

EVERYBODY'S

Autumn 64 **ONLY**

A MAGAZINE FOR CREDIT UNION MEMBERS



USE your credit union

You own it.

Make the most of it.

Take a hint from the credit union member in Houston, Texas. She won \$25,000 in a contest. She quickly put it all in shares in her credit union.

Whether it's winnings or earnings, whether it's a big sum or a small amount, the place to keep your money safe is in your own credit union. The money you save may be from pop bottle penny refunds or from contest-winning windfalls. Your own credit union is yours to use regularly for your savings goals. Your money grows in time with the dividends your credit union pays on your shares. So make the most of your credit union when you save.

When you have to borrow, if you have a good reason to do so, come to your own credit union. The people who work in it have faced money problems like yours—big and small. They know how to help you when you apply for a loan. You might borrow to buy "peanuts" or grand pianos. If you think your credit union can handle only the little loans, come in for a surprise. Your credit union can help with the big-ticket buying. The rate of interest is among the lowest possible.

So make the most of your credit union.

You own it.



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Everybody's money

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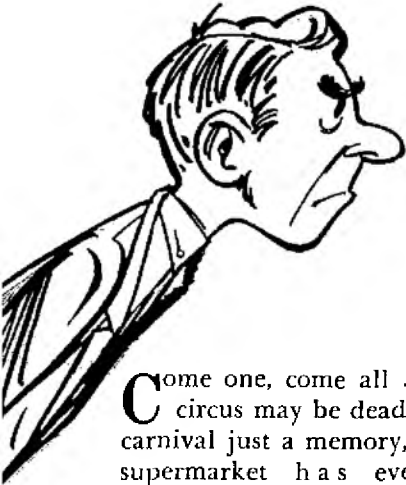
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DID YOU LOOK INSIDE?



Come one, come all . . . The circus may be dead and the carnival just a memory, but the supermarket has everything: funhouse, magic mirrors, and the chance of a lifetime to win a bag of edible foodstuffs. It's a game of skill, of course.

If you're going to match wits with the motivational experts who guide the packaging and advertising of the 7,000-plus items in today's supermarket, you should at least know the rules of the game since they already know more about you than you do about them.

They know, for example, that the box with the label in blue on yellow will flag your attention ahead of any other, that the tall, skinny bottle of salad oil not only looks like more but—by the very shape it's in—*can't* be fattening. A few rows of canned goods spirited from the

shelf to the end of the aisle in a pyramid, and—presto!—a bargain.

But more important than any of these shenanigans is the sure knowledge that the harassed shopper, pulling junior out of the marmalade display and reaching for her bifocals, is in no mood to compare net contents of two brands of the same product.

Planned confusion

Ever since the truth-in-packaging bill was presented to the U.S. Congress three years ago (it still awaits action by the Senate Judiciary Committee) the displeasure of a nation's shoppers has been growing, born of a million little inaccuracies rolled into one: "Laundry size" boxes of detergents that cost more per ounce than smaller "Giant" and "King" sizes, cereal boxes with slack fill far beyond any rea-



BEANS
WITH PORK
& TOMATO SAUCE

**PORK
AND
BEANS**
IN TOMATO SAUCE

MORE REALISTIC?
The label on the left more accurately describes the contents. Same brand, similar contents, similar illustration if not identical. But the Canadian can plays up **BEANS**, which is mostly what's inside.

sonable allowance for "settling," and bottles with irregular or magnifying shapes that falsely promise full value. Wider paper towels on the same size roller force the user to exhaust the supply sooner; mouth-watering pictures deceive the buyer as to the contents of tv dinners and frozen fruit pies.

By now it's common knowledge that the store owner, who really decides prices, according to industry, unpacks carton after carton of goods straight from the manufacturer labeled "cents off," "one-half price," "save 10¢." A rising volley of questions go unanswered. *Cents off what? Serves four — people or sparrows? Which is the better buy, a 6½-ounce can of tuna fish at 24¢ or the 3¼-ounce size at 2 for 29¢?*

Does it matter — an ounce here or there, a penny or two

more for a pretty package that this week has a handle, next week comes in a different color and weighs less? The question is, how much do you lose and how can you tell?

