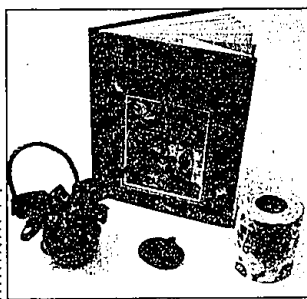


MALLS & MAINSTREETS

Monday, Oct. 21, 1996

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SHOPPING CENTERED



STAFF PHOTO BY LAWRENCE H. MCKEE

Spooky stuff: Waldenbooks has great Halloween titles from \$1.25; bell, pin and toilet tissue from The Village Barn in Franklin, holiday items from \$4.

Halloween fun for spooky times

BY LINDA ANN CHROMI
SPECIAL WRITER

Ghouls, goblins and ghosts. Halloween sets the imagination in motion unlike any other American holiday. Retailers around town are playing to that craving for creativity whether it comes in the form of dressing up or decorating.

Hudson's is getting into the act by introducing Shocktober Shops which offer items like life-size fabric scarecrows (\$60) haunted house centerpieces (\$45) and black cat place mats.

"People are entertaining more and are creating themes throughout their homes. It used to be people who bought Halloween items would throw them away after, now there are pieces in ceramic and tapestry which can be reused year after year," said Hudson's spokeswoman Chris Morrisroe, herself a big Halloween fan.

At Gags & Gifts/Halloween USA in West Bloomfield, animated mice rise up from a sound activated cauldron (\$24.99) as skeletons rattle their bones (\$19.99). "People are really into decorating their yards," said salesperson Patti Canoy. "We're selling a lot of fake pumpkins that don't decay, and gravestones!"

"Ghost Crossing" yard signs (\$5.25); tombstones; pumpkin costumes for cement geese (\$18.99); and fabric scarecrows (\$23.95) will surely set a scary scene for trick or treaters entering your yard. Find them at the Countrywide Craft Mall in Livonia. Handpainted eggs resembling ghosts and mummies, little wooden pumpkins, or a centerpiece featuring two skeletons looming above a gravestone by Chris and Debbie Bonbright of Westland, can be used to create vignettes on a holiday table or in windows. To set an even scarier table, stop at Rite-Aid in Livonia for 10 black and white mice party favors (\$1.59).

Halloween grew out of man's earliest traditions more than 2,000 years ago, especially ancient Druid pagan festivals during which Celtic tribes communed with the spirits of the ancestral dead and offered them sweets. To avert malicious spirits, the Celts would hide themselves in ghoulish disguises so that the wandering spirits would mistake them for one of their own. Halloween's American roots can be traced to the Irish immigration of the 1840s and their celebration of All Soul's Eve.

Jane Hasse of Northville was buying costumes for her four children, aged 2 to 8, at Gags & Gifts/Halloween USA in West Bloomfield. "Doug is going to be a skeleton, and Greg a cowboy. The kids like dressing up. It's such a big deal for them," mom said.

"I'm going to be a pirate because I like pirates," added an enthusiastic Tim, 4.

Dolores Beaumarchais of Novi was looking for white gloves to go with the nun and priest costumes she and her husband would wear to an office party so that co-workers wouldn't know them by their hands. "I'm really excited because this is the first time we've done something like this in 20 years," she said.

Besides Halloween costumes for rent and sale, Bee's Costume Creations, Garden City, has everything for those who wish to be truly creative.

"All you need is a little imagination," said manager Lisa Ferguson.



Bubblin' brew: Kmart has a fun selection of Halloween costumes and decorations. This foot-high tabletop witch has a lamp in the cauldron, \$12.99.



Selling spooky stuff: Shops like Spencer's at Twelve Oak in Novi and Oakland Mall in Troy, capture your imagination as well as some of your pocketbook.

Make-up for fall is timeless

BY SUSAN DEMAGGIO
STAFF WRITER

Remember Jeffrey Bruce?

In the heyday of Channel 7's "Kelly & Co." show, make-up artist Bruce would team with local fashion directors to perform makeovers on members of the audience.

His sarcastic repartee was appreciated by viewers



Jeffrey Bruce

appearances on "Our Magazine" with Gary Collins, and Sally Jesse Raphael's show.

Bruce, based in Boca Raton, has kept his connection to southeast Michigan. He flies into town frequently to offer make-up workshops through the salons that sell his line of aloof-based cosmetics.

