

MALLS & MAINSTREETS

MONDAY, JULY 26, 1993

SHOPPING CENTERED



LINDA BACHRACH

Sizzling books shade summer

Summer sizzles with the latest in paperbacks and hardcovers for your pool, beach or airplane reading enjoyment. Though you may opt for easy reading entertainment during the summer months, don't overlook some of the new thought-provoking novels.

The following is a list of the more popular reads of the season, compiled by local bookshop staffs. Thanks to the expert bibliophiles at Bookpeople in the Orchard Mall, West Bloomfield; Curious Child, 11 Forest Place in Plymouth; and Farmington Book Center, 37115 Grand River in Farmington. Their level of personal service and knowledge are invaluable to those who seek assistance in sifting through endless volumes of the printed word.

Hot off the press

■ "The Bridges of Madison County" by Robert James Waller is the summer's hottest seller. It's a quick read, pure romance written in lyrical prose. It recounts the chance meeting of a National Geographic photographer and an Iowa farm wife. You'll be drawn into their passionate, yet impossible love affair.

■ "All the Pretty Horses" by Cormac McCarthy is the coming-of-age story of a 16-year-old who runs away to Mexico from his Texas ranch. It's a National Book Award winner and is appropriate for college-age or adult readers. "Should have won the Pulitzer Prize," according to Bookpeople staff.

■ "Colony" by Anne Rivers Siddons. If, like me, you're a Siddons fan, Colony is populated with her usual appealing and indomitable women characters. Her newest, in hardback, is "Hill Towns."

■ "Pigs in Heaven" by Barbara Kingsolver continues the saga of Taylor and Turtle, characters first introduced in "The Bean Tree." This bestselling book explores the bonds of family and the sensitivity of Native American culture. I love this author, as does my teenage daughter.

■ "I'll Be Seeing You" by Mary Higgins Clark is a spellbinding tale of murder and the duplicity of hidden lives and medical secrets. "I couldn't put it down," said a Bookpeople customer.

■ "Perfect" by Judith McNaught is perfectly wonderful romantic garbage. "I'm a teacher and I wanted to get away from child abuse and substance abuse. This was a terrific pool read," said Joyce Welner. Also recommended for beach or pool — "Private Scandals" by Nora Roberts and "French Silk" by Sandra Brown.

■ "Fatherland" by Robert Harris is a popular mystery based on the premise that Hitler won World War II. Other hot mysteries include "Mistress of Justice," "Just Cause," "For the Sake of Elena," "Kissing the Gunner's Daughter" and "A Stained White Radiance." For espionage, try "Scimitar" by John Abbott.

■ "The Client" by John Grisham is his newest hardback. "Grisham has stolen summer," said Skip Rosenthal, proprietor of Books Around, Books for Less and Farmington Book Center.

"Charm for the Easy Life" by Kaye Gibbons chronicles three generations of Southern women. Leslie Gowan, a Gibbons fan, highly recommends it.

■ A science fiction lover? Michael Doyle of Farmington suggests "Neuromancer and Garden of Rama," the latest in a series.

"The Virgin Suicides" by former Grosse Pointe Jeffrey Eugenides examines the suicides of five sisters through the eyes of the local townspeople. "A quick read," said Gowan. And not as morbid as it sounds.

For kids only

What's wonderful for kids? I asked Susan Fitzmaurice, owner of Curious Child in Plymouth. The immensely popular "Brain Quest" game of questions and answers is out in a brand new version for preschoolers and kindergartners. "Tuskegee's Broom" by Valerie Carey is a charming old tale of a young woman who wants to make her way in the world. A story of unconditional love, Orange Cheeks is about an eventful trip to Grandma's. "The Secret Garden" has been rewritten for elementary kids. It features beautiful illustrations and a simplified text.

For older children, check out "Little House on Rocky Ridge," written by a descendant of Laura Ingalls Wilder, and "Secrets of a Summer Spy" by Plymouth author Janice Jones.

And don't forget baby! Shoeless Board Books are perfect for babies who "really need books," according to Fitzmaurice.

If you would like to personalize your child's reading by literally drawing him into the book, Warren and Anne Bonner of Southfield specialize in classic book titles that weave your child into the storyline (\$9.95-\$12.95). Call 552-1242 for mail order information.

Linda Bachrach is a Birmingham resident. You can leave her column ideas at 953-9047, mailbox 1889, or fax them to her at 644-1314.

BY SUSAN DEMAGGIO

So you think you know shopping... You've watched stores come and go through the years. You've gone to several mall grand openings and even more Main Street renovations. You know the schedule of sales and clearances. You know the location of every department store in metro-Detroit. You know which dressing rooms have the tri-fold mirrors. You know the mall entrance with the least number of parked cars.

Well, if you're game, this quiz will test just how well you really know the retail world. And it might even teach you a few things you didn't know. Lots of luck.

