

MALLS & MAINSTREETS

MONDAY, AUGUST 22, 1994

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SHOPPING CENTERED



LINDA BACHRACH

Snazzy basement is budget chic

For over a year, we toyed with the idea of transforming our vast wasteland of a basement into a bright, functional living area. We were really lucky, neighbors explained, to have such a large space beneath our home. It had so much potential. Potential and possibilities, however, translate into dollar signs.

Sure, our son's bedroom became office space when he went to college, leaving him without a bed when he came home to visit. But that dark, cobwebbed basement seemed almost unimagineable. Its only assets were a red brick fireplace and a tiny half bath.

After much discussion and numerous bids, the decision was made to finish part of the basement, allowing enough room for a bedroom, living area and full bath. The resulting "lair", as my teenager calls it, is a cheerful and welcome addition to our home and its appeal is a result of bright, white-washed walls, neutral berber carpeting and some inexpensive furnishings and accessories.

Getting started

The lone piece of furniture we had to work around was a white futon, covered in a black and white mini-check. The search was on for fun, economical chairs and occasional tables. Crate & Barrel to the rescue. The Somerset Collection store is famous for its lifestyle cookware, glassware and furniture. Working with a primary color scheme, I snagged two butterfly chairs (\$28.95) with royal blue covers (\$21.95); two slatted tray tables painted in a vibrant poppy (\$13.95 each); four folding chairs in poppy (\$14.95 each); and a round beechwood table (\$19). I also grabbed two oversized swining stripe pillows to toss on the chairs (\$14.95) and various painted wooden candleholders in blue, green and yellow (\$4.95 each). Voilà! One-stop shopping furnished and accessorized my room for less than \$400. These items would also be great for dorm rooms or college apartments. To finish the look, I headed to The Print Gallery, 29203 Northwestern Hwy. in Southfield, for contemporary fine art posters. From their huge selection, I picked two Matias, a Miro and a Ken Done, all in vivid hues to complement the furniture. The Print Gallery also displays some wonderful museum gifts and I found a must-have wooden folk art sculpture from the Guggenheim



(C38). This color-blocked male image surveys the room and lends an air of sophistication.

Do it yourself

The folks at The Great Frame Up, 215 Peabody in Birmingham, save you money on the high cost of framing by allowing you to do-it-yourself right in the store. They supply all the materials and lots of help and attention. You'll feel like a pro when you're done. I estimated that I saved almost \$200 by participating in the framing process.

Finally, every room needs flowers, and since mine lacks for sunlight, I opted for the artificial kind. Pler I Imports, 4100 North Woodward in Royal Oak, satisfied my needs with garbena daisies (99 cents). The white, gold and purple daisies fill my cobalt blue pitcher and form the perfect centerpiece for the round table.

The bathroom is an experiment in decorating courage, and the jury is still out on its success. The walls are painted a glossy Chinese red; cabinets and trim are white. The red was my decision and I'm happy to take credit or blame for it. It looks great with the multi-color Indian-print woven rug from Bed, Bath & Beyond, 31075 Orchard Lake in Farmington Hills (\$12.95 & \$19.95).

Now it's your turn to redecorate and refurbish. Please share your ideas and favorite shopping destinations.

Linda Bachrach is a resident of Birmingham. You can leave her column ideas at (313) 855-2047, mailbox 1889 or fax them to her at (313) 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- Linda Bachrach shops for ways to add glamour to your wardrobe.
- Added Attractions lists special events at the shopping centers.
- Shoppers celebrate 175 years of American style with a new store at Twelve Oaks.

Surplus sells at Wells Cargo



The table top market is a tough one. Yet longtime discounters Wells Freight and Cargo have managed to stay in business due to the retail savvy of Walter and Gerry Goodman and the American love affair with glass.

BY SUSAN DEMAGGIO
STAFF WRITER

Hostesses know where to buy wine glasses — cheap. Caterers know where to find vases and platters — cheap.

Restaurateurs know where to order specialty bowls and stemware — cheap.

Their source? It's Wells Freight and Cargo in downtown Birmingham. "When we opened our first store in 1975 at Wonderland in Livonia, we gambled on the premise that customers would want to buy surplus glass goods at big savings in a no-frills warehouse-type store," said Walter Goodman, owner of the remaining Wells Cargo store at 820 S. Woodward, a few blocks south of Maple. "We had a hit on our hands. People came from all over town to buy our 99-cent champagne flutes which were more than \$5 every-where else."

