## Shakeout

from BUSINESS FRONT

aive and easier-to use systems. That move attengthened the two companies, said Instorme, as recent quarterly carnings were up 40 percent at \$253 million. But the merger's success is an industry aberration. IBM, the industry glant, has seen its revenues rise by an average rate of 6.6 percent over the last five years. Apple, the No. 2 player, and once a high-flying growth company, has seen its revenues and carnings level off as well. What's more, IBM and Apple, long-time bitter rivals, recently announced a unique allience: IBM would swap ofplit pechnology for Apwold swap ofplit pechnology for Apwould swap chip technology for Ap-

Such development mergers are

Such development mergers are expected to increase, a sign the loadusty has met its goal of putting a computer in every office and now must rely on new advances such as greater speed and computing power to boost profit margins.

"The consumer today can now mix and match virtually any combination of hardware, operating system and software so that price really becomes the main selling point," said Aian Baum, president of Computer City Supercenters, which opened a store in Troy last year.

"People no longer feel they have to hire a consultant for every pur-chase. They can boost power with an add-on component or upgrade software for a third of the price the original program sold for. All of these savings are good for the con-sumer, but not very helpful for the manufacturer."

manufacturer."
While the recession is part of the While the recession is part of the low-price strategy of computers, many point to the standardization of technology in the mid-80a as freat equalizer. Once small firms were able to offer IBM and Apple clones, they dropped their prices and gobbled up market share. Before standardization, consumers often purchased software, computers and mainfarmes from one manufacturer, reasoning the high cost and technical difficulty of switching to a totally different asystem was problibitive.

Today manufacturers face the

bitive.
Today manufacturers face the worry of a different sort as one of the largest users of computers, the defense industry, has seen the federal government impose annual budget cuts of 5 percent since 1990, which further hamper sales of mainframes and work stations. For concerned PC buyers, the best ad-

vice in an industry where price cuts are eroding earnings and forcing mergers is to stick with name play-

mergere is to stick with name players.

"Putting together a computer system today is akin to building as stereo system, where you take the best products from each category and connect them together," said Bruce Burns, president of Lighthouse Computer Systems, a consulting and installation firm in Plymouth.

"When I buy for my clients, I atked with name-brand products, so even if a retailer or supplier goes out of business, the warrenty will still be there. If you don't buy the industry standard or a name brand, there certainly is a greater risk involved."

To learn more about the industry,

To learn more about the industry, Burns suggested first-time buyers ond other users subscribe to any number of trade magazines. Titles include PC Week, PC World and Home Office Computing.

## **MARKETPLACE**

TO PLACE YOUR BUSINESS in the marketplace calendar, mall the information, including the business elephone number and address, to Business Editor, 36251 Schoolcraft, Livonia 48150. Or drop the information off at your local Observer or Eccentric newspaper office.

FEDERAL-MOGUL CORP. of Southfield has announced it w # FEDERAL-MOGUL CORP. of Southfield has announced it will pay \$210 million in ceah for nearly all of TRW inca. replacement auto parts business. The move was predicated by a TRW restructuring in which it is selling off all of what it considers its non-strategic businesses to raine cash.

COMERICA INC. has been named a COMERICA INC. has been named a certified lender in its guaranteed loan program by The United States Small Business Administration. Certification will enable Comerica to provide more competitive financing alternatives when structuring loans and faster responses to small

business owners who apply for SBA loans.

■ KOLTANBAR ENGINEERING CO. Troy has reported 14 cars and trucks have been purchased by em-ployees under its Buy American In-centive program.

■ LUCAS LINES, the latest edition of Lucas Aftermarket Operations's customer newsletter, collected the Detroit Business/professional advertising associations top honor.

■ SHIELA SLOAN PUBLIC RELA-TIONS, INC. a full-service public re-lations and marketing agency in Bingham Farms was presented the regional award for excellence for layout and design at the Woman In Communications Four State region-

■ TERRAN DESIGN, INC., a graphics design in Troy has been selected to design and produce a direct mail

marketing program for L'Uomo Vo-gue, the Southfield-based men's Europian clothier.

■ STONE, AUGUST, BAKER PUB-LIC RELATIONS has been appointed by the Brake Shop, the brake repair franchise, to assist in its marketing communications efforts.

III USMAINTENANCE CORP. is proud to announce the opening of their new special services division, Ultrasonic Venetian Blind Clean-

ing.

Argonne national Laboratory, operated by the University of Chicago under contract with the U.S. Department of Energy, has awarded a contract to Ray D. Eisenbrenner & Co. to conduct a national campaign to increase public awareness of automotive alternate fuels.

**■** CORPORATE VIDEO SERVICES has opened a brand new video pro-duction facility for companies that need broadcast-quality video.

## **FREE REPORT REVEALS** 10 WAYS TO BEAT CD'S!

Find out what your banker would prefer you didn't know!

Call 589-5150 24 Hours FOR A FREE RECORDED MESSAGE

	COV	1PAR	E O	UR	RATE	S
Stock Price	100 Shares	300 Shares	500 Shares	700 Shares	1000 Shares	Over 1,000 shores add just 38
\$1 or more	\$35	\$35	\$45	\$55	\$70	por share to the 1,000 share rate
SDB Sente Discount Brokers			Protection to \$25 million + Member NASD SPC 800-222-5520 Cleveland + Philadelphia + Boca Raton			

Merrill Lynch has a lot to say about low short-term rates and your alternatives.

