BUSINESS PEOPLE

Agee Panny

WILLIAM M. AGEE of Bloomfield Township has become president and chief operating officer of the Bendix Corp.

Agee has served in executive vice president, chief financial officer and a member of the Board of Directors at Bendix.

WILLIAM P. PANNY of Bloomfield Hills has been named executive vice president of Rockwell International Corp.

Panny was president of Rockwell's Automotive Operations division.

Mok Thrower

HENRY J. MOK of Bloomfield Hills has been appointed director of industrial real estate and investment opportunities for the Detroit region of Sperry Vickers.

Mok was manager of property and real estate with the Burr Oak Corp.

JAMES E. THROWER of Bloomfield Hills has been named manager of community relations for the Stroh Brewery Company.

Thrower was a senior planner with the Detroit Edison Co.

McClure Pulk

JOHN McCLURE of Rochester has become vice president in charge of business development for D'Arcy-MacManus & Masius Advertising, Inc.

McClure was supervisor of the firm's Cadillac account.

GLENN E. PULK of Rochester has become financial planning and control manager for the North American Group at Sperry Vickers.

Pulk was controller for Sperry Vickers Division Sperry Rand Canada Ltd.

DAVID CROWERS of Birmingham has been appointed head of the Detroit office of Zachary & Frost, Inc.

Crowers has worked in the area of personnel and administrative management in service fields.

WILLIAM F. ELDERS of Franklin has been named an account executive for R. L. Jones & Associates, Inc.

Elders was previously employed in the sales department of Employers Insurance of Wausau.

ROBERT L. SHOWALTER of Southfield is a member of the board of directors for the National Association of Investment Clubs.

The organization's National convention/world conference convened early October this year.

An Israeli lock idea makes its way to Detroit

By CARL STODDARD

Meir Jedwab and his sons stand behind their product which is a fairly safe place to stand.

Jedwab and his sons, Stephen and Allan, own Spider Lock of Michigan, a Southfield company that is ready to turn your doors into a virtual replica of a bank vault door.

The Jedwabs market Spider Lock, a new home protection device that secures doors with four punch thick steel rods. The rods are connected to a tumbler and lock in the door.

To prove the effectiveness of their door, the Jedwabs offered it for inspection by police officers from 10 communities in August. The officers tried to pick the lock. When that failed, other officers attempted to pry the door open.

Still unsuccessful, the police began hacking at the solid wood door with a fire ax and sledge hammer. It took them 12 minutes to break it down.

"THERE'S NO WAY to kick this door in or push it in with your shoulder," Meir said.

During a visit to Israel, Meir saw the lock on hundreds of homes and in a number of Kibbutzes.

"I just saw it and I realized it was a great idea for Detroit."

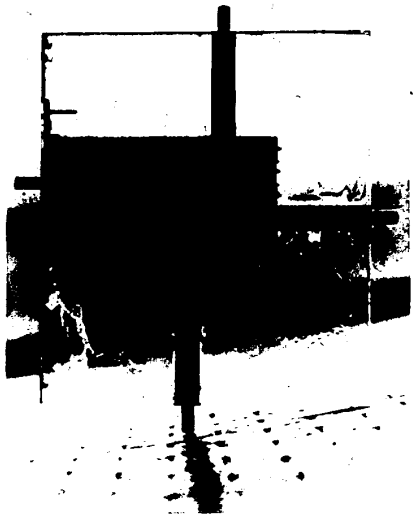
A carpenter and woodworker for 35 years, Meir said he would often go to work Mondays and find the door to the new house kicked in and the building materials taken.

"I was always looking for ways to make the house safe," Meir said. "And when I saw this I jumped on the idea."

He and his sons are now the exclusive dealers for the lock in Michigan.

Spiderlock sells for $127.50, including installation. It can be installed in most doors, except those with large glass areas or less expensive hollow laminated doors. Installation time is about two hours. Each lock has a one-year warranty.

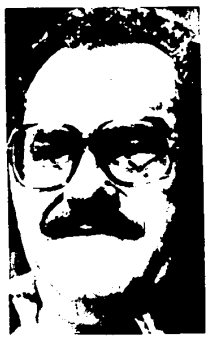
Since they opened for business in July, the Jedwabs have sold and installed 70 locks. They also have a contract to install 200 more for the Detroit Housing Commission and 70 locks for the Detroit Board of Education.