The truth-in-packaging bill, sponsored by Senator Philip Hart, asks that the buyer be able to get essential information from the label and the package on the theory that he has a right to know what he is getting for his money. It would ban misleading promotions such as "cents off" or "economy size." It would require net weight or contents to appear in easy-to-read type on the front panel without "puffy" phrases, eliminate fractional ounces, and keep some relationship between package size and contents.

To cheat or not to cheat

At annual meetings the past few years federal, state, and lo-

cal weights and measures officials have spent considerable time working toward a model law for uniformity in packaging and labeling which would be agreeable to both buyer and seller. Last year they asked a committee representing a wide range of American businesses to come up with proposals for ending the confusion.

Recommendations of this committee, incorporated into the final provisions announced at the conference in June of this year, include for example, specifications that the word "Giant" or "Economy" should be followed by the word "size." The declaration of contents should appear on the principal display panel, the conference decided (but the area was not precisely defined); contents of aerosol cans should be given in terms of the amount that can be expelled (but this includes the propellant, variously estimated at $\frac{1}{4}$ to $\frac{1}{2}$ the net bulk). As for standardizing packages to eliminate fractions (multiples of 2,

4, 6 ounces, for example) the whole matter was postponed for future consideration.

Finally, last year's recommendations of standards for size and readability of type which declares contents were abandoned in favor of stipulations which would create little or no change in present practices. Thus, there would be no minimum size type required on products such as tuna fish or tomato sauce; soups, fruits and vegetables in the common number 303 size could declare contents in 6 point type, and only the buyer who chose large cans—a tall juice can or bigger—would be able to read the contents statement in type the size used in this magazine.

Mrs. Esther Peterson, the President's Special Assistant for Consumer Affairs, made her views plain in addressing the conference. "I think it is appalling that industry claims it is too expensive to provide for American consumers the same service they are required by law to provide for Canadians," she said. *Caveat emptor!*

No money down

... Just words on paper. *Everybody's Money* will pay \$25 for the best specific, human interest story of your own or your friends' actual experience with "easy credit." Names and places must be given but will not appear in print. Stories are limited to 250 words or less. Send typed entry, with the name of your Credit Union, to Contest Editor, *Everybody's Money*, CUNA International, Inc., (formerly Credit Union National Association), Box 431, Madison, Wisconsin 53701.

Save it from the top!

Every pay day the list of payments due pops up.

Pay yourself first. Put savings in the leading spot.

Then go on down the line and take care of the bills, the "fun and games" you plan for the family, the "miscellaneous" catch-all you hope to use for this or that forgotten but wanted item.

Finally, you have to stop at the "what's left over" category.

If it's left over, it can be saved.

Save at first and save at last.

Credit unions make it easy to put some money away every pay-day. It becomes automatic if you have payroll deduction. If you haven't, it's easy to make a habit of visiting your credit union every payday to make a deposit.

It's a way of living.

Right now you would have \$330 in your savings account if you had started saving only \$5 a month five years ago, assuming your credit union pays a 4 per cent dividend. That is an average rate.

If you save from the top of the list you won't have to worry about scraping the bottom. Save \$5, \$10 or larger amounts. They grow as you can see by the chart below:

**Savings Grow When You Save Regularly
In Your Credit Union**

Monthly Saving	5 Years	10 Years
\$ 5	\$ 330	\$ 720
10	660	1441
25	1650	3602
40	2641	5762

What Size Clothes?



Fitting your children into the clothes you buy off a rack is becoming increasingly harder as healthy children grow taller and broader. Seventy per cent of today's 12-year-olds cannot be fitted into size 12 clothes. Since childrens' clothing is usually outgrown before it is worn out, buying the right size can stretch your clothes dollar.

Canada has a standard sizing system, after a ten year study of actual measurements of 150,000 children. Based on body measurements, rather than age, the new sizes range from 18B to 38A for garments that fit the upper part or the whole body and 20Y to 40Z for garments that fit at or below the waist.

Once you learn your child's letter (A for a slim chest, B for a sturdy chest, Y for a slim waist, Z for a sturdy waist), you simply measure hips or chest, add the letter to the number and you have your child's exact size, 26A for a shirt, for example, or 20Y for trousers.

