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BUSINESS PEOPLE; Schrafft's Ice Cream Names President

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John R. LeSavage has been named president of the Schrafft's Ice Cream Company, succeeding the company's owner, Richard J. Ripp, who becomes chairman.

Mr. LeSavage, 31 years old, is the third generation of his family to work for Schrafft's, a company with a complicated history. As Mr. LeSavage recalls it, Schrafft's was founded in the late 1880's and was later taken over by the Shattuck family, which developed it into an operator of the well-known restaurants and makers of bakery products, candy and ice cream.

The family controlled the company until 1967, when various divisions -ice cream, candy and the restaurants - were sold off. Pet Milk bought the ice cream unit and operated it until 1972, when it was purchased by Mr. Ripp, 52, a restaurateur.

Mr. LeSavage joined the ice cream company, which now has headquarters in Pelham, N.Y., in 1974 after he graduated from Bowdoin College in Maine. He was sales manager in 1977 when he left, working for the 3M Company and, in California, the Chase Bros. Dairy of Oxnard.

"I came back for a number of reasons," Mr. LeSavage said yesterday. "I pretty much grew up with the company, and I want to try a different approach to the way the ice cream is marketed and represented."

Mr. LeSavage said he planned more advertising and perhaps introduction of other Schrafft's products such as baked goods and sauces using the old Schrafft's recipes. Schrafft's currently sells its ice cream in New York, Washington, Chicago and Boston.

Mr. LeSavage's grandfather joined the old Schrafft's in 1934 and had a 30-year career there, retiring as executive vice president. Both Mr. LeSavage's father and uncle worked at Schrafft's, his father continuing on with Pet Milk in the ice cream company.

"I've always had a great deal of respect for the Schrafft's label," Mr. LeSavage said. "I want to be loyal to the tradition of the logo."

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