

## BUSINESS PEOPLE

**JAMES C. NEISCH** of West Bloomfield Township has been appointed chief engineer, electronics, in the research and development unit of Rockwell International Corp's automotive operations. Neisch joined Rockwell in 1960 as an electronics technician.



J. Neisch



G. Rice

**GERALD L. RICE**, of Rochester, has been appointed director of planning for Sperry Vickers North American group. His office is in the company's Troy headquarters.

A member of the Society of Automotive Engineers and the Fluid Power Society, his most recent Sperry Vickers position was as marketing manager at its Tulsa Division. Before that, he was sales manager for the company's activities in the mobile equipment area. He is a mechanical engineering graduate from General Motors Institute.

**HARRY J. SCOTT** of Bloomfield Township has been appointed chief engineer of Kysor of Cadillac.

Scott formerly owned and operated Harry J. Scott & Associates, Inc., a management consulting firm.



H. Gurney



W. Matzenbach

**WILLIAM F. MATZENBACH** of Birmingham has been named senior vice president of Citizens Mortgage Corporation of Southfield. He is in charge of the residential and commercial divisions of Citizens Mortgage, a subsidiary of Manufacturers Hanover Corporation.

Matzenbach has been with the company since 1971. Previously he was with IBM where he held various marketing and marketing management positions.

**HOWARD B. GURNEY**, of Troy, has been promoted to full vice president of Detroit Bank-Warner. He is the officer in charge of the commercial loan department.

Gurney began his banking career in 1959 as an analyst in the credit department of Detroit Bank and Trust. He was an assistant manager, assistant cashier and commercial loan officer before being promoted to assistant vice president in 1970. Gurney earned his MBA in 1959, both at the University of Michigan.

**ROBERT L. REID** of Southfield has been promoted to staff engineer-production engineering within the Cadillac engineering department. Reid joined Cadillac in June 1955 with a bachelor of science degree in mechanical engineering from Purdue University.

**MAXWELL G. PARSONS** of West Bloomfield Township has been promoted to associate consulting managing director of the firm's Australian subsidiary, K mart Australia Ltd. Parsons will concentrate primarily on the merchandising and the promotional program for K mart's Australian K shirts.

**E.H. SALE**, of Bloomfield Hills, has been promoted to senior account executive of advertising in the Chevrolet Truck Group of Campbell-Ewald.

**WILLIAM F. JONES JR.** of Birmingham has been appointed vice-president for management information systems with J.L. Hudson Co. Jones comes to Hudson's from the Hecht Co., where he was vice-president of the East Coast Data Center.

**JOANN DI FILIPPO** of Oak Park has been appointed marketing administrator for the Bendix Corp. in Southfield. Ms. Di Filippo formerly was an executive secretary to Ford. She joined Bendix in 1973 after serving for two years as an assistant supervisor for Detroit Bank and Trust International.

**KENNETH RICHMAN**, of Troy, has been promoted to general manager of Mayflower of Michigan, Inc.

He will administer the company's moving and storage facilities throughout the state. He replaces Donald H. Warner, who has transferred to the company's home office in Indianapolis.

**CHARLES S. WOLFE**, of West Bloomfield, has been named executive director of the Jewish Home for Aged. A former communal worker in Detroit at the Jewish Community Center, Wolfe joined the administrative staff of the home in 1970. He replaces Ira Sonnenblick.

**MARK DAVISON**, of Rochester, has been named national sales manager of WWJ AM-FM. Davison joined the WWJ stations as an account executive in June, 1974. Previously, he served as sales representative for Greater Media Michigan, owners and operators of WHND-AM (formerly WQTE) and WHNE-FM.

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## Behind the store fronts

Beatrice Harris and daughter, Linda, have opened Tadmore's of Birmingham, at 227 S. Woodward. "It's the only store in Birmingham," Mrs. Harris said, "that carries custom sizes 16 and up in women's wear. The shop will specialize in casual and sportswear and late afternoon dresses, skirts and accessories. Among the leading nationally known brands from New York and Chicago are such names as Aet. III, Harpyn, and Vera."

Alfred's, a new name in the restaurant business, has taken over Schrafft's in the Somerset Mall on Big Beaver Road in Troy. The new enterprise is owned and managed by several interesting personalities long familiar to Detroit metropolitan area consumers of good food.

Partners Jim Constand of Jim's Garage, Al Lowenstein and Allan Ross, together with Fran Gordenker make up the management team.

**LOWENSTEIN AND ROSS**, both have extensive backgrounds in the wholesale meat lines. Lowenstein is the third generation to carry on the family business. Fran recently sold her successful Tavern on the Mall on Capitol in Roseville, which she started from the ground up 15 years ago.

The tavern was entirely Fran's responsibility as her husband was in a different business. She can smile now of her own experiences in buying back after the contractor went bankrupt midway during construction.

"It's difficult to find a person with such a background as Fran's," Al commented between rising to meet guests who entered the bar. "She can handle all the sometimes vexing problems of the business, besides overseeing such a simple thing as serving 1100 people for lunch last Friday."

In speaking of the menu, Fran said that "in addition to traditional fare, we'll have a little something for everybody. We'll feature a number of ethnic varieties such as French onion soup, Russian borscht, Greek salad, Italian veal, oriental specials, and our own yogurt."

"One of our first moves was to reduce prices, and use all fresh vegetables. And we use all homemade bread."

"THE RESTAURANT is a new adventure for you," we commented to Al.

"Yes, as far as restaurants go. But sound business experience is applicable in any field, and I'm enjoying this tremendously. It's almost like going to a party every day."

"I get to my office in Detroit at 5:30 a.m., which is normal in the wholesale business. I finish up there about noon, so I have quite a bit of time to spend here." Al added as he got up again to greet another couple and to present the lady with a long-stemmed rose.

"And where did the name Alfred's come from?"

Al grinned. "My mother saddled me with the name, so I thought I'd pass it on to the restaurant."

**THERE WILL BE** fashion shows, daily, and entertainment Saturday from 8 p.m. This Saturday Alfred's will sponsor "Football weekends" with buses direct to the new Pontiac Stadium. More information on this by calling 643-8865.

The restaurant is being extensively remodeled. Most of the work is being done on weekends. New low hanging lights have been installed and new wall murals are going up to give an overall warmer effect for a more comfortable and relaxing atmosphere.

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