> Don't miss out ... attend our free seminar.

DATE: Thursday, September 10th TIME: 8:00 p.m. PLACE: Merrill Lynch Conference Room 2100 N. Woodward Avenue, Suite #265 Bloomfield Hills, MI SPEAKERS: Vice President and

RSVP:

Financial Consultant, Merrill Lynch Private Client Group, and

Barbara Smith, Attorney Carol Springer at 313-645-7256

Mail to: Merrill Lynch 2100 N. Woody Bloomfield Hill	vard Avenue, Suite #265 s, MI 48304	
No. I cannot attend. Ple explains why Merrill Ly	e tesetveseats for your o ase send me a copy of your nch believes intermediate a vide and protect income in t	special report that nd long-term investmen
Name	Address	
City	State	Zip

Merrill Lynch clients, please give name and office address of your Financial Consultant:

Merrill Lynch A tradition of trust



Rent the complete business accessory. The Ameritech Mobile Time Pack\* 50 Rental Package.

## Get hand-held phone rental, airtime, accessories and activation, all for just $$52.90^{\circ}$ a month.$

Now Ameritech Mobile offers a way to get the added productivity a mobile phone can give you without buying costly equipment. Our one low, all-inclusive price covers hand-held phone rental, accessories (cigarette lighter adaptor and extra battery), airtime and activation. Call today for details, and ask about our \$150 free airtime offer.

Call 1-800-MOBILE-1 to rent for success and details on other rental packages priced to fit any budget.

		P		P-1-0-0-			<b>,</b>	
ALMONT	BRIGHTON	DELARGORII HEXGATS	AC Westons	MADISON NETGHTS	HOREN TROS	Hyru-d Superiors	MORE	MITTER
Cetatore	Herderson Citata	Hernderson Glass	Henderson Class	Motors ( persons)	ASC REPOWE		Land Story Story	HONING SUPSIDING
Communications			Hartand Superstores	25431 John A	Hersterson Guns	DELIFICATION	70177 Large 58	
715 Branch (I	CAUTOM	(ASTYCENTE		545 7700		Hendmich (Aris	an Cit	TPELLANTI
796 \$281	ASC Warrows	America Mobile Sales	THANKS .		NE DECREO	Highwid Superstants		February Sound
		A Service Center	Herderson Gaza	비 이쁘다	ASC REPOWE		1107	XXII Carperter Md
AMIN ARRONA MINA	Henderson Class	(2)71 Granat Ave		Metra Cell		SOUTH RES	General Column Sales	CLUM
AC Wardone		111 acc1	MEN AND PARK	36384 Harter	RODESTRE	Henderson Good CeAster	7757 Rachezer Rd	
Mendersus Glass	CONTRACT		Horand Superstants	790 5200	The Sound Action	24059 in 12 Mar At	574 22 22	Cash Mobile (Inchine
Hohand Superstores	HOTIM Suprakres	Henderson Class	•	1 800 114219 1	908 Mari St	350 2130		
			LATHROP YILLIACE		ESE 1911		ADC MERCALLE	
AURURE HR.13	D(190x1	FAX:HING? CH	America Moder Sans	ACC WITTOUT		AC WYTHIN	record Services	
Art's Cell	ATMINISTRATION SAINS	ASC Warehouse	& Server Center		ROCHESTER HILLS	Das Mor Incoms	Henderson Grass	
2560 K Sourrel Rd	& Service Center	Henderson Class	76311 Southfield Rd	BCY7	America Faord	HARVE SCHOOL		
777-3333	TIME Affector Ass		557 4855	feet College	Services		BLOCK	
BOD LEADER 1	256 SIG(	FARMENCT CHE HILLS		43452 Grand Pure	2951 S. Rochester RJ	SOUTHIGHT	Cash Muter Electronics	
		les Cobdu	America Pages	380 4334	1 400 573 8773	ASC WO POZZ		
Neederson Class	Water Communication	32730 BorFeetlers	Services			Henderson Gans	Hernder size Glass	
	Services	History	26420 Southern All	Hernderton Class	Hastone Hone	Harterd Scientism		
ERELFY	920 Dalmar Bed	B12-38/3	1 600 450 1907	Humand Superstans	Action & Decreases	•	WATEROOD	
interest Class	BEJ 7575					STER ME HEICHTS	AN Warrant	
		Metro Cell	LITOMA	PLYMOUTH	ROSTYLLS	Merry Cell	Day's Martine Liest prince	
	Herderson Class	31172 W Core May Rd	Motels Commonceror	America Nation Soci	ASC Warrhouse	53631 14 May 54		
freshing Touches		673 0331	Services	& Service Certin	Hotend Supresper	937-4663	renderson Class	
735 Nerra SI	DERENDA	I BOSTILACE I	34411 Industrial Rd	EXP IN AM A COURT	•	1 820 LEASE 1		
AS 7736	ASC Warehouse		427-1300	451 6723	ROTAL CALL		BALLS BE COMMETTE	
		B.mT			Rayal Rubo Save &	ASC WITTOWN	Hemderson Cass	
SWITCHN FORM	Cash Mobile	Americal Papers	Henderson Class	POITIAZ	Service	Henderson Gass		
lapharon & Electronics	(Maries	Services CATCO Mater Rd		highland Supressions	E17 N. Main SI SAS 8711			
	Herband Superstorm	1 800 732 52 07						

Connect with the leader.