

# 1989-90: years of slower job growth here

By Tim Richard  
staff writer

Michigan is succeeding in diversifying its economic base, a panel of economists told a regional business audience last week.

"Gains in non-manufacturing employment have far surpassed the losses in manufacturing," said David Cray of Eastern Michigan University.

The evidence:

• In 1982, at the bottom of the recession, auto employment in Michigan was 286,000 and the jobless rate nearly 16 percent.

• By 1985 some 341,000 were at work in motor vehicle manufacturing.

• Today only about 290,000 work in the industry, but the jobless rate is just 7.6 percent.

THE ECONOMISTS see two

growth years ahead — Nov. 7 and 8 in the current recovery — but tempered their forecasts by saying the growth rate will be slower, and there will be greater inflationary pressures with interest rates drifting up.

"The Detroit area will be one of slow growth due to the General Motors plant closings," said Dennis Polak, on the staff of the Southeast Michigan Council of Governments.

He predicted "strong growth" in Oakland County's service-oriented economy, with its string of new offices straddling freeway corridors from Auburn Hills to Novi, and in Washtenaw County, with its high-tech manufacturing adjacent to the University of Michigan.

The panel spoke at an early-morning conference jointly sponsored by SEMCOG and Detroit Edison Co.

THE JOBLESS rate will continue to hover 2 percent or so above the

**'Take out the job loss at General Motors plants in Detroit, Saginaw and Flint, and Michigan would be at the national (unemployment) average.'**

— Howard K. Face  
economist

national average, and businesspeople wanted to know why.

"This is still a high manufacturing wage state," said EMU's Cray. "But this is the closest we've been to the U.S. (unemployment) average since 1973 or '74."

"Take out the job loss at General Motors plants in Detroit, Saginaw and Flint, and Michigan would be at the national average," added Howard K. Face, former chief economist

of Michigan Bell Telephone Co.

Panelists were optimistic about southeastern Michigan's chances of growth due to the new U.S.-Canada free trade agreement that will bring down tariffs and trade restrictions gradually over five to 20 years.

Face said the weakening value of the U.S. dollar will make prices of American exports cheaper — a boon to Michigan, the fourth largest exporting state in the United States.

Another good regional spot will be the luxury auto plant at Flat Rock, which continues to progress toward full capacity, Polak said.

"TRANSPLANTS" — the term used for Japanese auto makers plants in the United States — will continue, in general, to erode the position of the Big Three domestic automakers, whose base is Michigan, they said. Except for Mazda, most transplants have avoided this state.

Because of the restructuring of Michigan's economy to non-manufacturing, Cray predicted "not much increase in real earnings per worker."

Cray predicted only three areas of the economy will grow faster in Michigan compared to the rest of the nation:

• Non-durable manufacturing — 102 percent of the U.S. growth rate  
• Federal government — also

102 percent of the national rate.

• Mining — 131 percent.

"Three areas are only 91 percent of Michigan's total employment," Cray said.

AREAS WHERE Michigan will grow at less than the national rate include:

• Motor vehicles — 83 percent  
• Construction — 79 percent; now that the building boom is tapering off.

• Retail trade — 90 percent.  
• Finance — 89 percent.

"While we've become more diversified, it's not because of growth of these sectors but the decline of the motor vehicle sector," Cray said.

Face said the "misery index" — the jobless rate plus the inflation rate — is "under control." It's below the 10 percent level and wasn't even an issue in the 1988 presidential election as it was in 1976 and '80.

## Business better, say purchasers

The Purchasing Managers Association of Detroit (PMAD) reported a continuation of strong business conditions in the metropolitan area during January.

The Composite Index (CI) averaged 58.8 in January compared with 59.3 in December. By comparison, the national purchasing managers reported a five point slippage between year-end and January.

An index reading above 50 generally signifies business expansion.

"The first survey of local purchasing managers for 1989 is very encouraging," said David L. Littmann, first vice president and senior economist of Manufacturers National Bank of Detroit.

"With more than 120 local purchasing managers responding to the latest survey, we are finding stability in new orders and production ac-

tivity, slowly expanding employment and somewhat firmer supply and price conditions. Local purchasing managers continue to note optimism over business conditions and, if anything, indicate concern over materials shortages and price movements."

Items cited in short supply in the PMAD January survey included many chemical, paper and metal products. Bearings, some food processing items and some electrical components were also mentioned.

The PMAD survey report is compiled from monthly responses of local purchasing managers belonging to the 400-member association. The report indicates whether fundamental measures of the economy are stronger, weaker or unchanged from the prior month.

## 'Cold' unavoidable

### Eight viruses cause common syndrome

Feed a cold, starve a fever? Use cold remedies or wait it out? The medical director of the Meadow Brook Health Enhancement Institute has some advice for the lay person on this nagging problem.

By Dr. Timothy Iamond  
special writer

CONFUSION about diagnosis and treatment of a disease is often the result of an inadequate knowledge base on the part of the health care consumer.

The "common cold" is very prevalent at this time of year, is an excellent example. What should the health conscious individual know about the common cold to avoid an unnecessary health risk or financial expenditure?

EIGHT VIRUSES usually cause the majority of virus-related respiratory syndromes in adults, although 200 viruses from six families of virus have been identified.

Each virus can cause several different sets of symptoms. For example, influenza can cause mild cold symptoms, pharyngitis, bronchitis or pneumonia. Conversely, many viruses can produce symptoms such as a runny nose and sore throat.

It is impossible to identify a virus based on an individual's symptoms alone. Laboratory tests completed at your physician's office are usually done to rule out a more serious medical problem. Only when population observations are needed to study potential epidemics is the individual virus identified.

