

MALLS & MAINSTREETS

NOVEMBER 27, 1995

SHOPPING CENTERED



Linda Bachrach

Festive touches can be quick, easy

Last week's column described some holiday decorating ideas shared by Martha Stewart Living senior associate editor Darcy Miller. Her presentation at Hudson's Twelve Oaks store in Novi, had audience members like Marty Brick of East Lansing, eager to design new and festive tabletops.

Brick, who attended with her husband, Henry Zolgo and Edgette Brick, is a pro at arranging fruit for her centerpiece, but this year she'll add Miller's suggestion of cranberries and red roses in a clear glass vase. She'll also tie her napkins with waxed linen thread strung with acorns.

Other creative napkin ideas include simply rolling the napkin and tying with red ribbon adorned with a sprig of pine. Or make napkin rings and from millinery flowers or a sprig of oregano bound with florist's wire. Use dried cranberries and pears, stick them atop the napkin and pen the dinner guest's name in silver ink across the leaf.

Napkin notable Start a holiday tradition by giving antique napkin rings to family members. The ensuing collection will enhance memorable dinners for years to come. If grandchildren are a major presence at your table, consider paper napkins embossed with your initial.

"Candles are a big part of holidays," said Miller. Line a mantel with votives and antique candlesticks. Place the votives in shells or terracotta spots and scent with oil-based plant essences. Simply scatter chunky cathedral candles of different heights down the length of your table. Table runners are easily crafted from felt trimmed with pinking shears or a salvaged length of sumptuous velvet.

For a holiday season, use a special memory book or give holiday recipe cards tied with ribbons. If you purchase a gift, wrap it in pastel paper tied with silver ribbons or tinsel and personalize the paper with stamped-on silvery stars.

Local source If you have a hard time envisioning these decorating ideas, help has arrived. In downtown Birmingham, Festivities opened recently at 377 Hamilton Row. Mary Beth Linkwirth, her husband Doug, son Rob and daughter-in-law Diana pooled their creative talents to open the ultimate party planning shop.

Using hand-crafted gifts and unique accessories, a variety of tables are set within the store, each for a different occasion. Dried flowers, freeze-dried vegetables and vegetable-shaped pottery decorate the woodland table in the window. Velvet napkins add an elegant touch.

The "Up North" table features twig placemats, hammered tin chargers, a dozen cloth and checked flannel ribbons tied around the napkins. For a more traditional holiday table, place your Spode china on lipstick red chargers. Embroidered and appliqued felt stockings hang on the backs of chairs with a small favor placed inside. Also look for Kwanzas and Hanukkah-themed tables.

A former event planner who longed for a single source for her entertaining ideas, Linkwirth has positioned her shop as that one-stop emporium for everything from invitations to linens and ribbons with an emphasis on one-of-a-kind accessories. Linda Bachrach is a Birmingham resident. She welcomes column ideas and information about unique merchandise to share with readers. Reach her via fax at (810) 644-1314 or call (313) 863-2047, mailbox 1869.

LOOKING AHEAD

- What to watch for in Malls & Mainstreets next week:
- Linda Bachrach goes shopping for body-shaping undergarments.
- The latest ways to combat holiday retail fraud.
- Go Behind The Label with Victoria Mackenzie-Chida.
- Retail Details briefs you on changes in the marketplace.

Employee purchases chocolate company

Going from sales associate to owner of the company is easy according to the new proprietor of Sydney Bogg Chocolates. The secret is to love your work and not eat the inventory.

BY LINDA ANN CHOMIN STAFF WRITER

When Judy McGuire started working behind the counter at Sydney Bogg Fine Candies and Chocolates 15 years ago, she never dreamed she'd end up owning the company. But in August, McGuire and husband Jim, remortgaged their West Bloomfield home to buy the 60 year old business. The company has retail locations at Maple and Lasher in Bloomfield Hills, at the Great Oaks Mall in Rochester Hills, on Main north of 10 Mile in Royal Oak, and at Seven Mile and Woodward in Detroit.

McGuire's goal is to maintain the quality that goes into making Sydney Bogg's secret recipe chocolates. She said she simply loves the business and the people it's brought into her life.

