

Lowest Price Isn't Always Best Deal

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. How many times have you heard, "I can get it for you wholesale." Phooey! No matter who you are, you just can't get it wholesale. Dictionaries define wholesale as "the sale of goods in large quantities" and "the business of selling to retailers or jobbers items for further consumption by consumers."

THERE ARE certain costs involved in the sale of single items to many people, and that cost can be compared to "wholesaling" large quantities of one item to one customer.

However, quite often you may purchase fine merchandise at bargain prices. For many reasons such as slow turnover, the need for sale, or style or color changes, a manufacturer may cut prices, to use than the original cost of making the merchandise, and then pass the lower price on to a dealer, who will then sell to you at less than his wholesale price once was. Still the dealer is making a profit, and you are not getting merchandise at "wholesale." You are paying a retail price for merchandise whose wholesale price has been cut for a business reason. Any "wholesale" price claims are phony, however, there are many different "discount" claims, whose prices are sometimes lower. Speak

be returned, no "charge it please"—cash for all purchases, no service department, and smaller inventories with less choice of selection of goods.

If you want to forfeit these rights as a customer, then buy at a discount house, but then don't go crying to one of your local, long established and reliable merchants that you have been "taken." Sure, it's a good idea to shop around for a good price, but only if you remember that the lowest price isn't necessarily the best deal, and that you just about always get just what you pay for.

The big problem that buying at a discount has caused is that so many people have been "taken" by falling for almost any pitch to save a little money that the "dis-

count" and "factory-to-you" gyms have invaded more and more shopping areas. You are keeping these underestimates in business and making it hard on your local retailers who have been doing their best to give you good and honest bargains.

TWO OF THE discount operators' most common practices are "price padding" and "name-brand come-ons." Many unethical retailers and discount houses put a price on a certain piece of merchandise double what it should be, and then offer the product at "half-price," which makes it appear that you are getting a big discount.

The "name-brand come-on" offers you a discount on a well known product, which often leads you to buy off-brand items that are way

overpriced.

"Discount House catalogs" are another favorite means of enticing you to buy at a "bargain price." Here the discounters have you at their mercy and you may get second-hand or damaged merchandise, poor quality merchandise, or even no merchandise at all for your good money.

WE OFFER the following "pills," which will cure any "discount sickness" that you might catch:

1. Beware of the "I can get it for you at a discount" guys. Shop around to find out the price on the same item in stores that you know and trust.
2. If someone offers to get something for you "wholesale," it only shows that he doesn't even know what "wholesale" means.
3. You will usually get what you pay for, and if you want delivery, return privileges, credit,

wide selection, service and guaranteed product quality, then you had better buy from a merchant who will give them to you.

4. Don't buy without a manufacturer's warranty, and be particularly wary of furniture and appliances that seem to be new, but have a brand name that you have never heard of before.
5. Learn the reputation of the dealer from whom you are going to buy. As a normal citizen, you can not expect to know all there is to know about a certain product, therefore you must rely on the integrity of the store you buy from to give you the true facts about the merchandise that you are interested in buying.
6. Never sign any paper until you have studied it completely, looking for "extra" charges such as installation or delivery fees, and be sure that you get a receipt, or copy of all transactions.

There's a

Sale

at the

Curiosity Shoppe

1770 S. Telegraph, Bloomfield Hills

Fine Early American Furniture
Antiques, Pictures, Lamps
Unusual Colonial Accessories
Authentic Ceiling Fixtures

Want Ads cannot be accepted after 5 p.m. each Tuesday

Your Money Buys More at MORRIS!

TOP DISCOUNTS

OPEN SUN. 10 to 3
Open Every
Hrs. 10 to 3

BASCO
Women's SKATES
Men's Hockey Model or Ladies' Figure Skates LIST \$12 \$8.40

ARCO SKATES FOR BOYS AND GIRLS
Junior Figure Skates or Jr. Hockey, List \$8. \$5.60

20 FT. DIAMETER BACKYARD SKATING RINK
List \$15 \$8.88

DUST STOP
3 LICE RINGS \$59
5 LICE RINGS \$79

BRIGGS & STRATTON
NEW 1959
22" MOWER With "Touch-A-Gun" Control
\$44.95

2 1/2 H.P. Motor
Safety Clutch, H.D. Steel Deck

GE
The Perfect Pair
For Floor Care!
GENERAL ELECTRIC
LO-BOY VACUUM Model C-8
With Attachments
\$39.95

