

# These Fishermen Bait Hooks With Deception

EDITOR'S NOTE: This is an article prepared by the Michigan Retailers Association in an effort to better educate the buying public of Michigan in improving their buying habits.

Do you like being a sucker? If you do, don't bother to read this. Perhaps you as a fisherman use worms to catch fish. Other kinds of "fishermen" bait an advertising hook with deception and insincerity to snag your dollars, cheating you, and creating a suspicious feeling towards most advertisers who are trying to tell you about fair buys for your money.

THESE BAIT advertisers are clever people. They have ingenuity unlimited, always dreaming up new tricks as soon as the old ones are exposed. They fool you so completely that you don't have even the slightest notion that you have been taken.

For instance you may see an item advertised that appears to be a tremendous bargain. Naturally, you rush to the store, or call the salesman for a "free home demonstration." You will soon discover that the product advertised in the paper isn't what

he really wants to sell you. He will probably brush off the advertised item as being of inferior quality, and then go into great detail to tell you about a product that will cost you a lot more money. So, by spending a lot on "bait advertising" of products that he never intended to sell you in the first place, he now "has a fish on the line, and is reaching for the net."

THIS BAIT ADVERTISER usually doesn't have, or wouldn't sell you if he did have, the product

featured in his ad, whether it be a kitchen range, a new car, a TV set, a lawnmower, a washer and dryer, or even goldfish. When you ask for his advertised item, he is either "out of stock" or he claims the item hasn't arrived. He may also either knock the product that he advertised, or claim that the price as quoted was a mistake.

These bait ads hunt you, your family, friends, neighbors, and anyone else who is taken in by their hooks. They bring in an awful lot of business to these advertisers, who will stoop to use trickery to get you in their store.

Probably the most unfortunate result of these bait ads is that it often causes many people to lose interest in trying the same angle to meet competition. Soon you have a whole business community hit by these bait practices, and when this happens, people are going to stop trading in that community.

MOST of our newspapers, radio and TV stations will refuse these bait ads when they spot them, but many times they are difficult to recognize, as many of the most ethical retailers run "price leader" ads which are good, honest bargains to bring you into their stores, where you may buy other items at regular prices.

You must also remember that any good salesman may remind you that a more expensive product than the one advertised is of better quality and will probably cost less in the long run.

The difference between the ethical salesman of this nature and the sales technique of the bait advertiser is that the latter tries not to sell you the "bargain" that he advertised to get you in the store.

Watch for these common schemes: (a) food club plans claiming to pay for a freezer out of food savings; (b) referral or bonus plans, offering a "free" incinerator, or washer in return for a list of your friends as prospects; (c) phony contests with credit checks or other discount gimmicks as prizes. Without exception, these something-for-nothing appeals are bound to be a bait and a snare, hoodwinking the victims into months of debt, price-padded products, or slaphop workmanship.

BEING TAKEN on the price is not the only danger that you may encounter when you answer a bait ad. If these people will trick you by advertising, then they usually will also not hesitate to trick you in their service offer, or their guarantee.

Most advertisers are making honest efforts to sell you their products and to get you into their place of business. However, the rotten few can really hook you where it hurts—in your pocket-book, and you are the only one who can effectively stop these

## LEGAL NOTICE

Miller, Canfield, Paddock and Stone, Attorneys, 118 Wabash Bldg., Birmingham, Alabama 35203.

STATE OF MICHIGAN — The Probate Court for the County of Oakland.

At a session of said Court, held at the Probate Office in the City of Pontiac, in said County, on the 28th day of November, A. D. 1948.

Present, Honorable Arthur E. Moore, Judge of Probate.

Re: The Estate of the Estate of Hal H. Houston, Deceased.

Beulah M. Houston having filed a petition praying that an instrument filed in said Court be admitted to Probate as the last will and testament of said deceased, and that administration of said estate be given to the Detroit Bank and Trust Company, the executor named in said will or to some other person and for the determination of the legal heirs of said deceased.

It is Ordered, That the 28th day of December, A. D. 1948, at 9 o'clock, in the forenoon, at said Probate Office, is hereby set aside for hearing on said petition.

It is Further Ordered, That public notice thereof be given by publication of a copy hereof, once each week, for three consecutive weeks, previous to said day of hearing, in the Birmingham Evening News, a newspaper printed and circulated in said County, and that proponent cause copy of this notice to be served personally or by registered mail, return receipt demanded, to each of the known heirs at law, legatees and devisees at their last known places of address at least ten days prior to said day of hearing.

