

# League monitors real estate ads

Observer & Eccentric newspapers fared substantially better than average in a fair housing advertising survey conducted by the League of Women Voters.

Results of a 36-month LWF monitoring project of 1,800 real estate display ads in 18 area newspapers indicated only 14 per cent of advertisers were in full compliance with fair housing guidelines established by the U.S. Department of Housing and Urban Development in 1972.

However, the number of advertisers complying at least in part with the guidelines jumped from 31 per cent in the summer of 1972 when the study began to 69 per cent when it was concluded in the summer of 1975.



**EQUAL HOUSING OPPORTUNITY**

WE ARE generally pleased with the cooperation of the area Realtors. Almost all of them make an effort to comply with the law," said Arthur Langer, Observer & Eccentric classified advertising manager. "Occasionally through an oversight on either their part or ours, the fair housing logo type might be accidentally omitted from an ad. It is our policy to comply with the law."

The housing action committee of the League of Women Voters of the Detroit Metropolitan Area conducted the study. Paula Tobocman of the West Bloomfield-Farmington League, Joyce Blomfield of the Detroit League and Ann Wetzel of the Birmingham-Bloomfield League directed the committee. Representatives from each of the 18 local leagues in the tri-county area participated in the project.

"WE BELIEVE the study shows the league's monitoring has made a real difference in the indication of equal housing opportunities in real estate display ads," said Mrs. Wetzel, who tabulated the survey results.

League results show that the 330 firms monitored and contacted in 1975 showed a significant increase in their compliance with advertising guidelines in 1975. But the high percentage of the 130 non-complying firms monitored for the first time in 1975 indicates a lack of awareness of federal guidelines.

HUD's ADVERTISING guidelines for fair housing specify how the fair housing logo type should be used in all real estate display ads of more than four column inches. The logo type is a house with an equal sign inside and the words "Equal Housing Opportunity" underneath. It signifies that housing is available for sale or rent to everyone.

Discrimination in advertising, renting and selling houses is illegal. The league believes the public is not aware that equal access to housing is required by the 1968 federal and state fair housing laws. Failure to comply with HUD guidelines in real estate or building ads is insufficient evidence of discrimination and can be prosecuted without specific complaint.

"WE KNOW that more than advertising is needed to make all persons aware that

equal housing is available to them," Mrs. Wetzel said. "Some of the necessary steps are the continued efforts of government agencies enforcing fair housing laws, the real estate industry affirmatively marketing the mortgage industry affirmatively lending, and the news media publicizing that all housing is available to everyone who can afford it wherever it is."

A second part of the league's effort to educate the public to the equal housing opportunity program is a 36-month television public service film. The spot announcement, funded by the Ford Foundation and created by Crunch Bird Studios of Detroit, has been distributed nationally.

The study was undertaken in connection with the national LWF position of support of equal housing opportunity programs. The project was begun after both HUD and state civil rights officials told the league that no government agency had the staff to monitor housing ads.

The league hopes this study will encourage the appropriate agencies and society as a whole to work for compliance with the fair housing laws," Mrs. Wetzel said.

Copies of the final report are being given to HUD, the U.S. Justice Department, the Michigan Department of Civil Rights and area real estate groups.

## 1976 ESTES & CENTURI ROCKETS

MICHIGAN'S LARGEST SELECTION OF ROCKETS, ENGINES AND ACCESSORIES.

SPECIAL DISCOUNTS FOR SCHOOL PROGRAMS.

EFFECTIVE AT ONCE, WE WILL NOT BE UNDER- SOLD. WE WILL MEET OR BEAT ANY LEGITIMATELY ADVERTISED PRICE ON ROCKETS, ENGINES OR ACCESSORIES.

STARTER KIT (KS-7) REG. 9.95

**\$719**

SPECIAL WITH THIS AD

## TINY TIM FAMILY HOBBY CENTERS



4400 N. Woodward Ave.  
Royal Oak 549-4888

2067 S. Rochester Rd.  
Rochester 532-7070

## Car owners urged to know repair law

By LYNN ORR

Michigan's new auto repair law—called a model for the nation—may be meaningless unless car owners know how to use it.

What are they trying to do to get money to car owners in detail how they would use the bill," said Doug Row of the Michigan Citizens Lobby at a press conference at Roger Penske Chevrolet in Southfield last week.

The lobby initiated the law as a result of March 1973 survey of auto repair facilities. Gov. William Milliken has called the law which went into effect March 1, the model auto repair law for the nation.

What Michigan's law is similar to California's Barbara Grossman of the citizens lobby points out. "Ours is stronger because it provides for the certification of all mechanics by 1981 through state administered tests.

IN ADDITION, the new law requires all auto repair facilities to be registered with the state, requires written estimates of costs expected to exceed \$20 and requires the owner's permission if the actual costs go over the written estimate by 10 per cent or \$10, whichever is less.

After repairs are completed, the service agency must provide a written invoice detailing repairs requested by the customer, needed repairs determined by the facility, repairs authorized by the customer, estimates and actual cost of repairs, identification of all replaced parts and specification of which replaced parts are new, used, rebuilt or reconditioned.

THE REPAIR facility must also supply certification signed by the owner of the facility or a designated representative that the repairs are completed properly or a detailed explanation of why they can't be properly repaired. The name or names of mechanics who estimated the repair and did the actual work on a vehicle also must be included in the certification.

