

MALLS & MAINSTREETS

MONDAY, APRIL 18, 1988

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SHOPPING CENTERED



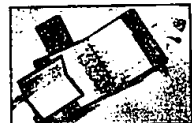
Linda Backrack

Serious golfers love new gadgets

Sports fans measure the seasons by the onset or the conclusion of their favorite pastime. Last month marked the end of college basketball, the thrill-a-minute March Madness NCAA tournament series. With the crowning of the Arkansas Hoop as national champion, fans knew spring must be just around the corner. Last week's 61-mile opening day at Tiger Stadium lured thousands to that annual rite of spring. Baseball fans anticipate summer with the first pitch and the umpire's legendary "Play ball."

But for golf devotees everywhere, the spring season officially begins with the Masters Tournament in Augusta. Last week, tempted by the vibrant greens and perfectly manicured greens-down South, golfers throughout the metro area scrambled to set up tee times and get their gear in shape for the coming months on the links.

What's new on the market for golf enthusiasts? Here are some fun and innovative gadgets and gear that more will enhance in your play.



Championship Edition Franklin Day Planner from Franklin Quest at Twelve Oaks Mall in Novi (\$32.50-\$35).

This special-edition organizer keeps you on course when scheduling work time, family time and tee time. Each page depicts photographs of beautiful golf course settings that change with every month. Packaged with the planner is a Franklin Quest Caddy, a handy set of tear-out sheets to help you identify areas of your game that need attention. More importantly, you can track your scores and impress your friends.

Do you often travel with your clubs? If so, you can identify with this scenario: You arrive at the airport and begin unloading at the curb. Invariably, your golf bag lies from the back of the car and onto the street. Once you drag it inside, it lays awkwardly at your feet until checked at the counter. And, moreover, the weight of the bag on your shoulder is practically paralyzing.

This image of the hassled traveling linkster inspired golf enthusiast Doug Fehan of Birmingham to develop a travel system for his woods and irons. Save your back and your sanity with this simple and lightweight Caddytrax (\$99.95). A carrying case on wheels with stand-alone capability, the indestructible Caddytrax system features a polymer base bucket attached to a DuPont Cordura cover.

The result is a travel bag that easily wheels down hotel corridors, stands upright at airport curbs and counters, and eliminates the hassles. Custom screen printing and embroidered logos are available. Call (810) 642-6180 for more information.

Look for brighter colors and bolder patterns in women's golf apparel this season. The Forward Tee, 255 Main Street in Rochester, offers an eye-catching selection of contemporary fashion.



LeCoq Sportif line features microfiber reversible jackets in a bright pastel abstract print called Ambrosia (pictured), and a black and brown safari-look named Zoology. Also look for chambray and white eyelet interpreted in golf shorts and shirts, or hot pink and yellow florals with matching vests and coordinating visors by David Smith.

Brand new are Sandbaggers golf sandals with or without spikes (\$75) and the chiropractor-designed Panny Sunscreen Izzo golf bag with double shoulder straps (\$119). The very latest gold gadget is the sporting of a golf flag on your golf cart, available for \$24.99 at Nature Nook Florists, Cranbrook and Maple, in Bloomfield Township.

Linda Backrack is a Birmingham resident. You can leave her column ideas at (313) 953-2047, mailbox 1889, or fax them to her at (810) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

■ A new boutique opens in Southfield, selling clothing and health-care products to women with special needs.

■ Linda Backrack shops for garden sculpture.

■ Added Attractions lists all the latest happenings at the malls and mainstreets.

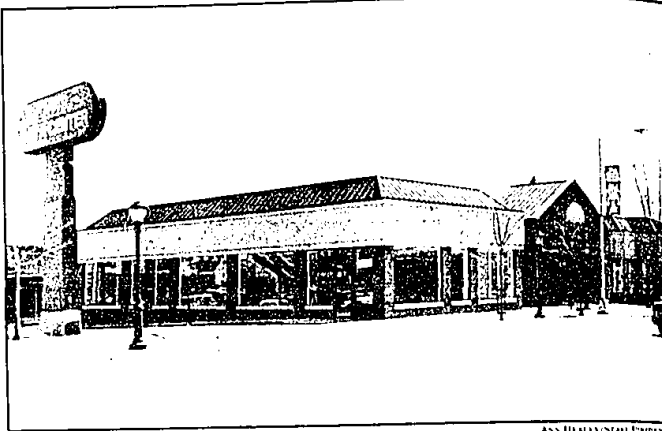
Carnival Shoes coming

Many of the vacant Cargo Express stores will reopen with shoes on the shelves instead of housewares. Shoe Carnival is coming to town, eager to break into the suburban market with a different approach to selling family footwear.