In the U.S. clothing sizes are based on age, height, and weight, not body measurements. Sizes 3-6x are designed for young children ages three to six and one-half, sizes 7-14 for girls ages seven to fourteen, and sizes 8-20 for boys ages eight to twenty. Still, it is not uncommon for an eight-year-old to wear a size 10, or even a 12, de-

pending on the type of garment and the manufacturer's sizing system.

Although large retailers talk of standardized sizes, clothing manufacturers are reluctant to agree to a system calling for fewer garments made in more sizes.

What to do?

If you can't take your children shopping with you, better develop a sharp eye for sizing the clothing. One clue is the price tag. An expensive garment is usually larger than the stated size. A cheaper garment is usually smaller, due to the manufacturer's skimping on cloth and seams.

Once you know your child's

measurements, and have a general idea of the size range he can wear, look for special features of a garment that will "grow" with him. Elastic waistbands, snip-out or generous hems and seams, let-out tucks, adjustable straps, long sleeves that may look well as three-fourths length are some of the features that will increase the wearability of a garment. Knitted garments and stretch fabrics, bought one size larger than needed, will usually fit for several seasons. Since "hand-me-downs" is fast becoming a forgotten phrase, careful shopping for the right size childrens' clothes can save you much time—and money.

A better fit for kids' clothes in Canada.



HIPS

Measure around widest part

CHEST

Measure around fullest part

WAIST

Measure around natural waistline

Measure over lightweight, close-fitting underwear. Tape is snug but not tight.

From Standards Branch, Dept. of Trade and Commerce, Ottawa, Canada.



NOW HEAR THIS!

Perhaps in no other buying situation is the consumer so completely baffled and bewildered as when he is purchasing a hearing aid. Yet for the 10 per cent of the population who suffer from a hearing loss, a hearing aid is a major investment, usually bought with savings or pension funds.

If a hard-of-hearing person goes directly to a hearing aid dealer, as 9 out of 10 do, his own disability makes him rely wholly on the advice of the man who is attempting to sell him a hearing

aid. With no knowledge of hearing losses or hearing aids, the customer has no effective bargaining power.

This need not be the case. Satisfied hearing aid wearers are those who go to the time, trouble and expense of consulting a doctor or professional audiologist to find out the extent of their hearing loss and the type of aid required. Once you have this information, you are clearly in a better position to buy a hearing aid. Others have not been so lucky.

Senate inquiry

Testimony in the 1962 U.S. Senate inquiry into the high prices of hearing aids revealed that many people were sold useless hearing aids by fast-talking, high pressure "salesmen," who, in some instances, were hired by manufacturers' ads in newspapers calling for "ex-used car salesmen." Although these salesmen had little, if any, knowledge of hearing aids or how to fit them, their smooth sales talk and quasi-medical manner caught many people unawares. Once these salesmen had won the customers' confidence, they quickly made use of such sharp selling tactics as convincing the customer he would lose his hearing, or forget how to talk, if he did not buy their hearing aid immediately. One sales manual exhibited at the Senate hearings supplied ready answers to overcome a customer's objections or his wish to consult with his doctor or family before he bought an aid.

Samples of misleading hearing aid advertisements were also exhibited at the 1962 Hearings. These ads played on the fears of the hard-of-hearing with such lines as "It's a Shame Not to Hear!" or "Don't Let Anyone Know You Can't Hear!" Other ads announcing "A Completely Invisible Hearing Aid" carried a picture of a small disc, which was, in fact, the battery—only a part of the actual hearing aid.

Since 1962 many of the "half-

truth" ads have disappeared. Oregon has passed a law requiring all hearing aid dealers to be licensed, and other states are considering such a law. Responsible members of the hearing aid industry (and there are many) who have done much to clean up their industry object to the law, declaring that unscrupulous persons, as well as honest dealers, can pass the examinations. "Fast buck" salesmen are still around, and there are hearing aid manufacturers willing to supply them with hearing aids and sales manuals.

