

# Business

## BUSINESS PEOPLE

**JAMES FLYNN** of Rochester has been promoted to division manager of Michigan Bell's telephone directory staff. Flynn had been district manager-directory staff prior to his promotion.

Flynn began his Bell career in 1954 as a trainee in the directory department. He was promoted to district sales manager in 1964, and remained in the marketing department until 1969, when he joined the directory staff of American Telephone and Telegraph Co. in New York City.

**DONALD BOLGER** of Rochester has been promoted to division manager in Michigan Bell's installation and repair department. Prior to his promotion, Bolger was district manager of the company's installation and repair forces in Flint. He also has held a number of management positions in Saginaw, Lansing, Grand Rapids and Detroit. Bolger currently is doing graduate study in psychology and counseling at Oakland University.

**WILLIAM STROTHER** of Rochester has been named technical representative in the Coatings Materials Sales Force, Union Carbide Corp. He joined Union Carbide in 1977. In this, his initial assignment, after completing sales training, he will be located in the Charlotte, N.C., sales office.



Flynn



Bolger



Strother

**DAVID MILLER** has been appointed manager of earth-moving and construction markets and **RICHARD MITCHELL** has been named manager of general markets for Sperry Vickers North American Group at the company's world headquarters in Troy.

Both Miller, who joined Sperry Vickers in 1969, and Mitchell, who has been with the company 17 years, previously served in field sales and sales management positions. Miller most recently served as manager of general markets and Mitchell as resources development manager.

Sperry Vickers, the world's leading manufacturer of hydraulic components for mobile vehicles, in-plant machinery, aircraft and marine vessels, is a division of Sperry Rand Corp.

**DAVID BEIER, JR.**, of Beverly Hills was named president of the Packaging Equipment Division of Ex-Coil-O Corp. He remains president of the corporation with responsibility for all act ivities of the division, which has facilities in Wall Lake, St. Paul, Minn.; and Bluffton, Ohio.



Miller



Mitchell



Beier

Six chief engineers have been appointed at GMC Truck & Coach Div. of General Motors with new responsibilities in various areas of truck design engineering. They are: **RALPH BERGEMANN, JR.**, of Birmingham, chief engineer for product lines, **NANCY BUNDR**, of Bloomfield Hills, chief engineer for interiors, heating and air conditioning systems, **JAMES COTE**, of Milford, chief engineer for body and sheet metal, **GERALD FREDERIKSEN**, of Rochester, chief engineer for trucks, **MARQUIS HARRIS, JR.**, of Clarkston, chief engineer for experimental test, **WILLIAM TRAVIS**, of Troy chief engineer for components.



Bergemann



Bandra



Cote



Frederiksen



Harris



Travis

**ADOLPH KLEIN** has retired as chairman of the board of directors of The Wayne Oakland Bank, effective December 31, 1978. The board of directors elected **GEORGE WITZEL** to the position of chairman, effective January 1, 1979, and **CHARLES GOEBEL** to the position of vice chairman. Klein will remain a member of the board of directors and member of the executive committee.

**NIKI FRITZ GLEASON** has joined the staff of the Specs Howard School of Broadcast Arts in Southfield. Niki, a magna cum laude graduate of Western Michigan University, will be handling the school's public relations in conjunction with **MS. DALE DAWSON**, director of admissions.

**THATCHER ROOT**, general partner of Manley, Bennett, McDonald & Co., in Detroit, has been elected to a three-year term on the district No. 8 committee of the National Association of Securities Dealers, Inc. (NASD).

The NASD is the self-regulatory organization for the over-the-counter securities market, and the district No. 8 committee administers NASD rules and regulations in Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin. In the area, there are 363 NASD member firms with 1044 branches and 33,635 registered stockbrokers.

Root, of Bloomfield Hills is a member of the NASD's Investment Companies Committee, the National Security Traders Association and the United Foundation Speakers Bureau.

## Continuing tradition

# Personal contact: It's the only way

By KATHLEEN MORAN

At a time when the key words for a profitable business seem to be "expand, expand, expand," Hugh Krandall stands out as something of an enigma.

Krandall, president of Sidney Krandall & Sons Jewelers in Troy, believes in personal contact with his customers.

His entire business, which boasts a more than \$27 million inventory, is based on constantly renewing old acquaintances and providing excellent service to newcomers to assure that they'll be back.

That's why he's resisted the urge to branch out. When the time came to close his crowded store on Second in Highland Park, Krandall thought only of moving to another location—not of expanding into branch jewelry stores.

It was his father, Sidney, who founded the business in 1921, who set the pattern which now can be credited with the business' success and esteemed reputation.

"With branches, you can't maintain personal relations with your customers," the elder Krandall told his son years ago. "One store. That's the way to do business."

Was he right?

"It's the only way to do business," said Hugh, now 68 and nursing no thoughts of retirement from the business he loves. "We think our customers are pretty important. I want to be here if someone comes in and asks for me, not in another store."

"Besides, I wouldn't enjoy racing back and forth between stores to meet with customers or make my appointments."

AMONG KRANDALL'S personal touches is maintaining a master file on many of his 30,000 customers. When a familiar customer comes in to browse and comments on a piece of jewelry, a note goes into her file which may help her husband out next time he's looking for a gift.

In the file is information on the customer's wedding anniversary date and birthday so that a little note can be sent out to remind the customer when those special days are coming up.

"You know, a lot of times a man would come in here five minutes before the store closed, frantic because he almost forgot his anniversary," said

Krandall. "Now we sent him a little reminder a week ahead so he can stop by if he wants to. If he doesn't, that's OK with us, too. It's just one of the things we like to do."