He was in Birmingham last week to discuss the latest fall cosmetic looks and pitch a column idea to the Observer & Eccentric Newspapers. "I'm in my 33rd year in this business and I think I know a thing or two about beauty," he said. "Beauty is the average person doing best with what he or she has. It's NOT about vanity. It's about self respect. Everyone should care about the way they look, because people react to what you look like - like it or not!"

Bruce criticized "freeze-dried beauties," people who hold onto the way they looked years ago, so now appear old because they look dated. He called this "the Barbara Eden Syndrome."

"There's nothing wrong with looking your age if you look fabulous, just picture Candace Bergen or Lauren Bacall."

Bruce, 50, a native of Long Island, started out as an art student. In 1964, he got a job as a make-up artist at the famous Kenneth Salon in New York "because Kenneth knew I knew bone structure."

Bruce said his next jobs were at Estee Lauder and Revlon where he was director of cosmetics.

"After a stint in Hollywood, I teamed up with a chemist friend to produce my own line of cosmetics," Bruce explained. "I pioneered the less is more look. In 1986, I published 'About Face,' a beauty book. Then I did some community theater. That's my passion."

Bruce said this season, look for less color but more definition. Out are the obvious blues and greens; in are layered shades of beige, taupe and the naturals.

"And it's time for people to take an honest look at their hairstyles," he advised. "Men, cut the pony tails. Women, wear your hair length in proportion to your height and body. Everyone should take about a half-hour to do their hair/make-up in the morning, any longer and you need the advice of an expert to simplify."

Editor's note: Malls & Mainstreets will present a beauty/fashion column by Jeffrey Bruce beginning next Monday, and then, the last Monday of each month. He welcomes reader inquiries at 1-800-944-6588, or by writing: Jeffrey Bruce, c/o Malls & Mainstreets, 805 E. Maple, Birmingham, 48009.

The Perfect Gift

Do you remember the best holiday gift you ever received?

Was it a pair of ice-skates when you were 10? The four-piece toaster the year your fourth child was born? The framed finger painting from your 5-year-old grandson?

The Eccentric Newspapers wish to publish readers' recollections of their very best gifts ever and what made them so. In a special gift guide on Dec. 12, 1996.

Just let down your memories, 150 words or less, and mail them to: Susan DeMaggio, c/o The Birmingham Eccentric, 805 East Maple, Birmingham, MI 48009.

Be sure to include your name and phone number in case there are questions. Stories selected will be based on the gift's uniqueness and impact on your life. Published stories will win for their author, a special gift from the newspaper.

So... Now do you remember the best holiday gift you ever received?

Deadline for stories is Friday, Nov. 8 at 5 p.m.



Illustration by Susan DeMaggio

News of special events of interest to shoppers is included in this calendar. Send promotion information to: Malls & Mainstreets, c/o Birmingham Eccentric, 805 East Maple, 48009; or fax (810) 644-1314. The deadline is Wednesday at 5 p.m. for publication on Monday.

WEDNESDAY, OCT. 23

Children's Event

Dr. Zap (Kevin St. Onge) combines science and magic for kids, 7 p.m. at Borders Books, 13 Mile/Southfield, Birmingham. (810) 644-1515.

Art show/Sale

Annual Community House "Our Town" exhibit and sale of juried art through Oct. 27. Over 300 works by Michigan artists. Call for hours, and list of special events. Community House, Bates, Birmingham. (810) 644-6832.

THURSDAY, OCT. 24

Home Energy Show

Get your place ready for the cold and snow season information booths and exhibits throughout the mall through Oct. 27. Tel-12 Mall, 12 Mile/Telegraph, Southfield. (810) 363-4111.

FRIDAY, OCT. 25

Fall plant sale

Annual sale at Cranbrook Gardens 10 a.m. to 5 p.m. And Oct. 26 10 a.m. to 5 p.m. Wreaths, food baskets, bulbs, statuary, herbs, breads, candles, and much more.

ADDED ATTRACTIONS

380 Lone Pine/Cranbrook, Bloomfield Hills. (810) 645-3149.

Mammogram mobile visits

Annette's Unique Boutique teams up with the Barbara Karmanos Cancer Institute to host a parking lot visit by the Mobile Breast Cancer Detection Center. Appointments recommended. Wheelchair accessible. Mammogram unit is accredited by the American College of Radiology. Insurance plans will be billed. Visits take 20 minutes and include self-exam lesson.

Century Plaza

Rochester Rd./North of Big Beaver, Troy. (810) 680-1600.

