

market
place

TRENDS FOR the Midwest indicate that financial, marketing, legal, manufacturing and research and development searches were considerably ahead of the last quarter of 1979. The number of searches in these functions over \$100,000 was approximately 40 percent over last year, further confirming the trend toward solidifying the senior management staff, according to a report from Lamalie Associates Inc., an executive search consulting firm. Midwestern companies, similar to the national trend, are experiencing significant adjustments in compensation packages in an attempt to offset the high mortgage rates.

MORTGAGE ACTIVITY in Wayne, Oakland, Macomb and Washtenaw counties improved somewhat in March over February, but remained far below March 1979 as tight and costly credit forced thousands of home seekers out of the market. Home sized loans under \$200,000 totaled 4,699 in March costing \$175,376,733, according to Lawyers Title Insurance Corp. The figures compared to 6,731 mortgages for \$232,961,180 in March a year ago and to 4,049 such loans worth \$148,595,530 in February 1980.

RECORD HIGH mortgage interest rates and other negative economic factors are being felt with increasing impact in the existing home market, reports the Western Wayne Oakland County Board of Realtors. In a review of first quarter statistics, the board reported sales down 28.4 percent from 1979 with the biggest drop of 47.7 percent coming in March. Showing a strong gain were land contracts which represented only 5.3 percent of region sales in the 1979 first quarter compared to 24.6 percent this year. Use and sale of contracts reached a high of 37 percent in March with mortgage assumptions accounting for another 30 percent of sales.

JAMES GROSSMAN and Chato Hill have formed the advertising agency of Grossman & Associates Inc. based in Lathrup Village. Grossman was vice president, director of account services at Barkley & Evergreen. Hill was with W.B. Doner & Co. and Solihjan & Partners.

BACHE HALSEY Stuart Shields Inc. has relocated in Birmingham Farms from its Southfield location in order to expand facilities. The new office is at 30700 Telegraph Road, Suite 1475.

EMMONS-LABUS & Associates will host an April 29 noon luncheon at Diamond Jim Brady's in Southfield on ways to recruit technical employees in the \$20,000 to \$40,000 salary range, especially engineers, designers and technicians. For more details, call Dave Hizer at 358-8515.

THE BUILDERS Association of Southeastern Michigan will discuss strategies for survival and innovative home financing at a general membership meeting at 5 p.m. Monday at the Northfield Hilton Inn, 4500 Crooks Road in Troy. Reservations required by calling 569-0644.

THE B.F. CHAMBERLAIN Real Estate Co. will host a roundtable seminar on "The Tight Money Situation and a Search for Solutions" 8:30 a.m. to noon Wednesday at the American Legion Hall, 12 Mile and Rochester Road in Royal Oak. Several financing experts will chair the discussions. For more details, call David Hall at 643-8500.

ROBERT CARTER, vice chairman of the arrangements committee and convention manager for the 1980 Republican National Convention, will detail plans for the event to members of the Mortgage Bankers Association of Michigan at a 10:30 a.m. meeting Friday at the Michigan State University Management Education Center in Troy. A luncheon will follow. An update of state legislation and other matters are on the meeting's agenda.

BUSINESSSES wishing to submit items for Marketplace should send them to Ron Garbinski, Observer & Eccentric Newspapers, 1225 Bowers, Birmingham 48012. Notices of meetings must be received by the Monday preceding our Thursday publication date. Please include a contact person and telephone number.

Looking for work

County jobless rate hits highest mark for year

By CARL STODDARD

More people are out of work in Oakland County now than in any time in the past year.

According to the Michigan Employment Security Commission (MESC), Oakland County jobless rate stood at 9.9 percent in February. That represents 44,375 persons in Oakland County who don't have jobs. March figures are not yet available, but are expected to go higher.

A year ago February, the rate stood at 8.9 percent, which represented 27,650 unemployed.

The only good news is that the rate is lower in Oakland County than through-

out the state. The state recorded 11.2 percent unemployment in February. The Detroit metropolitan area is even harder hit, with a 12 percent jobless rate in February.

