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# SEARS

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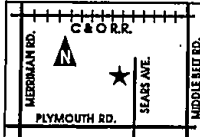
One-of-a-kind, out of carton, discontinued, floor samples, denied, scratched and reconditioned merchandise. Items pictured are just a few examples of the hundreds of great values. Merchandise shown is representative only. Actual merchandise varies by store.

## SEARS WAREHOUSE OUTLET

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 LIVONIA  
 1 MILE WEST OF MIDDLEBELT  
 OFF PLYMOUTH RD.

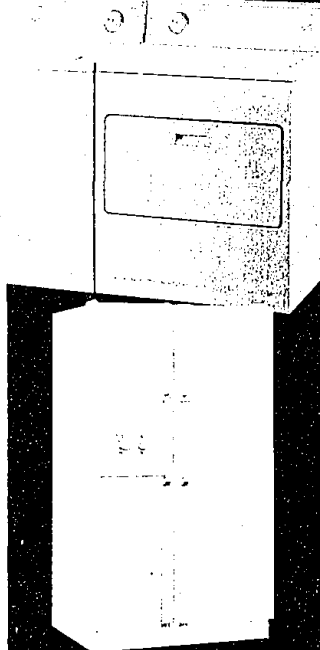
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SEARS WAREHOUSE OUTLET  
 PREVIOUSLY SELECTED MERCHANDISE NOT INCLUDED

## Phone from page D1

Bob Cooper, president of Ameritech Michigan. "For example, it wouldn't make sense for a company to offer service in Marshall if the prevailing prices are lower than the cost of doing business."

With the changes, residential customers in Detroit, Royal Oak and Southfield will see increases in their basic local monthly phone bill of 50 cents. Customers in other exchanges across the state will see increases of 80 cents or \$1.25. Other Ameritech local calling plans in certain areas will have decreases of up to \$2.

Pending approval by the MPSC, the prices changes could become effective in early May. Details of the adjustments include:

- Residential line charge changes. Call Plan 400 customers in Detroit, Royal Oak and Southfield will see increases of 50 cents. Call Plan 400 customers in several metro Detroit suburbs, including Birmingham, Centerline and Warren, will see increases of 80 cents. Call Plan 400 and Call Plan 50 customers throughout the rest of the state will see an increase of \$1.25.

- The Call Plan 400 Extended and Unlimited plans in Detroit, Royal Oak and Southfield will decrease by \$2 a month. Customers of these plans in other metropolitan Detroit suburbs, Grand Rapids and Lansing will see a \$1 decrease.

- Late payment charge for residential customers. Ameritech will assess a 5 percent per month late payment charge on unpaid balances for basic local service in an effort to encourage timely payment of bills.

Ameritech joins a long list of companies that charge late payment fees, including utility providers and credit card companies.

- Restructuring of Centrex rates. Customers with month-to-month contracts for Centrex service will see average increases of \$2.76 per line. This change will immediately impact only about three or four out of every 100 Centrex lines in the state. Current Centrex prices will be grandfathered for customers with term contracts.

- A new pricing plan will be available with discounts up to 25 percent based on volume and term length.

- Increase in one-time charges. The line-connection charge for residential and business lines will increase from \$42 to \$50.

- In addition, the service charge for miscellaneous activity, such as changing account billing information or directory listings, will increase to \$13 from \$8.35.

- Business line charge changes. Business customers in Detroit, Royal Oak and Southfield will see no changes. Customers in other metro Detroit suburbs, Grand Rapids and Lansing will see increases of 24 cents. Business customers across the rest of the state will see an increase of \$1.25, followed by an additional increase of \$1.75, effective in January 1998.

- Ameritech's rates have increased at less than half the rate of inflation since 1984.

- The average annual rate of inflation has been about 3.1 percent, while Ameritech's local phone rates, taken on a per year basis, have increased only about 1.5 percent per year.

## Barter from page D1

1978. "I started out with zero accounts and just stepped up from there."

Today, there are 6,000 companies that participate as members of the TEA. Detwiler's idea has spawned office in Grand Rapids, Toledo and Florida and is the largest independently owned trade organization in the U.S.

"We have grouped thousands of companies together on a round robin basis and have set up accounts for all of them so their trade possibilities aren't limited to just a few corporations," explained Detwiler.

Establishing a membership is relatively simple. A credit card is issued to each account and members can buy and sell their goods or services. A one-year membership is \$475.

The TEA keeps track of debits and credits sending the members a detailed statement each month. For example a member might sell services or products worth \$5,000 to another account holder. That "money" will now be sitting in their account as credit and they can use it to buy things in any combination they want.

"They can make 50 \$100 purchases or five \$1,000 purchases. It doesn't matter," said Detwiler. "Or even if they want to make one \$10,000 purchase using the \$5,000 and be debited for the rest that's okay too."

The beauty of the barter system used by the TEA is that it promotes the individual corporations and allows them to market their products on a larger scale, said Detwiler.

"The advantage to these companies (regardless of their size) is most can do more business this way," he said. "Selling their products or services now and taking a credit allows them to have more cash left over and the more cash left the better off you are."

Membership is open to any business that feels they have a service or product that others might like to use. For example a doctor who owns a condominium that he only travels to once or twice a year might want to list it as a barter item at TEA, said Detwiler.

Birmingham Vision, the Double Tree Hotels and numerous resorts and restaurant from here to the Caribbean are part of the TEA team.

"What's really good is that having some of these opportunities can enhance employee relations because corporations can offer nice bonuses to their people," said Detwiler.

Another member perk is the fact that there are 400 companies like the TEA across the U.S. who also share the bartering system.

"There's one in Chicago and another in San Francisco and our members can utilize those



TEA President Fred Detwiler

too," said Detwiler. "And that means that when the opportunity comes up they can use hotels and restaurants in those cities."

"I think one advantage of the trade exchange is that they market your business and that can be great for first time business owners," said Sawicki. "And the exchange has brokers that will do the sales for you too." Sawicki said that if he is looking for a print job at any given time he can call the TEA and be put a "hot" list. If another member calls inquiring about a printing service Sawicki's company would be referred to them.

Monthly mailings advertising the member businesses is also a nice perk. A fee of about \$100 is charged to the member for the space in the newsletter, but that's a lot cheaper than going it alone, said Sawicki.

The trade exchange directory of members reads like the yellow pages, according to Sawicki. He has traded his services for an array of items including parking at the airport, car repairs, catering of his company party, accounting services and equipment repair.

"We also managed to trade air flight and accommodations before too, if you can believe it," smiled Sawicki. "But ideally, you do it for business needs like office supplies because you are taxed on that money."

As Detwiler looks ahead with plans to expand his company to the Washington and Baltimore markets he's happy to offer a good deal to business owners everywhere.

"We try to make business more efficient and act as a financial organization to help companies grow," said Detwiler, who feels his venture is going along just fine.

"We grow about 12 percent a year and it's not earth shattering but it's solid growth." "I think the whole point is being able to conserve cash flow," added Sawicki. "And a big challenge for any business is getting new customers and I've met lots of people that I normally never would have had contact with without the trade exchange."

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