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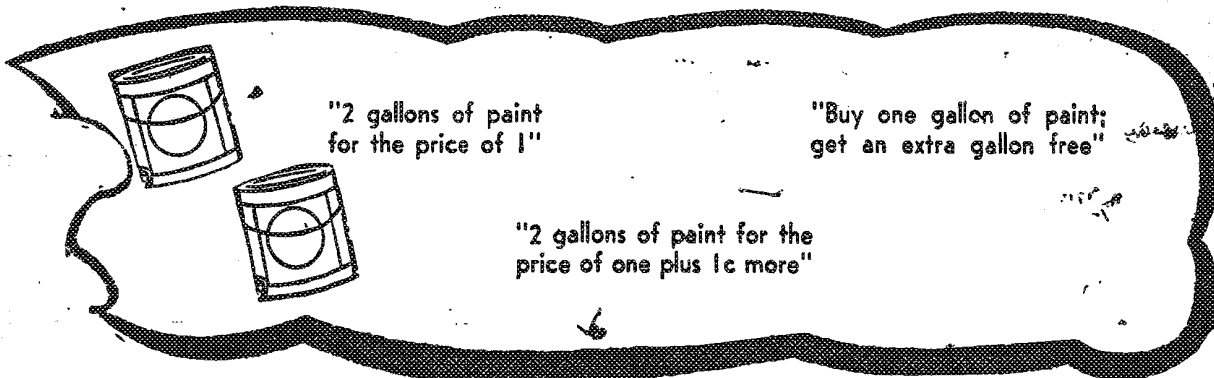
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WHAT ABOUT THIS "2 FOR 1" BUSINESS?

Here and there across the country, deals offering



are being vigorously advertised and promoted, not on occasional special sales but as a regular way of doing business. No matter how the offer is worded, the object is to persuade buyers they are buying one gallon of quality paint (usually in the 6.98 a gallon bracket) and getting another gallon "free" or for a penny.

On the face of it, this is sheer nonsense. How can anybody regularly give away a \$6.98 premium with every \$6.98 sale? The person who can do this certainly possesses the best kept secret in the world.

But the gimmick is more than nonsense; it is misleading and fallacious.

As the National Better Business Bureau has pointed out: When two articles are ALWAYS offered together for a stated price and cannot be secured individually in the normal course of business, the customary unit of sale is two, and to imply that the stated price is the regular price for one and the other is "free" is fallacious. Such a scheme has the tendency to mislead and deceive the trusting and gullible.

The Federal Trade Commission, whose job it is to police advertising claims, takes an equally dim view of this gimmick. There are now ten companies whose activities are being investigated closely by the Commission. All of the various unethical practices have been condemned by Chairman Earl Kinnear of the Federal Trade Commission.

Unfortunately, the "trusting and gullible" the National Better Business Bureau refers to are all too often mislead. They actually believe they are getting two gallons of \$6.98 paint for the price of one gallon.

To disillusion such a customer, remind him that he can buy two quarts of such bargain paint (usually at about \$2.25 a quart) and get two more quarts "free." Ordered this way, a gallon of the bargain paint can actually be purchased for \$4.50.

Thus, the seller of the paint himself admits that his paint is not worth \$6.98 a gallon! What's more, if you take into account the normal differential in price between a gallon package and four quart packages, it is at once apparent that the bargain paint is, at best, worth \$3.49 a gallon.

SHERWIN-WILLIAMS

1417 TENNESSEE ST.

MI 44053