According to the MESC, the Detroit area held fairly steady at about 7.5 percent unemployment during most of 1979. In November it suddenly surged to 8.3 percent. And then it went to 9 percent in December, 10.6 percent in January and 12 percent in February.

With an estimated 246,000 people out of work in the Detroit area, the MESC hired 76 additional sales and opened four temporary branch offices. The offices, one of Royal Oak and three in Pontiac, are exclusively for payment of claims.

Not surprisingly, many of those out of work are persons who worked for the car and truck manufacturers. According to Don Magee of the MESC, nearly 200,000 of the 246,000 unemployed persons in Detroit were once involved in motor vehicle manufacturing.

U.S. DOMESTIC car and truck sales have slumped 24 percent below sales levels of one year ago. The decline is generally blamed on higher interest rates, higher fuel costs and the influx of foreign cars that have outpaced U.S. car sales.

Some 18,000 of those laid off auto workers are eligible for assistance payment, according to the U.S. Department of Labor.

Worker Adjustment Assistance is available under the Trade Act of 1974 for those U.S. workers displaced due to foreign imports. The special benefits are available at MESC offices. Approved allowances equal about 70 percent of the unemployed workers' former average weekly wages. Payments will be paid for up to 52 weeks. Workers also receive help in finding new jobs.

Other auto workers must get by on unemployment benefits until they are able to be recalled or find other work.

FINDING ANOTHER job may not be easy.

"There aren't that many jobs avail-

able," Magee admits. "There are jobs, but a large number of auto production people out of work don't mesh with the jobs available."

According to recent statistics, 1,800 jobs are available in the Detroit metropolitan area. A year ago, there were 6,000 job openings available through MESC.

For information about unemployment benefit, contact the MESC main offices at 17 Glenwood in Pontiac or 408 S. Lafayette in Royal Oak. Hours are 8:15 a.m. to 4:30 p.m.

"Don't bother trying to call," Magee cautions. "The lines are so jammed you'll think the phones are dead."

Did you hear the one about the frozen turkey or flying fish?

Editor's Note: Each year, Aetna Life Insurance Co. prepares its ill-starred selection of the zaniest claims. This year, it's done one better in listing the wackiest cases for the 1970s. What follows are all true accounts. The names and compensation have been changed to protect the innocent.

After a disagreement, the butcher hit his employee with a frozen duck. The co-worker retaliated with a rock-hard turkey leg across his boss' chest and the "cold war" was on.

Within minutes, dozens of frozen fowl littered the sawdust-covered floor and the employee limped away from the scene with a broken leg after falling over a pettified rooster.

A 1,110-pound tombstone fell on top of an Illinois widow as she visited her deceased spouse's grave. She interpreted the incident as her husband calling her to join him.

Then there's the story of the infamous "Golf Cart Gang." Their doom was to mix booze and driving.

Celebrating a football victory with some brew, the gang decided to cruise a local country club golf course in "borrowed" electric carts. Before the night was over, 20 carts were in the drink — a tough waterhole off the 13th green.

HISTORY WILL undoubtedly record the '70s as the calm after the stormy

'60s. That couldn't be further from the truth, according to Aetna Life & Casualty's claims department.

Over the last decade the department has processed tens of millions of its policyholders' claims and a list of some of the zaniest cases has been compiled.

Like the one filed by a Florida boat owner who, while out for a spin with a skier in tow, was knocked unconscious at the helm by a flying fish. The boat was destroyed after it crashed into a shoreline tree.

• Add the jailed drunk who slipped on his shoe tongues while making a nocturnal visit to the john. He lost his gold front tooth down the commode after hitting the rim. Beforehand, a police officer had removed the prisoner's shoelaces and belt to keep him from harming himself.

Consider the New Jersey housewife who visited a local variety store and was beaned by a toilet seat. The seat came from an elevated display.