Goodman and his wife and business partner, Gerry, crossed the country visiting glass manufactur-

ers and cutting deals. They soon opened nine other Wells Cargos around town and in Colorado. As their business grew, so did the competition.

"Remember Accents in Birmingham? Cargo Express? Pottery? Pottery? Poland? The Glass Factory? Table Settings? They've all gone out of business, but we are still around and going strong," he said.

Through the years for various reasons, the Goodmans closed their stores one by one, consolidating the business at the Birmingham location. Their mall locations at Wonderland and Macomb Mall were lost when these malls were sold and rents rose.

"We have no hard feelings because it appears that freestanding, destination stores like ours are now more popular than malls," Gerry said. "And our customers have followed us. They love to tell us that they shopped in our first store, or that they liked our Roseville store. It's very flattering."

See WELLS CARGO, 7A



STEVEN CANTRELL/STAFF PHOTOGRAPHER

Glass act: Walter and Gerry Goodman of Bloomfield Township pioneered glass and china discounting at Wells Cargo since 1975.

Santabear birthday is a marketing coup

BY SUSAN DEMAGGIO
STAFF WRITER

In 1984, due to a late Thanksgiving, officials at Hudson's worried that they would not make "their holiday numbers" that year. Brains were strained and toy buyer Paul Starkey produced a 15-inch stuffed polar bear — the rest is retail history.

Santabear turns 10 this year, remaining the best-selling holiday purchase-with-purchase of its time, ahead of all the other dressed and stuffed mammals produced by competing department stores. When Hudson's advertised a limited edition 1994 Santabear last week, the entire 2,500-bear inventory sold out in less than a hour. Even more remarkable was the price tag, \$150.

Not to disappoint the thousands of metro-Detroit Santabear collectors who missed the collector's edition, Hudson's announced it would collect orders for a second batch of collector's Santabears to be delivered in March. These will start at 2,501(b). No production limit has yet been set according to Hudson's spokeswoman Chris

Morriase.

"The Santabears are popular because they're sooo cute," she said. "We've heard the most fantastic stories of collectors finding bears they missed at garage sales and in relative's attics. Every so often one turns up in our corporate offices or storage rooms, but once they're gone, they're gone. We don't have any supplies at Hudson's."

The news comes hard to Kim Horton, 22, of Troy who has been looking for the 1990 Santabear to complete her collection.

"My mom got me my first bear when I was 12 years old and I looked forward to getting a new one every Christmas," she said. "In 1990 we had a rough year and in all the family confusion I did not get me the bear that year. That was the bedtime bear. Santabears are cool to collect. We bring them out every holiday and use them to decorate the staircase steps."

In addition to this year's Collector Santabear, a 10-year birthday Santabear will also be sold beginning in October for \$35. The birthday bear

wears a red and green satin jumpsuit and pointed red hat. Santabear-related products will also be sold in a special shop at Hudson's featuring clocks, mugs, posters and children's

sleepwear.

Santabear was \$10 when first introduced in 1984. A total of 3.1 million Santabears have been sold through 1993.



They're so cute: The special edition collector Santabear (front and center) is surrounded by his (or her?) friends, issued each holiday since 1984. Hudson's is taking orders for the second run of the special bear through 1-800-GIFT-BEAR.

ADDED ATTRACTIONS

Retail businesses in suburban Malls & Mainstreets are invited to submit announcements of upcoming special events and promotions for Added Attractions. Send announcements to Malls & Mainstreets, 805 E. Maple, Birmingham, 48009 or fax them to (313) 644-1314.

MONDAY, AUG. 22

DESIGN CONTEST

Jacobson's is invited to submit announcements of upcoming special events and promotions for Added Attractions. Send announcements to Malls & Mainstreets, 805 E. Maple, Birmingham, 48009 or fax them to (313) 644-1314.

PUPPET SHOWS

Little Red Riding Hood, daily through August, 11 a.m., 1, 3 and 7 p.m. Saturdays 11, 1 and 3 p.m. Sundays 1 and 3 p.m. Complimentary. Meadowbrook Village Mall, Walton/Adams, Rochester Hills. (313) 975-9451.

