# League's monitoring makes a difference

By LOUISE OKRUTSKY

A three-year effort by the League of Women Voters to make realtors and residents more aware of equal housing opportunities has been labeled as a success.

The League monitored newspaper real estate ads to ensure they are in compliance with the Housing and Urban Development Department (HUD) advertising regulations.

Guidelines stipulate that equal housing opportunity logo, a house with an equal sign inside, appear in display ads.

"It hasn't appeared in a good percentage of advertising in the Detroit area," says Mrs. Paula Toboccman, Farmington Hills, a member of the League's Housing Action Committee.

But since the campaign began, monitoring has been successful in increasing usage of the HUD logo, she says.

"The percentage of firms complying, at least in part, jumped from 45 per cent in the summer of 1973 to 78 per cent in the winter of 1974, six months later," says the League report.

The League collected at least four display advertisements from each firm during three monitoring periods. Twelve ads from 16 newspapers were monitored.

"WE BELIEVE that the study (results of the monitoring) shows that the League's monitoring has made a difference in the amount of indication of equal housing opportunities in real estate display ads," Mrs. Ann Wettlaufer, Birmingham, compiler of the report, says.

The League sent a letter to each company advising it of federal and state regulations concerning equal housing opportunities.

"A great many persons, particularly minorities, do not realize that everyone has the right to live in any house he can afford, anywhere," the League report says.

While Mrs. Toboccman doesn't believe the guidelines will erase racism, she thinks they will help.

"In my opinion, that is a slow process (ending racism). The only objective is that people realize they have a choice," she says.

Complaints of housing discrimination are handled by the Michigan Department of Civil Rights' housing division.

After the complaint is made, the department tries to discuss the matter with both parties. The complaints don't necessarily end up as a law suit, Mrs. Toboccman explained.

"Ninety-eight per cent of the real estate industry is cooperative," Mrs. Toboccman quotes Lillian Benbow, director of the housing division, as saying.

IT'S IMPOSSIBLE to have total compliance when such a large number of persons are involved, she explains.

HUD can withhold funds for construction and housing rehabilitation if the developers don't comply with equal opportunity guidelines, she says.

"We know that more than advertising is needed to make all persons aware that equal housing is available to them," Mrs. Wettlaufer says.

"Some of the necessary steps are the combined 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."

Some advertisers don't fully comply with the guidelines or aren't aware of them, the report says.

Advertisers may comply with the rules in a set of ads for one newspaper but not another, it says.

Although Mrs. Toboccman isn't certain why this happens she says, "I can only infer that maybe it's something at the paper, the realtor isn't being advised properly or the realtor isn't using the symbols in all papers."

HUD used legal action against realtors who didn't follow equal opportunity guidelines.

A VOLUNTARY program was established this year between the department and the realtors because law suits and injunctions weren't solving the problem of non-compliance.

"I can't say for sure," Mrs. Toboccman says, "the board feels it can get more cooperation from its members by voluntary measures than by a stick in the hand approach."

The agreement between the realtors and HUD defines affirmative marketing as "a program to inform the minority community of the homes listed for sale or rent by realtors. Homes should be available to everyone without regard to race, color, religion, sex or national origin."

The League's monitoring program was patterned after a similar survey conducted by the Washington D.C. chapter. Mrs. Toboccman explains.

The League's housing Action Committee surveyed more than 5,000 newspaper real estate display ads in 30 area newspapers.

Mrs. Toboccman refused to say if the League will continue the 36-month survey. "We are continually interested in making the guidelines clear to the public," she says.


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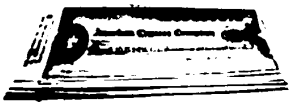
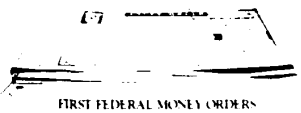


AMERICAN EXPRESS TRAVELERS CHEQUES



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| 2 1/2 Year Certificate | $1,000 | 6¾% | 6.92% |
| 4 Year Certificate | $1,000 | 7½% | 7.71% |
| 6 Year Certificate | $1,000 | 7¾% | 7.98% |

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- 24624 W. 10 Mile Rd., 354-9030 Southfield



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## Boosters club donkey cage game is Friday

The Clarenceville High School Athletic Boosters Club will sponsor a donkey basketball with Varsity Club and teachers at 7:30 p.m. Friday, March 5, in the school gym, 20155 Middle Belt, north of Seven Mile.

Advance tickets are $1 for students and $1.25 for adults and are available at all Clarenceville schools. Tickets at the door are $1.25 for students and $1.50 for adults.


