

Auto rebates aiding sales

By MARILYN FRUMKIN

Customer traffic is flowing heavier through car dealers' showrooms these days and sales are on the upswing. Area dealers credit the factory rebate with increasing new car sales—even in the area of models unaffected by the rebate plan.

Dick Whitney, general manager of Birmingham Chrysler Plymouth, Troy, said the program is an overwhelming success.

"The first 10 days of January—nothing," he said. "Then the day after the program went into effect the traffic started and sales, including cars sold without rebates, are up 11 per cent over January, '74."

Whitney explained that each week a different model is chosen as the rebate model and rebates range from \$200-\$400.

But the increase in traffic has resulted in increased sales of all models," he said.

Business has increased three-fold. It's not great—but it's better than before," he said.

Ford's factory rebates range from \$200-\$500.

Al Charnes, general manager of Glasman Olds, Southfield, said Omega buyers receive a \$200 rebate; Starfire buyers a \$500 rebate.

"Omega sales have doubled and Starfire sales have tripled," he said.

"It was the best January in our history," said Bill Fox, owner of Bill Fox Chevrolet, Rochester.

"We have a 15 per cent increase in new car sales. And I think the momentum will continue into spring."

Most auto companies have scheduled a cut-off date for the rebates during the last week of February.

"But everyone seems to think there will be an extension," said Ron Fry, sales manager of Village American.

Birmingham. Fry said his sales are up 50 to 60 per cent over the last few months.

LEON MUDRY, General Sales Manager of Town and Country Dodge, Birmingham, also hopes the rebates will continue.

"My volume has doubled," Mudry said. "One customer had a terrific deal. He bought a Monaco, got a \$300 factory rebate, a \$100 rebate from his employer, an auto supply firm, and saved \$100 auto loan interest at a Southfield bank.

Foreign car sales are on the uprise as well. Sales manager George Gilligan said business has picked up at Falvey Motors of Troy. He said his company was the first in the import field to offer a rebate.

"The Austin Marina, built by British Leyland Motors and normally priced at \$2999 F.O.B., now sells for \$400 less," Gilligan said.

"It's a co-operative arrangement between the factory and the dealer. The factory pays 65 per cent and the dealer pays 35 per cent of the rebate," he said.

INCREASED SALES are reported by a foreign-car dealer who does not offer a factory rebate. Sales manager Bill Strachen of Tom Sullivan Volkswagen, Southfield, said his firm is "negotiating price on the floor, in competition with domestic car dealers."

"As more and more people are out pricing automobiles, our business is getting better, too," he said.

Behind the store fronts

By Angus McKellar



The movement of women into managerial positions in the banking industry is a trend, in this area at least, that became noticeable several years ago.

It was 1959 that Mrs. Bernadine B. (Orlando) Ellis started as a teller at American Savings, and helped open the branch office in Bloomfield Plaza. The branch is now located on W. Maple just West of Telegraph.

She became assistant manager, and in line with American Savings' policy of promoting from within, Mrs. Ellis was appointed branch manager of American Savings' new branch office in Farmington Hills on Grand River. Mrs. Ellis lives in Franklin with her husband Orlando.

The couple has two sons, one married and living in California, and the other a senior at college in South Carolina.

Other American Savings women managers are Mrs. Wanda Perry, Southfield, the main office on North western, and Mrs. Kay Hubbs at the 12-Mile Rd. office.

BOB HOLLEY had spent most of his working life in the clothing business until about seven years ago when he decided to leave Young's of Birmingham men's wear on Pierce St. to enter the real estate business.

"The real estate business was good to me," Bob said. "But last fall I made up my mind that I'd be happier back in the retail men's wear business."

So, in late November Bob returned to Pierce St., at the same 203 location, but now under the name of Whalings Men's Wear. "I like the close relationship you build up with your customers in retailing," Bob said, "and it's nice to be in close contact again with other retailers around town." Bob is a charter member of the Birmingham Optimists Club.

FRNIE DUCKER, of Executive Custom Shirts, is commemorating

his fifth year in Birmingham (in the Merrillwood Mall Bldg.) by opening his first location outside the Detroit metropolitan area. His newest location is in Flint at the Sheraton Inn, 1-75 at the Pierson exit.

The same specialized custom shirt-making will be offered there, along with cruise wear, designer neckwear and sport shirts and accessories. Druker recently tripled the size of the Merrillwood location. "I'm optimistic," he said, "and we are looking forward to another good year."