ARTHUR E. MOORE, Judge of Probate.

B-D THE BIRMINGHAM (MICH.) ECCENTRIC Dec. 11, 1958

pool, the stores you know and you may be planning to buy. Be sure that you are buying from an authorized dealer, qualified to install and service and furnish a manufacturers warranty.

4. Don't buy any products sight unseen. Ballyhooed bargains are mailed to the floor. Advertised merchandise is knocked in an effort to switch to something higher priced.

**ROBERT R. McMATH PLANETARIUM**

DECEMBER PROGRAM

**STAR OF BETHLEHEM**  
—an interpretation—

Wednesdays—4:00 P.M.  
Saturdays, Sundays—2:30 P.M., 3:30 P.M.

**SPECIAL CHRISTMAS SCHEDULE**

Friday, Dec. 26—3:00 P.M.  
Monday, Dec. 29—3:00 P.M.  
Tuesday, Dec. 30—3:00 P.M.

Week-days—Adults 50c—Children 25c  
Week-ends—25c to all (plus museum admission to non-members: Adults 50c—Children 25c)

**Cranbrook Institute of Science**

Lone Pine Road Bloomfield Hills  
Museum open Monday through Friday, 2:00 P.M. to 5:00 P.M.—no admission

Silhouettes Make Such Precious Christmas Gifts!

**The Silhouette Lady**

Will Be at Waite's

Dec. 15 Thru 20  
(10-12, 1-6, 7-9 daily)

Dial FE 4-2511

Miss Elliott, for an Appointment

The "Silhouette Lady", Mrs. Audrey Waite, is coming! With a few skillful snips, she cuts black paper silhouettes of children and adults. On white mounts, 5 1/4 x 7", they're suitable for framing and make precious Christmas gifts. Original, \$1.00; copy 50c.

Waite's Children's World ... Second Floor

**Waite's** Saginaw at Huron, Pontiac

**Bottle & Basket SHOPPE**

Now Carries

**LIQUOR --- as well as**

**IMPORTED & DOMESTIC - Beer, Wine, Champagne**

COMPLETE LINE OF GOURMET FOODS

PARTY SNACKS

BAR SUPPLIES

GIFT BASKETS for all occasions

**MI 6-6484**  
Detroit Line JO 6-6356

4081 W. Maple at Telegraph, Birmingham

**PLUS GOLD BELL GIFT STAMPS**

**Win \$44,000 In Prizes, Play Marko**  
**CKLW-TV Channel 9, Thursday 9-10 p.m.**

**GET YOUR MARKO CARDS AT WRIGLEYS**

**Wrigley SUPERMARKETS**

Prices effective thru Sat., Dec. 13  
We reserve the right to limit quantities

**TENDER MEATY MEDIUM SIZE**

**Spare Ribs**

**SAVE 14c** will make a wonderful meal when served with sauerkraut

**39c** Lb.

**SILVER FLOSS**

**Sauerkraut** **SAVE 12c** **2 2 1/2 Cans** **25c**

**PILLSBURY BEST**

**Flour** **SAVE 14c** **5-Lb. Bag** **39c**

**SNIDERS**

**Catsup** **SAVE 8c** **14-Oz. Bottles** **25c**

**HEINZ**

**Tomato Soup** **SAVE 12c** **10 1/2-Oz. Cans** **29c**

**FLORIDA ZIPPERSKIN HAMMOCK**

**Tangerines** **SAVE 10c** **150-176 Size** **39c** Doz. Plus Gold Bell Stamp

**BANQUET FROZEN**

**Meat Pies** **SAVE 13c** **8-Oz. Pkg.** **99c**

**LILLY GRADE "A" All White Farm Fresh Eggs** **SAVE 4c** **Doz. in ctn.** **45c**

**855 S. Hunter**  
**1855 S. Woodward**

**Wrigley SUPERMARKETS**

Hours: Monday, Tuesday, Wednesday, 9 a.m. till 6 p.m.  
Thursday, Friday, Saturday, 9 a.m. till 9 p.m.

**Telegraph and Maple**  
9-9 Monday through Saturday

**PLUS GOLD BELL GIFT STAMPS**