The Spider lock sends four steel rods into all sides of the door with the turn of a key. It may be installed in an existing door. Manufacturers of the lock call it the "ultimate, revolutionary door security system." Despite such claims, sales have been unexpectedly sluggish in the Detroit area. (Staff photo by Gary Friedman)

ALLAN JEDWAB

STEPHEN JEDWAB



MEIR JEDWAB

Many of their customers come to them after a robbery or break-in.

One recent customer told them his home was broken into and virtually everything in his house was stolen, including the stove.

About the only thing that wasn't taken, Stephen said, was a newspaper advertisement the man had clipped and saved. The ad was for Spider Lock.

Meir said FBI statistics show 87 per cent of all residents that are burglarized are broken into via the front door. And not only does the lock stop burglars from coming in, it keeps them from getting out with the loot, he said.

The Spider Lock is key operated inside and out. Thus a person who entered a house through a basement window would not be able to open the door from the inside without the key.

A door which opens with a key from the inside may present problems during a house fire. Despite the fact that customers are warned of the possible danger, Stephen said, almost every customer has insisted upon the double key lock. Only a few have opted for an interior knob rather than a key.

Spider Lock was developed in Israel and is a combination of a German produced cylinder and an Israeli lock. When in use it holds the door in place at the top, bottom and both sides. With the hinges removed, the door still remains in place. If one of the bolts are forced, the remaining three will not be affected. Each bolt goes one inch into the door frame when the door is locked.

A retailing dynamo tells why he's a success

By JACKIE KLEIN

'My dad had foresight and a gift for staying ahead of the market. I guess I inherited his talent for looking into the future. We were featuring dusty rose two years before anyone else and we sold leisure suits four years ago.'
— Michael Partrich

It's a man's world... is a phrase as old as the dodo bird in the parlance of the Liberated 1970s.

But to young Southfielder Michael Partrich, a man's world is a chain-istic. It's a multi-million dollar concern.

Partrich, 28, is the energetic vice president of O'Brien's Mens World. He and his father, Harry, have been operating stores in Northland, Detroit and Livonia shopping centers for seven years.

We built the business from nothing, and now we're among the top five mens' clothing retailers in the Detroit metropolitan area," claimed Partrich, leaning back in his chair behind his office desk in the 7,400-square-foot Northland store.

He paused to light a cigaret, pop a throat lozenge in his mouth, answer two phone calls and turn up the radio volume to catch the score of the Michigan-Ohio State football game. By then, he was sitting on the edge of his chair.

We carry the greatest selection of mens' wear under one roof and like Ollie Fritter says, the competition knows us," he said. "I don't want to brag, but on second thought we're the competition who have shaken up other retailers.

PARTRICH ATTRIBUTED the success of the operation to his father, president of the company, the best salesman in the world.

Harry Partrich bought the first store on Fenkell and Grand River from Bill O'Brien in 1969. The business has boomed, ranged the younger Partrich contended, because he and his father are avant-gardes in the changing world of mens' fashion.

My dad had foresight and a gift for staying ahead of the market," Partrich said. "I guess I inherited his talent for looking into the future. We were featuring dusty rose two years before anyone else and we sold leisure suits four years ago.

While the senior Partrich trains his sales crew to be fashion coordinators and stays on top of the retail operation, the junior Partrich scours the American and European market buying merchandise.

Clothes designed by Yves St. Laurents, Cardin, Oleg Cassini, Raphael and others weren't bought from behind a desk, Partrich said. He makes frequent trips to mills and manufacturers in major fashion centers from Montreal to Belgium, he said.

"WE DESIGN a lot of our own clothing and shoes and they're specially made for us," Partrich said. "We're equipped to cater to affluent clientele who might buy a dozen suits at a time for as much as $500 each. But we also hit the other end of the market, the guy who buys a $150 suit and we do it right."

The father and son team never intended their operations to have a department store image with high volume, low priced pants and jackets, Partrich said. O'Brien salesmen are trained to specialize in outfitting customers from head to toe, he added.

The store services a broad market and whether the customer buys popular priced merchandise or designers' top of the line, the emphasis is on fashion coordination, Partrich said.

