

Shoes from page 1A

you can retire and send home. He loves being out with people."

On weekends, Greenfield is there helping people try on shoes and making sure they fit. Patience isn't a virtue, it's a prerequisite.

"No shoe walks out of this store without fitting 100 percent," he said.

There's a tendency to seek out the Willie Loman character in

"Death of a Salesman" as Greenfield sizes up a customer who walks in.

"I like to let them move around for a little bit," he says, peering over stacks of men's shoe boxes.

Several things race through a shoe salesman's mind during that time.

Greenfield, a West Bloomfield resident, knows competition is stiff. Shoe stores in their high vol-

'Sometimes I'd like to throw something at the TV set.'

Ed Greenfield

ume mega-mall fortresses are ready to lure customers away. Their sales pitch comes from the

mouths of babes, cheery faced with a possible commission as their only inspiration.

By comparison, Greenfield knows his sales line is more authentic. He's been selling shoes for most of his adult life.

With a slight shuffle, Greenfield walks over to the man surveying the shoes.

"I'm looking for something in a black loafer," said Tom Houle of

Brighton in a noncommittal voice.

Greenfield shows him a shiny black pair. The man says he's looking for a plain toe. Greenfield reaches for another pair. Those are not what the man had in mind, either.

"To be fairly honest with you, I don't have the shoe you're looking for," Greenfield said.

The man browses a little more before exiting.

Greenfield doesn't look resigned. He figures it's time well-spent.

He's had people come in, try on several pairs of shoes only to step over the pile of open boxes and walk out.

"You've got to be nice to them, you never . . .," Greenfield said sagely. "You want them to come back and buy your shoes later."

SMART from page 1A

jail," said one senior, adding that other than for medical reasons, it's almost impossible to get public transportation to malls and other locations.

Wiegman agreed that the system is not doing the job. That's because Wayne, Oakland and Ma-

comb counties do not contribute any money now, while Detroit spends \$35 million to \$40 million on its system, he said.

SMART is incorporating ideas and suggestions from riders in its new plan rather than creating one in a vacuum, Wiegman said. Among

those ideas adopted are offering a money-back guarantee, offering anyone who gets a job and uses SMART buses one month of free fares and providing Detroit radio station WJLB with want ads for jobs in SMART suburbs. He added that currently, only about 2 percent of the area's residents use

public transportation.

"When everybody at SMART realized we may be out of business, we needed to find new customers," he said.

A plan to pay for the enhanced system should be announced within a year, Dirks said.

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