They got my sneakers.
Which, by itself, would have been no small loss, but the reason they got my sneakers was because they were in the trunk of the car, which was last seen by the parking lot guard heading more or less east, having become what the cope call a UDAA, which is copecte for "unlawful driving away of an automobile." It came as something of a shock, since I was just leaving a press conjection was just leaving a press conjection was just leaving a press conjection was still practicing how to say Benti-lyope continents R, a \$381,000 artifact of pricipal still gradient with the proper land of disdain.
ACTUALLY, I never had a car.

ACTUALLY, I never had a car stolen before, even the old Pinto I kept leaving in bad neighborhoods

with the keys in the Ignition. I've had tools, wallets, briefcases and tachemeters stolen out of carra — even a bouquet of flowers on Mother's Day — but never the whole car. This kind of thing takes a while to sink in with all of its ramifications.

all of its ramifications.
The first thought was chilling.
Here I was, on foot, in the middle of
the worst urban hellhole on earth, as
one editorial writer put it, with nothing between me and the street savages but a uniformed doorman and
a tray full of empty champagne
classes.

LUCKILY, THE doorman, who was feeling pretty bad about the car theft at the Bentley luncheon, offered me a ride in a chauffeured limousine. Lucky I wasn't stuck in the suburbs, I thought, remembering



auto talk Dan McCosh

a friend who had his car stolen in Birmingham: He had to get his own ride home. Eventually he got a note in the mail: "I only got a losus \$100 for your car — your friendly neigh-borhood junkle."

It's had enough even if they don't

It's bad enough even if they don't rub it in. But I digress.

I TOOK THE lime to the police station, where the guy who takes UDAA reports was buried in paper. First he wanted a VIN, which is copecase for "vehicle identification
number," since, as he explained it, a
lot of car thefts are reported by peopice who actually want their cars
stolen, or even fake the theft to get
insurance money. Another chilling
thought. He knows about the Pinto.
The problem, as I tried to explain,
was that it actually want my car, it
was a pre-production model that belonged to Chevrolet engineering, on

loan for evaluation, and since it wasn't yet in production, it wasn't ti-tled. It may have been the first car in history stolen before a single one was sold in fact, as far as the UDAA computer was concerned, it didn't

exist.

The look a cop in the worst urban belihole on earth, who is buried in UDAA paperwork, gives you when you start this kind of story is the most chilling of all. I think he made a move for his gun, but being trained in public relations, he caught on that I was a member of the press.

I WENT BACK to the office to find some VIN numbers — or something that the UDAA computer could digest — when the phone rang, and a cheery voice that identified itself as working for the Wayne-Macomb

auto theft task force, or something announced that they had found the car already. Not only the car, they had two suspects under execution of the car, they had two suspects under execution. The substitution of the substitution

I could only hope he was a bad

Dan McCosh is automotive edi-tor of Popular Science Magazine.

datebook

DETROIT CHAMBER

WOMEN'S ECONOMICS
 Thursday, Sept. 19 — Women's
Economic Club meets in Detroit. Information: 963-5088.

NETWORKING
 Thursday, Sept. 19 — The Business Network meets in Nov!. Information: 644-1229. Sponsor: Oakland County Chamber of Commerce.

HUMAN RESOURCES

Thursday, Sept. 19 — Human Resources Association of Detroit meets in Southfield. Information: 524-1385.

● ADVANCED WORDPERFECT Friday, Sept. 20 — "Advanced WordPerfect" 9 a.m. to 5 p.m. In Southfield. Non-member fee: \$225. Information: \$35-4500. \$5ponsor: American Society of Employers.

● CHILD CARE PROVIDERS Friday-Saturday, Sept. 20-21 — Stath annual Karing for Rids small business conference for child care care providers near Rochester. Fee: 215. Information: 1-469-430. Spon-sor: U.S. Small Business Administra-tion.

 BEGINNING IBM PC r: Oakland University

QUALITY MANAGEMENT
 Saterdays, Sept. 21 through Nov.
16 — Total Quality Management 8
 a.m. to noon in Farmington Hills.
Fee: \$375. Information: \$40-1511.
Sponsor: Oakland Community College.

SPREADSHEETS
 Monday, Sept. 23 — "Lotus 1-2-3:
 Spreadsheets" 9 a.m. to 5 p.m. in
 Southfield. Non-member fee: \$225.
 Information: 353-4500. Sponsor:
 American Society of Employers.