The actual tailoring is all done at the firm's workshop located in Detroit's Book Bldg. on Washington Blvd.

Executive Custom Shirts, established when Druker bought Messers Custom Shirts, an old Detroit name of some 35 years standing.

Ladies first in layoffs?

A woman's place is in the home is a cliché that might be revived by unemployed men in the wake of the current recession.

Men out of work will not look favorably at women taking their jobs, said Ms. Mary E. Corcoran, a Michigan State University scholar, seated at a seminar sponsored by the Women's Studies Program.

Male-female competition for the few jobs available will probably cause a backlash of old stereotypes about where women belong," Ms. Corcoran predicted.

A similar phenomenon occurred during the depression of the 1930s, she said. During the 20s women achieved new economic and sexual freedoms, but during the depression there was a definite switch to pro-family sentiments.

Ms. Corcoran noted that women were employed in nontraditional jobs during World War II because of severe labor shortages.

some incentives to hire women," Ms. Corcoran added.

"Unfortunately," Ms. Corcoran stated, "these powers will avail women little if the current backlash against women workers picks up support and if no new jobs open up—either for men or for women."

THE STATE OF today's economy, however, makes it difficult for women to move into nontraditional jobs, Ms. Corcoran said. In fact, in many instances, women workers hired because of affirmative action programs, are being laid off.

Ms. Corcoran cited a situation in Fresno, Calif. where an auto plant laid off many workers. Since seniority was used to decide who would be laid off, most women workers had to go.

Women were not hired by this plant until forced to do so in 1968," Ms. Corcoran noted.

The New Jersey Central Power & Light Company recently was faced with a dilemma, Ms. Corcoran said, when it had to lay off 200 workers. The company asked the Federal Court to decide whether its equal employment opportunity agreement or its union contract took precedence.

The judge did not rule on whether the seniority system was discriminatory but ordered the company and union to work out policies consistent with both the EEOC (Equal Employment Opportunity Commission) and the union contracts," Ms. Corcoran said.

She said this raises the question of whether exceptions can be made to seniority and merit systems because of past discrimination.

Title VII of the 1964 Civil Rights Act provides women with "some clout in attaining male jobs and employers

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CITY OF FARMINGTON COUNCIL PROCEEDINGS (Summary)

A Regular Meeting of the Farmington City Council was called to order at 8:00 P.M. Monday, February 11, 1975 by Mayor Yoder.

Present: Councilmen Allen Tupper, Yoder, Absent: Councilmen Hartwick and Richardson.

City Officials Present: City Manager Dearden, Captain Byrnes, Director Jones, Attorney Kelly, and Clerk Viane.

Minutes of Previous Meeting were approved.

Minutes of Other Boards were received.

Taxcab Bond Plates were approved for renewal as follows: Six for Suburban Checker Cab Inc. and Five for Yellow & Red Cabs owned by Mr. Vernon Foster.

Taxcab Bond Plates requested by Mr. and Mrs. William Blackmon were denied.

Renewal of bond plates for taxicabs owned by Mr. Timothy Maciasas Star Cab Company was tabled.

The following proclamations were issued:

CANCER CONTROL MONTH	APRIL
Fund Raising Campaign	April 21-28, 1975
CHILDREN'S DENTAL HEALTH WEEK	February 24, 1975
GRACKERS WEEK	February 16-22, 1975
NATIONAL NUTRITION WEEK	March 2-8, 1975
AMERICAN MUSIC MONTH	FEBRUARY

The following ordinances were introduced:

- C-372.75 Amending Historic District Boundaries
- C-372.75 Adopting the BOCA Basic Plumbing Code by Reference
- C-372.75 Amending the BOCA Basic Plumbing Code

Action on the Local Lead Pickup Service was tabled.

The following reports were received:

- Six Year Capital Improvement Program
- Attorney Kelly's Opinion-City vs. Alger, Quast, Real Estate Co.
- Financial Report-Employees Retirement System June 30, 1974
- Quarterly Report-Dept. of Public Services October-December, 1974
- Annual Report-Farmington Youth Assistance General Citizens Comm.
- Annual Report-Department of Public Safety
- Senior Citizens Quarterly Activities Report

Councilman Tupper suggested that the City Council hold a meeting with the chairmen of the various city commissions and committees to discuss problems of the Central Business District.

Monthly bills were approved.

Meeting was adjourned at 9:15 P.M.

RALPH D. YODER, Mayor
NEDRA VIANE, City Clerk

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