It's that personal touch, Krandall felt he'd lose most with more than one store. After his youngest son, Stan, 24, decided to enter the business, Krandall started looking around for another location for a single, but larger store.

After a long search and several disappointing experiences, Krandall settled on the Top of Troy, a 22-story building at the corner of Big Beaver and I-75. Besides good visibility, the building offered Krandall a two-floor commercial area which could be secured from the main part of the office building. And private parking for Krandall customers.

"That's what we wanted most," he

said. "We didn't want our customers to have to park way away from the store and vie for parking spaces with the office tenants."

THE NEW STORE, which opened in November, is brightly lit, modern and comfortably furnished. To celebrate its opening, Krandall invited all his old customers back, treated them to free champagne and gave each a chance at winning a \$1,000 shopping spree at his store. Before the six evenings were over, guests had consumed hundreds of bottles of champagne and six long-time customers had each won a \$1,000 gift certificate.

The store boasts some innovations for jewelry displays. Rather than having lights in each display case, the overhead lights are arranged to shine on the encased jewelry, setting off sparkles and creating no shadows.

Customers also can view jewelry in private, elegantly-designed rooms. Throughout the store, drawers, railings and trims are done in solid brass.

But the four museum cases are the most distinctive furnishings in the store. They display the gems, ivory carvings, gold sculptures and Chinese vases collected by Krandall and his father in trips to India, the Orient and Europe.

Krandall still travels around the country, buying up estate jewels and often searching for jewels to fit a customer's request.

He loves jewelry and believes everyone ought to own a good piece of jewelry. Costume jewelry isn't so bad, he notes, because it often creates a desire to own something genuine.

"I love jewelry. I wouldn't be in any other business," he adds.



The tradition of Sidney Krandall and Sons Jewelers Sidney, who founded the store in 1921. (Staff photo by Hugh Krandall's son, Stan (right), Charlie Kidd) who recently joined the business. Hugh is the son of

## Classic eyewear specializes in youth glasses, custom lens

With specialization in children's glasses and custom lens work, Classic Eyewear made its debut in Farmington last month.

The shop is the second business venture for partners Don Watkins, Tony Fertita and Rick Graham, who modeled the store at 31553 Ten Mile after their successful four-year-old operation in Dearborn.

"We're one of the busiest operations of independent opticians in Michigan," Watkins said. "A staff of six technicians divide their time between the two stores now."

As technicians, they are responsible for cutting and edging lenses per prescription order. Eye examinations are not offered.

"We work directly with our customers to get the best fit and look possible. All the work is done right here," Watkins said.

Such cosmetic effects as insertion of jewelry, like butterfly shaped rhinestones, or initials engraved into frames are done with precision. Watkins said such glassware fashions drifted eastward from California.

"We tailor-make our glasses to fit the user," he said. "Larger glasses are still popular. They give a better field of vision and look nicer than smaller lenses."

Frameless glasses are very popular. The thin wire frame is hardly visible. So the wearer's field of vision is uninterrupted."

The store also sells eye patches, magnifying glasses, binoculars and other visual aids. Average cost of glasses for children runs between \$32 and \$48, for adults from \$50 to \$75. The store accommodates all vision plans, including Teamsters and UAW. Glasses carry a one-year warranty against breakage and tinting is free.

Store hours are 10 to 6 Monday through Wednesday, 10 to 7 Thurs day and Friday and Saturday from 10 to 4.



Don Watkins (right) and Tony Fertita are co-owners of the Classic Eyewear store along with Rick Graham. (Staff photo)

## Lot splitting questioned

# Area around Twelve Oaks expands

Look for the Twelve Oaks Mall in Novi and its surrounding area to expand during 1979.

Although the majority of the commercial development will occur within the shopping mall itself, the overall development plan calls for additional commercial development on the peripheral properties—those parcels of land which are encircle the mall and the two external roads surrounding the complex, Twelve Mile and Novi roads.

The original shopping center plot had a total of 18 lots in the peripheral property. But that does not necessarily mean that the regional shopping center will be surrounded by 18 stores on the north and west sides.

Interstate 96 borders the complex to the south and residential areas on the east. By splitting the 18 original lots, there could be considerably more stores—as many as 72, because each lot can be split as many as four times.

At least one of the original lots has already been split by developers and now contains three different stores.

Shewin's Shoes and La-Z-Boy Chair are presently open and doing doing business. A Denny's Restaurant is currently under construction on the same lot.

THREE ADDITIONAL site plans were approved by the Novi Planning Board recently. McDonald's Restaurant is open on a lot located, immediately west of the Twelve Mile Road's entrance to the shopping complex. Site plans have been approved for a

Newton's Furniture Store off Novi Road, and an Englander Triangle Furniture Store off Twelve Mile Road.

Concerns over the possibility that the regional shopping center could be surrounded by as many as 72 additional stores led the Novi City Council recently to adopt a lot-splitting ordinance, prohibiting splitting without approval of the council.

Sources said that adoption of the lot-splitting ordinance could be viewed as an indication that the city council had lost confidence in Dayton-Hudson. The company was responsible for the development of the peripheral properties at that time.

Dayton-Hudson's real estate branch is no longer in charge of the development of the surrounding properties.

That responsibility was passed on to the Taubman Company when Dayton-Hudson divested itself of its mall management functions.

The changeover for both management of the mall and development of the surrounding properties occurred last October. Officials of the Taubman Co. reported recently that they have no definite plans for the development of the rest of the peripheral properties.

One of the items which they will be taking a careful look at is the lot-splitting ordinance.

At this point, no one is certain what will happen with the rest of the peripheral properties. Taubman officials state only that they are formulating plans while reviewing the city's newly adopted ordinances.