

Travolors: The Setter family – Helen, Genevieve, George and Lucy – traveled from Garden City for ice cream puffs, chocolate sundaes and banana splits.

Sanders from page A1

worked behind for the past five years. "People have been coming here for years. They've been loyal."

For Sanders' regular customers, that loyalty seems to have been engendered by the unique flavor and quality of the company's products. Julia Friedly, in the store Thursday with the daugher and granddaughter, came in to pick up one of her favorites, a butter-cream cake.

There's nothing like their ice cream, "she said. "It's not like the pickaged kind. It's different flavor."

Friedly, now 82, recalls having traveled to Detroit from Ohio at the age of 9, to see Janet Gaynor parform in Sunny Side at the Fox Theater. Afterward, the family walked around the corner bo Sanders to get their candy. "I've lived in Detroit since 1942, and we've been going to Sanders all this time," she said, would industry er, said the company has closing stores as leases e While he' doesn't know specifica of Sanders' closing and stores that have been said stores that have been some location for years the more ward to be the same in the same that have been some location for years the same loc

Not a barometer

Marketing and communica-tions consultant Fred Marx of

Juliano Ciaramitaro -Slore owner

Hills-based Marx Layne & Co. said Sanders' closing shouldn't be taken as a harbinger of retail failure at Kendallwood or anywhere else.

"I know," he said Friday. "I don't think they're a barometer. Marx, an avid industry watcher, said the company has been closing stores as leases expire. While he doesn't know the specifics of Sanders' closing, he said stores that have been in the same location for years find themselves faced with increased lease costs and may not be able

"It's just the realities of the marketplace," he said. "As leases and options run out, the landlord deserves to leave them at a high-er rate."

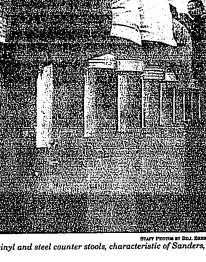
deserves to leave them at a higher rate."

Even without Crowley's, Marx believes Kendallwood is a viable center that's in the midst of a revitalization. He described it as a "good shopping plaza." A mix of shops make it more a neighborhood convenience center than a full-scale shopping mall, and the 12 Mile/Farmington Road area includes plenty of apartments and residential neighborhoods.

"There's a lot going on at that cerner," he said. "They'll have lots of offers for that space. It's not going to be empty for long." Factors

Factors

Hills store owner Juliano Cia-ramitaro said higher rent was a factor, coupled with the fact that Sanders had drastically reduced its product lines over the years. "When they closed the plant, that put the kibosh on it," he



History: The classic round vinyl and steel counter stools, characteristic of Sanders, will soon be gone.

anid. "They only make about five kinds of cakes now. There's nothing teft for the dealer. You have to bring in other products." Ciaramitare said his company gets calls all day long from customers disappointed at the closing. The only other Sanders in the area, at 10 Mile and Gratici in the Riviera Mall, has been sold, but the store is still open under the name "The Chocolate House."

If you ask the customers and staff at Sanders, which officially closed Saturday night, the world just won't be the same without it.

it.
Emily, a child with blonde hair
and sparkling eyes, just
shrugged her shoulders when
asked where she'd go for her
favorite vanilla ice cream.
It don't know," she said shyly.'
Hills resident Sandra Secrest
just stopped in to say goodbye.

"These people are like family," she said.

she said.

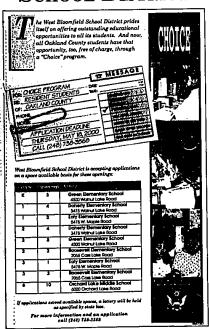
Behind the counter, Evennon stopped cleaning for a minute and looked around at the people who crowded in to pick up last-minute bargains, enjoy a hot fudge cream puff or just have one last ice cream cone for the road. [[1] 1 1 1 2 4 1

CORRECTION NOTICE

In our April 30 insert, we advertised an AirTouch Cellular promotion that included 120 digital minutes for '14.99 per month with free regional reaming and long distance. This promotion actually includes 100 digital minutes for '14.99 per month with free regional

roaming and long distance.
We apologize for any confusion or inconvenience this may have caused.

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WHILE SUPPLIES LAST. ONE TO A CUSTOMER, PLEASE.

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