By Susan DeMaggio

You may have to ent a lot of yogurt and spin a few hula hoops before trying for your new shoes at a Shoe Carnival store, but the company's vice president,

See CARNIVAL, B4



Shoe shape: The former Cargo Express store in the Downtown Farmington Center is vacant but about to become a Shoe Carnival store.

Cosmetic ace Barbara Walden adopts social issues

By Susan DeMaggio

In 1968, actress Barbara Walden had to make a big decision. Should she take the lead role in the new television series, *The Nurses*, or continue to launch a line of cosmetics for the woman of color?



Barbara Walden: "Still going strong."

"It was a tough call," she reminisced over lunch at Hudson's in Northland Center, Southfield. "I think I did the right thing. *The Nurses* went off the air. But I'm still going strong at 64, selling my cosmetics all over the world."

Walden explained how she and a friend in advertising, Dan Rayburn, each put up \$350 to start Barbara Walden Cosmetics with the aid of a chemist. Walden wanted to create make-up that would be worn by black women and could not turn chalky or become runny as the studio make-up she was forced to wear. Before Barbara Walden, there were no make-up shades or textures for black women.

Over the years, the line was expanded for use by women of all colors, but at first Walden herself sold the line door to door in Watts (Los Angeles).

With pride, Walden reported that Barbara Walden Cosmetics is now a multi-million company with a product in the finest department stores around the globe. In 1984, it was chosen as the "official make-up of the Summer



Olympics." Barbara Walden Cosmetics provides jobs and livelihoods to hundreds of women looking for a way out of poverty and a new start in life.

Board member

"That's real important to me," Walden said. From her Culver City, Calif., headquarters, she sits on several local and national committees fighting poverty and ignorance and promoting entrepreneurship in women. Groups she's involved with include the Board of United Way, Coalition of 1000 Black Women and the Committee of 200, a nationwide organization formed by a select team of businesswomen who were recently invited to meet with the Clintons in Washington, D.C. At home in Los Angeles, Walden

has received several human awards for her work with the less, the hungry and young women gangs.

"The more you give, the more you get back," she said. "When I go to prisons and shelters to work with girls through my self-esteem program, I meet good people who want to work hard and do better. We can put the right person in the place, I get so much personal news."

Walden also gets a lot of help from personally inviting women to her beauty counter and offering tips and advice as she was in metro Detroit.

"I never get tired of it," she complained. "Watching the black woman's face when she looks in a mirror after applying my cosmetic is a great reward. My customers love me. Thank you, Barbara, I've had this time for myself before."

Walden grew up in Camden.

See COSMETIC

Retail businesses in suburban malls and an suburban Main Streets are invited to submit announcements of upcoming special events and promotions for Added Attractions. The deadline to submit news is the Wednesday before publication on Monday. Send announcements to Malls & Mainstreets, 36251 Schoolcraft, Livonia, 48150, or fax them to (313) 591-7279.

MONDAY, APRIL 18

TEK-MEX COOKING

Hudson stores offer complimentary cooking classes in the Marketplace Department highlighting Tex-Mex cuisine with Lone Star Products. 1:20 p.m. on April 20, 1:20 p.m. at Oakland Mall in Troy. On April 23, 12:1-1:30 p.m. at Fairlane Town Center in Dearborn. Reservations required. Lakeside. M-59/Schoenher, (810) 566-2955.

DANCE TICKETS

Shoppers spending \$250 or more in a single day receive two free tickets to April 30 ballet performance at Detroit Music Hall featuring Dayton Contemporary Dance Company. Redeem receipts at any of center's six information desks through April 29. Fairlane Town Center, Michigan/Southfield, Dearborn. (313) 593-1370.

TUESDAY, APRIL 19

FRAGRANCE FAIR

Enjoy refreshments, meet fragrance company representatives, see special Mother's Day gift sets, free wrapping and door prizes. 5-8 p.m. Hudson's Restaurant, Reservations required. Westland Center, Wayne/Warren. (313) 458-5638.

WEDNESDAY, APRIL 20

LINGERIE FOCUS

Jacobson's celebrates lingerie month with special events. Meet David Brown, robe and lounge-wear designer, noon to 4 p.m. On April 21, meet shapewear designer Pauline McKluskey discussing undergarment fittings. Events begin with hours of coverage at 6:30 p.m. Reservations required. On April 22, meet Sandy Crump of Wacoal and Parfums, at special fitting seminar 11 a.m. to 3 p.m. Great Oasis Mall, Westport/Livonia. Rochester Hills. (810) 651-6000.

SONGBERRY JAZZ

Linda Walker and Buddy Hudson perform on stage in Florida. 7-8:30 p.m. Part of new Wednesday Night Cabaret Series through May 11. Admission free. Beverages available. Seating limited. Reservations suggested. Somerset Collection, Big Beaver/Cookidge, Troy. (810) 643-7440.