The Florida fish was not the only creature from the deep to send a person flying. A revenge-minded carp, hauled from its tank in a Brooklyn delicatessen and tossed onto a scale, leaped into the air with its last bit of strength and landed teeth-first on a woman customer's bare instep.

LET'S NOT FORGET the loveliest male pooch who smashed through the front door of a home holding a female

of the species. The two never rendezvoused as the homeowner intercepted the excited intruder in front of the door to the garage where the female was chained before that too was destroyed.

Another one of man's best friends has Aetna claim representatives chomping. In Virginia, a dog left alone in an unattended car bumped the gear shift into reverse. As the auto rammed into the neighbor's garage, the shaken canine let out a real Virginia wof.

The feline species was not about to be outdone. Like the one which took on a dog and its owner in a sidewalk brawl. After visiting the doctor for a tetanus shot and treatment of wounds, the outraged woman visited the cat's owner to complain.

As she re-enacted the incident, kitty cooperated by renewing the attack — this time telling the woman, injuring her back and biting a chunk out of her car.

Spiders and snakes made their mark in the '70s. A black widow spider bit a California field worker in a vulnerable area while he made a no-day stop at a portable toilet.

An Ohio policyholder quietly browsing in a discount store got more than he bargained for at the shirt counter. A boa constrictor slithered out of its cage and mistook the man's leg for a warm vine. The poor gent ran smack into a mannequin and toppled a rack before shaking his new friend.

business people

CHARLES BISEL was appointed director of construction at Providence Hospital in Southfield. Bisel, a West Bloomfield resident, is architectural design instructor at Lawrence Institute of Technology.

West Bloomfield resident **PATRICK McQUEEN** was promoted to vice-president and senior consumer banking officer at Manufacturers National Bank of Detroit. McQueen joined the bank in 1970 and has been an operations officer, second vice-president and installment banking officer and vice-president in the consumer loan department.

National Bank of Detroit appointed **LOYD UTERBACK** of Southfield as vice-president in its trust division. As associate director of research, Uterback oversees the bank's equities research activities in the trust investment department.

FRANCES VENEGER of Southfield was promoted to acting director of occupational therapy and activity therapy at Fairlawn Center in Pontiac after 10 years of service to Michigan as a civil service employee.

E.F. Hutton & Co. Inc. appointed **ARTHUR CIAGNER** to vice-president. He is a Birmingham resident.

ERA and real estate

'What affects housing rights more?'

By JANICE CALDWELL

Editor's note: Ms. Caldwell, a member of the Ann Arbor Board of Realtors, made the following speech to the North Oakland County Board of Realtors. Her original text, "The Equal Rights Amendment, the Real Estate Industry and Equal Opportunity in Housing," has been edited.

Women have come a long way in the struggle for equality. That we have come so far was really brought home to me last May when I met former Congresswoman Martha Griffiths at the National Women's Council meeting in Chicago.

Martha is a real heroine in Michigan politics as she was one of the original moving forces in the fight for the ERA in Michigan.

She served the U.S. 17th District from 1955-75. She sponsored the Equal Rights Amendment to the Constitution and successfully guided its passage through the House in the 91st Congress. She made the argument on the floor of the House that added sex to the 1954 Civil Rights Act.

When I met her, I said: "Knowing how much controversy the Ann Arbor Women's Council Chapter caused by introducing the ERA in real estate circles, I cannot tell you how much I admire the woman who had the courage to introduce it to Congress."

She pointed out that the ERA addresses itself to government only. It says that government cannot make laws, regulations, or pass statutes or have other means of discriminating solely on the basis of sex. She also said there are a lot of things it doesn't touch at all.

trends

This column offers business leaders an opportunity to express views and concerns on the business environment. Persons wishing to submit an article for consideration should contact Ron Garbinski at the Observer & Eccentric by calling 644-1100.

toward the government and its laws, not against businesses or families, or any sort of private association.

The basic point of ERA is not to legislate that men and women are the same, but that the laws cannot treat them unequally just because of their sex.