OVERBUILT MARKET Monday, Sept. 23 — "Suburban

Prospects in an Overbuilt Market" 7:30-9:30 p.m. in Birmingham. Fee: 810. Information: 644-5832. Sponsor: The Community House

GET A MORTGAGE
 Monday, Sept. 23 — "Purchasing
 Your Home and Obtaining a Mort gage" 7:30-9:30 p.m. in Birmingham.
 No charge. Information: 644-5832.
 Sponsor: The Community House.

 MANAGEMENT PROGRAM Mondays, Sept. 23 through Oct. 8

— "Leadership Skills for Managers"
6:30-9:30 p.m. in Bloomfield Hills.
Fee: \$175. Information: 540-1511.

SPREADSHEETS
 Mondays, Sept. 23 through Oct. 14
 "Introduction to Lotus 1-2-3" 7-9
 p.m. in Bloomfield Hills. Fee: \$88.
 information: 645-3635. Sponsor:
 Cranbrook Schools.

BUSINESS WRITING
Tueday, Sept. 24 — "Effective
Bulness Writing — Letters, Memos
and Reports 9 a.m. to 5 p.m. in
Southfield. Non-member fee: \$225.
Information: 353-4500. Sponsor:
American Society of Employers.

FINANCIAL PLANNING
 Tuesdays, Sept. 24 through Nov. 26
 "Do-It-Yourself Financial Planning" 6:30-9:30 p.m. near Rochester.
Fee: \$245. Information: 370-3120.
Sponsor: Oakland University.

DESKTOP PUBLISHING
 Tuesdays, Sept. 24 through Oct. 15
 "Desktop Publishing Featuring
Aldus PageMaker 4.0" 2-5 p.m. near
Rochester. Fee: \$285. Information.
370-3120. Sponsor. Oakland Univer-

Sty.

DESKTOP FUNDAMENTALS
Tuesdays, Sept. 24 through Oct. 22
"Design Fundamentals for the
Desktop Publisher" 6:30-9:30 p.m.
near Rochester. Fee: \$175. Information: 370-3120. Sponsor: Oakland
University.

WORDPERFECT 5.0
 Tuesdays, Sept. 24 through Oct. 15
 "Beginning Computer" 7-9 p.m. in
Bloomfield Hills. Fee: \$88, Informatlon: 645-3635. Sponsor: Cranbrook
Schools.

HIRING BETTER
 Tuesday, Sept. 24 — "How to Hire
the Best" 8:30 a.m. to 3:30 p.m. in
Auburn Hills. Fee: 879. Information:
370-3120. Sponsor: Oakland Univer-

OFFICE PARKS
 Wednesday, Sept. 25 - National
 Association of Industrial and Office
 Parks meets in Troy. Information:
 255-2540.

BUILDING MANAGERS
 Wednesday, Sept. 25 — Legal seminar for property management companies 8-11:30 a.m. in Southfield. Fee: \$50. Information: 332-0202. Sponsor: Institute of Real Estate

CASE USERS GROUP Wednesday, Sept. 25 — CASE users group meets in Southfield. In-formation: 641-8820.

CAREER WOMEN
Wednesday, Sept. 25 — National sociation of Career Women meets
Farmington Hills. Information:

IBM PAGEMAKER
 Wednesday-Tbursday, Sept. 25-26
 "IBM PageMaker: Introduction"
 9 a.m. to 5 p.m. in Southfield. Nonmember fee: \$420. Information: 353-4500. Sponsor: American Society of Standards.

 MANAGEMENT PROGRAM Wednesdays, Sept. 25 through Oct. 30 — "Fundamentals of Finance and Accounting for Non-Financial Mana-gers" 6:30-9:30 p.m. in Bloomfield gers" 6:30-9:30 p.m. in Bloomfield Hills. Fee: \$175. Information: 540-1511.

The Barday Inn

•

145 S. Hunter Blvd., Birmingham, MJ (313) 648-7300

CUSTOMER SERVICE
Thursday Sant 20

◆ CUSTOMER SERVICE
Thursday, Sept. 26 — "Reinventing Customer Service in the 1990s"
7-9:30 p.m. in Birmingham. Fee: \$15.
Information: 644-5832. Sponsor: The
Community House.

• CPAs, BANKERS
Thursday, Sept. 26 — Michigan
Association of Certified Public Accountants meet with bankers in
Southfield. Information: 855-2288.

NETWORKING
 Thursday, Sept. 26 — Strive, a networking group for women in business, meets in Troy. Information:

APPRAISER LAW
 Friday, Sept. 27 — State appraising licensing law discussed in Southfield. Information: Michigan Association of Certified Appraisers, Box 4691, Troy 48099-4691.