E.E. FLOOR POLISHER
\$29.95

20 INCH BOYS OR GIRLS' DELUXE QUALITY BIKES
WITH BALLOON TIRES \$4.95
AND COASTER BRAKE \$24

10 INCH G.E. SKILLET \$9.95

2-SLICE TOASTMASTER Model 1-8-21 \$9.95

ELECTRIC DEEP FRY \$5.95

General DISHWASHER
New Low Price
\$27.95

LESTOIL Liquid Detergent
Save On 5% Gals.
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REMINGTON ROLLECTRIC
\$14.50

7-YR. SERVICE FREE
Exclusive At
Morris At This Price
\$34.95

TOILET SEATS \$2.95
First Quality White or Colored

Powerful Electric 3 1/2-Inch, 1/2 HP. Saw
Adjusts For Angles
\$15.95

BOYDELL
Proven Quality
FLAT WHITE
PAINT ..
3 GALLONS
Single Gals. \$2.49

1/4" DRILL
Nationally Adv.
\$9.95

7 1/2 In. 1/4 H.P. Power Saw
\$25.95

REMINGTON ROLLECTRIC
\$14.50

Automatic 30 Gallon Glass Lined Water Tanks
With 10-Yr. Warranty
\$56.95

Genuine Duratub \$35.95

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CABINET
COVER

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THE QUALITY DISCOUNT STORES

435 SO. WOODWARD BIRMINGHAM

28700 HARPER At 11 1/2 Miles Sd.
11303 EVERARD
14139 FENKELL
5100 ALLEN RD.
11507 EVERARD
18416 JOY ROAD
12216 FENKELL & CENTER

50 EXTRA FREE GOLD BELL STAMPS
When You Buy 1-lb. or 3-lb. Fresh Ground
Del Crest Coffee

3-lb. Bag 1.69
1-lb. Bag **57c**

WITH THIS COUPON

COFFEE

WRIGLEYS

This Coupon Redeemable at Wrigleys thru Sat., Jan. 10

FREE 50 GOLD BELL GIFT STAMPS

With This Coupon When You Buy 1-lb. Bag or 3-lb. Bag Del Crest Coffee

This Coupon Has No Cash Value. Please Give to Cashier Before She Checks Your Order.

Prices effective through Saturday, January 10. We reserve the right to limit quantities.

WRIGLEY SUPERMARKETS

TENDER YOUNG CORN FED

Pork Loin ROASTS

Cut from 10-12 Lb. Avg. Wt. Loins

First 7 Rib Cuts **29c** Lb.

TENDERLOIN END CUTS . . . 39c lb.

WRIGLEYS KOOL KRISP U.S. NO. 1 MICHIGAN

Potatoes

Carloads of Kool Krisp potatoes heading Wrigley's way from the best potato growing area in Michigan . . . rich, tasty Michigan potatoes . . . where the Michigan difference is Flavor!

10 lb. Bag **29c**

DIXIE BELLE + SAVE 6c

Saltines 4-in-1 1-lb. Box **19c**

LUCKY LEAF Save 7c on 2 Cans 32-oz. Can **19c**

Apple Juice **19c**

CAMPBELL'S

Tomato Soup **2 cans 19c**

TOP FROST

Ice Cream

Vanilla - Chocolate - Neapolitan

SAVE 10c 1/2-gal. carton **59c**

WRIGLEY FARM FRESH

CREAMED

Cottage Cheese

SAVE 6c 1-lb. ctn. **19c**

FOOD CLUB ALL PURPOSE FLOUR

SAVE 10c 5-lb. bag **29c**

FOOD CLUB PURE WHITE SHORTENING

SAVE 14c 3-lb. can **59c**

WRIGLEYS

This Coupon Redeemable Only at Wrigley's thru Saturday, January 10th

FOOD CLUB ALL PURPOSE Flour SAVE 10c 5-lb. bag **29c**

This Coupon Has No Cash Value. Please Give to Cashier Before She Checks Your Order.

WRIGLEYS

This Coupon Redeemable Only at Wrigley's thru Saturday, January 10th

FOOD CLUB PURE WHITE Shortening SAVE 14c 3-lb. can **59c**

This Coupon Has No Cash Value. Please Give to Cashier Before She Checks Your Order.

GET FINER GIFTS FASTER WITH GOLD BELL GIFT STAMPS

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Hours: Monday, Tuesday, Wednesday, 9 a.m. till 9 p.m.
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