

# MALLS & MAINSTREETS

MONDAY, APRIL 24, 1995

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**SHOPPING CENTERED**



LINDA BACHRACK

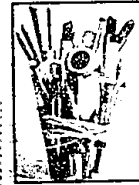
## The cosmetic buys are budget wise!

**D**o you often feel like a cosmetic counter mishap? Consider the following make-up tips:

Needing a quick make-up application lesson, Diane Bauman of Royal Oak stopped by the Chanel counter for a complimentary session. "I learned some good techniques and was pleased with the results," she said, "but I felt obligated to make a purchase." Bauman convinced herself that an eye pencil would be a practical and inexpensive investment. She agreed to purchase the liner and was shocked when she signed the charge for \$24. Sound familiar?

**Budget boosters**

Women are sometimes intimidated by department store or boutique cosmetic counters because they see dollar signs as soon as they linger at one of the slick, enticing displays. I searched the beauty aisles for \$10 and under finds. Yes, you can be pretty and practical without compromising quality. Origins is an innovative cosmetics company dedicated to total well-being. Founded in 1991 on a commitment to earth, animal and the environmental, the unconventional company debuted its newest store within-a-store concept recently at Hudson's Oakland Mall store in Troy. The entire line is accessible for your inspection; nothing is under glass. And Origins "guides" answer questions as you make choices based on your needs. Best of all, many of the skin care, color and sensory therapy products are priced at \$10 or less.



Find Pure Cream rinseable cleanser (\$8.50), Well Off eye makeup remover (\$10), Spot Remover to clear up some blemishes (\$10) and Lip Remedy for dry cracked lips (\$8). All 30 Lip Colors are \$1 each, as is Original Skin Concealer, Just Browing brow shaper, Eye Pencils, Fringe Benefits mascara and Pinch Your Cheeks blushing.

For on-the-spot relief, massage a few drops of Origin's Peace of Mind on your temples or the nape of your neck (\$10) and relax or energize with essential oils (\$8).



**Priced right**

A tour through the Bako Fifth Avenue cosmetics department in the Somerset Collection, Troy, uncovered more affordable face-makers. Pressurized color-charted eye shadows are \$10 each and Clinique's shadows are \$9.50. Also at the Clinique counter, find nail polish (\$8.50), lip liners (\$9.50), and Eye Zone smudger (\$10).

M.A.C. lip pencils are rated number one by many make-up artists. Try Chloro for summer, only \$9, at the Somerset Collection boutique. Finally, I checked out Lori Karbal's in Birmingham and found some lovely vanity table items, including "Bamboo" Japanese face powder (\$8), and a personal favorite, Kiehl's lip balm (\$4.99). Remor makeup sponges (\$4.75), French complexion mists (\$10) and Fre de Provence oatmeal and calendula soaps (\$8-\$7).

**A Walker Warning**

This note continues a recent column: I reported on an infant walker in my baby shower story a few weeks ago and immediately received a note from Marilyn Burkhardt, a registered nurse and an associate of Dr. Noel Weinberg of Canton. She expressed one of the dangers associated with infant walkers. According to the American Academy of Pediatrics, between 30,000 and 50,000 infants are injured every year in their walkers, and most injuries are sustained when a child falls down the stairs.

Most infants injured in walkers are between seven and 10 months of age. If you choose a walker, it is your responsibility to learn to use it safely and to monitor your baby at all times to protect him/her from injury. Both the academy and Burkhardt stress that you are taking a risk simply by placing your baby in an infant walker.

Linda Bachrack is a Birmingham resident. You can learn her column *Lives at 13151* 953-7477 mail-order house.

**LOOKING AHEAD**

- What to watch for in Malls & Mainstreets next
- Go Behind the Label with Lois Snyder of Dani Mae.
- Linda Bachrack visits the new Vic's food emporium in Noel.
- Adding sometimes lists special events at area shopping centers.
- What's Datin' breaks you on store openings and changes.

## Successories shops sell the 'right stuff'



Need some help motivating a weary staff? Want to let your son know he can make it if he tries? Successories sells the messages you wish to convey.

By LINDA ANN CHIOMI  
Staff Writer

After browsing through Successories, you leave thinking that anything is possible given half a chance and the determination to see it through.

Successories sells success via motivational prints, posters, books, tapes, awards and gifts to inspire personal development and encourage employee growth.