Nowhere is the present inequality so important as in jobs and pay. I believe that the progressive entry of women into the work force — either as a way for families to cope with crushing inflation, to buy a home, or as a means for women to find their own creativity through their jobs, or simply as a necessity for survival — is one of the great, subtle revolutions of human history, certainly as enormous in lasting effect as the Industrial Revolution was 200 years ago.

Today, 47 percent of working-age women work. What kind of work do they do? And how much are they paid?

Women in real estate sales are the only large group of women who receive equal pay for equal work. In general, women get jobs that are lower on the career ladder than men. In most sex discrimination cases, women have been successful in winning suits on Fifth Amendment grounds (prohibiting deprivation of rights without due process of law) but not under 14th Amendment provisions affirming all persons' equality. Did you know that until the Equal

Rights Amendment passed Congress in 1972, there had never been a single case decided before the Supreme Court in which a woman asked for equal protection under the law and won? Not one.

SOME OF YOU still believe this is not a real estate issue. How would you have fared this year in your business if it were not for the two-income family? The ERA affects the real estate industry in some rather major ways.

• The fastest growing segment of the residential home buying market is the single woman — all of whom have been renters.

The January 1978 issue of Realtor Review reported that one out of every 16 home mortgage applicants in 1976 was a single woman. That ratio is expected to climb to one out of every 10. The Equal Credit Opportunity Act of 1975 forced lenders to count women's income for mortgage purposes and made it possible for single women to buy a home. Without the single woman buyer and without the two-income family, many residential real estate agents could hardly have survived the last couple of years.

• If it were not for the two-income family, we would not have many customers today as home prices skyrocket. Unfortunately, as home prices continue to skyrocket, we may not have many customers in the future unless

women have equal job opportunity or even the two-income family will not be able to keep pace with inflation as women are losing ground in the wage arena.

• Passage of the ERA will require many changes in the way we regard ownership of private property. In 1979, there were eight states where a married woman does not have clear title to property.

• Have you ever considered that it may be your responsibility at a real estate closing to ask the wife if her name is on the deed: "Did you pay for any part of this house with your money? If so, if you are not going to be working, did you ever consider that you won't be making any of the payment on this house? If you do, be sure to get a receipt. Be able to prove every dime that you ever put into this house because if your husband dies ahead of you, the Internal Revenue Service will be out the next day. And its assumption is that house belongs solely to him and it will be considered part of his estate. So be sure to prove your share."

• The ERA affects us in real estate in two other major ways: Are you aware that the National Association of Realtors now has a membership of more than half women? And since the ERA affects you, it affects more than half of the membership in our Realtor trade association.

• Many of our boards throughout the state have signed the Affirmative Marketing Agreement. In that agreement you pledge to do all you could to provide equal housing opportunity for all. Community Housing Resource boards have been organized all over the state by the U.S. Department of Housing and Urban Development to monitor our activities in affirmative marketing.

PART OF THEIR responsibilities

are to determine by the end of 1980 if the Voluntary Affirmative Marketing Agreements are working. They are particularly looking for some positive action by Realtors to promote equal housing opportunities for all.

We all know that the major reason many people are not able to buy adequate, affordable housing is because they do not have equal job opportunity. In many cases they do not have equal pay for equal work.

A great many of these people are women. What more positive affirmative position could our associations take than to actively work for the passage of the Equal Rights Amendment? What would ultimately effect equal housing opportunity more?

I believe that the Women's Council of Realtors has a rare opportunity to make a meaningful contribution not only to the advancement of women, but to equal opportunity in housing for all by actively supporting passage of ERA within your own industry.

As professional businesswomen and homemakers, I'm sure that you can appreciate the increased home buying power that would be available to all with final ratification of the ERA which would insure equal job opportunity.

Women Realtors are in an excellent position not only through their women's council chapters, but more importantly through the community leadership they provide to spearhead the final push for ratification.

Only through the availability of equal job opportunities can women find and afford better housing for their families. Of all women, women Realtors should be dedicated to the principle of equal housing opportunities for all.