Thursday, October 16, 1980

datebook

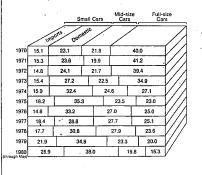
THE SOCIETY of THE SUCIETY of Manufacturers' Representatives will conduct its fourth annual Professional Marketing Seminar Oct. 31 at the Ramada Inn in Southfield. Enrollment fee is \$80 for members and \$95 for non-members. Call the society at 646-331 for registration information.

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 Cadillae 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 smallbusiness management seminars in
conjunction with Schooleraft,
Wayne, Henry Ford and Macomb
community Colleges. The seminars
are 7-19 p.m. starting Oct. 21 and 22 at
are 7-19 p.m. starting Oct. 21 and 22 at
are 7-19 p.m. starting Oct. 21 and 22 at
are 7-19 p.m. starting Oct. 21 and 20 at
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 4769400, ext. 212 or 226. These same
seminars will be offered at the other
four college campuses on different
dates as well. THE ORCHARD Ridge

MAN-MADE islands constructed from waste material connecting England with the mainland of Europe? That's the topic of a speech by Patrick Hobburgh, a Volume 10 of 10 of

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



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

Consumers moving away from big cars

Domestic small car sales have in-creased faster than the sales of import-ed small cars, according to information from the U.S. Congressional Budget

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 growd from 33.2 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 cas dropped from 40 percent of the market in 1970 to around 15 percent.

pact nameplates while domestic producers had 11.

marketplace

ERNST & WHINNEY, Renalssance 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 Iirst 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. Renaissance Center, has received 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 1,000 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 of \$1.50 apiece. For more details, call 288-0445. REAL ESTATE

call 288-0445.

EMPLOYERS AND
employees are being forced to take
another look at employee frigebenefit plans. Inflation is reducing
the value of many retirement plans.
In an economy where expenditures
often expand to exceed income,
influviduats and businesses both are
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apprehension and are re-examining
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apprehension and are re-examining
siccusses 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.

Southfield 48034.

AN UPTREND which started in June continued through August with 4,955 families in Oakland, Wayne, Macomb and Washtenaw counties securing \$150,55,355 in home mortgages. But the gain over the start of the start o

KMART CORP. of Troy RMART CORP. of Troy reported a 13.2 percent increase it sales for the first nine months of 1980 compared to the first nine months of 1979. 1980 sales were \$8.792 billion for 1979, an increase of \$1.028 billion. Kmart reported that \$1.028 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 Fauber said the firm is less Bernard Fauter said the fill it 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 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 Estate Builders in Suddivision 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. Detroic carne in even with Las Vegas at \$78.35 and five cents behind Chiesago, New York City was first at \$104.25. Washington D.C. was at \$49.45. Los Angeles at \$82.25 and New Orleans at \$77. Louisville was 17th with \$58.90 per diem expenses.

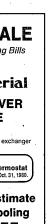
STANDARD FEDERAL STANDARD FEDERAL
Savings of Troy again led all
Detroit-area lenders in mortgage
recordings during August, for loans
of \$200,000 or less, according to the
Lawyers Title Insurance Corp.
Standard Federal issued \$30,885,108
compared to First Federal Savings
of Detroit with \$22,985,506 First
Federal Savings of Oxkinath had
Pederal Savings of Oxkinath had
Bank had \$13,895,824 and Great
Lakes Federal Savings had
\$8,080,250.

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 Oakhade County Board of Realtors' 1960 Realtors' 1960 Realtor of the Year Clark has held various offices of 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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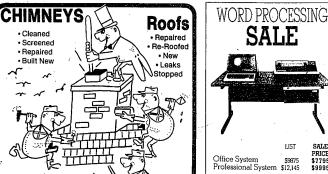
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