

RETAIL DETAILS

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

CORRECTIONS

Opal In last week's Mail & Main Street, we ran a photo of the new Carnival Cuts family hair salon, forgetting to mention Carnival Cuts is located at Twelve Oaks Mall in Novi. Check it out on the shopping center's upper level near Sears. For more details call the salon at (810) 380-3030.

WAL-MART ON THE WAY Michigan's 38th Wal-Mart

store is under construction in Auburn Hills, set to open in the "spring of 1996," on Opdyke and I-75 across the street from the Pontiac Silverdome.

The Wal-Mart will also feature a McDonald's and a Tire & Lube Express for shopper convenience. The 149,000-square foot store will house 36 general merchandise departments, including apparel, accessories, jewelry, lawn and garden center, a health and beauty department, electronics, and a pharmacy. Wal-Mart will employ about 200 area residents as department managers, receiving clerks, cashiers and sales associates.

David Glass, CEO and president of the Arkansas-based discount chain said the first Wal-

Mart opened in 1962. There are currently 2,230 stores in the U.S.

NORTHLAND EVENTS

Saturday evenings from 7-8 p.m. are for families at Northland Center in Southfield. In honor of Black History Month, the Museum of African-American History displays a "Gallery of African-American Greats" next to Hudson's from noon to 6 p.m. daily; on Feb. 19, the Voices of Tomorrow perform gospel songs; on Feb. 24 Rev. Mark Holloway and the Love Chorus perform.

7-ELEVEN BENEFIT

The 7-Eleven and the Children's Relief Fund launched a February-long campaign to provide assistance to orphans living in

Eastern Europe. All 99 stores in the metro area have canisters at the check-out counter to collect spare change for the children. The Fund plans to use the money raised to buy incubators, thermometers, bed linens and disinfectants for orphanage clinics, plus antibiotics and baby formula. For more information contact The Gasque-Cucinella Memorial Children's Fund based in Wyandotte at (313) 281-2273.

PAPER PLACE PLANNED

The Somerset Collection in Troy is set to welcome Crane & Co., retailing fine stationery items. Crane & Co. hopes to open April 1 on the center's lower level near Saks Fifth Avenue in the former Nancy Keller spot.

Valentine

from page 10A

"Hallmark has found that relationships today are complicated so our designs must address the changing nature of relationships," said spokeswoman Rashona Lindsay, based at the company's Kansas City headquarters. "Our new card line 'Men are from Mars, Women are from Venus' was inspired by John Gray's book of the same name. It is for men and women in committed relationships."

Based on the best selling guide for improving communication and expressing what you want in a relationship, these cards shoot straight to the point. At Kayvee Hallmark Shoppe in West Bloomfield, a quick read revealed this front: "True intimacy is more than passionate nights." Inside, the message tells how true intimacy develops through understanding.

Before leaving Kayvee's, sneak a peek at their special section for teachers. Hallmark points out that teachers receive the majority of valentines. One of the cutest items is a clipboard reading "Teachers plant the seeds of learning."

Most card stores carry a selection of gift items to go with your message. New in Hallmark's line of 150 Valentine's Day gift products is "Sweet Valentine Barbie." Dressed in pink satin, the \$46 doll was inspired by antique valentines in Hallmark's archives. Before Valentine Barbie even hit the shelves, The Giving

Tree in Tel-Twelve Mall in Southfield was inundated with requests.

"Customers are either collectors or buying them for their grandchildren. We had 14 people on a waiting list before Valentine Barbie even arrived," said Leah Metzger.

Shoppers are also crazy about Hallmark's new Wild Tiger priced at \$9.95. The plush white and gray striped cub has a red bow with heart attached to the neck, and a tag reading "Wild About You."

"People just love these. One grandmother came in and bought 10 for her grandchildren," Metzger said.

Stuffed animals are popular Valentine gifts at Jeanne's Hallmark in Farmington Hills, too. Although sales assistant Joanne Fournier is not sure why a green frog dressed in a red cape is catching people's fancy, she says purchasing trends reveal a lot about us.

Judging by the increasing numbers of elaborate large format cards, Hallmark's marketing department noticed this phenomenon as well.

"Men come in on the last day and buy the big, frilly expensive cards because there's nothing else left," said Fournier. "They also buy a lot of our candy."

Pop-out valentines popular in the 1920s, today feature whimsical illustrations of everything from Disney characters to a Val-

entine's Day pooch with a great big smooch. At In The Cards at Laurel Park Place in Livonia manager Ann Casey recommends these to parents along with puzzles, scrap books and journals.

"These are fun for kids," said Casey, who is giving her husband chocolate covered Oreos for Valentine's Day along with two cards — one sentimental, the other whimsical.

"Surprisingly for adults, we're selling a lot of collectibles like Mary Engelbreit, and Winnie-the-Pooh friends and snow globes. And people really seem to like Gayle's Chocolates out of Royal Oak."

A bevy of big white bears with red roses between their paws (\$4.95) greet visitors to the Val-

entine's Day pooch with a great big smooch. At In The Cards at Laurel Park Place in Livonia manager Ann Casey recommends these to parents along with puzzles, scrap books and journals.

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The Community House.....http://oeonline.com/dineout/communityhouse.html

Midtown Cafe.....http://oeonline.com/dineout/midtowncafe.html

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