



Travelers: 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 her daughter 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 packaged kind. It's different. It has a different flavor."

Friedly, now 82, recalls having traveled to Detroit from Ohio at the age of 9, to see Janet Gaynor perform in *Sunny Side at the Fox Theater*. Afterward, the family walked around the corner to Sanders to get their candy.

"I've lived in Detroit since 1942, and we've been going to Sanders all this time," she said, mourning the loss of the store.

Not a barometer

Marketing and communications consultant Fred Marx of

■ 'They only make about five kinds of cakes now. There's nothing left for the dealer. You have to bring in other products.'

Juliano Ciaramitaro
—Store 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 Sanders has been retrenching," 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 to balance the books.

"It's just the realities of the marketplace," he said. "As leases and options run out, the landlord 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 corner," he said. "They'll have lots of offers for that space. It's not going to be empty for long."

Factors

Hills store owner Juliano Ciaramitaro 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



STAFF PHOTO BY BILL ECKHART

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

said. "They only make about five kinds of cakes now. There's nothing left for the dealer. You have to bring in other products."

Ciaramitaro 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 Gratiot 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.

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.

"I don't know," she said shyly. Hills resident Sandra Secrest just stopped in to say goodbye.

"These people are like family," she said.

Behind the counter, Evenson 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.

"It's a shame," she murmured. "It's gone forever."

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 roaming 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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2	4	Green Elementary School 4800 Walnut Lake Road
2	4	Roseville Elementary School 2004 Oak Lake Road
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3	3	Roseville Elementary School 2004 Oak Lake Road
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*WHILE SUPPLIES LAST. ONE TO A CUSTOMER, PLEASE.

The Somerset Collection, Big Beaver at Coolidge, Troy (248) 643-9000. Monday through Friday 10 to 9; Saturday 10 to 7; Sunday 12 to 6.
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