

SUBURBAN  
BUSINESS  
LEADERS

Brian K. Telfair of Rochester Hills has joined the Detroit office of the law firm of Miller, Canfield, Paddock and Stone. As an associate in the Litigation Department, he will be involved in local and national products liability and toxic tort matters.



Brian K. Telfair

Former Oakland County Director of Public Information Susan Singer Mitchell of West Bloomfield has joined Mitchell Research & Communications, Inc. as president. Mitchell Research & Communications is marketing research, public relations and political consulting firm with offices in West Bloomfield and Lansing.



Susan Singer Mitchell

Janice Putman of Birmingham has been promoted to creative director, servicing the Cadillac account at IMP, a wholly-owned subsidiary of the D'Arcy Masius Benton & Bowles (DMB&B) advertising agency.



Janice Putman

Anne M. Regling of Troy has been promoted to the position of executive vice president and chief operating officer at Children's Hospital of Michigan in The Detroit Medical Center.



Anne M. Regling

Harold E. Krivan has been appointed vice president marketing for Troy-based Rockwell International Corporation's Automotive business. In this newly created position, Krivan will assist in the development of coordinated strategies to support Rockwell's efforts with major customers who interface with Rockwell across multiple divisions and continents.



Harold E. Krivan

To submit materials to this column, please send a brief biography along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. There is no charge.



GUY WARREN/STAFF PHOTOGRAPHER

In the cards: Leonard and William Zucker tell about the family run business, 1/4 Off Card Shop, that grew to 29 stores with a recent opening in Farmington Hills.

## Success of stores is in the cards

■ William Zucker has gone from the wholesale side of the greeting card business to the retail side, where, together with his son and nephew, he has written a new chapter on discounting.

BY DIANE GALE  
STAFF WRITER

Owners of the 1/4 Off Card Shop turn away weekly calls from people wanting a franchise.

They have no choice. The family-owned business with 29 stores in Michigan and Ohio doesn't have franchises. And they plan to keep the ownership the same, at least for now.

"We're able to grow at our own speed, keep control and refine the concept," according to William Zucker, 67, who owns the business with his son, Leonard, 34, and nephew, Steven, also 34.

The largest discount card and party supply store chain in the Midwest first opened in Saginaw in 1985. They started out with \$100,000 and within one year they enlarged the store from 3,000 square feet to 5,800 square feet.

Growth has been the key ever since. In 1986 they opened stores in West-

land and Grand Rapids. Four years later they added eight stores; in 1991 they opened 12 more, and last year they opened five.

"Every store is an improvement on the other," Leonard Zucker said, adding that when they started out they had no experience in retail.

Despite the dramatic growth record, William Zucker talked about the "slowdown" in expansions from 1991 to 1992. "We wanted to let the management catch up," he said.

The first store opened after William Zucker, who was in the wholesale greeting card business, felt the pinch from major manufacturers that were pushing him out of his distribution locations, like Topps, Arlans and other large stores.

"I decided to get my own space," William Zucker said. "Now they can't take my space from me."

The Zuckers deal directly with

leading independent manufacturers and eliminate the middleman. Cards range in price from 50 cents to \$3.

Late last year they opened their newest store, 16,000 square feet, in Farmington Hills' Hunters Square Plaza at Orchard Lake and 14 Mile roads.

It stocks more than 7,000 greeting cards priced at 50 percent below retail, gift wrap and accessories, discounted party supplies and seasonal items.

The new location also breaks ground with a collectibles section. A sports memorabilia line features a signed statue of Joe DiMaggio when he retired.

Another change in the new store is the large aisle check-outs and supermarket style baskets.

Change is the key to their success. Their biggest competitor in the party supply line is Party Giant, an F&M Distributors store.

"It's a very fluid industry — particularly on the party supply side," Leonard Zucker said. "Five years ago there wasn't half the market there is now."

The juvenile party section, for instance, offers numerous patterns that weren't available a few years ago.

Greeting cards are a mature product. But there have been changes on that front, too. For instance, the individually created cards, offered by American Greeting and Hallmark, offer customers a chance to design their own message.

"How many occasions do you have to spend \$3 or \$3.50 on a greeting card?" Leonard Zucker said.

The future of 1/4 Off Card Shops lies partially in a rise in home entertainment and the growing acceptance of using plastic and paper products, Leonard Zucker said.

"Our philosophy has always been to have the best selection, the best quality and the best price, and that's a philosophy we will continue in our growth."

About the future, Leonard Zucker extended his arms in the Farmington Hills store and said: "This could be our ultimate store and two years from now we could have one with twice the space."

## Here's an easy way to house-hunt.

You'll find a lot of Open Houses listed right in our Classified Real Estate Section. There are also dozens of Open Houses listed on our electronic HomeLine directory. Be sure to check both. When using HomeLine, call 953-2020. You can listen to all sorts of recorded listings for houses that are open to view.



All you need is a touch tone telephone, a little time, and the following directions for using our voice telephone directory:

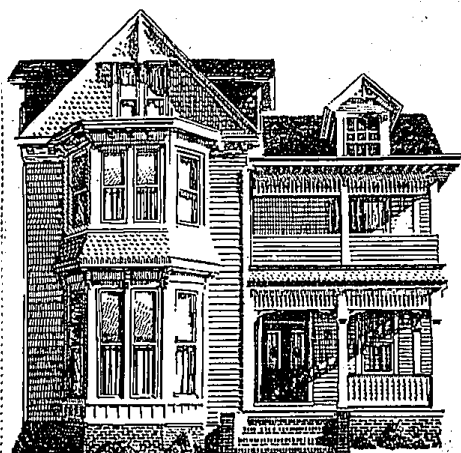
1. Call 953-2020
2. Press the number of the city you are interested in (see directory at right).
3. Choose your price range and listen to the listings for the city you've chosen.
4. Additional information:
  - To back up, press 1
  - To pause, press 2
  - To jump ahead, press 3
  - To exit at any time, press \*

For Oakland County Listings, Press 1

Birmingham	4280
Bloomfield	4280
Farmington	4282
Farmington Hills	4282
Millford	4288
Novi	4286
Rochester	4285
Royal Oak	4287
Southfield	4283
South Lyon	4289
Troy	4284
Walled Lake	4286
West Bloomfield	4281

For Wayne county Listings, Press 2

Canton	4261
Garden City	4264
Livonia	4260
Northville	4263
Plymouth	4262
Redford	4265
Westland	4264



THE  
Observer & Eccentric  
NEWSPAPERS  
HOMELINE  
953-2020