"A veritable flood of mail," from elderly persons who had been swindled by sellers of practically useless hearing aid equipment, has poured into the office of Mrs. Esther Peterson, Presidential Advisor on Consumer Affairs. (One woman paid \$700 for a hearing aid and \$600 for a special hearing device for her television set.) And a recent racket in Wisconsin was to sell a "hearing aid" for \$200-\$300 composed of parts taken from used aids.

Hearing clinics

If you have a hearing loss, first go to a doctor. An otologist, a physician who is an ear specialist, should be your first choice. Your hearing loss may be corrected by minor surgery, or it may even be reversible. If tests indicate you might benefit from a hearing aid, the otologist will send you to an audiologist, a hearing specialist usually con-

nected with a non-commercial speech and hearing clinic at a hospital or university. (An audiologist is a professional hearing specialist trained in fitting hearing aids. *He is not to be confused with the hearing aid dealer* who displays membership in the Society of Hearing Aid Audiologists, an organization that presents dealers with a certificate after completion of a home study course.)

After a series of objective hearing tests, the professional audiologist will recommend one or more hearing aids acceptable for your hearing loss. He will help you make arrangements to purchase an aid from a reputable hearing aid dealer. In some instances, local dealers, selected by the hearing clinic, receive patients on a rotating basis, and often provide a reconditioned aid free to those who cannot afford to buy one. The dealer, after discussing your needs with the audiologist, will fit you with an aid and teach you how to use it.

Hearing aid dealers

If there are no such clinics in your community or within commuting distance, you will have to rely on the advice of your doctor, a reputable hearing aid dealer, and your own good judgment when you buy a hearing aid. Before you choose a dealer, check the community and financial standing of several, and pay them a visit. Double check any dealer who sends you a postcard

offering to test your hearing in your home. Many of these are unauthorized salesmen operating from the trunk of a car. Once you've chosen a dealer, take a friend with a familiar voice along with you to help you test and choose your hearing aid.

Although the manufacturers and the ads stress the small size of a hearing aid, your first concern in purchasing an aid should be its ability to help you hear better. Look for (1) intelligibility of sound — the aid which distorts sound least for you, (2) tolerability—the loudest noise should not be uncomfortable, (3) quality of sound—your appreciation of the sound produced by the aid, (4) performance of the aid in difficult hearing situations, such as crowds or telephone conversations, (5) ruggedness of design, (6) size, (7) appearance.

Most dealers offer a free 10-day trial period. This will give you time to adjust to the new sensations of wearing an aid.

The type of aid your doctor or audiologist recommends—ear level, eyeglass type, or body aid—will depend on the severity of your hearing loss. But, chances are, the hearing aid dealer will try to sell his most expensive aid first, the binaural aid. Next, he will suggest the ear level aid, and last, the body aid, in order of decreasing price. The advantages of using a binaural aid (two aids) are disputed, but

audiologists recommend them in special cases, such as for blind persons. If you're willing to pay almost double (around \$700) for a binaural aid, you may be well pleased with the added depth of sound.

Service is a must

The willingness of a hearing aid dealer to stand behind his product is most important. The estimated life of a hearing aid ranges from two to five years, and you can expect to have your aid serviced a number of times. Check to see if the dealer has reconditioned aids for loan in case of servicing delay. When you do take your aid in for repairs, brace yourself against a sales talk to convince you to buy a new aid. This may be necessary, but you can get an estimate, and perhaps a bid, on repair costs, by sending your aid directly to the manufacturer.



Although hearing aids cost around \$50 to manufacture, retail prices range from \$100 to \$1000, with the usual price around \$250-\$350. The uninformed buyer is tempted to buy an expensive hearing aid, thinking that quality and price go together. This is not the case in hearing aids. Testimony at the 1962 Senate Hearings revealed that there was only \$25 difference in manufacturing costs between two models of hearing aid exhibited there. Yet one sold for \$99 and the other for \$279. The \$279 model had proved the best seller. One dealer testified that he was put out of business by a competitor who sold his identical aids for \$100 more. People shunned the dealer's cheaper aids, thinking them to be "seconds" or that service was inferior—not at all the case, in this instance.

Before you sign . . .

Read the fine print of the guarantee and sales contract. Ask whether or not the price of the earmold is included in the price. Find out the company's policy on accepting trade-ins on a new model. Make sure you understand the services available to you.

