

Realtron Computer Gives Realtors Instant Answers

REDFORD An intelligence network probably unmatched anywhere. That's what's in the old Kenwood Lounge building at Telegraph and Five Mile. And it's run by a Redford Township couple, Jack and Ruth Jominy.

with the help of some of the brightest young people herabouts. They call their computerized service Realtron. It can instantly locate a home or investment property that's tailor made to fit a customer's taste.

Realtron was Jack Jominy's brain child while he was executive secretary of United Northwest Realty Association 1956-68. The service collects and redistributes information for customers of 100 real estate multi-hat operations in 42 states and Canada.

TWO YEAR OLD brainchild of Jominy, Realtron started in July 1967 as an effort to streamline records of the hundreds of members of local real estate boards starting with UNRA.

The Jominys and three other staff people handled initial operation that launched Realtron. Now they have a staff of 120 with operations on two shifts to accommodate customers on the West Coast, Alaska and Hawaii.

"We're on the verge of signing a contract with our 100th board and the way this business moves here could be several more at any hour," said the 44-year-old president.

HE SOLD the company to Reeves Telecom Corp. of New York but retains part interest and continues as president with his wife as his executive secretary.

The three Jominy children attend Thurston High School. Walter is a senior and the

twins, Jack Jr. and Jill, are sophomores.

The family has lived in Redford Township the past 15 years. In 1964, Jack Jominy closed his real estate office on Plymouth at St. Marys and joined the UNRA executive staff headquartered on Beech-Daly and Joy.

His six years selling real estate followed 1950 graduation from the University of Michigan in business administration.

SIMPLE OPERATION of the sophisticated electronic device is the key to the popularity of the equipment.

When a prospective buyer inquires about availability of a certain kind of house in a certain neighborhood for a price he has in mind, the salesman simply "keys the query." This means he pulls a little lever on his personal computer terminal or on his office printer terminal, setting up a number for each feature the customer asks for. This could be number of bedrooms, type

of house, location, amount of down payment required, garage or carport, number of baths, any combination of numerous features.

Then the realtor places the telephone receiver in the phone cradle of the terminal box, places his call to the center here in Redford, and in three seconds gets his answers.

APPRAISALS are simplified, too, for homeowners that want to sell and don't know the proper price to ask. The realtor can get figures instantly on all similar homes that have been sold in the area in the previous 12 months.

Investment advice is another service Realtron has developed for buyers and sellers of commercial property.

"Take this man who came in with \$90,000 to invest," said Realtor Ray Pope, a subscriber to the service.

a couple of places he was interested in. In just a few seconds I could tell him things that used to take expert accountants days and even weeks to figure out."

COUNSELING on commercial property investment is

another function of the service.

The broker can research the value of a client's present holding and suggest moves he might make to improve his situation based on information obtained from the Realtron stored statistics.

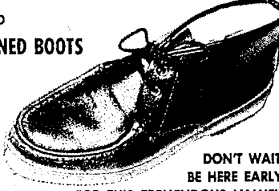
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PRO Car Wash Selected To Handle Police Vehicles

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That's the advice of the management at Livonia's latest auto preservation enterprise, the PRO Car Wash, at Seven Mile, east of Middle Belt, near the Livonia Mall.

Motorists are discovering more than ever how important a wash is during the winter months when corrosion threatens as never before, the second largest investment made by most families, its car (or cars).

As the automotive stake increases in cost each year, wider and heavier applications

of road salt make it imperative to treat the family chariot to frequent hot soapy baths and winter medicine for the ills of salt and grime contracted on our winter streets.

That salt is corrosive to automobile bodies is acknowledged by the Michigan Highway Dept.

THE IMPORTANCE of riding automobiles of winter salt is widely recognized by operators of car fleets, who have their units cleaned on regular schedules. Conservation of investment in their auto fleets

is of high priority with governmental units, too, as in both Livonia and Redford Township where police departments have chosen the PRO Car Wash across from Livonia Mall.



CLEAN CARS are a must for the Livonia Police Dept. and the job of keeping the vehicles that way has been given to the PRO Car Wash, Middle Belt at Seven Mile Road. Car wash attendants are shown putting the finishing touches on a police car. (Observer photo)

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Pesticides In Your Cigaretts?

Pesticides are showing up in the most unexpected places. More than a million pounds of imported cheeses were impounded during the last year. Because of contamination by pesticides.

Some of the most deleterious cheeses from France, Italy, Rumania, and Argentina were barred from this country by the Food and Drug Administration. Minute amounts of the pesticide benzene hexachloride, similar to DDT, were spotted in the cheese.

But no residue of pesticides is legally permissible in cheese. So the stuff was banned.

In sharp contrast, there are no restrictions whatever on the amount of pesticide residue legally permissible in tobacco. And, according to Sen. Gaylord Nelson (D-Wisc.), high levels of DDT and other longlasting pesticides are now being found in cigarettes.

Tobacco is the only consumable agricultural crop that does not have a tolerance level specifying when the pesticide is hazardous," says Nelson.

North Carolina State University researchers and other laboratories have found plenty of pesticide residue in tobacco and cigaret smoke! The senator urged government restrictions to limit the pesticide residues allowable in cigarettes.

Right now Americans are protected against contamination in cheese. But 49 million smokers are facing the full risk of lung pollution.

Wayne State University's 6-6 freshman center Dave Chalmers (Southfield) made his first major varsity performance an impressive one, pitching in 20 pints and grabbing 14 rebounds although his team lost to powerful central Michigan.

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