The customer also can demand the re-

turn of all replaced parts which can be a car owner's best evidence if he doubts the need for replacement.

If a customer is dissatisfied with repair work and cannot receive satisfaction from the manager, the Secretary of State's office at 357-5108 has the authority to intervene and resolve complaints.

DESPITE THE wide range of protection afforded by the law, Michigan Citizens Lobby spokesmen say that "like any consumer law, it will only result in cost sav-

ing. The better repair work if car owners know how to use it."

Don Rice, light repair mechanic at Penske's, believes the new law will protect both the consumer and the mechanic but objects in the "hassle of being rechecked when you've passed the tests once and have stayed in the field. Lawyers only pass the bar once."

Mr. Grossman countered: "The technology changes so fast there is no guarantee a mechanic has kept up with it without the tests."

## Aches and Pains Getting You Down?



### GENUINE THERMOPHORE® AS ADVERTISED ON PAUL HARVEY NEWS

Medical authorities have known for years that the external application of moist heat will: 1) Relieve pain; 2) Soothe the nervous system; 3) Induce sleep. But immediate relief of tension!

Now, thanks to the Battle Creek THERMOPHORE, you can benefit from the wonderful, soothing relief of moist heat—in your home—anytime—day or night.

The THERMOPHORE provides quick and effective moist heat treatments for any part of your body.

The exclusive THERMOPHORE design makes home use easy. There are no hot, wet towels, no need for another person's help, no burned fingers! The THERMOPHORE, electrically operated at the snap of a switch, draws moisture from the air, through its intense heat, to provide soothing, effective treatments. Complete instructions are included with each unit.

You'll feel the moist heat building up in minutes after pressing the switch, then a soothing sensation as the moisture penetrates your pores to relax stiff muscles and stimulate healing circulation in the painful area.

Mailing & U.P.S. Service Available FROM \$22.50

### FORDSON Pharmacy & Surgical Supply Center

"THE PLACE TO BUY MEDICAL SUPPLIES" 18044 MICHIGAN (3 blocks E. of Greenfield) 884-8888

## DETROIT COUNTRY DAY SCHOOL

13 Mile and Lahser Rds., Birmingham

Independent Non-Profit



Coeeducational College Preparatory

### NEXT ADMISSIONS TESTING DATE

Saturday, March 20th, 1976

Preschool through Form VIII (Grade 12)

Arranged by appointment only • Phone 646-7717, ext. 231



ACADEMIC CURRICULUM: designed for the gifted and near-gifted student

ACTIVITIES: constructed to provide creative opportunities, increase motivation, and self-discipline.

ATHLETIC PROGRAMS: developed to challenge each student, every day at every level.



PAT GANNON

## O&E names Gannon its new controller

Pat Gannon has been appointed controller of Observer & Eccentric Newspapers by co-publishers Philip H. Power and Henry M. Hogan.

A resident of St. Clair Shores, Gannon has been a self-employed management consultant for the past six months. He previously was with Markley Marine Industries in Mt. Clemens for six years and Price Waterhouse, a certified public accounting firm.

A native of Detroit, Gannon earned a BBA in 1966 from the University of the West. Married and father of two children, Gannon is a member of the Greater Pontiac Yacht Club, Ocean Reef Club and Wimbeldon Racquet Club.

Observer & Eccentric publishes 12 twice-weekly newspapers in Oakland and western Wayne counties. As controller, Gannon leads the central business services office.



### UNFINISHED Furniture Observers

This is what we want you to see. The Midwest's Largest Selection of the most Respected Names in Unfinished Furniture.

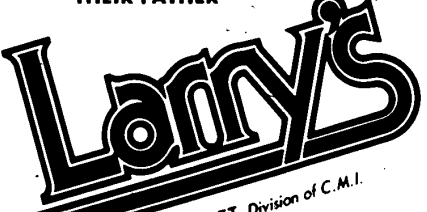
THIS AD WORTH 10% Discount 'til March 15th

### THE YANKEE CARPENTER

2215 S. Telegraph 338-0441  
Mon.-Sat. 9:30 'til 9 Sun. 12-5

## STACI, MARCI & BARRI

Are pleased to announce the birth of THEIR FATHER



FORMERLY JULIET Division of C.M.I.

After many years of association with the Juliet Stores, Larry has purchased these three locations:

1. DOWNTOWN FARMINGTON CENTER—23328 Farmington Rd.
2. GREEN-S CENTER—21220 Greenfield Rd. (Across from Northland)
3. BLOOMFIELD COMMONS—Corner of Maple & Lahser Rds.

APPAREL FOR TODAY'S WOMAN

Larry's will feature up-dated, quality merchandise for the woman size 6-16, with a discount of 20%-50% off at all times.

### NEW NAME SPECIAL!

MARCH 13-20-27, APRIL 3, DRAWING

**\$100 GIFT CERTIFICATE**

For a Each Store, Each Week!

No purchase necessary. Come in and fill out a card each week for each drawing.

A NICE AMENITY IS A DOZEN ANEMONES

Special! 1235 a bunch (Reg. 4.00)

Lawrence Meyer Florist  
33604 Grand River Farmington  
414-2600  
19700 Mink Ave. Ste. 100 Farmington  
886-3600