

It isn't used; it's 'previously owned'...

By ALICE COLLINS

The people in resale agree. It's thriving, attracting customers from affluent Bloomfield Hills and not-so-affluent neighboring communities.

"We have something for everyone," said Cookie Shebib, owner of the month-old resale shop. Previously owned, at 3111 Orchard Lake Road in Keego Harbor.

"Our customers are a pretty good mix and our sales turnover is so good that we're able to accept merchandise on consignment every day. It's good for us, for those who can't afford to pay today's prices and good for the people who like to make a little money on the things they can't use anymore. A lot of people have quit throwing things out or giving them away."

William (Woody) Woodburn, owner of the Birmingham Resale Shop says, "You can quote me on this. After 14 years of business, 1974 was our biggest. The trend is back to the good old times to look for bargains."

Whether the primary reason is economic or environmental, every resale shop asked in the area reported that business was booming.

The recycling phenomenon is also apparent to area officials who have found their communities inundated by residential garage sales. Large numbers of them are actually continuing and very profitable businesses operating in disguise in residential neighborhoods.

Most local councils have adopted or are considering ordinances to stop all but the occasional home garage sales by licensing them and regulating their frequency and duration. They are also being limited to householders selling only their own used merchandise, or an occasional fund-raising effort by a charitable organization.

"I decided to go into the business now," said Mrs. Shebib, "because it's something I'd always wanted to do and I thought it was the right time. We heard a rumor that Franklin Village was about to regulate garage sales, and this spurred us on. We wanted to break away from the rummage sale image quite often attached to the resale business," she continued. "That's why we decided on our name, Previously Owned. There are lots of used cars, but no such thing as a used Cadillac. They're all 'previously owned'."

Twenty-four thousand square feet of soft carpeted floors, a gas fireplace and peep-in-mass are also part of the "Cadillac" image.

A majority of resale establishments deal mainly in clothing and small household items. But Previously Owned and the Birmingham Resale Shop are into almost everything, including furniture, art, sports equipment, dishware, jewelry and the kitchen sink.

"Right now," said Mrs. Shebib, "we have a chinchilla coat marked at \$379 and baby booties for five cents."

Birmingham Resale has succeeded for so many years because of its location, according to owner Woodburn. "Because we're here, we get quality merchandise. Through the years, we've considered opening up stores at other locations. We've made studies and decided the merchandise just wouldn't be there."

"We're in the middle of our January sales," said Woodburn, who employs 12 part-time people at the large 14-room duplex location.

Although terms differ slightly from shop to shop, most resellers operate on consignment with about a 50-50 split between the merchandise contributor and the store.

"We keep items for 60 days," Mrs. Shebib explained, "if they don't sell by then, we ask the owner to pick them up. We require that the merchandise be clean and in style, and upon paying a \$1 membership fee, a person may bring items in throughout the year." Mrs. Shebib said. "A great deal of the business is by referral. A friend tells a friend she made some money here. Any many of our suppliers are also buyers."

Mrs. Shebib says she also maintains a "want file." "If a customer is looking for a particular used item, I'll take his or her name and telephone number. If the item comes in, they're the first to know."

"We're also compiling a picture catalog of furniture that's available but too big to bring into the store for display," she said.

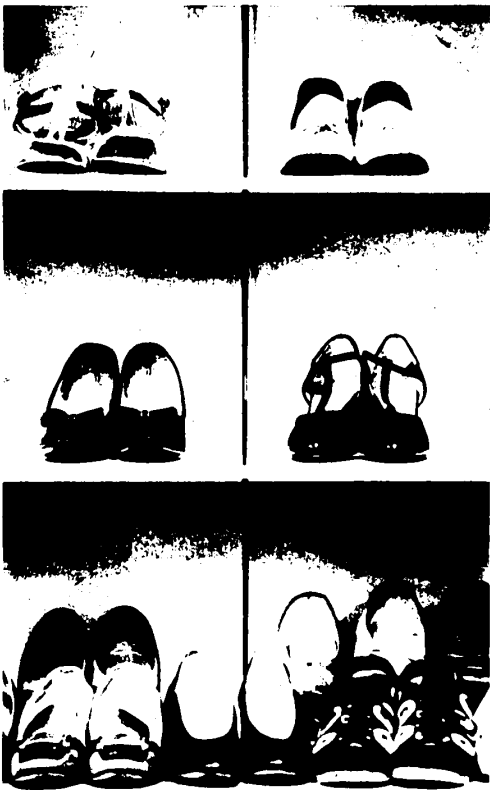
"How is the pricing set?" It's largely determined by salability," said Mrs. Shebib. "We get advice from our customers and catalogs. After a time we can tell just about what a particular item will go for."



