

Club from PREVIOUS PAGE

al issues. We think we provide a forum where a lot of alternative views are heard. We've had some speakers that might not grace other platforms."

Those include Les Brown, a motivational speaker, and Deborah McGriff, superintendent of the Detroit Public Schools. "Their message is different — that's what we hope to offer."

Speakers during the recently concluded 1991-92 season included Nina Totenberg of National Public Radio, Gerald McDonald, chairman of Manufacturers National Bank, Faith Popcorn, chairwoman of BrainReserve, and Patricia Thomas, editor of the Harvard Health Letter.

"There is a great opportunity for networking. Some of our members take full advantage. It's an opportunity to hone leadership skills in a

non-threatening manner."

Ester Yager, immediate past president of the Women's Economic Club and a vice president with United Community Services, expects that Walker will serve the organization well as president.

"She's a persuasive, articulate, thoughtful, intelligent lady," Yager said. "She has an open mind. She doesn't come with any closed-out feeling to membership. Another aspect of Helen that is so great is a wonderful sense of humor."

Walker's boss at Bell, Greg Dunne, said he's known her a number of years.

"She's always been the type of person that has high standards, a very strong work ethic," Dunne said. "Her style of management is participatory and supportive. She's got good analytical skills."

Gerry Barrons has served as executive director of the Women's Economic Club for three years.

"The first thing that comes to my mind about Helen is her clarity of a sense of direction for the organization," Barrons said. "Her thinking is precise, and she has a good sense of what being a leader is."

"We had a meeting last Saturday and people were energized at how she kept focusing attention on the task at hand," Barrons said.

Walker, raised in Detroit, worked in the computer area at General Motors and taught in the Detroit Public Schools before moving to Bell where she's worked the past 16 years. Now, she's responsible for the operation and maintenance of mini computer systems for the phone company.

Walker earned a bachelor of arts degree in speech/english and a master of business administration degree from Wayne State University.

She enjoys golf, tennis and reading when not involved at work or the club. She also serves on the board of directors of the Friends of the International Institute in the Cultural Center.

To obtain more information about the Women's Economic Club, call Gerry Barrons at 963-5088. Annual dues are \$85.

Japan targets the last U.S. stronghold — light trucks



DAN MCCOSH

Carpet World in the ho-hum category, but is guaranteed to give sleepless nights to more than a few Bloomfield Hills executives.

One of the lesser-noticed aspects of the car business is the profound shift to light trucks as a replacement for the family automobile in the past few decades. Both Ford and Chevy currently sell about as many light trucks as passenger cars, and overall, about 40 percent of all light vehicles sold today are trucks, not cars.

If this brings to mind a lot of bound dogs, gunracks and bags of lawn fertilizer, it misses the point. The two vehicle types that grew fastest and account for most of that shift in taste are sport utilities — typified by the Jeep Cherokee, Ford

Explorer, et al. and the minivan, already so ubiquitous on the suburban scene that your daughter probably wouldn't be caught dead in one.

Even the good 'ol pickup has a secret life, led mainly by the fact that it is cheap, insurable, and California teenagers think it's hip, or whatever California teenagers say these days.

Oddly enough, light trucks have another inscrutable side — they so far have been more or less immune to Japanese competition, and hence are carrying a disproportionate share of whatever slim profits are left in this market. The tooling seems to go on forever, the engines are standardized and inexpensive to manufacture, and single-model volume is as good as a Chevy sedan was in the good old days before niche marketing.

There are some strange reasons for this lack of success of the Japanese. One being that there is virtually no Japanese home market for a U.S.-style truck — the engines and chassis are too large for Tokyo roads. A few cynics follow this up with the observation that without a Japanese manufacturing base to flood the U.S. market, the Japanese simply aren't interested. Similar

logic applies to the notion of making a high-volume vehicle solely for the U.S. — something no Japanese company has succeeded at yet, instead being content to nibble away with dozens of lesser successes.

In an odd sort of way, domestic trucks have managed to out-engineer the Japanese as well, providing more power, durability and overall improvement from year to year. It's also worth noting that some imported light trucks are slapped with a 25 percent tariff — the only such protective measure in the U.S. marketplace.

For all these reasons, Toyota has up to now stayed out of direct competition with U.S. light pickup manufacturers, even while it was quietly developing a mid-size pickup of its own.

Toyota seemed to be waiting for a signal from Washington that the anti-Japanese sentiment was changing. Last week, the U.S. Trade Commission's decision to rule against the U.S. manufacturers on the anti-dumping case opened the gate, and now Toyota is charging in. The end result is not easy to predict, but it's clear that the last profitable enclave for the U.S. industry is now under attack.

Dan McCosh is automotive editor of Popular Science Magazine.