Give yourself time to adjust to the hearing aid before you complain to the dealer. A hearing aid can only make sound louder; it cannot restore normal hearing. Many new hearing aid wearers are disappointed because they expect too much.

Fall Contest Winner

Dear Contest Editor:

"No money down. By this time tomorrow you'll have all the clean soft water you need."

In this hard water area, with four small children to wash for, those words were music to my ears. Before we had a chance to think much about it, the fast-talking salesman had us signing papers. Our payments would be \$25 per month for three years. The salesman assured us we'd save nearly that much on detergents, cleaning powders and shampoos.

Our account was turned over to a finance company, bringing the total costs to a staggering figure.

Several months later we sold our house, and while closing the deal, the real estate man told us he'd found that we had a \$900 lien against our house. We weren't aware that we'd signed any such paper. We had to go to the finance company and have the lien transferred to our new home.

We discovered later that we could have bought an identical product for about one-third the cost. We will know in the future to read the fine print before signing anything, and to think twice before being taken in by "easy credit." We learned our lesson the hard way.

Mrs. James C. Brewer
Minnequa Woods Federal Credit Union
Pueblo, Colorado

Choose a Contractor with Care!

If you'd rather have it right than do it yourself, your worries aren't over until you've found the reliable contractor who specializes, if possible, in the home repair or remodeling project you plan. There are four general categories to choose from:

Home builders, especially in the slack season of fall-into-winter, can offer expert know-how and skilled workmen, invaluable for large-scale remodeling.

One-stop remodeling shops offer similar advantages (detailed plans in accordance with local building codes, all materials, even a design service with or without a separate fee).

Specialist. You can save money by hiring the plumber, electrician, or roofer, for example, if the repairs are minor or involve but one type of service. The key point to determine is whether he will do the work himself or subcontract it to others.

Jack-of-all-trades. This is the man who can do anything and, as a special favor, do it for less than any established firm in your area—a stranger who appears at the door out of nowhere. He may clean the eaves and discover loose bricks in the chimney—a repair job either he or a man he “knows” can fix immediately. He may find “leaks” and “hazards” he “can

repair”—or replace at hundreds of dollars. His aim is to talk long enough to get a down payment or your name on a contract before he takes off to pilage another town.

- Choose a contractor with a place of business and a list of satisfied customers, but don't stop there. Friends or relatives who have used his services can give you unbiased reports; the Better Business Bureau or Chamber of Commerce may have information, too.

- Protect yourself by choosing a contractor who carries insurance to cover workmen's injuries; if work is subcontracted, make sure you are protected against liens.

- Get several bids before you sign a contract and a detailed estimate with each which names type, grade, and cost of materials, as well as the cost of labor.

- Read the contract carefully for details which include exact dimensions and specifications, and don't sign a “completion certificate” until you have thoroughly checked the finished job.

- Avoid the man-in-a-hurry who uses high pressure.

- With a loan from your credit union you can ask for and obtain the advantages of a cash customer at an established and reputable contractor.

In newspapers, on radio and television, in roadside signs, and by other means, motorists are being urged to drive safely to cut down the alarmingly increasing highway accident toll. But are you sure your car is *capable* of being driven safely?

It's a sober fact that most experts agree a large number of serious automobile accidents still are being caused by mechanical failure. A recent study by a Harvard researcher flatly stated that 50 per cent of all fatal accidents still are being caused by mechanical trouble. Most other observers feel this percentage is too high; the National Safety Council, for instance, feels 10 per cent is closer. (Ten per cent of 40,000 highway fatalities a year is a lot of deaths.)

