We can prosper — if the Japanese will cooperate

SOME OF this is inevitable, for a business that sets about making a couple of million cars over a six-year time span, making plans for a future that didn't include either the

The auto industry seems to have the world's largest vocabulary for losing your job. Laid off, cutbacks, ingentory control, pink slip, downstring, shuddown, and restructuring are with the soviet Union when the blueprints ling, shuddown, and restructuring are without the street world to obscure and soften the first which it sends consist to the state of the business, part which it is send consistent to the state of the

SOMEHOW, THIS time the GM cuts seemed to hit close to home. That is to say, after a decade or so of reporting the loss of factory jobs in



the United States, a case-hardened press corps seemed to identify with the losses of white collar, college-du-ucated types, more or less like them. It is, in fact, an unusual recession that finally hit the baby-boomers, many of whom had managed to side-sten pearly every other downtiet. In that finally hit the baby-boomers, many of whom had managed to side step nearly every other downlick in the economy since they got out of college.

This one really started, not in the plants and oil fields, but in banking

houses and Wall Street, then steam-rolled through the engineering staffs at defense firms, and now reaches the GM Tech Center as well as the assembly lines.

IF THAT didn't catch the atten-tion of the media, along the way, the cuts at CBS, ABC, newspaper and magazine conglomerates did the

trick.
The cumulative effect seems to

have altered the standard proce reporting GM's contraction. Most of it still concentrates on GM manage ment mistakes—ignoring that even the Edsel didn't do much harm to Ford. Then Automotive News adds some polgant numbers about bown the lost U.S. car jobs outnumber new Japaness-transplant jobs. 12 to one Automotive News publisher Keith Grain says the Japaness got "goredy," a revelation he credits to a conversation he had with the chain of Sony Corp. With the tradener, it's clear a backlash has begun, and some genuine concern finally has emerged about the fate of the U.S. industrial base.

THE OBVIOUS question: Is it too

late? There are some very good reasons why even the massive cuts announced by GM probably won't by
themselves guarantee a healthy
company. Primary is the realization.
GM facilities are relatively new,
with tooling and investment that was
supposed to last about 20 years. The
cost of the tooling will remain, even
when the people go, and that cost,
will be shifted to the remaining, reduced production. It's a bad corner
to be in, and GM may not be alone.
Bad, but not insurmountable. If,
only the Japanese are judicious, consumers can be reassured, and new
markets are found for this, still the
most productive nation on earth.

Don McCosh is automative exit.

Dan McCosh is automotive edi-tor of Popular Science magazine.

Men. If you're about to turn 18, it's time to register with Selective Service at any U.S. Post Office.



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business people

Jeanine A. Freeman, has been primoted to account creentive servicing the first as count. Frank Rigging John Kilnger has been reserved to the first as foliard as account security of the first as account and senior vice president, group feature director on the Cadillac account are cultwe on the Gadillac account are cultwe on the Ga

Tyler D. Teanent, Beverly Hills, has been named partner at the De-thit law firm of Clark, Klein & Beaumont. He specializes in environ-mental law and regulation

remial law and regulation

Richard Reid, M.D. of Birmingtim has been appointed as Gynecotogical Laser surgery director and
Gregory Goyert M.D. of Troy has
gen appointed as director of Materell/Fetal Medicine at Sinal Hospital
is Detroit.

Richard Schening, a director of frechanical engineering and Pamela i Kruzel, a quality control supervi-sive, have joined the computer-based fielded diagnostic and monitoring gulpment designer and manufactur-gr Somanetics Corporation in Troy.

Anamous-Knickas-Basas

DILOTRIG COMPANY REHIDELITE IN INTELLECT CO.

ROB

Donald Schulz of Birmingham was named Playboy's Detroit-based sales director for Michigan and Canada.

Bonnie Segal-Kohn, Farmington Hills, has been selected salesperson of the year at Barton-Richards Real-ty, the exclusive real estate arm of single-family bome and condomin-um building firm, the BBC Group.

David Schembri of Birmingham has named director of marketing Voluntured in United States, head-suffer Harnbell has been appointed Hamptabtellungslelterin, Kommund-katin (Main Department Manager, communications) at Volkswagen AG headquarters in Wolfsburg, Germa-by.

Harvey I. Hauer, president of the Birminham law firm of Weingarden and Hauer, P.C. was elected chairperson of the family of the Family Law Section at State Bar of

Sam Issaec, vice president for applied technology of Source One Mortgage Service Corporation, has awarded the industry's highest professional, designation — Certified

Mortgage Banker — by the Mort-gage Bankers Association of Ameri-

Alice Wachol of West Bloom Anice waccol of west bloomieted has been promoted to senfor mana-ger and Mark Griffen of Birming-ham has been promoted to manager in the management consultant de-partment of the Great Lakes Region of Deloitte & Touche.

Terri Barbush, of West Bloomfield has been promoted from senior ac-count executive to vice president/ account supervisor at Hermonoff & Associates. Inc. a full service public relations firm in Farmnington Hills.

Jay G. Yasso of West Bloomfield, Kimberly S. Hauser and Martha I. Seljas have joined the Southfield law firm of Sommers, Schwartz, Silver & Schwartz.

Jerry Grady, account executive with Southfield-based Follmer, Rud-zewski & Co. accounting firm has been recognized as the regional "Qualified installer of the Year" by Great Plains Software.

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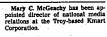
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Bob Moran, owner of Art Moran Pontiac/GMC Truck, won the Out-standing Area Business Award at the recently held Michigan Special Olympics 1991 Outstanding Service Awards banquet.

Thomas L. Bradburn was honored by the Greater Detroit Chapter of the American Society of Safety En-gineers in Southifield by being chosen as the Chapter's Safety Professional of the Year Award winner for the 1991-92 Chapter year.

Tammy Chiesa, M.D. has joined the Birmingham internal medicine practice of Dr. Richard Gause and Dr. Timothy Tinetti. The office is lo-cated at 31815 Southfield Road, Suite



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