

Big 3 didn't deserve this punch in the eye

There are just three domestic auto companies buying magazine ads outside of 20 import automakers, which is one reason why the auto enthusiast magazines traditionally favor foreign cars.

I, for one, think most foreign cars are more fun than domestic cars. I also like women with foreign accents, which is why I married someone from New Jersey. But I digress.

I resist trying to justify my preference for foreign cars, but I freely acknowledge it as I struggle to maintain objectivity in automotive-type prose.

THE FOREIGN-CAR bias is a preference shared by most auto writers, many of whom remember their first love as a sadomasochistic affair with a British roadster.

Rarely, however, have I read such one-sided barrage at the domestic industry in the three districts in the current issue of *Car and Driver*, all taking swings at the domestic industry's stand against raising the national corporate average fuel economy standard.

William Jeenes, Brock Yates and Tony Ascanio gang up on Detroit as a reluctant dinosaur, building overweight gas-guzzlers, so technologically backward and callous about the environment that they refuse to see the benefits of a 40 mph car in the future.

THE COLLECTIVE wrath was mainly aimed at the likes of Don Runkle, head of advanced engineering at GM, who claimed that a higher corporate average economy standard in



auto talk
Dan McCosh

the face of current low fuel prices would mean a bunch of dull, slow cars at best, and a market heavily favoring the Japanese at worst.

Adding injury to insult, the magazine includes 10 car reviews, including a brushoff of Chevrolet's new Lumina, glowing praise of the new Nissan 300ZX, Porsche and Jaguar, then a couple of snide remarks about the Ford Escort. C'mon guys.

The Chevy ranked with the top three in mileage despite an automatic transmission and five passenger seats, and weighs less than the two-place 300ZX, as well as getting 5 mpg better fuel economy. Maybe Msrs. Runkle et al have been doing their homework after all.

THE "CRUDE" Escort turned out to be the lightest car tested in the issue, as well as the most economical. Heavyweights included two Japanese and one British sedan. Only Ford's Continental (which also had the worst fuel economy in the issue) made the list of the five heaviest cars tested, and two of the five were two-seat sports cars. Guess which domestic car impressed the editors the most.

Unnoticed to the performance-ori-

ented enthusiast press, domestic cars have made the greatest gains in fuel economy and have surpassed imports in fuel economy per passenger carried for several years, while the imported sports cars and performance sedans favored by the magazine critics have been getting fatter, and less efficient.

Typical is the current issue of *Car and Driver*, where the most lavish praise is reserved for the least efficient cars.

Based on its magazine average economy score, *Car and Driver* would be paying hefty gas-guzzler taxes right now. Any government legislation raising the MAFE would, of course, put them out of business far more quickly than raising the CAFE standard would hurt the domestic auto industry.

marketplace

Office Automation Consultants of Birmingham is opened for computer consultation for hardware and software selections. It provides on-going support and maintenance as well as the business areas of problem identification, setting a long-range strategy, vendor selection and financing options.

Retail Computer Center Inc. of Farmington Hills joined Connecting Point of America. Retail Computer is a full-service hardware and software dealer.

Michael Flora & Associates, a Troy-based advertising agency, was named agency of record by Southland Center, managed by the Rouse-Southfield Management Corp.

TRW Inc. of Troy signed a letter of intent with Boge AG to sell Boge absorbers and struts to North American vehicle producers.

Ferroley of Troy was awarded Ford Motor Co.'s Q-1 Award. Q-1 is awarded to automotive suppliers that demonstrate continual on-time delivery of high-quality products.

Comerica Inc., the bank holding company, announced it intends to acquire Bloomfield Mortgage Corp. of Southfield, First Nationwide Bank, a subsidiary of Ford Motor Co.

Phoenix Group Inc., a Farmington Hills company that provides marketing and sales automation services, has moved into a new, 15,000-square-foot office suite at the Westhills Office Complex, 34115 12 Mile, Farmington Hills.