High on the list of causes of serious accidents are three things: brakes, steering gear, and tires. Failure of any of these at high speed can be deadly. All indicate the importance of

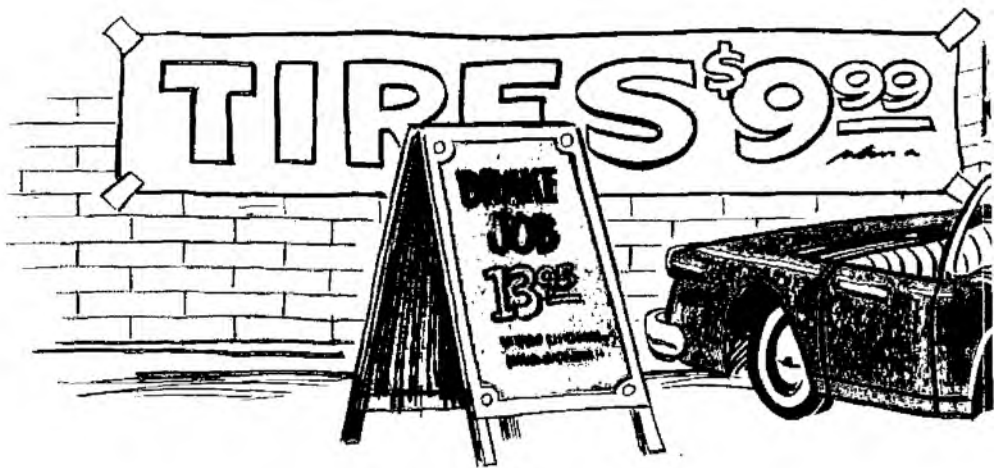
regular maintenance by reliable garages.

And there are lures for the consumer in all three areas.

Brakes

You know you must have good brakes, but do you know how much a brake job costs? Continent-wide you will see offers of brake relining for \$13.95 or some similar figure. Can you have your brakes relined for \$13.95? Yes, but it's very likely that if your brakes need relining, other brake repairs are needed too, or will be shortly. Brake cylinders may need overhauling, brake drums may need grinding, for example. If this work is required your bill will be around \$40. This is not too much, but it is not \$13.95.

There are two gimmick possibilities here: you may get a relining job at the advertised price and drive off with only a third of the needed work done and a false sense of security; or you may be irritated to learn that the \$13.95 job you thought



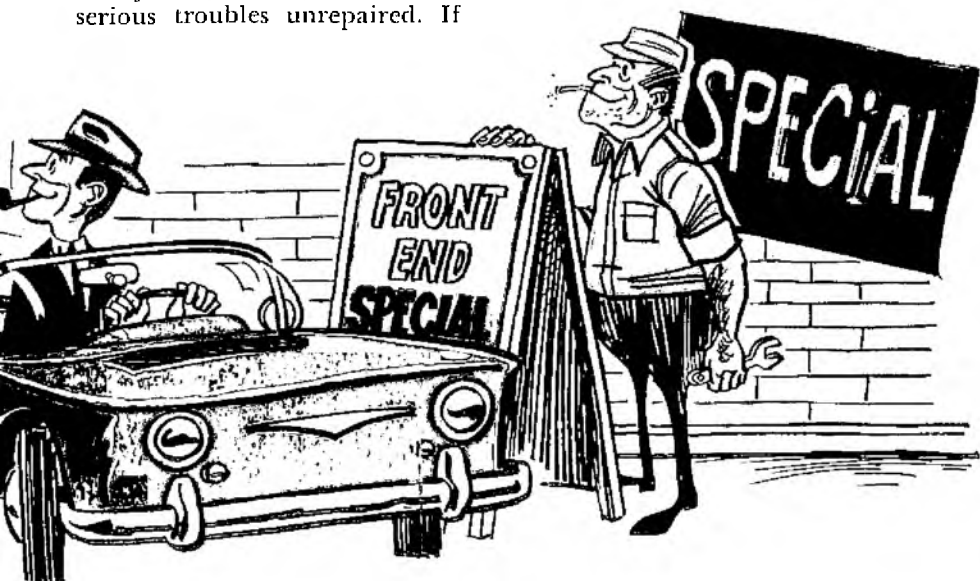
was being done costs \$40.

(Incidentally, a recent National Association for Stock Car Auto Racing (NASCAR) test of brake linings revealed that of 19 brands tested, only two met minimum requirements of modern highway driving, 12 failed the test, and five were marginal. This test points up both the importance of taking your car to a reliable garage and the urgent need for enforceable industry-wide standards for linings.)