1 According to the National Research Bureau, how many shopping centers are located in the United States?
a. 39,000 b. 42,000 c. 65,000 d. 75,000

2 How many Radio Shack stores and dealer outlets are located throughout the country?
a. 6,500 b. 7,200 c. 9,000 d. 9,300

3 How many Americans work in the retail industry today?
a. 10 million b. 15 million c. 19 million d. 25 million

4 This year marks what anniversary of the J. C. Penney Co.?
a. 75 years b. 85 years c. 91 years d. 100 years



5 The J. C. in J. C. Penney stands for?
a. Johnny Cash b. James Clinton c. James Cash d. Jack Carvey

6 The J. L. in J. L. Hudson stands for?
a. Joseph Lawrence b. Joseph Lowthian c. Joseph Lislania d. Joseph Louis

7 Hudson's opened as a men's and boys' haberdashery in the old Detroit Opera Building in what year?
a. 1870 b. 1881 c. 1889 d. 1902

8 The J. L. Hudson Co. and the Dayton Co. merged to create The Dayton Hudson Corp. in what year?
a. 1955 b. 1959 c. 1970 d. 1980

9 The Dayton Hudson Co. purchased Marshall Fields and Co. in what year?
a. 1985 b. 1987 c. 1989 d. 1990

10 In 1932 the price of a man's suit at J. C. Penney was?
a. \$11.99 b. \$14.98 c. \$23.99 d. \$29.99

11 The S. S. Kresge Co. opened the first Kmart store in what year?
a. 1960 b. 1962 c. 1965 d. 1969

12 The Mall of America has how many stores?
a. 365 b. 425 c. 503 d. 675

13 According to statistics, how much money is in the average American teenager's pocket when he visits the mall?
a. \$30 b. \$40 c. \$50 d. \$60

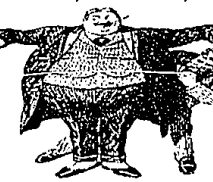


14 Glass elevators in malls were designed to:
a. provide panoramic views b. eliminate claustrophobia c. prevent shoplifting d. prevent elevator rape

15 In what decade was the shopping cart introduced?
a. 1920s b. 1930s c. 1940s d. 1950s

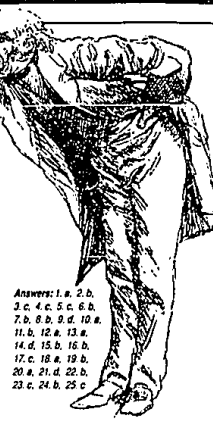
16 In what decade were food courts introduced?
a. 1960s b. 1970s c. 1980s d. 1990s

17 The Guinness Book of World Records lists which mall as the first U.S. shopping center?
a. Northland Mall/Southfield, Mich. b. Market Square/Lake Forest, Ill. c. Roland Park/Baltimore, Md. d. Country Club Plaza/Kansas City, Mo.



18 What North American University has a shopping mall on its campus?
a. York University, Toronto b. Loyola University, Chicago c. Stanford University, Palo Alto d. Georgetown University, Washington D.C.

19 Which city has a mall with three food courts within its municipal airport?
a. Chicago b. Pittsburgh c. New York d. New Jersey



Answers: 1. a. 2. b. 3. c. 4. c. 5. c. 6. b. 7. b. 8. d. 9. d. 10. a. 11. b. 12. a. 13. a. 14. d. 15. b. 16. b. 17. c. 18. a. 19. b. 20. a. 21. d. 22. c. 23. d. 24. b. 25. c.

20 The average American spends how much time per shopping trip at the mall?
a. 1.5 hours b. 2.5 hours c. 3.3 hours d. 4 hours

21 In what year did Sebastian Spreng Kresge open his first store in downtown Detroit?
a. 1888 b. 1890 c. 1895 d. 1899

22 Upon his retirement, who succeeded Kresge as president of the dimestore company?
a. Stanley Winkelman b. Harry Cunningham c. J. Walter Scott d. Martin Walman

23 Which store is NOT a subsidiary of the Kmart Corporation?
a. Walden Books b. The Sports Authority c. Payless Shoes d. Builders Square

24 How many years has Crowley's Department Store been in business?
a. 80 years b. 85 years c. 89 years d. 90 years

25 Which newcomer on the retail horizon hopes to get Americans buying European-style clothing?
a. Victoria's Secret b. Eddie Bauer c. Express d. Bachrach

Will bigger is better win in the end?

BY SUSAN DEMAGGIO
STAFF WRITER

"The cycle in retail right now says bigger is better," said Sanford Weber, president of LaKritz-Weber and Co. of Southfield, a commercial real estate firm. "It's the day of the Big Box Users, or as we say, the category killers."

Weber recently chaired a panel discussion sponsored by the International Council of Shopping Centers on how the Michigan market will be affected by warehouse-style retailers "hitting the area by storm."

His panel included Sandra Ambrozik of Best Buy appliance stores, based in Minneapolis, Minn.; Wendy Frost of Michael's Stores Inc., a retailer of arts and crafts items based in Irving, Texas; Noel Solomon of Office

Max Inc. of Shaker Heights, Ohio; and Cole Wing of Home Quarters, home improvement stores based in Landover, Md.

These real estate scouts are currently seeking metro Detroit locations for stores. Some have already opened stores here and others have stores under construction.