Rhinovirus, coronavirus, parainfluenza, adenovirus, respiratory syncytial, Coxsackie and echovirus are

other viruses that cause respiratory tract symptoms and/or disease. The first three are most often responsible for the common cold.

COLD-CAUSING viruses are spread whenever susceptible people mix with infected people.

Although maintaining good overall health, nutrition and fitness may reduce your susceptibility to catching a cold, there is no fail-safe formula for preventing colds. Vitamin C has not been demonstrated to be of greater benefit than placebo in preventing colds.

Over-the-counter medicines offer relief from symptoms but do not alter the clinical course of colds. Because most decongestants can cause blood vessels to constrict, individuals with high blood pressure or heart disease should be discouraged from

using decongestants unless they have obtained approval from their physician.

Avoiding people carrying the virus is difficult, if not impossible, because of the large number of "well" carriers — that is, people infected with the virus but displaying no symptoms.

Sick carriers are probably most contagious when they are experiencing fevers and generalized symptoms (such as muscle aches), which often occur early in the sickness.

FOR INDIVIDUALS who suffer from chronic medical conditions, a safe, effective influenza vaccine is available. The influenza vaccine is specific for the influenza virus and has no benefit in preventing symptoms associated with other cold-causing viruses.

**The Plymouth Inn**

(313) 451-0700  
The Plymouth Inn  
205 Haggerty Road  
Plymouth, MI 48170

**Temporary Care (For Vacations) And Permanent Care**

Someone you love is growing older and needs just a bit more support than he or she can get in their current living situation.

The answer is The Plymouth Inn, a magnificent residence for seniors who want their independence but need some supervision as well.

- Tranquil landscaped grounds and lovely common areas.
- Three delicious meals served in our central dining room by a friendly, attentive staff of professionals.
- Extensive, varied social programs and recreational opportunities.

**SPECIAL PLACES**  
The generous literature offers:

- Schooling programs
- Plymouth MI
- Edgewood Drive
- Ann Arbor Trail

Just 30 minutes from Ann Arbor, Birmingham and Metro Airport.

**Welcome To Easy Living At:**

**The Plymouth Towne Apartments**

107 Haggerty Road  
Plymouth, Michigan 48170  
(313) 459-3890

**Plymouth Towne**  
A HENRY CLAY COMPANY

Enjoy the freedom and security of your own home without the hassles of homemaking. The easy living lifestyle you've been waiting for is at Plymouth Towne Apartments. Your lease includes no charge extras such as daily cleaning service, weekly housekeeping, personal laundry, bus service for shopping and much more. For a complete tour or brochure, call (313) 459-3890.

THE NORTH AMERICAN SOCIETY OF PERIODONTISTS

invites you to receive a

**FREE SCREENING FOR GUM DISEASE**

SATURDAY, FEBRUARY 25  
FROM 9:00 A.M. TO 3:00 P.M. AT THE  
FARMBROOK MEDICAL BUILDING ONE  
29829 TELEGRAPH RD., SOUTHWEST CORNERS IN SOUTHFIELD

FACT: Gum disease is the #1 cause of tooth loss in adults. FACT: Gum disease frequently exhibits no outward symptoms until severe destruction has occurred. FACT: Gum disease is controllable. Most people do not have to lose their teeth.

If you discover you have gum disease, you can be taught how to fight it. Come for your free screening and receive a complimentary package of dental health aids. No appointment necessary.

FOR MORE INFORMATION, PLEASE CALL 357-0590

**"I HAVEN'T WORN A BIKINI SINCE HIGH SCHOOL!"**

Before: 146 LBS.  
After: 119 LBS.

"I wore a bikini this weekend...the first time I've worn one since high school! After I lost 27 pounds at Quick Weight Loss Centers it's a great new me! I used to stand in the store and try on new clothes...nothing fit. I cried all the way home. The Quick Weight Loss Center program was the best money I ever spent. My husband is elated and even introduces me as his new wife! I feel great...Thanks Quick Weight Loss Centers!"

...Elaine Powell

**LOSE 3 TO 8 LBS. PER WEEK**

- Medically supervised by weight loss specialists
- No hunger or exercising
- No pills or injections
- Special programs for kids
- Free stabilization and maintenance
- Guaranteed results

**FOR MEN, WOMEN & KIDS**

**FINAL FIVE DAYS!**

Call Today For Your FREE Consultation

**QUICK WEIGHT LOSS CENTERS**

Rochester	652-3366	Canton	455-5202	Southfield	559-7390
Pontiac	681-6780	Novi	476-9474	Troy	628-3585
West Bloomfield	540-6333	Livonia	477-6080	Westland	261-2810

Major Credit Cards Accepted

HOURS: Mon.-Fri. 9-7 p.m.; Sat. 9-1 p.m.

\*Weight loss varies with the individual  
\*Exclusive of lab & supplements

**Children's Dentistry Doesn't Have To Be Expensive**

**Specialized Dental Care Starts Now**

INTRODUCTORY SPECIAL **\$8**

• Complete Exam  
• Consultation  
• Cleaning  
• Fluoride  
• 4 Diagnostic X-Rays

**CALL 528-2330**  
Troy  
**855-6613**  
West Bloomfield  
For Your Appointment TODAY

**Children's Dental Center**  
4770 Old Orchard Road • West Bloomfield, MI 48322 • 810-5000 M-F  
4770 Old Orchard Road • Suite 103 • Troy, MI 48068 • 810-5000 M-F