The idea is to take the shopper, work with him, offer advice and assist him in putting an outfit together, he said. Some men need direction. They may want a varied wardrobe instead of a navy, black and brown suit, but they have to be shown the total picture.

The look for the well dressed man is elegant and sophisticated, Partrich said. There's not as much gingerbread on clothing and new combinations of contrasting colors are in.

O'Brien's emblem is a circle with an arrow. The circle, Partrich explained, is for every spectrum of the man's world. Translated, it means a man can buy clothes at O'Brien's that can't be found in any other store, he said.

"WE CARRY hose ready for $16 and fur coats for $1,500," he said. Our leather jackets come in all prices, styles and colors and so do our shoes. We have custom tailors and alterations. The best dressed man in the city has from us.

The day of the one or two color conservative mens' suit is gone, Partrich said, he dashed across the store pointing to a pair of red-hot checked pants back super with matching pants.

Television has educated the consumer, he maintained. He wants to look sharper and he has more fashion knowhow. Besides his wife wants him to look good. The only tie has taken a new turn in the last six to eight years.

Men change more often from their basic dark business suit to a complete color coordinated outfit including shoes in 15 different shades.

You make your clientele. The name of the game is stocking fresh, new, unusual merchandise. The magic touch is being 60 per cent right.

Partrich, 28, is an energetic, aggressive, enterprising men's retail clothing executive. (Staff photo by Stephen Cantrell)

Investment broker discounts stock

By JACKIE KLEIN

'Our company was organized to provide investors with advantages on reduced commissions and efficient brokerage services. I believe this unique approach will allow both us and our clients to be successful.'
— Arthur Rodecker

The Southfield-based Rodecker & Co. is the first investment brokerage firm in the Detroit metropolitan area to publicly offer discounts to customers.

So said Arthur DeRoy Rodecker, president of the firm which opened its doors in November in Prudential Town Center.

Other local brokers offer reduced commission rates to institutions and large investors, but not to the average customer," Rodecker said. These transactions for individuals with substantial accounts are sub rosa. Ours are completely open."

Clients, Rodecker said, may buy and sell all securities traded on any major exchange and unlisted securities traded over the counter. Charges, he said, are up to 50 per cent below commission rates for comparable New York Stock Exchange transactions before May 1, 1975.

"WE'RE EQUIPPED to fill the need in Michigan for quality brokerage services at reduced commission rates because we operate with a lower overhead and increased volume," Rodecker said.

"For example, if you want to buy 200 shares of Kresge stock it would cost you $130 in commissions at any other brokerage firm," Rodecker said. "Our price would be $91."

The Rodecker staff includes Greg D. Watkins, account manager; Joseph Ovies, sales and secretary Joan Rodecker, related to the company president through marriage.

The firm's securities transfers are handled by clearing agent Bear, Stearns & Co., a long time member of the New York Stock Exchange and others. Each Rodecker & Co. transaction is routed through the agent.

Our company was organized to provide investors with advantages of reduced commissions and efficient brokerage services," Rodecker said. "I believe this unique approach will allow both us and our clients to be successful.

"One of our services is to direct our clients to the appropriate investment counseling firm. We deal with 12 counselors in a number of states. We recommend the one that is compatible with each customer's goals, objectives, investment philosophy and level of risk."

COUNSELING FIRMS, Rodecker said, charge clients a fee of up to one per cent of their assets under management. When there are changes made in the investor's portfolio the counseling fee goes to the brokerage firm to execute the order.

Rodecker doesn't charge his clients for the service of introducing them to counseling firms. His company provides research to counselors and they have a reciprocal agreement on commission rates to meet the competition.

Rodecker & Co. also provides computer quotations for all major markets, investment research, life insurance, capital accumulation annuities, portfolio analysis and money management guidance.

Rodecker has been in the securities profession for more than 26 years. He has been an allied member of the New York Stock Exchange and is a Fellow in the Financial Analyst Federation. The firm is a member of National Association of Securities Dealers Inc. and Securities Investors Protection Corp.

THE INVESTMENT broker said he believes in growth stocks despite the interruption of long term appreciation in the stock market during the 1970's.

ARTHUR RODECKER