SLIPCOVERS & UPHOLSTERY
fabrique
DECORATIVE FABRIC & WALLPAPER
750 S. Woodward
Birmingham
644-6505

Burned By Your Broker?
Recover Your Losses
Investor's Arbitration Service, Inc.
800-477-4302
Not A Law Office

MTA Design Group
39001 Schoolcraft
Livonia
(313)462-6006

Residential & Commercial
Licensed Builders
Home Remodelers
• Kitchens
• Baths
• Additions

Spinnaker Center

Plymouth, Michigan
2,400 to 15,000 Sq. Ft.
Units Available

- Excellent Access to M-14 Freeway
- Office Finish-to-suit
- 12' x 14' Grade Level Door
- Fully Sprinklered
- 18' Ceiling Clearance
- Heavy Parking Allowance

For Additional Information Contact:

STEVE GORDON
JOHN FRICKE

SIGNATURE ASSOCIATES
(313) 948-9000

Call Bryant to the rescue!

- Quiet Operation
- Low Maintenance
- Compact Styling
- Reliable Service

\$200.00 OFF

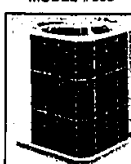
Good Until (7-30-92)

Financing Available
FREE ESTIMATES

SM HEATING SALES COMPANY
23262 Telegraph • Southfield, Mich.
We Service All Makes and Models

Service Maintenance agreements very affordable.
Complete 24 hour service company
352-4656

bryant
HEATING/COOLING
NEW 1992
10 SEER
MODEL #593



\$150 in American Express Gift Cheques



or
\$150* in free calls...
with Ameritech Mobile, it's your call.

Plus, Free Activation (\$35 value)

When you sign up for an eligible Ameritech Mobile Service Plan, and buy a selected Motorola phone, you can take your choice. Get \$150 in American Express Gift Cheques, good for just about anything cash can buy. Or, get \$150 in free Ameritech Mobile phone calls. If you decide on a different phone, or only need to activate a new line, you still receive the \$150 in free airtime. No matter which offer you choose, we'll also waive the normal \$35.00 activation fee. Offer ends July 31, 1992. New line activations only. Participating distributors only.

Call or visit your nearest authorized Ameritech Mobile distributor or phone 1-800-MOBILE-1

ALBANY
Telephone Communications
215 Branch St.
798-8981

ALBURN HILLS
Metro Cell
2560 N. Squirrel Rd.
1-800-LEADER-1
377-3333

BIRMINGHAM
Hawthorne Home Appliances & Electronics
1815 S. Woodward
644-2200

DETROIT
Ameritech Mobile Sales & Service Center
3334 E. Jefferson Ave.
259-5007

EAST PORTER
Ameritech Mobile Sales & Service Center
22371 Grant Ave.
777-0007

FARMINGTON HILLS
Metro Cell
3112 W. Eight Mile Rd.
473-0331

FLINT
Ameritech Mobile Sales & Service Center
1-800-LEADER-1
377-3333

LATHROP VILLAGE
Ameritech Mobile Sales & Service Center
28011 Southfield Rd.
557-8955

LIVONIA
Metro Cell
2411 Industrial Rd.
427-1980

MADISON HEIGHTS
Midwest Electronics
25031 John R
543-7708

MT. CLEMENS
Metro Cell
3684 Harper
798-5800

PLYMOUTH
Ameritech Mobile Sales & Service Center
630 W. Ann Arbor Rd.
651-8720

ROCHESTER
The Sound Advantage
908 Main St.
656-1611

ROCHESTER HILLS
Ameritech Mobile Sales & Service Center
2351 S. Rochester Rd.
1-800-523-8773

ROYAL OAK
Royal Radio Sales & Service
612 N. Main St.
548-8711

SOUTHFIELD
Henderson Glass Cellular & Service Center
24522 W. 10 Mile Rd.
350-2100

STERLING HEIGHTS
Metro Cell
5963 E. 14 Mile Rd.
959-4620

TAYLOR
Express Paging Systems
20127 Exmore Rd.
382-CELL

TROY
General Cellular Sales
27571 Rochester Rd.
524-3232

YPSILANTI
Future Sound
3059 Carpenter Rd.
971-6784

APC Warehouse
All Metro Detroit Locations

Freight
All Metro Detroit Locations

Highland Supercenters
All Metro Detroit Locations

Radio Shack
All Metro Detroit Locations

STERLING HEIGHTS
Metro Cell
5963 E. 14 Mile Rd.
959-4620

TAYLOR
Express Paging Systems
20127 Exmore Rd.
382-CELL

TROY
General Cellular Sales
27571 Rochester Rd.
524-3232

YPSILANTI
Future Sound
3059 Carpenter Rd.
971-6784

APC Warehouse
All Metro Detroit Locations

Freight
All Metro Detroit Locations

AMERITECH
MOBILE COMMUNICATIONS