

Japanese finish what we started

Before he went on to write those obnoxious Joe Iseu ads, adman Jerry Della Femina wrote a book called "From Those Wonderful Folks Who Brought You Pearl Harbor," the title a reference to a slogan he allegedly suggested for the first Sony Corp. account in the United States.

Admen aren't laughing now: Mitsubishi, Honda, American Suzuki, among others, canceled ads in magazines and on TV shows that did special on the 50th anniversary of the Japanese attack on Pearl Harbor.

SOME OF these guys are understandably a bit touchy. Mitsubishi built nearly everything in the armada that led the assault, both ships and airplanes (photos of which were on display in their corporate headquarters, hastily covered up a few years ago during a visit by American journalists, but I peeked).

Honda didn't even exist then, but its ads talk about the Accord being everybody's "target," and they don't want anybody to take them too literally. But I digress.

It's clear that this whole Pearl Harbor anniversary thing has gotten out of hand. Sen. Donald Riegle figured he could use the occasion to



auto talk
Dan McCosh

push through a bill aimed at reducing the auto parts deficit — giving him a chance to wave the flag and, hopefully, blot out the memories of his constituents about his role in the savings and loan fiasco.

THERE ALSO have been an unusual number of stories attempting to tie together the infamous sneak attack and the far more recent Japanese domination of world manufacturing. Offsetting this is a lot of U.S. guilt-ridden hand-wringing about either Hiroshima or the internment of Japanese-Americans during World War II.

It's predictable hyperbole, but mainly overblown, overemotional stuff that detracts from today's legitimate debate over current trade issues. Most of it, in fact, reflects a gross ignorance about the onset of

World War II, as well as the postwar buildup of Japan's industrial base.

THE JAPANESE military establishment that launched the invasion of Manchuria, the Philippines, and attacked Pearl Harbor, not incidentally, also slaughtered much of the Japanese civilian government in its rise to power.

Defeating them was a bloody, terrible task, which was followed by an American effort to rebuild the Japanese economy as quickly as possible, mainly to act as a bulwark against anticipated further communist intrusions in Asia.

A good deal of today's Japanese economic policy was written by Americans in that postwar reconstruction era — including the resurrection of prewar corporate banking empires, and a monetary and eco-

nomie policy favoring rapid capital buildup at the expense of Japanese living standards.

IN WHAT became the ultimate of economic ironies, Gen. Douglas MacArthur and Detroit banker Joseph Dodge (on loan from the predecessor to Comerica) spelled out most of the essential elements of a trade policy that would seriously threaten the United States a half-century in the future.

But there was much more than naivete at work here. Underlying their actions was the premise that economic "war" is nothing like real war — something excruciatingly fresh in the minds of the men who had just concluded a real one.

Building up businesses was supposed to be the job of peace — a genuine alternative to war, and something difficult to fault the Japanese for today simply for doing too well.

It's something worth keeping in mind whenever we remember Pearl Harbor.

Dan McCosh is automotive editor of Popular Science magazine.

Look before you leap into Soviet business

Continued from back page

country has been hooked on government subsidies for years, meaning workers and management have never learned to conserve resources.

BECAUSE HARDLY anything the Soviet Union currently produces, save perhaps weapons and vodka, can be sold in world markets for more than the value of the embodied raw materials, Gregory noted the opportunities for Western businesses are tremendous, yet suspect.

"Everything in the Soviet Union is determined by five-year plans that don't work," he said. "They have an archaic pricing system and there is no set of incentives for workers to

put in extra hours or strive for absolute quality.

"This is like a brand-new country almost, and companies which want to get in on the ground floor are taking a risk, but if they can stay there and learn like everyone else as they go, there could be long-term benefits, but that is somewhere down the road."

Another prospect to consider: Since the republics are so intertwined economically, the Soviet Union may create a trading bloc similar to the European Community. What form or direction a Soviet Community may take is anyone's guess, but for those with established roots, it's not likely they'll ever be kicked out.



