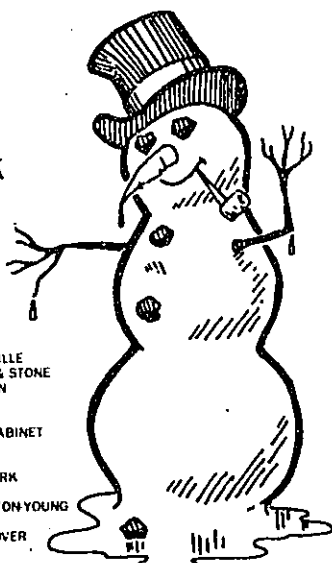


# CLASSIC INTERIORS FURNITURE

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\* All discounts are off manufacturers' suggested retail prices.  
\* All previous sales excluded. \* Offer not valid in conjunction with any other promotional discount.

## APPLIANCE DOCTOR

### 'Common Sense' talk about telemarketers



JOE  
GAGNON

In my wallet there is an identification card which says that I am an investigator for the City of Detroit, Consumer Affairs Department. I have had to use this card only once in the past several years, and this was when I was being escorted out of a service shop when it was thought by the owner that I was asking too many noisy questions.

In my relationship with Ms. Esther Shapiro, the director of Detroit Consumer Affairs, I have come to know what rip-off means in the world of consumerism. I have learned a great deal about the companies in this country who take in over 100 billion dollars using unethical practices. The difference I make in combating this is so small and, yet, I must always keep trying to make a difference.

Some people think of me as a guy who fixes washers and dryers and that's OK, as long as they listen when I talk about other issues dealing with consumerism outside the appliance industry. Let's

try this change on you the reader, and see if you listen.

On Jan. 1, new Federal Trade Commission (FTC) rules regulating the telemarketing industry went into effect. Some of the highlights are:

It is now illegal for a telemarketer to call you if you have requested that you not be called.

You cannot be called between 9 p.m. and 8 a.m. You must be informed up front if it is a sales call, in addition to the identity of the seller and the product being sold. If the call involves a prize promotion, no payment or purchase of anything can be required as a condition of winning.

It is illegal for a telemarketer to misrepresent any information about the product or service that the call concerns.

You must be informed of the total cost of the goods or services being telemarketed in addition to any restrictions involving the purchase or use of that product or service. If the call concerns a prize promotion, you must be informed of the odds of winning.

It is illegal for a telemarketer to with-

See GAGNON, 4D

## SAVE 50%

Wall Units Tables  
Bedrooms Offices

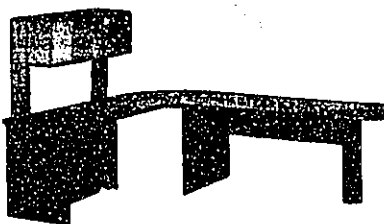
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