



Parents have found a way to fulfill their children's psychological need to master authority. It's horseback riding lessons.

Teitel's Top 10

By Alan Teitel
special writer

What's hot on the retail scene?

Here's 10 items that are sizzling this season.

(1) Horseback riding — Parents are finding that horseback riding lessons for their children are an excellent means of filling that psychological need to master authority. So, the Junior Wall Street captains are up . . . and getting their first taste of holding the reins of power and control. Whoa!

(2) Arriving on time — Grand entrances by way of arriving late are passe . . . a time conscious agenda driven society has made arriving punctually THE thing to do. Maybe all those prestige watches really are for telling time!

(3) Hair raisers — No scientifically tested

shampoos needed. For that added lift, hair raisers are here and now. Resembling the banana clip of last year, but in two separate pieces, these plastic, over-sized combs are used to give hair that desired lift for fullness and drama. In all colors, they can be mixed and matched for an interesting 'do!

(4) Natural shell and wood jewelry from the Philippines — This really IS about all that friends left behind! Natural wood jewelry from the Philippines is making a hit from shore to shore. In all natural tones, these necklaces, bracelets and earrings are a real chip off the old bark!

(5) Cosmetic surgery — Faces are lifting up and costs are coming down. With the price and time on a decrease, cosmetic surgery is more popular than ever. Faces, eyes, tummies . . . everything is "fair" game. Convenience can be just short of a drive-through nip-and-tuck!

(6) French manure — When in America, do like . . . Parisians! It's the French manicure that's the latest thing to scratch the surface. With a flesh tone nail and iridescent tip, it heightens the natural colors of the nail. And, for those spoiled by the "press-ons," the French manicure is available aux faux.

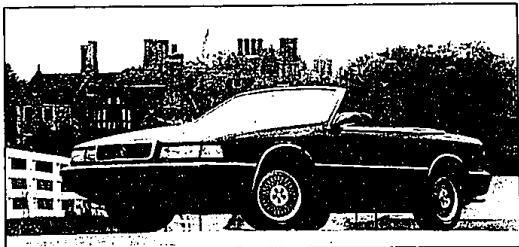
(7) Michael Feinstein — His name will soon become a household word. The nation's hottest nightclub entertainer since Bobby Short, Michael Feinstein plays regularly at the famed Algonquin Hotel in midtown Manhattan. A Gertrude Stein protégé, Feinstein plays as the master intended, does private parties for the cafe society, including Liza (yes, Minelli), and emits an elegance reminiscent of the '30s and '40s. He's definitely the new toast of the town and 1988's hottest national personality.

(8) Chrysler-Maserati Convertible — Make room on the highboards! Into the upper tier of automobiles comes the new Chrysler-Maserati convertible. For a mere \$40,000, you can

get the flair of a sports car engineered and designed in Italy, with the quality and dependability Chrysler has become known for. Lido seems to have an even "better idea."

(9) Thai food — This Oriental/French gourmet cuisine will make giant gains in '88 . . . but not in pounds. Although Mexican continues to be the number one selling ethnic food, Thai food is replacing Cajun dishes as THE trend menu du jour. It's witty and delicious, these dishes are definitely a HOT item (no pun intended!).

(10) Gift certificates — Always a hit for the holidays and birthdays, gift certificates are becoming the ticket for any and all occasions. From restaurants to malls to utility companies, gift certificates allow the giver to spend a determined amount (no more cursing yourself for overspending) and allow the receiver to pursue the freedom of choice. There. Now everyone is happy.



The Chrysler-Maserati convertible is coming and for a mere \$40,000 you can park it in your garage.

Women turn tables on men by giving flowers not 'eats'

Men give flowers. Women give cookies.

If you still think that, you're living in the dark ages. out of sync with what's been going on in the florist business ever since women grabbed their briefcases and got out of the kitchen.

Use to be, men would show up, flowers in hand, at their beloved's doorstep.

Nowadays, the man is just as apt to be on the receiving end of the flowers.

But he won't be standing on his doorstep. No, when the flowers arrive, he'll be sitting at his paper-covered desk, eyebrows furrowed as he pores over his sales accounts. He'll hear the buzz of voices and look up. He'll see someone coming toward him holding a big something wrapped in green tissue paper.

Flowers for the secretary, he'll grump to himself as he looks back down at his papers.

But no, the carrier of the giant green gift passes both Mary and Linda and stops at his desk.

"For me?" he exclaims and his face reddens as his fellow workers gather around to peek at the flowers and see who they came from.

"It embarrasses them, yet men love it," said Bruce Weber, owner of Weber's Floral Gifts in Livonia. "It creates a sensation. They're the center of attention. Men know who the flowers are from, but the office doesn't."

Robyn Menard, a designer at Moss-Lipinski in Birmingham, agreed.

"THEY'RE embarrassed because they don't expect it," Menard said. "But it's a fun kind of embarrassment."



In ever increasing numbers, women are reversing the age-old custom and sending flowers to men. In the beginning, women generally stuck to giving flowers on such special days as Valentine's Day or Sweetest Day.

Now, they send flowers on any day, for any reason. "Today, it's a way of greeting someone, getting to know someone, making a new friend," said Michael O'Connor, manager of Harry Miller Flowers Inc. of Farmington Hills. "Women will send flowers for no reason than to say hello. It makes an impact, like nothing else can."

Added Simone Plinter, of Plinter Flowerland in Canton: "It's a way for women to say they're interested in someone."

Tim Galea, owner of Floral Accents in Garden City, believes the trend runs parallel to today's trend of women having more say in their relationships with men.

"Women have more control in relationships, and giving flowers meets that need," Galea said.

Galea has even received flowers himself.

"I didn't think someone would do that for me," he said. "I thought it was great that someone went to all that trouble."

Jeanne Lesperance, manager of Farmington Center Florist in Farmington, said women have been liberated to the point where they feel comfortable giving flowers.

"And they soon discover that men love it," she said. "Men are thrilled to death. I sent my boyfriend a bouquet, and he was totally surprised. He told me it was better than having a new Mercedes in the driveway."

MENARD SAID that a softening in traditional male attitudes also helped pave the way for women to send flowers to men.

"Men are not afraid to receive flowers anymore," she said. "They don't think that it's unmasculine. But you don't send pink roses, either."

So what do women send? Women generally go two routes, according to the florists. Either they'll stick to such traditional flowers as roses or lilies, or they'll buy arrangements more masculine in style.

"Women are more apt to send a planter or a contemporary arrangement," said Galea. "It's more appropriate than daisies."

Lest the married men of the world feel left out, Gary Barber of the Flower Basket in Plymouth tells the story of the women who send a flower every month to their husbands.

"The flower is different each month," Barber said. "The first few times, he was surprised. Now, it's a pleasant experience."

The wife, however, has one advantage over single women who send flowers.

"She charges it, and he pays the bill," Barber said.

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