Steering gear

You can find "alignment jobs" advertised just about everywhere for around \$10. Can you get a front-end alignment for this price? Yes, but if other unsafe steering conditions are present and other mechanical work is required, the bill could come to \$100, depending on what's needed. Again, the "\$10 realigning job" may be just an advertising come-on. If the shop is interested in a big volume of \$10 jobs, you may leave with serious troubles unrepaired. If

Check car, drive safe!



the shop is honest (except for using advertising come-ons) you will have to pay more than \$10 if the work is needed.

The subject of tires is so complicated that it would require a book a hundred times the size of this magazine just to list all the complications. State, provincial, and federal governments are studying ways and means of protecting the consumer against trick advertising, inferior and dangerous merchandise, and a monumentally complicated pricing structure.

Tires

A master mechanic with 30 years of experience in all phases of auto repair and maintenance said a good rule of thumb on buying new tires—at least until the current mess has been ironed out—is never to buy a tire of less quality than original new car equipment. “I have seen \$9.99 tires that I wouldn’t put on my car free,” he said. “They were not as safe as the old bald tires on my car.” There are many cut-rate tires on the market that should never be driven at more than 50 miles an hour, he said.

“Original equipment grade tires, or ‘100 level’ as they are called, may cost you more than bargain tires, but you’ll never go wrong with them. Insist on them.” And, he added, for most people and most normal driving, there’s little need to buy *higher-priced* tires than original equipment grade.

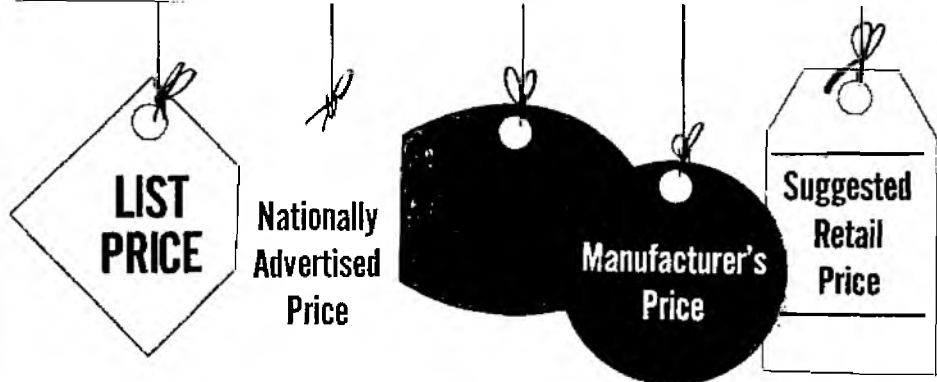
Best advice of all is to know

your garage and know your mechanic, and have regular checks of tires, steering gear, and brakes. Find a good shop and rely on it. A good mechanic will be glad to tell you what he’s doing to your car, and why. A good garage will do only necessary work.

A shady garage — and there are many of them—may do poor work, incomplete work, or no work at all where it doesn’t show. A gyp garage may recommend repairs that are not needed and overlook work that should be done. One local gimmick was to demonstrate to the customer that he needed new ball joints by wiggling “loose” wheels up and down. The customer didn’t know there *had to be* play in these joints, and he and scores of others bought new parts that were not needed.

Suppose you’re on a long trip and something goes wrong? Suppose it happens in an area where there is only one garage, and it doesn’t look very promising? Appearances can be deceiving, of course, and there may be a master mechanic and an honest man in that grimy little shop. But the point is you are at this man’s mercy, whoever he is.

And you should not be having tire, brake, or steering trouble so far from home! Never leave on an extended trip without having these points checked. Regular inspections by good mechanics in a shop you know and trust can prevent your becoming a highway statistic.



"Fresh air for the Cat!"

It's good for the consumer when one of the biggest merchants in the world lets the cat out of the bag about prices. Sears, Roebuck did it in an ad, part of which we quote:

"Here's the up-to-date Sears guide to words to be wary of when you go shopping:

"1. **List price.** This is the 'value' the manufacturer of retailer puts upon the product. It's easy to abuse. Too often, they put a high list price on the product so it can be marked down to look like a bargain.

"2. **Nationally advertised price.** This is the price the manufacturer puts in his advertising. Sometimes it's fairly arrived at, sometimes it's inflated. How can you tell? You can't.