"The candy business is a very unique business. People don't want to get out of it. There's a real camaraderie between candymakers," she said, placing a box of petite chocolates on a backroom table in the Bloomfield Hills store.

"This box, for instance, has a long tradition. 'Ethel's Hostess Box' is named after an original employee of Very Best Candies (for-runner of Sydney Bogg confections). Ethel is in her '30s and still wants to do fudge so she remains part of the business."

Very Best Candies opened in 1912 on Woodward at Seven Mile in Detroit. This factory/store is where Bogg first learned to make candy while working as a bus driver.

Bogg peddled his candy on the side to bus riders until Howard Vier sold him the confectionery business in 1935. Bogg and his wife Dorothy, owned it until 1960 when ownership passed to Ralph and Doris Skidmore after teaching McGuire the ropes of creating melt-in-your-mouth chocolates, still made in the kitchens of the store on Woodward.

Originally, McGuire sought work at Bogg to pay for books she needed to complete graduate courses at the University of Michigan after quitting her teaching job at Benedictine High School in Detroit. The Bloomfield Hills location is the number one selling store of the four. More than \$500,000 worth of candy was sold there last year.

"I liked the business from the moment I started. It's a happy business. People coming in are generally happy. All of us work together, all age groups, all races. I hated to see the company swallowed up and moved to Chicago or New York," said McGuire. She does not plan to expand the number of locations but she might add a mail order catalog.

"I want to preserve the quality and integrity of the business. I'm very proud of the fact that we were one of the first retailers to concentrate on Hanukkah and offer Kosher candy. When I started in the business we didn't do anything for ethnic holidays. Mrs. Skidmore gave me the freedom to alter candy-selling traditions."

McGuire's seen a lot of changes in the candy business during the 18 years she's worked at the Maple Road and Lasher shop. She credits that she comes in contact with daily for the success of the company — the 60-100 people she employs and her patrons.

"I learn a lot from my customers who travel all over the world. They bring back news of different candies that keep me up-to-date." Although Detroit-made chocolate



STEPHEN CANTRELL/STAFF PHOTOGRAPHER

Candy queen: Judy McGuire of West Bloomfield bought the Sydney Bogg Chocolate Company. She promises to maintain its high standards of quality and Made-in-Michigan proud spirit.

See CANDY, 7B

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RETAIL DETAILS

RETAIL DETAILS features the latest news briefs from mall and Main Street shopping centers. Mail subscriptions to Retail Details, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax them to: (810) 644-1314.

EXTENDED HOURS Now through Dec. 24, malls have extended their business hours to accommodate holiday shoppers. The schedule at regional centers is Monday-Saturday 9 a.m. to 10 p.m. Sundays 11 a.m. to 7 p.m.

CROWLEY'S BUYS STORES Crowley, Milner and Company will acquire a dozen department stores currently operated by Steinbach Stores, Inc. of Columbus, Ohio, owned by the Schottenstein Family of Columbus. The stores are located in New York, Connecticut, Vermont, New Jersey and New Hampshire. According to Dennis Callahan, Crowley president, the acquisition will more than double Crowley's existing sales to \$25 million. "This will open up new opportunities to the combined businesses for

Improved efficiencies and economies of scale as we spread our corporate office overhead over a sales base that is twice what it currently is," he said. Crowley, Milner and Company was established in downtown Detroit in 1977. The moderate-priced department store sells many brand apparel for the family in 10 stores in metro Detroit communities, including Birmingham, Southfield, Farmington Hills and Livonia. JEWELER EXPANDS Slimmons & Clark, in business for 70 years, is one of Detroit's oldest

and most successful family-operated retailing firms. It opened its fourth and largest store recently in Macomb Mall, Roseville. Other locations include Broadway in Detroit, Eastland and Northland Centers. To celebrate, all four stores will host a drawing for 16 Wittnauer watches through November. LIONEL RETAILER Fred Wendrak, co-owner of Ace Hanes Hardware on Warren in Dearborn has an agreement with Lionel to sell the collectible trains for See DETAILS, 7B

Retailers can submit news of upcoming events and promotions for Added Attractions. The deadline is the Wednesday before publication on Monday. Send facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

ADDED ATTRACTIONS

Form Christmas carols Saturdays and Sundays through the season from 1-3 p.m. Trees by area florists on display in Parkson Court auctioned off Dec. 14 to benefit Livonia Chamber of Commerce. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 482-1100.