There are currently three metro-Detroit locations at Square Lake and Livernois in Troy; Laurel Park Place in Livonia; and Mack and Moross in Grosse Pointe. The Laurel Park store is the newest, replacing a "test site" which operated through the winter holidays at Summit Place Mall in Waterford.

Kenneth and Diane Field, co-own the Michigan franchisees with another husband-wife team Mike and Linda Good. The company's name implies winning, but exactly who is this new retailer on the block?

According to Field, the stores' goals are to provide a one-stop shopping source for personal and employee self-improvement materials. Other targeted shoppers include sales people and the self-employed who often work in a vacuum. Prints and plaques sport positive Go-get-'em messages cheering on teamwork and perseverance.

Some quote Theodore Roosevelt or Vince Lombardi. Many spotlight sports themes relaying wisdoms like, "Opportunity always involves some risk. You can't steal second base and keep your foot on first." Books and tapes mirror similar themes about focusing on a goal then scoring.

"Our market is really everyone — business people, schools, coaches, parents. Each one of us is bombarded with negative messages daily. That's why motivational seminars are always so popular," said Field, a Troy resident. "Everybody's looking for the answers."

According to Field, a recent study conducted at the University of Illinois proves that motivational posters can have an impact on employee performance. The study revealed that inspirational posters in the workplace improved productivity by 10 percent! However, Successories' best-sellers are how-to books and tapes aimed at parents trying to raise "positive" kids in the 1990s.

Field conducted his own studies on the worth of visual motivational messages by using his three children, 11-17 years, as guinea pigs. He hung a framed, 24 by 30-inch print at the bottom of the stairs so when his children reach for the light switch it's the

See SUCCESSORIES, Next Page



Becoming your best: Charlene Coyne (left) manages the Successories store at Laurel Park Place. She helps customer Karen Guenther decide on a cap.

## Where can I find?

We found it! Here are readers' suggestions on where Jim Willoby of Birmingham can locate a programmable electrical timer.

Michelle Tuoci called to say Radio Shack sells an eight event digital timer for \$24.99. "It's wonderful," she stated. "I use mine all the time."

Al Freude of Farmington said he's purchased several excellent timers at both ACO and Damman Hardware stores. "If Mr. Willoby is an elderly man like myself, I recommend the timers with cords, not the ones you have to bend down to plug into the wall. The timers I use are on cords and sit on the tabletop."

Cindy Franklin of Redford reported seeing timers at F&M for \$8.97. Four other readers claim to

have seen the Willoby-described timer at Home Quarters and Builders Square. Thanks to all!

Here's the next shopping challenge from Irma Kelley of Bloomfield Hills.

"Quite a few years ago I acquired a fitted, quilted plastic cover for my card table which has a 48-inch diameter. The cover was elasticized and fit snugly making card playing more pleasant. It's wearing out, and I can't find a replacement anywhere. I've looked at Jacobson's, Hudson's, and several Hallmark shops. Can anyone help me out?"

If you know where Mrs. Kelley can find a replacement card table cover, please give Julia & Kathleen a call at (810) 901-2567. You can fax a response to (810) 644-1314.

All retail businesses in suburban Malls and Main Streets are invited to submit announcements of upcoming events and promotions for *Added Attractions*. The deadline is the Wednesday before publication on Monday. Send the facts to: *Malls & Mainstreets, Observer & Essence, Newspapers, 605 E. Maple, Birmingham 48009. Or fax to: (810) 644-1314.*

- MONDAY, APRIL 24**
- RACEWAY MODEL**  
See track model of Detroit Grand Prix on display through April 30 during regular mall hours. Woodward Mall, Plymouth/Madison, Livonia. (313) 522-4100.
- TUESDAY, APRIL 25**
- SPRING CONCERT**  
Enjoy a performance by Livonia Chorus, 7 p.m. Twister Court, Cornerstone. Laurel Park Place, St. Albans/Newburgh, Livonia. (313) 482-1100.
- COUPLES DINNER**  
Engaged couples are invited to dinner and complimentary seminar of Jacobson's "Universals of Bridal Services," hosted after store hours by department bridal coordinator. Call for reservations and more details. 25 N. Woodward, Birmingham. (810) 543-8602.
- WEDNESDAY, APRIL 26**
- SENIOR DANCE**  
Country line dance classes for senior citizens 2-3:30 p.m. Bears Court, Cornerstone. Livonia Mall, Seven Hills/Madison. (810) 478-1180.
- THURSDAY, APRIL 27**
- USED BOOK SALE**  
Browse through hundreds of books and magazines during annual League of Women Voters sale through April 30. On April 28 and 29, enjoy a Very Special Art featuring works of art and music by area's disabled children. Woodward Mall, Madison/Plymouth, Livonia. (313) 622-4100.

