, recently dropped his store's Internet site after just eight months claiming too many prob-lems with credit card customers. "We found too much fraudulence in sales on the internet and just couldn't afford to take those losses,"

we found too much randement in saie on the internet and just couldn't afford to take those losses," he said.

The fraud came about when customers would make credit eard purchases via the store's web site, receive the shipment of the desired product but claim they never made the purchase when the bill came due.

"We got stuck arguing with the credit card company and being totally ignored by the customer who made the purchase so we just got out of it," explained the disappointed retailer.

So far Welford haan't experienced any payment problems unless he counts a few misunderstandings customers have presented when they didn't recall their luggage came from Travelers World.

"Our name sometimes prompts some people to question the charges because they think of a travel business but as far as denying shipments, we have UPS to track that so we don't see any problems three," he said.

Right now Welford processes all of the Internet generated orders himself, but he is anxious to look into automating his site.

We're pretty archie in this point," he said. "I usually answer the E-mail or end up calling the customer to process the orders, but I want to do some research and upgrade thinga."

When Welford decides to marketing firm created the pages for his original venture onto the Internet.

U.S. Web partner. Jeff Dwaskin said the company, which opened in 1996, boasts over 200 ciliots. Designing web pages makes up 90 percent of their firm's business and about 10 percent of those clients are local retailers.



"We meet with the clients to find out what they want to portray and although we actually act it up, they provide the graphics and help us find a look and a feel for their site." said Dwoskin.

"After two or three meetings, depending on the business, we'll have a demo to present to them." Marmel Gifts and Toys in Farmington Hills, Viviano Flowers in St. Clair Shores and Cys Slicker Shoes in Detroit are on the list of U.S. Web clients. Dwoskin stresses that a majority of the firms work lies in upgrading the existing sites of business owners and isn't limited to those seeking to establish now internet sites.

"I really think these guys are just first rate," said Welford. "They always get hack to you right away and they did a nice job getting me set up.
"I think soon everybody that's in business is going to be doing this and I found the outlay of expense to have the site is nothing compared to the rewards you get."

Super Bowl parties call for the latest treats

BY SUSAN DEMAGGIO

Super Bowl parties are more than beer and Bavarian pretzels . . . or

beer and Bavarian pretzels . or maybe not.

When the Green Bay Packers meet the Denver Broncos at 6 p.m. Sunday, Jan. 25, frienda and families will gather around their big screen TVs ready to cheer and jeer.

If you're the host, no doubt you're pulling out your favorite dip and chili recipes, and checking to make sure you've got plenty of Pilsner glasses.

But to 'do the bowl' in style, the mails and mainstreets have some unique products worth a look – or a mile.

unique products worth a look – or a smile.

"No Super Bowl is complete without His and Hers remote controls," insisted Chris Keck of the Sharper Image (locations at Somerset Collection South and Twelve Oaks Mall in Novi.) "She can click away from the game during comercial breaks and he can click back when he thinks it's about time for a replay, \$29.95 each – in pink and blue."

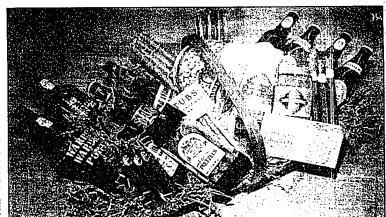
Keck also suggested viewing the big game from the comfort of "the quad roller get-away chair with power recline."

"Hey, it's on sale now from \$2,795 to

recline."
"Hey, it's on sale now from \$2,795 to \$2,495," he said. "You just touch a button and the back reclines electronically as the footrest rises. Inner rollers simulate a total Shintsu massage – knoading movements stretch and relax muscles up and down your back."

ing movements stretch and relax mus-cles up and down your back."

Many Hallmark stores have the "Bad Call Sponges" for sale. "You throw them at the television when you become frus-trated by what's happening on the screen," said one sales associate. Lynn Jones of Williams Sonoma (with stores at Laurel Park Place, Livo-nia; Twelve Oaks, Novi; and Somerset



Super Bowl snacks: Load your buffet table with beverages and snacks ready to serve from your neighborhood deli – this collection is from The Cellar Collection, a division of Merchant of Vino/Whole Foods, 254 West Maple in downtown Birmingham.

