

MARKETPLACE

To place your business in the marketplace calendar, mail the information, including the business telephone number and address, to: Business Editor, 36251 Schoolcraft, Livonia 48160. Or drop the information off at your local Observer & Eccentric newspaper office.

Inna's New Age International Spa has opened in West Bloomfield. The health and beauty spa combines 100 percent natural products with European alternatives to traditional medical treatments.

All products are natural and are made from plants and flowers. These products have been used in Europe for many years. Combined with our treatments by highly qualified therapists, the spa educates clients about total health and body care, said Inna Resin, the spa's owner.

The new, facility called Inna's New Age International Spa is at 4755 W. Maple Road, Suite 109 in West Bloomfield.

John S. Kolon, president of Kolon, Blitzer and Desmond, Inc., in Troy and David Sabol, marketing director of Arvin North American Automotive, announce that Arvin North American Automotive has chosen KB&D as its agency of record. The agency will be responsible for Arvin's outdoor and radio advertising, creative services, collateral materials, and marketing communications.

Headquartered in Columbus, Indiana, Arvin is a leading supplier of automotive original

equipment, with 13 offices located throughout North America, Mexico, and Europe. The company operates one of the world's most extensive technical centers dedicated solely to research and development of exhaust systems.

A recently published book has named A.G. Edwards & Sons, Inc. in Troy, a local employer, as one of the best companies to work for in America. The firm was the only retail brokerage firm in the nation named in the book and one of only four other banking and finance companies cited as a model for other employers.

Business journalists Robert Levering and Milton Moskowitz, authors of "The 100 Best Companies to Work for in America," interviewed thousands of employees throughout the country to devise the roster of firms where people are happy to work because they are treated with respect. The book rated the firms in six areas: pay and benefits, opportunities, job security, pride in work and company, openness and fairness, and camaraderie and friendliness.

Troy tax expert Warren Sims, owner of Marcolis Business Services, has affiliated his office with Triple Check Income Tax Service, the second largest income tax preparation company in the nation.

By joining the coast-to-coast network of some 300 offices in 44 states, Warren Sims has access to the industry's most sophisticated computer services, to on-going training programs in new or modified tax laws, and to Triple Check's "Tax Hotline," staffed by senior tax professionals who provide answers to the toughest and most complex tax questions.

Hollywood has nothing on auto execs



DAN MCCOSH

After watching a guy who once played a supporting role behind an orange-tan walk off with a couple of academy awards, it occurred to me that the auto business has been remiss in not doling out a few acting awards of its own.

True star quality may be relatively scarce among automotive types, but there are occasions when Detroit begins to resemble the great Hollywood dream factory.

The role for Best Dramatic Role in a Hit and Run Farce, captured for at least three years in a row by Ross Perot, this year would have gone to GM's Ignacio Lopez, who spent his 12 months at GM shaking up the GM establishment then cutting out for Volkswagen before any of his decisions came back to haunt him.

This performance was offset by Chrysler Chairman Bob Eaton, who was still sorting out his Rolodex after being on the job 10 months when the Chrysler Board of Directors announced they were giving him some \$7 million in compensation for his role in "Turning Chrysler Around" — an ongoing play if there ever was one to the stage before the last curtain call.

The business of launching new cars also has its moments of high drama, at least some of them unplanned. It's been years since the infamous launch of the Subaru BRAT — a tiny off-road recreational vehicle made famous by a press event that lasted two days and managed to destroy all of the two dozen or so vehicles brought to the event in hectic off-road driving.

A close second was the more recent introductions of the Mitsubishi 3000 GT and Dodge Stealth, where more than half the cars broke gearboxes when the automotive press corps began to put

them through their paces. Then there was the Isuzu Trooper, which fell over on its side at the New York Auto show while making a 20-mph turn in a parking lot. An interesting aftermath to these disastrous debuts was that Consumer Reports magazine still listed both vehicles on their "Best Buy" list — giving Consumer Reports the all-time award for keeping a straight face while publishing critical reviews.

There are lots of candidates for "Acting Shocked," an award that normally goes to the Japanese prime minister when any mention is made of unfair trade practices. Former GM Chairman Robert Stempel was the front-runner, for his performance when it was becoming apparent he was about to be deposed by the GM board of Directors.

The problem was that he wasn't acting.

An easy winner in the Acting Shocked category is J. Davis Illingworth, group vice president of sales and marketing for Toyota Motor Sales USA, who addressed

the Automotive Press Association on the general subject of Japan-bashing and other trade issues; and managed to somehow blame the start of the War of 1812 on the U.S. government's self-interested trade policy.

There are lots of minor awards; which ought to go to almost anybody in the business, like "Acting Happy," or maybe "Acting Patriotic," which is split between U.S. executives rationalizing their roles as head of Japanese divisions; or U.S. manufacturers moving jobs to Mexico.

Now that I think about it, most of what happens in this business lately seems to be a tough act to follow.

Dan McCosh is automotive editor of Popular Science magazine. If you have a comment, question or suggestion concerning Auto Talk, write to Dan McCosh, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48160, or you can call him directly by dialing 953-2047, mail box number 1870, on a touch-tone phone.

DATEBOOK

■ OPTIONS '93

Women in Communications, Detroit Chapter is hosting its annual Great Lakes Regional Conference, Options '93, from Thursday, April 1 through Saturday, April 3 at the Troy Marriott. Call Elly Wright at 278-8573 for more information.

■ MANUFACTURING ENGINEERS

Society of Manufacturing Engineers meets 9 a.m. to 1 p.m. Saturday, April 3, at Oakland Community College in Auburn Hills. Fee: \$20. Information: 855-7275.