MetroTeller Systems Inc., the electronic funds transfer subsidiary of Empire of America Federal Savings Bank, has been acquired by Money Access Service, which operates a large East Coast automated teller machine network.

It used to be that Thursdays were junk mail days, but now it seems that almost every day is junk mail day for the small business owner.

Used as a means to promote a company's products or services, junk mail represented 30 percent of the total mail distributed in this country last year — up from 14 percent in 1985.

Junk mail are those pieces that are sent through the U.S. Postal Service's third class. So these statistics do not reflect the distribution efforts of "far-heads" and those who opt for first-class mail.

ALTHOUGH third-class mail represents a legitimate form of advertising for small businesses, it may never hit the national disease of junk thinking, form letters from celebrities are included as another method to feed on your sense of flatness.

To add to the national disease of junk thinking, form letters from celebrities are included as another method to feed on your sense of flatness.

Louis Rukeyser, investments an-

alyst, said, "The idea that we're going to be so bowled over by seeing the name of somebody important on a letter machine-addressed to us and that we're going to fall into an awestruck stupor and buy whatever is being sold is ludicrous."

HE ADDS that when such mail plays fair with us it can have its uses. "But too often, as in the case of

the celebrity form letter, it treats us with contempt and inspires the same in return."

For example, "valued Shuttle customers" of "Eastern Airlines" frequent flier mileage program are due to receive a letter and booklet mileage certificate from Donald Trump if they fly a couple hundred miles on the new Trump shuttle.

In another, Grace Mirabella, for-

focus: small business

Mary

DiPaolo

mer *Vogue* magazine editor, who has started her own magazine, suggests: "I believe there's an important segment of the female population . . . and you and I are a part of it . . . that is not being served by the magazines that are currently being published."

SOUNDS PRETTY impressive except for the fact that Rukeyser received both letters and has neither flown the shuttle nor is he a woman.

I've always wondered why the opportunities you would like to take advantage of never seem to be included in the small. For example, Canadian travelers under age 26 may stay free at one of 55 hotels throughout Denmark during Youth Travel '89, which runs until July 9.

Starts July 6th
FURTHER REDUCTIONS!
"HATS - OFF - TO - SUMMER"

SALE
CONTINUES WITH SAVINGS OF
40 TO 75% OFF
original retail
STYLISH SPRING, SUMMER CLOTHING
AND ACCESSORIES
GRAB YOUR HUAPEAU AND GO!

acorn
Twelve Oaks Mall
27496 Novi Road, Novi
344-0880

THE 72nd ANNUAL STOREWIDE
Summer Sale
SIZZLES AT
Stewart-Glen

SAVE 30% AND MORE
on ALL Pennsylvania House

SAVE 20% - 40%
on all other furniture and accessory lines

Conover • Pearson • Statton
Jamestown • Sherrill • La-Z-Boy
Dixie • Temple-Stuart • Stiffel
Hammary • Stearns & Foster
& many other fine lines.

Stewart-Glen is celebrating our 72nd year with our greatest STOREWIDE SUMMER SALE EVER. Save thousands of dollars on Pennsylvania House and every other fine furniture line in our store. We want to be your full service furniture store. See us while the savings sizzle.

The Solid Cherry Bedroom Of Your Dreams From Pennsylvania House
Group includes Full/Queen Size Mid-Poster Pediment Headboard, 62" Dresser, Pediment Mirror, Door Nightstand.

Was \$3274 Now only \$2299

Other items as shown:

Chest-On-Chest Was \$1550 Now only *1069

For complete Queen Size Mid-Poster Pediment Bed

Add *350

Stewart-Glen

of Bloomfield Hills

332-8348
Open Mon. - Thurs. 10:00 a.m.
Tues., Wed., Sat. 10:00 p.m.

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a result of the new Medicare
Glossary, Certain Act
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in our facilities. Our Medicare
experts are available for
personal appointment. Let us
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about the new regulations
and the opportunities for
you to receive the care you have.

For more information contact
Carol Cross,
Executive Director

Ask for our free Medicare
information package.

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661-1700