Best Buys hopes to open 10 stores in Michigan by the end of the year, according to Ambrozik. The stores sell appliances and music software in huge buildings with prototypes of either 35,000 or 45,000 square feet. They will land with a splash to compete with Fretter and ABC Warehouse. Recall that the Highland Appliance chain filed for bankruptcy recently.

Michael's, a giant retailer of arts

and crafts items, is "the biggest in the country," according to Frost. "We have over 35,000 items in stock, with 189 stores in 28 states," she said. "We're opening soon at Lakeside, in Troy, in Dearborn and Southgate. Down the road, we'd like stores in Novi, Bloomfield and Canton townships."

Michael's will compete with Frank's Nursery and Crafts and Lee Wards for the dollars of local crafters. Office Max, in Detroit since 1989 with the opening of the Madison Heights store, now has 20 stores in Michigan, 296 stores throughout 40 states. Office Max was recently purchased by the Kmart Corp., based in Troy. The prototype store is 23,000 square feet, (compare that to the traditional office supply store of 6,000

square feet) favoring locations in regional or power centers. Sales were \$528 million in 1992, and Solomon predicted sales of \$1.5 million this year.

Home Quarters, a wholly-owned subsidiary of Hechinger's of the Washington, D.C. area, has 46 stores in 13 states, all east of the Mississippi River. Sales topped \$1.9 billion in 1992 so the company wants to expand.

"We have broken ground in Livonia, Madison Heights, Roseville and Southfield," Wing said. "We're looking for other locations in Pittsfield and Bloomfield townships. Eventually we want 10 stores in the metro De-

See BIGGER, 5B

MONDAY, JULY 26

CELEBRITY AUCTION

Benefit for Muscular Dystrophy Association on Aug. 28 requires donations now. Looking for merchandise, services and gift certificates from local businesses, individuals and organizations. Call Bill Cheeks now to volunteer.
Livonia Mall, Seven Mile/Middlebelt, 476-1166.

FASH FASH

Tickets on sale for Wednesday, Aug. 4 fashion benefit for the Detroit Art Institute at the Fox Theatre, sponsored by Hudson's and the D.A. Founder's Junior Council. Doors open at 5:30 p.m. Show begins at 8 p.m. Musical entertainment, auctions, theatrical fashion presentation. Tickets are \$100, \$35 and \$25 available through Ticketmaster and DIA Ticket office. 833-2323.

PUPPET SHOWS

"The Gingerbread Man" presented daily through July 31 at 11 a.m. and 1, 3, and 7 p.m. Sundays at 1 and 3 p.m. Free to shoppers.
Meadowbrook Village Mall, Wixom/Adams, 375-9451.

TUESDAY, JULY 27

CRAFTERS WANTED

Contest open to crafters over 18. \$100 grand prize. Entry forms for August 21-22 show and sale available at mall management office. One entry per contestant. Crafters wishing to participate with retail tables must call for reservations.
Livonia Mall, Seven Mile/Middlebelt, 476-1166.

ADDED ATTRACTIONS

WEDNESDAY, JULY 28

NEW LOOKS

Makeup and hair consultations via computer-imaging by the experts from Ultima II at Hudson's. Through July 31. Call for the appointment.
Lakeside Mall, M-59/Schoenherr, 566-2877.

THURSDAY, JULY 29

OLDIES CAR SHOW

WOMC radio co-hosts classic cars, 4-9 p.m. south-west parking lot. 200-400 cars will be exhibited.
Winchester Mall, Rochester/Avon, 652-1152.

FRIDAY, JULY 30

SIDEWALK SALES

Through July 31 along Main Street shops. July 31 and Aug. 1 in Old Village. Regular hours of operation.
Downtown Plymouth, 453-1540.

SATURDAY, JULY 31

FASHION SHOW

Crowley's presents Feminine Modeling School students wearing the newest fashions. 1 p.m. Crowley's.

mall entrance.
Livonia Mall, Seven Mile/Middlebelt, 476-1166.

FARMERS MARKET

9 a.m. to 2 p.m. Village Commons parking lot, under the gazebo. One-half mile east of Farmington Road on Grand River. Old-fashioned perennials available.
Downtown Farmington, 474-3440.

SUNDAY, AUG. 1

STORY HOUR

Stacey Duford of WNIC reads "Aladdin" featuring Aladdin, Jasmine and Genie. 1 p.m. Center court. Kids meals 99 cents at participating restaurants. Book tokens redeemable for merchandise.
Fairlane Town Center, Southfield/Michigan, 593-3330.

MONDAY, AUG. 2

SENIOR DANCE

11 a.m. to 2 p.m. Lower level community room. Free. No reservations necessary. Bathroom dancing to live band. Refreshments. All welcome.
Westland Mall, Wayne/Warren, 425-5001.

Events and promotions of interest to shoppers for inclusion in this calendar should be sent to Susan DeMaggio, 805 E. Maple, Birmingham, MI 48009, or mailed to 644-1314. Deadline: Wednesday, noon, for the following Monday edition.