

# New Sears branch aids business 'neighbors'

By HY SHENKMAN

The merchants at the Southfield Plaza Shopping Center are optimistic and the reason is their new neighbor, Sears.

"That store formerly occupied by Federals has been empty for a year so it hasn't drawn customers" — said Mike DeRose, manager of the Radio Shack next door. "Now things are changed."

"Our neighbor carries many types of goods, but the reason for successful co-existence is our specialization and variety. We carry 30-40 different styles of audio equipment ranging from \$100 to \$2,000 as well as experimental parts."

"Since Sears moved in our business grew 50%. The full parking lots opening days were evidence of the business increase and we are going to see it again at Christmas time" — he said.

"How does our new tenant effect

us? I wish we could stay with them for 50 years" — said Sam Posner, manager of the Harvard Shop II.

"We just hope that Southfield's building code will permit Sears to build a second floor for expansion so they don't have to squeeze us out for that purpose."

"A customer complained that there was no parking on our large lot. But to us progress is when traffic brings more revenue at the same rent."

"CONSERVATIVELY speaking, our business improved two and one half times. We are off for better days and we are looking forward to them" — Posner said.

Pants Galore manager Joe Moore speaks freely about the changes brought about by Sears.

"They brought a new crowd into the shopping center, that's for sure; but it hasn't been what we

anticipated because of the economy. The first day our business doubled so I hired two more people."

"The traffic brought us a new trade — mothers. They are coming to shop for their kids and that's good. There are 17 pants galore stores, but many don't know that we are in this shopping center."

"It's good to have Sears near you, no question about it" — says Henry Yager owner of the Southfield Plaza Barber Shop. "So far we haven't felt a great improvement but we are happy. Most shoppers are women and they are good at mouth to mouth advertising" — he said.

Since the Sears store moved in Pete Stasinopolos from the Southfield Coney Island added four booths and hired three more employees. "At lunch time all of our 68 seats are filled," he said.

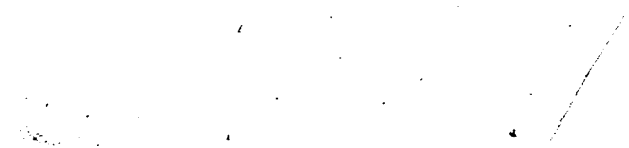
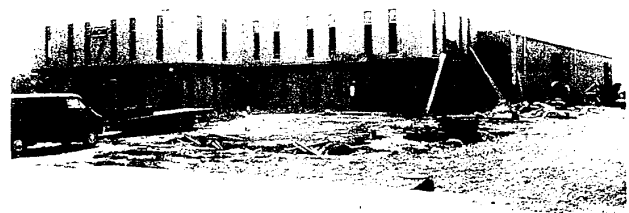
What does Sears manager Roger Ross think about the happy storekeepers in the shopping center?

"Needless to say, that we are delighted to contribute to the shopping center and be of real benefit

to the city of Southfield."

"There is no room for expansion nor are big changes expected. As we approach a different season goods and displays will be changed, but the basic configuration of the departments will remain."

"Basically we are satisfied the way the store is set and are happy with our new store in Southfield," Ross said.



## Ace Controls expands

Increased worldwide sales of the company's line of industrial hydraulic shock absorbers has led to major expansion for Ace Controls, Inc. of Farmington, according to Ace president William Chorkey. An enlarged plant at the corporation's headquarters,

23435 Industrial Park Dr., is nearing completion. Project contractor is Gordon B. Hall and Sons of Southfield and the architect is John Allen Assoc. of Farmington.

## Uniform standards revoked for tires

By ROSE WEBER

If the public is looking forward to a uniform tire-grading system as a way out of the jungle of 1,200 different names and 170 different tire brands available, they are doomed to disappointment.

The National Highway Traffic Safety Administration (NHTSA) has revoked a proposed set of tire quality grading standards and development of a new grading system.

A dispute over production and liability surrounding a control tire has long been a delay for the proposed system.

A NHTSA safety act of 1966 authorized the Department of Transportation (DOT) to establish a uniform quality grading system for motor vehicle tires.

Only two companies, Uniroyal of Detroit and Firestone Tire and Rubber of Akron, Ohio, made proposals for construction of a control tire.

Richard A. Riley, president of Firestone, said the tire manufacturers are most concerned about a uniform test track for all companies and that track has not been developed yet.

**LACK OF CONTROL** over other companies' production standards, which could lead to tire failure, is one of the problems cited by the control tire bidders.

In May, 1974, Federal District Judge William B. Jones ordered the government to issue a proposed revision of the present uniform tire quality grading rule with a proposed effective date of May 1, 1975.

Riley said it would take at least three to six months to develop a control tire after they let the contract.

He said DOT had been receptive to tire industry proposals "and I think the final result will be close to our recommendations."

## Leatherwork turns hobby to career

Ken Eaton has found a way to make his hobby his career.

Eaton, a Rochester resident of nine years, is the proprietor of one of Rochester's newest businesses: "The Leatherworks," at 209 South Main Street in the Little Mall.

Eaton hopes to earn his livelihood selling his handmade leather goods at his newly opened shop.

He specializes in handmade belts, purses, hats, barretts, wallets and other custom made items.

EATON, 22, began making leather goods last June as a hobby. After many of his friends put in

their orders, Eaton decided to work at leather making full time.

Eaton says all of his products are in a moderate price range. The quarters of his belts can be bought complete with buckle.

He has brass, Tiffany, zodiac, western, and nostalgic trademarked buckles like "Coca-Cola" to wear with his belts.

On many of his products, Eaton takes the leather from the hide, cuts it to size, tools the pattern that will be on the hide and dyes the leather to the color desired. Each pattern is as distinctive as the leather it is made on.



## PROTECTING HOMEOWNERS DOLLARS

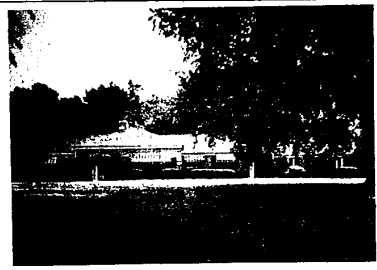
"I Believe very strongly that people should receive full value for their dollars..."

\*Sponsored bill to give homeowners legal remedies against poor structural quality workmanship in the buildings of their homes

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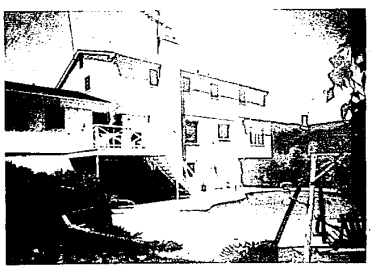
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