■ TIME-BASED MANUFACTURING

A business briefing on "Better, Faster, Cheaper: Time-based Manufacturing" providing light-hearted, hands-on experience in the concepts of Time-based Manufacturing. Corporate Teams will work in simulated factories pitting collective resourcefulness and ingenuity against others striving to make incremental improvements in operations to produce the highest quality, lowest cost products with no late shipments from 7:30 p.m. to noon on

Wednesday, April 7, at the Troy Marriott. Call 446-7215.

■ BUSINESS PLAN

"Writing the Business Plan," a seminar offered for women entrepreneurs by Michigan's Initiative for Entrepreneurial Excellence, also known as the EXCEL project, is scheduled for Wednesday, April 7, at 22840 Woodward Ave. in Ferndale. Call 396-3577.

■ PROFESSIONAL SECRETARIES

The Tri-county chapter of the Professional Secretaries, International

will hold its April meeting on Wednesday, April 7, at Handelman Company, 500 Kirta Blvd. in Troy. Beginning at 5:45 p.m. Call Dee Lucas at 362-4400 ext. 355 or ext. 271.

■ OCBG

Frank Ross, deputy director of the Wayne County business development division will be the guest speaker at the Oakland County Business Consortium meeting on April 10 at 10 a.m. at the Northland Mall auditorium.

LEARN TO

SCUBA DIVE

MASK • FINS • SNORKEL
PACKAGES from \$69.95

CLASSES: • SNORKELING
• SCUBA EQUIPMENT

Contact one of S.E. Michigan's Professional Dive Centers

DIVERS

INCORPORATED
42209 Ann Arbor Rd.
Plymouth, MI 48336
313-451-5430
1 mile west of 275 in PMA

REC

DIVING
4424 Woodward
Royal Oak, MI 48073
313-549-0303
3 blocks south of 14 Mile

DON'S

DIVE SHOP INC.
29480 10 Mile
Farmington Hills, MI 48338
313-477-7333
Just west of Middlebelt



SAVE UP TO 1/2 of Replacement Costs
KENT CONCRETE LIFTING

Call 532-8803 or 1-800-968-2345 For Free Estimates
Serving all of Southeastern Michigan, 13040 Inkster Rd., Redford

DON'T REPLACE
SUNKEN CONCRETE

Do You Have A Problem With...

- Sidewalk uneven; afraid of tripping?
- Stoops and patios settling toward the building?
- Driveways and parkways tilted or uneven?
- Warehouse or plant floors settled
- Floor joints move, voids under floors?

We can improve your look.



PRICES GOOD
APRIL 1st
THRU
APRIL 4th

(Well, at least we can help with the chair.)

If you've held on to your "favorite" chair just a little too long, stop by the outlet and see how affordable change can be. We have great deals on recliners, rockers, and accent chairs, all at savings of 30%-50% off Sears regular retail prices. With a chair from us, you'll be sitting pretty in no time and we guarantee the only unexpected lump you'll feel will be the one in your wallet.

LOOK FOR "MANAGER'S SPECIAL" TAGS ON
SELECTED FURNITURE AND APPLIANCES —
SPECIAL REDUCTION NOW BEING TAKEN - LIMITED STYLES, MODELS AND QUANTITY

SEARS

LIVONIA WAREHOUSE OUTLET STORE

SEARS WAREHOUSE OUTLET
12001 SEARS AVE. • LIVONIA
1 Mile West of Middlebelt off Plymouth Road
PHONE: 422-5700

The Sears Outlet Store is a central clearing house for furniture and appliances from Sears retail stores. Returns, floor samples, damaged in transit, one-of-a-kind items are received daily and offered at tremendous savings. Quantities are limited, so hurry! All items are subject to prior sales.



EXCEPTIONAL
VALUES
ON
MATTRESSES
AND
BOX SPRINGS
ASSORTED SIZES
Also in stock and ready
for stock condition

PREVIOUSLY SELECTED MERCHANDISE NOT INCLUDED • LIMITED STYLES, QUANTITIES AND MODELS
Manufacture collection consists of new, used, reconditioned and damaged merchandise.

OPEN 7 DAYS A WEEK

MON.-FRI. 10:00 A.M. TO 9:00 P.M., SAT. 10:00 A.M. TO 7:00 P.M., SUNDAY 12:00 NOON TO 5:00 P.M.

BEST SELECTION OF
WOODEN PLAY STRUCTURES

EARLY BIRD SPECIAL
LAST WEEK-OPEN ENDS APRIL 2

The Doll Hospital & Toy Soldier Shop

3547 W. 12 Mile - Berkley
(313) 962-2118, 962-2119, 962-2120, 962-2121

THE ORIGINAL
LAWSON'S

FRENCH ONION
CHIP DIP

\$1.19 16 OZ.

LEPS

FRITO LAY
POTATO
CHIPS

99¢

ALL FLAVORS 4.0-7.0 OZ.

BUY ONE * GET ONE
FREE

BRINTON
ALL STYLES

PRETZELS

2/\$1.29 8 OZ.

VANILLA OR STRAWBERRY

KING
CONES

79¢ EACH

HERSHEY'S REGULAR SIZE
* REESE'S CUP * KIT KAT
* MILK CHOCOLATE
* MILK CHOCOLATE WITH ALMONDS

CANDY BARS

2/89¢

dairy mart

PRICES EFFECTIVE THRU APRIL 10, 1993
AT PARTICIPATING DAIRY MARTS