Cookie Shebib runs her resale shop with a Cadillac image.

AREA RESALE SHOPS

- **BARGAIN BOX**— 665 S. Woodward Ave. Birmingham. Sponsored by Birmingham Junior League for 25 years. Specializes in resale of clothing, accepts items on consignment and donations.
- **BIRMINGHAM RESALE**— 319 E. Brown, Birmingham. In business 14 years. Sells all types of used merchandise on consignment.
- **BLOOMFIELD KEEGO RESALE**— 3089 Orchard Lake Road, Keego Harbor. Opened in November, specializing in clothing and household items, accepts on consignment.
- **HEART OF THE HILLS**— 120 East Fourth St. Rochester. In business two and one-half years and under new management since last April. Accepts clothing, small household items and furniture on consignment.
- **OPPORTUNITY SHOP**— 355 W. Maple, Birmingham. Located in St. James Episcopal Church and operated by the Episcopal Church Women. In business 15 years, sells used clothing and small household items and accepts donations and merchandise on consignment.
- **PREVIOUSLY PREVIOUSLY OWNED**— 3111 Orchard Lake Road, Keego Harbor. In business one and one-half months. Sells all types of used merchandise on consignment.



Shoes, shoes, shoes waiting for new owners.

Photographed by Douglas Bauman

Farmington chamber holds annual meeting

The Farmington Chamber of Commerce will elect new leadership for the coming year at the annual meeting Tuesday, Jan. 21, at the Holiday Inn in Farmington.

Election of a new board of directors from 15 candidates is the primary item of the meeting, according to executive director Ed Lane.

The annual dinner is also the forum for the presentation of the Citizen of the Year award, supported by the chamber.

Guest speaker is Jack Rose, manager of the Michigan Merchants' Council. Rev. E. E. Perrault, pastor of the Farmington Christian Center will also address the gathering.

Current President William Flattery will act as master of ceremonies. Peter Frokop will present the treasurer's report, and Bob Van Every will chair the elections committee.

Apartment owners holding seminar

What return should an investor expect from an apartment complex? What should a resident manager expect from an owner? What is the purpose of a security deposit?

These and other questions will be answered at a 10-week apartment manager seminar scheduled to begin Thursday, Jan. 30 at Oakland University in Rochester.

Sessions will be from 7 to 10 p.m. each Thursday under sponsorship of the Apartment Association of Michigan, an activity of the Builders Association of Southeastern Michigan.

Cost is \$80 for association members and \$120 for non-members. Information is available at association headquarters, 811 The Northland Plaza in Southfield.

Bank tops lending field

According to figures compiled by Lawyers Title Insurance Corporation Standard Federal Savings was the number one lender in the Wayne-Oakland-Macomb county area for the month of November in loans under \$75,000.

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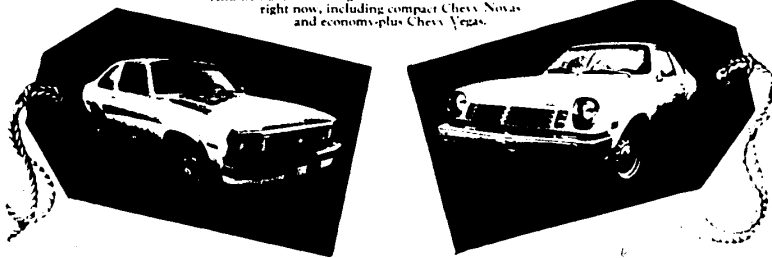
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'75 Nova is engineered to cost about \$300 less in scheduled maintenance than the '74 (in 50,000 miles of driving).

VEGA. Best overall EPA gas mileage of any 4-cylinder American-built car.

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below its nearest competitor. Other Vega models include America's lowest priced wagon, the Vega Notchback, the Notchback LX and the Vega Estate Wagon. And the '75 Vega is engineered to cost about \$240 less in scheduled maintenance than the '74 (in 50,000 miles of driving).

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