

Rent a home interior becoming the American way

With an ever-increasing number of professionals moving about the country because of job transfers or new careers, renting has become a way of life. Over the last 20 years not only automobiles and housing have fit into the rental scheme, but furniture leasing also has become big business.

Presently, more than 425,000 homes in this country are now furnished with rental furniture. In 1980, Americans spent more than \$300 million to borrow beds, chairs, tables, sofas and other household paraphernalia. Industry projections show homes decorated with rental furnishings increasing 12 to 15 percent yearly.

One company which has found home furnishing rentals lucrative is Globe Interior, which has offices in Farmington Hills and Troy. "A lot of our business is with company executives and traveling salespeople," says Globe spokesman Larry Weiss.

Globe also assists out-of-town business or temporarily displaced residents find apartments. "Many sales people will, with our help, find an apartment and share it with a business associate rather than

live in a costly motel," says Weiss. Rental businesses maintain contact with apartment and condominium owners and keep an updated list of available units," he said. BUT FURNITURE RENTAL is Globe's mainstay. With a work force of 23 employees, Globe maintains 35,000 square feet of showroom space in its two locations, housing more than \$1 million worth of furniture. Prospective renters, like shoppers, can pick the types of furniture they wish to rent.

Besides business persons, furniture rental companies cater to victims of fires and other disasters. "We are a blessing for insurance companies because we can keep their costs down for their policyholders who are temporarily homeless because of a fire," says Weiss. Normally, insurance companies are required to pay for meal expenses for homeless fire victims staying in hotels. "By finding these residents an apartment with cooking facilities, we can save the insurance companies approximately \$3,200 a month per family be-

cause of reduced costs," he says. After choosing the furniture, a monthly fee is established. Renting is without interest charges or maintenance expenses. If they agree to purchase options ahead of time, customers may apply their monthly rental fee if they decide to buy the furniture. RENTAL COSTS vary from market to market, according to industry experts. Furniture to outfit a three-room apartment in the Detroit area, for instance, can be rented for as little as \$48 a month.

Casey elected PR president

John Casey, of Farmington Hills, vice president of the Detroit public relations firm of MG and Casey, Inc., is the new president of the Detroit Chapter, Public Relations Society of America (PRSA).

Casey began a one-year term as President on July 1, succeeding Dale Z. Jablonski, president of the Dale Corporation. Other new officers are Donald E. Danko, National Bank of Detroit, president-elect; William G. Quigley, Jr., General Motors Corp., secretary; and J.B. Dixon, Michigan Employment Security Commission, treasurer.

The Detroit Chapter, made up of 350 public relations professionals in Southeastern Michigan, is one of the nation's largest.

"The revolution taking place in communications places new demands on

public relations people to undergo continuing education, not only in techniques but in studying our changing society," Casey said. "So there is more reason than ever that assisting our members with their professional development be the top priority for chapter activities."

Casey was a Detroit Free Press staff writer and assistant to Detroit Mayor Jerome P. Cavanagh. He has been in charge of public relations and research counseling for a variety of clients of MG and Casey since 1966. Since that year he has also served as political and public opinion analyst for radio station WJR and, since 1978, for television station WDIV (Channel 4).

Casey is a past president of the Detroit counselors section, PRSA.



Keeps

Entertainment will flourish at this year's Farmington Founders' Festival. One of the groups will be Keeps who will be at the 11 Mile and Middlebelt shopping center on Friday at 7:30 p.m., and at Frank's Nursery at 7:30 on Saturday. Franks is located on Grand River and Mooney.

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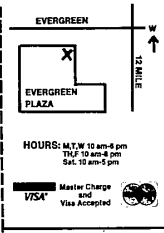
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