Pumpkin Festival

Olde World Canterbury Village hosts 4th annual festival of fall fun through Oct. 27. Chef Gary Eisenman carves more than 100 pumpkins for display throughout the village. A haunted village by Boy Scout Troop 128 is available for touring Friday 5-9 p.m. and Saturday 4-7 p.m. Haunted House admission \$2. 1-765/Joslyn, Lake Orion. (810) 391-9882.

SATURDAY, OCT. 26

Country home accessories

La Belle Provence hosts Stonehouse Farm event featuring national sales manager Sarah Willet for special orders, questions, 12:30-5:30 p.m. The products include items for the home hand painted by Tracy and John Porter of Wisconsin. 185 West Maple, Birmingham.

Spooky fun fills the malls



More than shopping goes on at the malls on Halloween. Just look at all the fun:

Here's a list of all the Halloween Happenings at your favorite shopping centers.

There will be trick or treating from store to store on Thursday, Oct. 31 at these centers:

Lakeside Mall, Sterling Heights: Trick or treating from 6-8 p.m.

Livonia Mall: No trick or treating, but a magic show is set for 4 p.m. on the stage near Crowley's.

Meadowbrook Village Mall, Rochester Hills: Trick-or-treating from 6:30 to 8 p.m. Free puppet show "Aladdin" begins at 7 p.m.

Oakland Mall, Troy: Halloween party at 6 p.m. Customized children can bob for marshmallows, pin the bag on the skeleton, dance to the Monster Mash and the Macarena. Members of the Children's Entertainment Co., will announce each trick-or-treater as they parade on stage in Center Court before going off to trick or treat from each store. Summit Place, Waterford: Trick or treating from 5-8 p.m. Pre-party photographs in Kohl's Court area, courtesy of CPI Photo.

Tel-Twelve Mall, Southfield: Magician Doug Scheer presents a spectacular show 6 p.m. Trick-or-treating follows from 7-8 p.m.

Twelve Oaks, Novi: 6:30 p.m. WonderLand Mall, Livonia: Mask Puppet Theater presents "Halloween Mischief" at 1 and 4 p.m. Followed by mall-wide trick or treating from 5-7 p.m. The winner of the mall's current Halloween coloring contest will be announced after the 4 p.m. show. Three winners will receive gift certificates. Entries are available through Oct. 28 at the information Desk to children ages 2-13.

Holiday-related activities are going on these days

Orchard Mall in West Bloomfield: Friday, Oct. 25 10 retailers will be open until 10 p.m. with sales and promotions. Face-painting, popcorn and craft table for children.

Downtown Birmingham: Sunday, Oct. 27 at 4:30 p.m. 60th annual Halloween Parade beginning in Shain Park.

Borders Books in Birmingham: 13 Mile/Southfield, Wednesday, Oct. 30 at 7 p.m. Master storyteller Ardith Laskowski spins spooky tales. Face-painting and treat. Fairlane Town Center, Dearborn: Linda Lancel reads a ghoulish tale to kids at 1 p.m. Treats and costume parade follows.

Somerset North: Troy, Saturday, Oct. 26, 2 p.m. spooky stories, Grand Court.

Westland: Saturday, Oct. 26 see a Halloween Magic Show at 6:30

(810) 540-3876.

Family Programs

TC Bear hosts a sing-a-long 11 a.m., 1, 3 and 5 p.m. in center court, also mall-wide CAPCO exhibits featuring information about preventing child abuse, foster parenting and adoption.

Wonderland, Plymouth/Middlebelt, Livonia. (313) 522-4100.

Magical workshop

Borders Books hosts "Tricks to Amaze Your Friends and Family," with Lisa Timeo, 11 a.m. at Borders Books. Reserve a seat for this complimentary event.

Orchard Lake/14 Mile, Farmington Hills. (810) 737-3980.

SUNDAY, OCT. 27

Spooktacular Band Show

Annual performance by Farmington Community Band 3 p.m. Halloween theme. Twelve Oaks, 12 Mile/Novi. 1-800-362-1211.

Storybook Sunday

Linda Lancel of WNIC's Breakfast Club reads a Halloween tale with refreshments for all guests. 1 p.m. Center Court. Kids wear costumes. Fairlane Town Center, Michigan/Hubbard. (313) 593-1370.

MONDAY, OCT. 28

Health event

Free blood pressure screenings, plus "Putting Your Safety First," courtesy of Botsford General Hospital, 8-10 a.m. near Jacobson's. Laurel Park, Six Mile/Newburgh, Livonia. (313) 462-1100.