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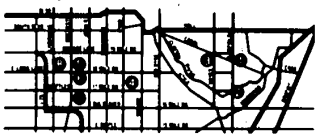
Most homes open Sun.-Fri. 1-8 p.m. Sat. 1-6 p.m. closed Thur.

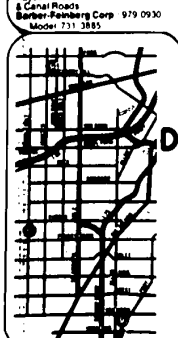
Some prices listed do not necessarily include lot, landscaping, carpeting, drapes, and furnishings and are subject to change without notice.

## Northeast Area



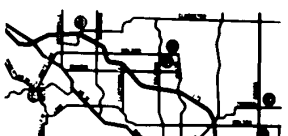
1. SCHULTZ ESTATES — from $21,500. 42241 Toddmark Lane, Mt. Clemens. Garfield between Canal Rd. & 19 Mile. Schultz Homes, Inc. 463-1717
2. YARMOUTH COMMONS — $27,950. 38535 Capetown Court, Mt. Clemens. Garfield at Clinton River Rd. between 16 and 17 Mile. Yorkton Corp. 463-2226, 463-0553
3. COLLEGE PARK — $35,490. 15108 Annapolis Drive, Sterling Heights. Hayes Rd. between Utica & Canal Roads. Barber-Feinberg Corp. 979-0930. Model 731-3885
4. EAST HAMPTON PLACE — $42,490. 39022 Byers Drive, Sterling Heights. 17 Mile Rd. between Mound & Ryan. Barber-Feinberg Corp. 979-0930
5. LONG LAKE PARK — $51,490. 5007 Tyler Drive, Troy. E. Long Lk. Rd. btw. John R. & Rochester. Barber-Feinberg Corp. Model 689-8206. Office 979-0930
6. SHALLOW BROOK — $55,990. 1071 Shallowdale Dr., Troy. East off Rochester Rd. 2 Blks. South of Long Lake Rd. Parmet Homes Inc. 689-7711
7. RAINTREE VILLAGE — From $48,500. 1429 Ogden Troy Walters Rd. (17 mile) E. of Rochester Rd. Biltmore Homes Co. 689-8861
8. SYLVAN GLEN NO. 2 — $60,990. 5092 Berwyck Drive, Troy. N. off Long Lk. Rd. 1 Blk. E. of Livernois. Parmet Homes Inc. 879-1800

## Downriver Area



24. DEARBORN MANOR SINGLE HOMES — from $49,850. 180 Charlesworth, Dearborn Heights. N. Rd. Cherryhill, 1 Blk. W. of John Daly. Holtzman & Silverman. 565-8014
25. MEADOWDALE SUBDIVISION — $27,990. 29429 LeRoy Street, 3½ miles south of I-94 at Middlebelt Rd. Good Earth Bldg. Co.: 942-0310
26. TRENTON MEADOWS SUB — $35,990 to $48,990. Models at 3900 Pere Lane, Trenton. S. of Van Horn, btw. Fort Bl. & Allen Rd. Gerald Bldg. Co. Off. 283-3838. Mod. 675-8875

## North Area



9. GEORGETOWN — $64,950. 1033 Clopton Bridge, Rochester. On Tienken Rd. (1 mile N. of Walton) between Adams and Livernois. Crawford & Etter Const. Co. Kenneth Lough Bldg. Co. 651-1488
10. MEADOWBROOK HILLS OF AVON — $41,990. 2939 Meadowbrook Drive, Avon Township. Off Adams Rd. 1 Walton. Meadowbrook Hills Corp. 375-9000
11. KEATINGTON HILLS — $53,450. Armstrong Drive, Orion Township. I-75 North to Joslyn. Rt. on Joslyn to Waldon. L. on Waldon. Bing Const. Co. 391-1565, 338-4033
12. KEATINGTON MEADOWS — $38,250. 3405 Ashley Lake Orion. E. of Baldwin Rd. N. of Maybee Rd. Orion Twp. Capitol Bldg. Co. Marvez Bldrs. 646-8616, 681-8481
13. DEERWOOD — $78,900. 8102 Fawn Valley Drive, Clarkston. M-15 to right on Cranberry Lane Rd. To left on Fawn Valley Dr. Stylemaster Homes. 625-2124
14. PRISCILLA MEADOWS — $32,500. 7888 Jennifer Agnes, Waterford Township. 2 Mi. W. of Dixie. ½ Mi. S. of Andersonville off Nelson. Cardinal Homes, Inc. Off. 338-4508. Model 623-7027
15. WHISPERWOOD OF BLOOMFIELD HILLS — From $73,900. 1585 Ashover Dr., Bloomfield Hills. Adams Road North of Square Lake Road. Robertson Bros. Co. Off. 858-2580. Model 852-4602

