



Chief Hackett

# What The American Demands for his dollar is **SERVICE**

Mrs. Housewife---Yes, Mr. Business Man too---Let's  
**LOOK AT the FACTS As They Really Are---**

What Service Does the Peddler Render to You for Your Dollar  
*as compared to the BIRMINGHAM Business Man?*

## THE PEDDLER OR DOOR BELL RINGER OFFERS



In almost every instance---you buy from small size sample swatches or pictures---and trust to luck, after waiting days---sometimes weeks---that your purchase **IF Received**, will prove satisfactory.

Sometimes thru high-pressure-methods you are induced to pay a CASH DEPOSIT, on an order of this bootleg-merchandise, later finding financial conditions do not permit you to complete the contract---Who Loses? Do You Get Back Your Cash Deposit???

You are induced to buy in excess of your needs---thru a cleverly prepared sales talk, on a **saving of small consequence** to be made thru ordering in quantity lots. The amount of the immediate cash deposit seems small and you are tricked into a larger purchase. Many times **"Something Free"** is offered you as **BAIT** to secure your larger order.

The Peddlers, with their unknown merchandise---questionable bargains and unethical methods of selling can well be classed as **bootleggers of merchandise**. Every time you turn over a dollar to a door-to-door canvasser who are speculating on the return you will get for your money. Have you ever stopped to THINK of the possibility of these Peddlers as carriers of DIRT or DISEASE?

Yes Even In The Busy Office Will Be Found The **Persistent Pest** who infringes on the employer's time. Haven't you had one of those breezy salesmen breeze into your office---and ask for a few minutes of your employer's time (only not always in such a polite manner)---and then he proceeds to high pressure you into an order---and in many cases you place an order to rid yourself of the **Pest**. This class of Professional Peddler is a slicker and can talk himself into a sale by making indefinite promises as to deliveries on orders, as well as to exaggerate, without any effort the quality of the article he is selling. You see him **Only** today.

**Your Merchant Offers You** merchandise---which you can examine at the time of purchase---yes, you can **TAKE IT WITH YOU NOW**---Why WAIT? ---There is no room for uncertainty. And after you get home and should you find your purchase not exactly what you expected you can exchange it with your merchant, and you are **NOT** required to wait ten days or two weeks. He has **his stock** of goods in **Your City** for **immediate SERVICE**.

Your Merchant can not afford to oversell you thru high pressure methods---because he is depending upon you for your future patronage. He expects to stay. The peddler may never see you again---in fact in many cases **he hopes he won't**.

Your Merchant offers his Personal Friendship and Acquaintance---which are factors in your business relation that can not be contracted with any **long distance manufacturer**.



**Play Safe** See What You Are Buying  
---beware of the Special Authorized Representative who tells you He is the **ONLY ONE** selling his line who is allowed to **collect in full the cash** on your order. Nuff Saia.



# THIS IS A WARNING

from the  
**CHIEF OF  
POLICE**

To the Housewives and  
Citizens of Birmingham

THIS IS A WARNING---TO BEWARE OF STRANGERS posing as salesmen, solicitors, or as inspectors. Strangers should not be admitted until their credentials have been checked up and verified through dependable local persons or local firms.

IN MANY CASES---Strangers without reliable credentials are locators or "spotters" for professional criminals and according to police records lack of caution on the part of the householders in admitting such strangers has often resulted in costly property losses and bitter experiences.

DO NOT PAY CASH IN ADVANCE to strangers on any merchandise---in many cases the customer HAS NEVER RECEIVED ANYTHING for his cash advanced---nor has there been any refund made of initial deposit.

DO NOT CASH CHECKS FOR STRANGERS---Or issue a check to a stranger as a down payment---in a number of instances these checks have been "altered" and later cashed by a third and innocent party.

IT'S BETTER TO BE SAFE THAN SORRY---Be SURE you know who the stranger is at your door before allowing admittance to the home.

IN CASE YOU ARE SUSPICIOUS---Phone the Police AT ONCE **Phone No. 1000**, as we are anxious to co-operate with our citizens at all times.

HIGH PRESSURE FREE GIFT ARTISTS have been working the residence district of Birmingham of late---selling all kinds of merchandise, offering "something free" as a means to gain admittance to the home. In most cases there is **NOTHING** to be given away free.

ONE NEED NOT BE AFRAID of offending the solicitor, salesman or inspector living here or representing a local business firm. **THEY WILL HAVE THEIR CREDENTIALS** with them and welcome such investigation. That is why they are required to carry credentials. Protect yourself---**ASK FOR CREDENTIALS SHOWING IDENTITY**.

JOHN P. HACKETT,  
Chief of Police,  
Birmingham, Mich.

**Do not confuse the representatives of local business firms with itinerant peddlers**

THIS ADVERTISEMENT INSERTED IN BEHALF OF BIRMINGHAM BUSINESSES BY THE BIRMINGHAM ECCENTRIC