PUPPETS/DISNEYTY The Shoemaker and the Elves presented through December. Showtimes: Monday-Friday 7 p.m. Saturday, 11 a.m., 1 and 3 p.m. Free. Mail sponsors a Giving Tree for Oakland County's young wards of the state for shopper participation. Gift wrapping by The Rainbow Connection, Dec. 1-24, noon to 9 p.m. Noon to 4 p.m. Sundays. Wrap station near center court. Meadowbrook Village Mall, Waterford/Acacia, Rochester Hills. (810) 375-9431.

WEDNESDAY CONCERTS Bob Dylans and a five-piece band performs variety, Big Band and jazz music, 7-8 p.m. in east court. Enjoy complimentary concert every Wednesday through Dec. 20. Westland Center, Wayne/Warren. (313) 425-5001.

GALLERY SMYS Through Dec. 22, 10 a.m. to 5 p.m. Tuesday through Saturday, Point Creek Center for Arts hosts holiday shopping gallery. Gifts include one-of-a-kind jackets, shopping bags, jewelry, afgans and home accents. 407 Pine, Rochester. (810) 851-4110.

INFORMAL BIDDING Fashions from Herch's presented noon to 2 p.m. during lunch at Stage & Co. Boardwalk, Orchard Lake/Maple, West Bloomfield. (810) 825-0822.

THURSDAY, NOV. 30 FIRE ART AUCTIONS Bryan Galleries of New York City present paintings, prices, objects of art and fine posters for auction. Preview at 6:30 a.m. Auction 7:30 p.m. Catalog available. Townsend Hotel, Townsend/Plaza. 1-800-234-3504.

WILKES/WOODWARD, Birmingham. (810) 645-8510.

FRIDAY, DEC. 1 HOLIDAY EVENT 6-9 p.m. luminaries, balloons, refreshments, special exhibits highlight town's antique and gallery shops. Akers/University, Downtown Rochester. (810) 652-3550.

CLOTHES AT LUNCH Janet Varner presents informal modeling of latest collections from noon to 2 p.m. at Kruse & Muer, each Friday through Dec. 29. 221 Maple, Downtown Rochester. (810) 652-2212.

SATURDAY, DEC. 2 SANTA BREAKFAST 8-10 a.m. Restaurants on Main Street. \$3 per child. Tickets at Customer Service. Santa visits and The Dancing Dinosaurs perform. Goody bags. Space limited. Mail hosts choral and band performances through Dec. 15, 11 a.m. to 7 p.m. 121 Twelve Mile, 12 Mile/Telegraph, Southfield. (810) 353-4111.

ANDRETTI VISITS Crowley's brings in race car legend Mario Andretti to promote his Andretti Shops selling jackets, hats, mugs, books, cars, pens and more. Noon to 1:30 p.m. presented at Westborn Mall in Dearborn from 3:30 to 5 p.m. Macomb Mall, Grosse Pointe, Roseville. (810) 293-7700.

HOLIDAY MUSICO Lake Orion High School Brass Ensemble plays at 1 p.m. Community sing-a-long led by Salvation Army Band at 7 p.m. Century Village, Jolly/part 1-75, Lake Orion. (810) 991-3700.

TEACHER NIGHT Parkson hosts evening for educators, 6-9 p.m. Entertainment, refreshments, craft project, bring school board ID for admission. Laurel Park Place, Six Mile/Newburgh, Livonia. (313) 853-7500.

MONDAY, DEC. 4 BERNERS CHANGE Everyone is welcome to ring in the holidays at the mall's dance for senior citizens, 11 a.m. to 1 p.m. Lower level auditorium, Refreshments. Live band. Westland Center, Wayne/Warren. (313) 425-5001.