LAUDER MAKEUPERS

18 Estate Lauder professionals will meet customers in

ADDED ATTRACTIONS

tables of five for consultations through April 24. Wednesday and Thursday sessions 2, 5 and 7 p.m. Friday-Sunday sessions 11 a.m., 2 and 4 p.m. Reservations required. Summit Place, Elizabeth Lake/Telegraph, Waterford. (810) 443-6328.

THURSDAY, APRIL 21

LUNCH FASHIONS

Through June each Thursday, Stage & Co. restaurant will feature informally modeled fashions from Boardwalk Shopping Center boutiques, noon to 2 p.m. Stores included in the program include Chico's, Marguerite's, Patricia Miles, Zeza and Hersh's. Today, Patricia Miles featured. Boardwalk, Orchard Lake's, of Maple. (313) 856-5400.

FRIDAY, APRIL 22

ART FAIR

Third annual "West Bloomfield's Inside Art" featuring works of 50 artists. Through April 24. Friday and Saturday until 8 p.m. Sunday noon to 5 p.m. Crosswinds Mall, Lone Pine/Orchard Lake. W. Bloomfield. (810) 645-5108.

LUNCH FASHIONS

Spring looks from Land & Seas and The Gap informally modeled from noon to 2 p.m. D. Dennison's and Mammi's Garden Court. Westland Center, Wayne/Warren. (313) 462-1100.

ON-LINE DEMOS

Hudson's Electronics Department hosts computer service representatives from Prodigy, CompuServe, American On-Line and Delphi conducting an on-line demonstration for the Information Super Highway. 11 a.m., 2, 6 and 9 p.m. Repeated April 23 at Fairlane 10 a.m., 1, 3 and 6 p.m. Tuesday, April 22. M-16/Novi, Novi. (810) 344-6800.

SATURDAY, APRIL 23

MALL CONTESTS

Camp Fire boys and girls art competition 10 a.m. to 2 p.m. Sears court. Also, win mom a \$200 shopping spree by entering mall-sponsored essay contest by May 2. Submit comments, 125 words or less, to Bill Cheeka, marketing director. Livonia Mall, Seven Mile/Addicks. (313) 476-1160.

BLOOD PRESSURE TESTS

Sponsored by the American Heart Association. 11 a.m. to 1 p.m. Free to shoppers. Westland Mall, Middlebelt/Plymouth, Livonia. (313) 822-4100.

MDA BENEFIT

Annual Race-A-Thon for Muscular Dystrophy Association. Through April 23 in East court area. Call center for more details. Westland Center, Wayne/Warren. (313) 425-5001.

SUNDAY, APRIL 24

KIDS FASHION FUN

Loretta Lonon celebrates the grand opening of new location retelling children's fine apparel, entertainment, music, refreshments and young models. Wood stars modeling fashions. 10 a.m. to 5 p.m. donation benefits charity of patron's choice. Mrs. Ashley and Haylie Johnson whose credits include Village Knoll Plaza, Maple/Laker, Bloomfield Hills. (810) 855-3313.

JAZZ CONCERT

Janet Tenaj & Classic Trio perform 1-2:30 p.m. in East court area. Concert is free. Fashion town mall boutiques informally modeled. Laurel Park Plaza, Six Mile/Newburgh, Livonia. (313) 462-1100.

CLASSICS BRUNCH

Co-sponsored by WQRS radio. Noon to 2 p.m. in stage area. Local musicians perform classic music. Brunch is served by Sebastian's Grill. \$200 prizes available at Conscience Desk. Proceeds to Detroit Institute of Arts education program. Somerset Collection, Big Beaver/Cookidge, Troy. (810) 643-6360.

STORYBOOK SUNDAY

Slavery DuFord of WHIC-FM radio reads "The World" and "Annie and the Wild Animals" 10 a.m. in East court area. Children receive center discount for book reports submitted. Sponsor and performer for book reports throughout the center. Fairlane Town Center, Michigan/Hazard, Dearborn. (313) 593-1370.

BRIARWOOD RUN

Annual run to benefit Wastawa County children through Calens Medical Society. Race begins at mall's southwest corner. Top prize: \$500 shopping spree. Applications available at mall information desk and mall's sporting goods store. 11 a.m. run. \$5 fee for walk. Briarwood Mall, S. State/Clearwater, Ann Arbor. (313) 769-9010.

MONDAY, APRIL 25

HEALTH MATTERS

Boisford General Hospital (Farmington Mall) offers free blood pressure testing 8-10 a.m. in East court area. Also healthy heart information. Michigan Day Giveaway program begins through May 13. Weekend night for two from Mammi's Garden Court. Westland Center, Wayne/Warren. (313) 462-1100.