Collection North, Troy) suggests landing up on the Vidalia Onion Bloody Mary Mix, \$6 a bottle; bean dips, \$4.50

Mary Mix, \$6 a bottle; bean dips, \$4.50

We have Cajun and Bavarian pretzels by the bag for \$3.50 and all kinds of Pilener glasses from \$3.50 and all kinds of Pilener glasses from \$3.50, she said. Folks contemplating a big sereen TV purchase will find a top-of-the-line

chase price. The fee is abolished in Feb-

ruary.
The best-dressed Super Bowl fans will arrive at the party wearing jerseys and caps in their favorite team's colors. The JC Penney stores are reporting brisk sales of Green Bay Packers

News of special events for shoppers is included in this calendar. Send information to: Malls & Main-streets, c to The Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009; or fax (248) 644-1314. Deadline: Wednesday 5 p.m. for publica-

SUNDAY, JAN. 18

Puppet show/sidewalk sale
Mall-wide clearance of sensonal merchandise through Jan. 19. The Littlest Mermaid puppet show daily at 7 pm. Saturdays 11, 1 and 3 p.m. Sunday at 1 and 3 p.m. MeadowBrock Village Mall.
Adams | Walton. Rochester Hills. (248) 375-9451.

Roz & Sherm presents silk and crepe designs from sansappelle, shown for the first time locally. Meet owner Ina Sherman through Jan. 21 from 10 a.m.

bto 6 p.m. Bloomfield Plaza. Maple / Telegraph. (248) 855-8877.

WEDNESDAY, JAN. 21
Hearing aid seminar
Cochlear implants will be the topic of a free seminar for those with hearing loss hosted by Personalized Hearing Care and the Garden City Hospital

ADDED ATTRACTIONS

Audiology Department, 1:30 p.m.

Across from Westland Center, 35337 West Warren. Across from Wes (313) 467-5100.

SATURDAY, JAN. 24

Breakfast with Arthur
Nordstrom hosts a morning with Arthur the Andvark, 8 a.m. which includes breakfast, face painting, live entertainment and photos with the star. \$10 per person. Reservations required.
Somerset Collection North.
Big Beaver I Coolidge. Troy.
[240] 816-5100. ext. 1690.
Martial arts demonstration
Members of the Karate for Kids and American
Tackwondo Association in Canton demonstrate techniques 230-430 p.m.
Drawings for prizes like lessons, uniforms and equipment.

equipment. Livonia Mall. Seven Mile/Middlebelt. (248) 476-1160.

SUPER BOWL SUNDAY, JAN. 25
Ladios Day out
Westland Center invites Super Bowl "widows" to
come to the mail for an afternoon. Chance to register
for a \$500 shopping spree. An appearance by Linda

Lee of WYCD-99 FM Country radio 3-5 p.m. in East Court. Coupons for merchandise discounts at entrances. Westland Center, Wayne / Warren. (313) 425-5501.

Haberman's Fabrics hosts a complimentary after-Huberman's Fabrics hosts a complimentary after-noon of sewing, refreshments and socializing from noon to 5 p.m. Guests should bring in projects to work on, plus teacher Linda Hedden offers tips on such topics as putting in an invisible zipper. Also shop offers many sewing classes through the spring. Call for fees and schedule. 117 West Fourth Royal Oak. 2283-341-0016.

12335-51-001b.
Fun at Border's
Border's Books in Birmingham hosts an Ode to
Scotland's poet Robert Burns with a birthday bash
from 1-3 p.m. The Mask Pupper Theater offers a performance for children from 3-4 p.m.
3-2500 Med. Act Ave. Birmingham.

34300 Woodward Ave. Birmingham. (248) 203-0005.

TUESDAY, JAN. 27

Auction for charity
Princess Di Beanic Babies donated by Gabriala's
of Plymouth, will be auctioned off on the air by
WJR's Mitch Albom from 3-6 pm. today.
(313) 875-4476. Or 1-800-859-0957.