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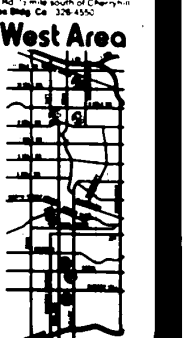
## Northwest Area

16. WOODLANDS ON GILBERT LAKE — From $58,900. 1133 Timberlake Dr., Bloomfield Hills. Off Long Pine Rd. E. of Telegraph. Snyder and Snyder Bldrs. Inc. 642-1300
17. WALBEK PINES — $99,500. 1814 Pine Ridge Lane, Bloomfield Hills. S. of Long Lake Rd. between Middlebelt & Franklin. Woodbury Bldg. Co., Sullivan-Smith Inc. 626-0750
18. THE PARK AT BLOOMFIELD LAKE — $134,900. 4538 Rolling Ridge Rd., W. Bloomfield. Middlebelt Rd. south of Long Pine Rd. The Harrison Prendel Orgn. Sales 626-3500. Main 626-3500
19. SHENANDOAH LAKE IN THE WOODS — $71,950. Tequesta Drive, West Bloomfield. N. of Walnut Lk. Rd. 1½ Miles W. of Orchard Lk. Rd. Binder Homes. Robert S. Binder Bldg. Co. 681-3738
20. POTOMAC VILLAGE — $61,990. 5852 Shelo Ct., West Bloomfield. Farmington Road between Maple Rd. and Walnut Lake Rd. Consolidated Development Co. 626-1037
21. POTOMAC TOWNE — From $46,990. W. Bloomfield. Farmington Rd. at Maple Rd. U.S.D.C., Bldg. of Washinghouse Electric Co. 626-2993
22. PLACE ON THE PARK — $34,500. So. Commerce & Decker Rds., Walled Lake. Haggerty to Maple Rd., W. to Decker, N. to Commerce. Thompson Brown. 624-7221, 476-8700
23. HIGHGATE ON THE LAKE — $55,950. 1581 Chowenings Glen, W. com. I-96 to Beck Road, Rt. to Maple, Rt. to Bernstein, Lt. to Loon Lake. Douglas Homes Inc. 624-1616, 851-1710
24. ROLLING OAKS — $80,650. 31262 Verona, Farmington Hills. S. of 14 Mi., 2.3 mi. W. of Farmington Rd. Irving-Walsh. 626-4300, 626-5710
25. PEBBLE CREEK — $99,900. 7488 Pebble Lane, West Bloomfield. 14 Mile Rd. W. of Orchard Lake Rd. The Harrison Prendel Orgn. 851-3500, 626-3500
26. FRANKLIN COLONY CLUB (Mod. G) — $86,500. 7193 Suncrest, West Bloomfield. Entrance Inkster Rd. ½ mi. S. of Maple. Iron Prendel Co. 626-7600
27. COUNTRY PLACE CONDOMINIUM — $48,990. 20908 E. Glen Haven Circle, Northville. 8 Mile and Meadowbrook. Bert L. Smolder & Co. 349-4220
28. TRAILWOOD SUBDIVISION — From $62,900. 45182 Turtlehead Drive, Ann Arbor Rd. W. of Sheldon Rd. Biltmore Homes. Curtis Bldg. Dean Cullum 459-2830
29. OLD PLYMOUTH No. 2 — $45,990. Canton Township. East Side of Sheldon, north of Ford. Republic Development Corp. 458-2340
30. PARKWOOD ESTATES — $44,990. 42544 Saltz Road, South of Ford Road, West of Lilley Rd. Harrison Long Inc., Bldrs. 455-4380
31. WAGON WHEEL WEST — $41,990. Canton Township. Lilley Rd. ½ mile south of Cherryhill. Dennis Bldg. Co. 326-4550

## West Area



32. MEADOWBROOK SINGLE HOMES — $37,600. 24252 Kingsporte, Nov. 10 Mi., btw. New Rd. & Meadowbrook Rd. Holtzman & Silverman. 349-5722
33. NORTH HILL ESTATES — $80,800. 22308 North Hills Court, Nov. Center Street at Corner of 9 Mile Rd. West of Novi Rd. Fred E. Stevenson Bldg. Co., Off. 349-8878, Model 348-1230

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