

datebook

THE SOCIETY of Manufacturers' Representatives will conduct its fourth annual Professional Marketing Seminar Oct. 31 at the Ramada Inn in Southfield. Enrollment fee is \$80 for members and \$95 for non-members. Call the society at 646-3331 for registration information.

THE DETROIT Chapter of the National Association of Accountants features Paul Thompson Jr., finance director for Detroit, at its dinner meeting tonight in the Crystal Ballroom of the Book Cadillac Hotel in Detroit, starting with cocktails at 6:30 p.m. Members and guests are invited. For reservations, call Robert Schafer at 259-4200.

THE ORCHARD Ridge Campus of Oakland Community College offers a series of small-business management seminars in conjunction with Schoolcraft, Wayne, Henry Ford and Macomb community colleges. The seminars are 7-10 p.m. starting Oct. 21 and 23 with introductory bookkeeping, Oct. 28 and 30 with financial control, Nov. 4 and 6 with advertising and marketing and Nov. 11 and 13 with forecasting business needs. All classes are in room B202 and cost \$30 for each seminar or \$25 apiece for four or more. For more details, call community services at 476-9400, ext. 212 or 225. These same seminars will be offered at the other four college campuses on different dates as well.

MAN-MADE islands constructed from waste material connecting England with the mainland of Europe? That's the topic of a speech by Patrick Harbrugh, a Notre Dame University professor of architecture, Oct. 23 at the Lawrence Institute of Technology's Architecture Speaker series at 7:30 p.m. in the architecture auditorium on the LIT campus, 21000 W. 10 Mile Road near Northwestern in Southfield. The public is welcome, free of charge.

U.S. AND IMPORT AUTOMOBILE MARKET SHARE BY SIZE CLASS IN PERCENT

Year	Small Cars		Mid-size Cars	Full-size Cars
	Imports	Domestic		
1970	15.1	23.1	21.8	40.0
1971	15.3	23.0	19.9	41.2
1972	14.8	24.1	21.7	39.4
1973	15.4	27.2	22.5	34.9
1974	15.9	32.4	24.6	27.1
1975	18.2	35.3	23.5	23.0
1976	14.8	33.2	27.0	25.0
1977	18.4	28.8	27.7	25.1
1978	17.7	30.8	27.9	23.6
1979	21.9	34.8	23.3	20.0
1980	26.9	38.0	19.8	15.3

(through May)

This chart shows the growth of small car sales — domestic and foreign — over the past several years.

Consumers moving away from big cars

Domestic small car sales have increased faster than the sales of imported small cars, according to information from the U.S. Congressional Budget Office.

Following two major gasoline shortages in seven years and with the possibility of supply problems and continued price increases in the future, many consumers have abandoned big cars in favor of smaller ones — regardless of where they are built.

Between 1970 and 1980, the small car market has grown from 38.2 percent of total U.S. sales to 64.9 percent. Imported small cars climbed from 15 percent of total sales in 1970 to just

under 27 percent — a gain of less than 12 percent.

At the same time, domestic small car sales jumped nearly 45 percent, going from 23.1 percent to 38 percent — nearly the same share as all small cars had 10 years ago.

Full-size cars dropped from 40 percent of the market in 1970 to around 15 percent.

In 1980, imports offered 40 subcompact nameplates while domestic producers had 11.

marketplace

ERNST & WHINNEY, with offices in the Detroit Renaissance Center, has received approval for a U.S. partner resident in the People's Republic of China. David Ma, a partner in the Ernst & Whinney New York international office, will transfer to Beijing in China. One of his first assignments is to present a two-week seminar in Beijing along with other associates from various Ernst & Whinney offices for 50 senior Chinese management personnel. The firm is a Big Eight accounting firm with 300 offices in 70 countries and a staff of more than 16,000.

REAL ESTATE Opportunities, an investment property guide, is offering a charter subscription package for those interested in investment properties. The magazine had a controlled circulation of 12,000 in Oakland, Wayne, Macomb, Washtenaw and Livingston counties last year. Issues feature classified and display ads for all types of investment properties including shopping centers, industrial plants, apartment buildings, acreage and business opportunities. Charter subscriptions are \$9 for nine issues or \$1.50 apiece. For more details, call 288-0445.

EMPLOYERS AND employees are being forced to take another look at employee fringe-benefit plans. Inflation is reducing the value of many retirement plans. In an economy where expenditures often expand to exceed income, individuals and businesses both are looking at the future with great apprehension and are re-examining the benefit priorities. State Mutual Life Assurance Co. of America discusses this problem and reports on the new trend toward voluntary employee-contribution plans in its client publication Poster, which is now free to the public. For a copy of Breaking the Big Brother Habit, a special employee fringe-benefit issue of Poster, write Donald

Lightfoot, State Mutual Life, 26711 Northwestern Highway, Suite 514, Southfield 48034.

AN UPTREND which started in June continued through August with 4,955 families in Oakland, Wayne, Macomb and Washtenaw counties securing \$190,563,355 in home mortgages. But the gain over July's 4,586 home loans worth \$158,564,340 was small, possibly lending validity to complaints that the new rise in interest rates would kill off even the slow housing recovery. Recordings had bottomed out in May with 2,973 loans worth \$106,922,821, according to the Lawyers Title Insurance Corp., which tabulates the recordings.

KMART CORP. of Troy reported a 13.2 percent increase in sales for the first nine months of 1980 compared to the first nine months of 1979. 1980 sales were \$8.792 billion compared to \$7.763 billion for 1979, an increase of \$1.029 billion. Kmart reported that although September sales increases were up modestly from its August pace, they were not sufficient to offset inflation's impact on gross margins and expenses. Chairman Bernard Faber said the firm is less confident of producing earnings improvements in the fourth quarter to offset the shortfall in the first three quarters of the year.

THE DETROIT Edison Co. presented its Fuel Efficiency Award to home builder E. Don Binkowski who completed the model for a group of custom homes in the Hammond Lake Estates-2 subdivision in Bloomfield Township. The award recognizes builders in southeastern Michigan who create structures that are fully efficient in the use of electricity and other forms of energy.

DETROIT RANKED sixth out of 17 top tradeshow cities in per diem costs, according to a survey in Tradeshow Week conducted by

Runzheimer & Co. during a three-day period in July. In each of the cities, 12 hotels/motels located in the area from downtown to Metro Airport were reviewed for the cost of breakfast, lunch, dinner averaged with the cost for single lodging. Detroit came in even with Las Vegas at \$76.35 and five cents behind Chicago. New York City was first at \$104.25, Washington D.C. was at \$94.05, Los Angeles at \$82.25 and New Orleans at \$77. Louisville was 17th with \$58.90 per diem expenses.

STANDARD FEDERAL. Savings of Troy again led all Detroit-area lenders in mortgage recordings during August, for loans of \$200,000 or less, according to the Lawyers Title Insurance Corp. Standard Federal issued \$30,685,198 compared to First Federal Savings of Detroit with \$22,983,950. First Federal Savings of Oakland had \$17,276,507. Michigan National Bank had \$13,693,824 and Great Lakes Federal Savings had \$8,090,250.

A U.S. LABOR Department study reports that auto-mechanics jobs will grow by 23 percent by 1990 and that auto-body-repair jobs will increase by 28 percent.

JOSEPH CLARK, a broker with Partridge Real Estate, is the North Oakland County Board of Realtors' 1980 Realtor of the Year. Clark has held various offices on the board and is currently Realtor member to the board of directors. He has served as president of the Michigan Association of Realtors Exchange Division in 1975 and in addition to his board responsibilities in 1976, he was appointed state coordinator of a "Quad-State" committee.

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