WORDPERFECT INTRO

WORDPEHEEU
 Friday, Sept. 27 — "Introduction
to WordPerfect" 9 a.m. to 5 p.m. in
Southfield. Non-member fee: \$225.
Information: 353-4500. Sponsor:
Américan Society of Employers.

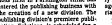
• WOMEN SUPERVISORS

Friday, Sept. 27 — 'How Successful Women Supervise" 9 a.m. to 4 p.m. in Auburn Hills. Fee: \$79. Information: 370-3120.

● SITE MANASEMENT Fridays-Saturdays, Sept. 27 through Oct 12 — "Successful Site Management" in Southfield. Feet \$350, Information: 559-1110. Spon-sor, Institute of Real Estate Man-agement.

THE BERKSHIRE HOTEL

26111 Telegraph Rd., Southfield, MI (313) 356-4333



Visual Communications Inc., a ill-service marketing/communica-ons firm in Farmington Hills, has tions firm in Farmington Hills, has entered the publishing business with the creation of a new division. The publishing division's premiere publi-cation, Solutions, is scheduled for a September release. Solutions is a package of easy-to-read direct re-sponse cards targeted at business-to-business advertisers.

marketplace

The Merrick Insurance Agency Inc., Southfield, has been named to SECURA Insurance's 1991 Presi-dent's Circle. Merrick Insurance Agency Inc. was one of the top 75 independent insurance agencies who

earned membership to this year's President's Circle. In order to quall-ly for SECURA's President's Circle, agencies are rated on various crite-ria.

Hilton Hotels Corp. assumed man-agement of a former Compri Hotel in Southfield. European Hotel Invest-tors One will maintain ownership of the 198-room Hilton Garden Inn.

Ray D. Eisbrener & Co. of Trey won top honors in the Public Refa-tions Society of America East Cen-tral District award competition for a



You saw the turmoil last year with the fall of the Savings and Loan Industry, Now you may see it with your Insurance Company. If you are not worried about how safe your insurance company is...you should be. Now is the time to take action and get the facts you

need to evaluate the strength of your current insurance

Hamilton Investments can provide you with the important information you need to make an informed decision about your insurance company.

Call

Hamilton Investments

1-800-342-6280

Naradico, in reserve sta, inc., se overe d'oy i lesseshedd international. It is a reparette corpus atom trans l'investinal d'Rend, it à le and the generationnes recontractaines, actives and sel d'oy a are not refer any trans of reservement or general to the international trains or the FORM.

CHEQUE CABLE CHEQUE,

AN OPEN LETTER

Dear Business Person:

and many more. I can also show you how to help your customers pay their cable bill, all at the same time. In fact, we're already doing just that at hundreds of metro Detroit locations.

It's risk free! I'll even give you an extra twenty-five dollars in CABLE CHEQUES, to help you pay YOUR cable bill, when you sign neip you pay rook capie on, when you sign up to become a Cable Cheque merchant and start working to increase sales and build, customer loyalty at your business. Some restrictions apply so let's talk about it.

If you'd like to give your business this unique competitive advantage, just give me a call at 313-963-1020 and let me tell you how it's done. Be a CABLE CHEQUE business - find out why it's LIKE CASH FOR CABLE - and how it can help you increase sales.

Sincerely,

Payor Shen-

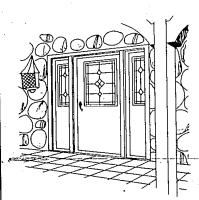
Director of Sales

These days spending your promotional budget wisely is more important than ever before. I'm sure, you've asked yourself: "How can I increase sales and build customer loyalty at the same time?

Well, I have the answer to these questions

Ralph Sherman

True Leaded Glass Is Truly ENERGY EFFICIENT



Detroit's Quietly Sophisticated Hotels

From our complimentary Continental breaklasts to our alternoon tea, ald world elegance is yours in our European-inspired service and ambience if you still ludge secellence by quality, here are your homes away from home for beautifully appointed guest accommodations, the warmth of personal service, and the intimacy of a European Inn - our resard to our guests for their discerning taste.

Oxford Manor Doors from Weather Shield

Beauty and fuel savings never combined in more elegant way: hand-cut, beveled edge glass in a virtually frost-free insulating unit.

Glazing frames are real wood or structural styrene, ready for staining or painting.

All assembled into rust and corrosion-resistant steel door surfaces bonded to an energy-efficient polyurethane core.

Result is classic beauty and lower energy ills - summer and winter. See the leaded glass wonders today at:





THE WINDOW & DOOR STORE is a Division of Weather Shield Mfg., Inc.

Saturday

8:00-5:30 10:00-2:00