Remember Classified

With an Observer & Eccentric Classified ad...you'll make money hand over fist!

datebook

● **ASKING FOR A LOAN**
Thursday, Dec. 12 — "Writing a Winning Loan Proposal" 1:30-4 p.m. in Troy. Fee: \$35. Information: 689-4094. Sponsors: Business Enterprise Development Center, U.S. Small Business Administration, Service Corps of Retired Executives, Oakland County Economic Development Division, Troy Chamber of Commerce.

● **CAREER WOMEN**
Thursday, Dec. 12 — National Association of Career Women meets at 11:30 a.m. at the Steak & Ale Restaurant, Orchard Lake Road at I-696, Farmington Hills. Fee: \$15. Pro-

gram: "So What Is Community Journalism?" and "Why Your Story Didn't Get in the Paper" by Judith Donner Berne, assistant managing editor of the Oakland County Observer & Eccentric newspapers. Information: 474-4241.

● **PURCHASING MANAGERS**
Thursday, Dec. 12 — National Association of Purchasing Management meets 6:30-9 p.m. at the Embassy Suites Hotel, 28100 Franklin Road, Southfield. Fee: \$25 per person. Information: 313-773-3737.

● **INTRO TO DOS COMPUTERS**
Friday, Dec. 13 — "Introduction to Computers with DOS" 9 a.m. to 5 p.m. at the American Society of Employers, 23815 Northwestern Highway, Southfield. Non-member fee: \$225. Information: Pat Murphy, 353-4500.

● **PROPERTY VALUES**
Monday, Thursday, Dec. 16-19 — "Real Property Valuation Methodology" for appraisal recertification offered in Troy. Information: 689-8282 Ext. 260. Sponsor: Walsh College.

RENT NEW SKIS FOR THE SEASON

ALL NEW SETS • JUNIOR \$139 • ADULTS \$199
INCLUDES NEW SKIS, BOOTS, & BINDINGS.

INSTALLER & RELEASE TESTED.
OPTION TO PURCHASE, LIMITED AVAILABILITY. RENT TODAY AT ANY:

Bavarian Village
OPEN DAILY 10-9 • SAT 10-9 • SUN 12-5 SKI SHOPS

HOLIDAY SAVINGS

Christmas

50% Off

Starting
December 16, 1991

Palm Beach
Patio Furniture
& The Christmas Store

Hours: Mon., Thur., Fri. 10-9; Tues., Wed., Sat. 10-6; Sun. 11-4



Novi

43836 Novi Town Center
Grand River & Novi Rd.
South of I-96

347-4610

Waterford

7350 Highland Rd. (M-59)
7 Miles W. of Telegraph
Near Pontiac Airport

666-2880



SEASON FOR SAVING SALE

with Pennsylvania House

SAVE
30%...AND MORE

on All Solid Wood Furniture, Custom Upholstery and Accessories.

PENNSYLVANIA HOUSE
It's what you've wanted all along.

Stewart-Glenn

Of Bloomfield Hills

332-8348

2600 N. WOODWARD
JUST SOUTH OF SQUARE LAKE RD.
FINE FURNITURE SINCE 1917

OPEN MON., THURS., FRI. 11-9 P.M.
TUES., WED., SAT. 11-8 P.M.

IF YOU CARE ABOUT SOMEONE THIS CHRISTMAS,



MAKE SURE THEY GET THE MESSAGE.

PersonalPager™ by MobileComm™ is the perfect gift for the business of living...The freedom and convenience it provides are tremendous. And, it's also the perfect gift for anyone on your shopping list who needs to stay in touch and on the go.



MobileComm

A BELL SOUTH Company

Available from your **BELL SOUTH PRODUCT CENTER...**

Alexander Graham's

From common to extraordinary,
you'll find it here!

Personal & Business Phones/Accessories/Productivity Devices

OAKLAND MALL
588-4444

TEL-TWELVE MALL
355-1916