## ADDED ATTRACTIONS

- PHOTO PARTY**  
Join the fun after work 5-8 p.m. at Cook's Garden for a strolling buffet and Great Lakes photos of Captain Bill Graham. Jazz saxophonist Daniel Carlisle entertains. Tickets \$10 per person. Reservations requested. Graham captains the 105-foot yacht Helene. Many of his reprints will be on sale. Cook's Garden Cafe, 225 East Maple, Birmingham. (810) 645-9595.
- MEN'S FASHION SEMINAR**  
Graham Hill, tailor, discusses different looks 6 p.m. at Nicole's Revival, a designer resale shop. Free. Reservations not required. Nicole's, 2529 Newburg, Westland. (313) 729-1234.
- TRUCK SHOW**  
See the complete line of Joan Voss' USA Collection for Fall. 10 a.m. to 8 p.m. at Sally's Design Boutique. Opened April 28 from 10 a.m. to 8 p.m. April 29 from 10 a.m. to 6 p.m. Crosswinds Mall, Orchard Lake/Lone Pine, West Bloomfield. (810) 628-0680.
- JAZZ CONCERT**  
George Benson quartet performs. 6-7:30 p.m. Food court area. Free to shoppers. Tel-Twelve Mall, 12 Mile/Telegraph, Southfield. (810) 353-4111.
- REPORAL SHOPPING**  
See fashions from Herah's modeled during lunch soon noon to 2 p.m. Singa & Co Restaurant, Orchard Lake/Maple, West Bloomfield. (810) 653-0622.
- JEWELRY SALE**  
Half-price sale of many items at 20-percent off through April 30 at participating jewelry stores including Griffin, Kof's, Piercing Pagoda, LaJoy, Corey's, Meyer and On Time. Westland Center, Wayne/Warren. (313) 425-5001.
- FRIDAY, APRIL 28**
- REPORAL SHOPPING**  
Featuring styles from A Pie in the Pod and The Link.

ed during lunch at D. Dennison's and Alie's American Grille, noon to 2 p.m. Laurel Park Place, St. Albans/Newburgh, Livonia. (313) 482-1100.

- SUNDAY, APRIL 30**
- LAW DAY**  
Lawyers staff booths providing free legal advice by specialty, noon to 5 p.m. throughout the mall. Tel-Twelve, 12 Mile/Telegraph, Southfield. (810) 353-4111.
- KIDS SHOW**  
Mary Ellen The Clown performs. 1 and 2:30 p.m. Reservations on Main Street. Complimentary show. Tel-Twelve Mall, 12 Mile/Telegraph, Southfield. (810) 353-4111.
- STORYBOOK SUNDAY**  
Gene Maxwell of WNC radio reads "Gregory Orggs and Other Heavy Rhythmic People." 1 p.m. Center court. Fergus the Dragon tells Book reports can be redeemed for discount mall tokens. Fairlane, Michigan/Southfield, Dearborn. (313) 553-1370.
- ROMANCE WRITERS**  
Meet five local writers of romance 2-4 p.m. Raffle prizes, refreshments and music by guitarist Jake Reichert. Authors include Peggy Hancher, Joan Shapero, Ruth Ryan Langen, Jean Savery, Martin Edwards. Borders, 13 Mile/Southfield, Birmingham. (810) 644-1815.
- CLASSIC BRUNCH**  
Co-sponsored by WQRS and Somerset Collection. Area musicians perform, brunch catered by Sebastian's Grill in rounds, noon to 2 p.m. \$25 per person. All net proceeds benefit Interlochen and Detroit Symphony Orchestras. Somerset Collection, Big Beaver/Cookfield, Troy. (810) 243-7440.
- MONDAY, MAY 1**
- SENIOR DANCE**  
Live band performs, refreshments and socializing. 11 a.m. to 2 p.m. Level community room. Newcomers welcome. Westland Center, Wayne/Warren. (313) 425-5001.