HISTORIC BOATERS

Now through Oct. 30 the Plymouth Historical Museum presents a century of wedding dresses: 1850-1950. The museum is open Wednesday, Thursday and Saturday 1-4 p.m. Sunday 2-6 p.m. \$1.50 admission.

105 S. Main Street, Plymouth. (313) 435-0942.

TUESDAY, AUG. 23

NANETTE BOARDS

Week of country-western entertainment. Denny's & Lane performs, 7 p.m. Center court. Denny's also featured. Thursday, Aug. 25 see Main Street Choppers perform 7 p.m. with dancing. Friday, Aug. 27 watch Hop-A-Long Bob the clown and his tricks 6 p.m. All free to shoppers. Oakland Mall, 14 Mills/John R. Troy. (313) 995-0000.

WEDNESDAY, AUG. 24

FAMILY FUN

PAISE CONCERT

Shunk, Stark and Dryden perform original sounds for the future. Noon. Bring brown bag lunch. Kelllogg Park, Mary/Penniman, Plymouth. (313) 455-1453.

THURSDAY, AUG. 25

ANTIQUE SHOW

Annual Summerfest Antique Show through Aug. 28, 10 a.m. to 6 p.m. Features art glass, bronzes, lamps, jewelry and beautiful cards. Special events include hand-painted and decorated furniture, glass and china restoration, jewelry repairs while you wait. Crowdsview Mall, Orchard Lake/Lone Pine, W. Bloomfield. (313) 851-7630.

LUNCH FASHIONS

Clothing from Marguerite informally modeled. Noon to 2 p.m. Slugs & Co. Restaurant. The Boardwalk, Orchard Lake/Lake, W. Bloomfield. (313) 855-0622.

FRIDAY, AUG. 26

LUNCH FASHIONS

Latest styles from Petite Sophisticate and Jo. A. Dark informally modeled for lunch picnic at D. Donnell's and Marriott Hotel's Garden Court. Noon-2 p.m. Laurel Park Plaza, Six Mills/Henrich, Livonia. (313) 462-1100.

SATURDAY, AUG. 27

BRIDAL EVENT

Jacobson's hosts day of special programs for brides to be. Breakfast show/program 9-11 a.m. \$5. Mother-of-the-bride fashion show 11 a.m. Cosmetic make-overs, lingerie collection, noon to 4 p.m. Customized Collections demonstrations 11 a.m. to 3 p.m. Trouseaux Tea 2 p.m. Reservations required. Laurel Park Plaza, Six Mills/Henrich, Livonia. (313) 591-7695, Ext. 312.

SCHOOL FASHIONS

Local kids model fall school clothes from mall stores. 1 and 5 p.m. Center court. Free admission. Wonderland Mall, Plymouth/Addebbett, Livonia. (313) 522-4100.

BRIDAL FASHIONS

J.C. Penney's offers a fall bridal gown fashion show, 2 p.m. Free to shoppers. Woodland Center, Wayne/Warren. (313) 425-4200.

GREENHOUSE BENEFIT

Brunch and fashions from Kiddywinks, Tender, and Maxwell benefit Orphans Children's Services' Clothing Corner and Community House's Scholarship Fund for the Early Childhood Center. 10 a.m. to Noon. Tickets \$30 each (\$22.50 is tax deductible). Reservations required. Community House, 300 S. Bates, Birmingham. (313) 644-5532.

JAZZ CONCERT

The Matt Michaels Trio performs 1-2:30 p.m. Parkland court area. Free to shoppers. Laurel Park Plaza, Six Mills/Henrich, Livonia. (313) 462-1100.

FARMER'S MARKET

9 a.m. to 2 p.m. Vendors selling homegrown fruits, vegetables and flowers. Gazebo area parking lot. Downtown Farmington, Grand River/Farmington. (313) 474-3440.

SUNDAY, AUG. 28

STORYBOOK SUNDAY

Steve Gannon of WNCB radio reads "The Legend of the Indian Paintbrush," 1 p.m. Center court. Visits by Fergie the purple dinosaur. Kids can redeem book reports for discount merchandise tokens. 99-cent kids meals. Fairlane Town Center, Hubbard/Southfield, Dearborn. (313) 969-1570.