

# Supplier from page 1C

present and potential customers. The company also runs occasional advertisements in computer magazines.

"Our customers tend to be small-business owners who don't have a lot of time to run out to a computer store," said Lyben. "A typical customer may spend \$100

to \$200 per month on computer supplies."

Roughly 60 percent of the company's customers are businesses, the rest are home-office users. Orders more than \$150 are provided discounts of 4 percent or more.

Although his father has since retired, Lyben attributes much of

his success to his family and a staff of 43 employees, which he says are loyal and tend to stay with the company.

His brother, Gary, oversees accounting for the firm while his mother, Albino, comes in twice a week to update the mailing list.

## DATEBOOK

**BETTER COPYWRITING**  
Hereshell Gordon Lewis, nationally and internationally acclaimed direct response writer and consultant and head of Communipomp, Plantation Florida will speak at a special morning seminar and luncheon meeting for the Direct Marketing Association of Detroit on Thursday, Dec. 3, at the Plaza Hotel, in Southfield. Call 258-5803.

Directed by the College of Urban, Labor and Metropolitan Affairs at Wayne State University, the program's intent is to give objective information about life and institutions in Metro Detroit. Call 577-5071 for more information.

**BUSINESS CONSORTIUM**  
Oakland County Business Consortium to examine relationship of Detroit with its suburbs Saturday, Dec. 12, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

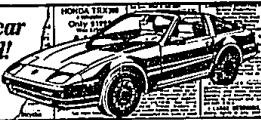
**BUSINESS CONSORTIUM**  
Oakland County Business Consortium will hear presentation on the American Road Saturday,

Jan. 9, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

**BUSINESS CONSORTIUM**  
Oakland County Business Consortium to hear about Wayne County's Small and Minority/Disadvantaged Business Development programs Saturday, Feb. 13, in Southfield. Non-member fee: \$5. Information: Annette, 443-0777.

**WRITE US**  
To have your upcoming item featured in this calendar, write the datebook calendar, business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia MI 48150 or have it item dropped off at any of the Observer or Eccentric offices.

**If you want buyers to notice your car for sale... park it in classified!**



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**THE REPUBLIC BANK RATE TABLE**

Rates and prices that affect your daily finances as of 12/2/92

Prime Rate..... 6.00%  
Home Equity Loan Rate..... 8.00%  
5 Year C/D Rate..... 6.00%  
Signature Checking..... 3.00%  
Visa/Mastercard Rate..... 14.4%  
Canadian Exchange Rate..... 3.7905


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**The Write Stuff**



With the propensity for misplaced pens, purchasing a premium pen is predominantly postulated to be prohibitive. One might potentially predetermine the prolonged pontification of this point to be pedantic. But, when your pen possesses a proclivity for perfection, a predisposition for prolonged performance and a prudent price tag, you may perceive a profound improvement in your penmanship. And that's precisely the point of the right pen.

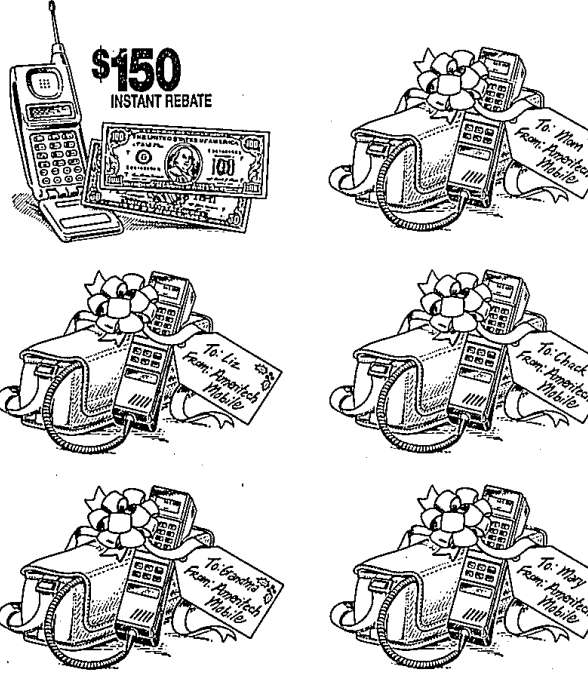
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Metro Call  
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Ameritech Mobile Sales & Service Center  
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277-4111

**ASC Warehouse**  
Dash Mobile Electronics  
Highland Superstore

**DEARBORN HEIGHTS**  
Henderson Glass

**DETROIT**  
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**Mobile Communication Services**  
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427-1500  
Fretter

**Pearl's Micro**  
Audio Center  
1920 Alabaster  
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**Prime Communications**  
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Su. # 1920  
567-7029

**EASTROVITE**  
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Henderson Glass

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**FLINT**  
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1-800-772-5242

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**Ameritech Paving Services**  
26320 Southfield Rd  
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**LYONIA**  
Mobile Communication Services  
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427-1500  
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**MADISON HEIGHTS**  
Madison Electronics  
21831 John Rd  
545-3700  
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**Dash Mobile Electronics**

**MT. CLEMENS**  
Metro Call  
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738-5001  
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**ROYAL OAK**  
Royal Radio Sales & Service  
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545-3711

**Highland Superstore**

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Henderson Glass  
Highland Superstore

**SOUTHFIELD**  
Henderson Glass Cellular  
24550 W. 15 Mile Rd  
552-2100

**ASC Warehouse**  
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ASC Warehouse  
Fretter  
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**ASC Warehouse**  
Fretter  
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**TAYLOR**  
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20127 Ecorse Rd  
332-6111

**TROY**  
Central Cellular Sales  
2167 Rochester Rd  
524-2222

**ASC Warehouse**  
Henderson Glass  
Highland Superstore

**Pearl's Micro**  
Audio Center  
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**WADSWORTH**  
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