"3. **Discount price.** It's supposed to be a bargain. Is it? Remember how easy it is to set a phony list price and then cross it out.

"4. **Comparable value.** Hardest of all to pin down. Are the items

being 'compared' identical? Very seldom. Usually the comparison even if it's honest, is loose guess-work.

"5. **Recommended price.** Set by the manufacturer, another name for list price. Too easy to make it high so the store can mark it down.

"6. **Manufacturer's suggested price.** Words again. Same as list price and recommended price. May be legitimate, but subject to the same kind of hanky-panky.

"NOTE: Don't look for these words at Sears. You won't find them. Sears believes in some other old-fashioned words—like honesty, and integrity, and reputation. That's why you won't find Sears playing word games with prices."

So some retailing people are mad at Sears. We're glad they gave the price cat a fresh airing.

Learn by mail



You don't like your present job. You think you're ready for a higher grade or a new field. So you look in the classified ad section or the correspondence school ads by the dozens in some popular magazine. The headlines read like rainbows headed for your own pot of gold: "earn big money," "earn more money," "successful future."

Those silver-jingling titles tend to play a tune up and down the scale of a person's present disappointment or frustration with a job he doesn't like.

It's well to look behind the ads. Prices of home study courses range from less than \$100 to more than \$600. A false step by you might wipe out that "big money."

Most home study schools can start you toward a new job or help you learn more about the one you're in. Some, through their advertising, promise a lot, and are potential traps for your money.

Reputable correspondence schools, generally those older than 5 years, can be found by checking at least two of the following: state or provincial department of education, the National Home Study Council in Washington, D.C., the U.S. Veterans Administration, or your own high school or vocational school guidance counselor.

Even the approved schools differ in quality and the prices they charge. For example, five

home study photography schools give courses varying from 18 months to 3 years with fees of \$84 for the least expensive and up to \$625 for the most costly. Quality may not correspond to cost. The National Home Study Council, which accredits private correspondence schools, requires that tuition be reasonable for the service rendered.

Find out first if jobs really are available in the field you choose to study. The people who know are: U. S. State Employment Service, Canadian National Employment Service, company personnel managers, labor union officials. It's a waste of time and money to study for jobs that are falling like dominoes under automation.

Take a good look at your own study habits. Do you have self-discipline and patience to stick to your lessons? Would a resident school be better for you? Consider public high schools and vocational and technical schools in your home town or a nearby city.

Check your own ability and talent for your chosen subject. Aptitude tests at your high school or vocational school may tell you whether you might make good.

You can't learn everything by correspondence. In some trades the best training comes with the big, expensive machines and equipment available only in classroom or laboratory. Air conditioning systems, television

transmitting stations, aircraft, diesel engines and airbrake technology are such fields.

Live teacher

A beginner in piano or guitar, for example, can learn musical theory, history, and harmony by mail. But the test—your actual performance—requires the presence of a teacher. Learning to be a salesman by home study? You should have the benefit of practical demonstration.

You need personal supervision in learning subjects that will require you to prevent injury to people. Books may teach theories but in a field like nursing, a woman trainee obviously must work under the personal supervision of professional nurses and physicians. You kid yourself and waste your money if you rely only on correspondence courses in such fields.

If you think you're another Steinbeck or Hemingway, think twice and more before signing up for a writing school. The fees can run high—over \$600 at one. Granville Hicks, an editor of *Saturday Review* and a teacher of writing, believes that the teaching of writing can be useful "only under certain circumstances and then only in limited ways." He seriously doubts it can be done by mail.

Only 59 of the more than 400 correspondence schools are accredited by the National Home Study Council. Any private home study school can apply for accreditation after it has been

in operation for at least 5 years. It must be willing to undergo detailed examination and re-view by experts in education.

Some fly-by-nights

Some newer schools may be fly-by-nights, some not. Among them are some using high-pressure tactics, either through the mail or by a salesman's visit. So-called civil service preparation schools can't get you government jobs, no matter what their literature or their salesman tells you. Civil service jobs are won after taking exams given by government bodies. Schools offering airline hostess work are almost useless. