## Tile guide helps decorators

The Great Lakes Ceramic The Council offers a handy new free "Tile Contractor and Showroom Locator Guido" to southeastern Michigan residents. It is written both the council of the council Michigan residents, it is written to help homeowners plan bath-room, entryway and kitchen reno-vations as well as to help home buyers select features for their v houses.

Copies of the guide can be ob-tained by calling (810) 476-5559 or writing the Great Lakes Ceramic Tile Council, P.O. Box 164, Farm-

ington 48332-0164.

A definition of ceramic and marble tile installation methods is included so the consumer may consider the advantages of each of the many methods in relation to areas of application.

Tile showrooms are easy to find with maps that pinpoint their lo-cations. A listing of tile contrac-tors who participate in the council is alphabetized by city for conven-

## APPLIANCE DOCTOR

## Advertising is fine, but let the consumer beware

In the past 10 years

of doing many semi-nars for different churches and organiza-tions. I have always enjoyed the one-on-one

ness which is always



CACHON

feeling 1 get when speaking to a group of homeowners. I can dis-play an air of candid-

benefical to the consumers in attendance.

Advertising is an age old method of Advertising is an age old method of getting a message across to the consuming public, whatever that message may be. In the world of appliance repairs, the advertising message can be in the form of newspapers, church bulletin boards, restaurant place mats, bowling alley electronic advertising, radio atalysts of the property of the pr tions, the yellow pages and many other formats.

These methods have proven success in bringing new customers to an appli-ance repair company's doorstep and there is absolutely nothing wrong with a business which has a desire to grow using advertising. It is sometimes the consumer who is wrong in believing that advertising is some sort of a bible, and attertising some of the things that are written or spoken are placed there to

written or spoken are placed there to bring you to the doorstep.

In my Industry of appliance repair, I would urge you to use caution when you see the words which grab onto that old recognized God forgiving human characteristic we all have called greed. I have been in too many court cases and seen too many consumers who thought they were getting something for free or a cheap price, only to discover, after the fact, that they were ripped off royally.

It is up to the consuming public to use caution when they are searching for an appliance repair company and to make sure they are dealing with an appliance company that has a reputable background in your community. Belleve it or not — there are many good honest reputable appliance repair companies

reputable appliance repair companies all around us. Some of them are large; and some are one man outfits which have worked out of their homes for

See OAGNOM, 19D

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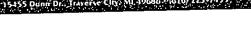
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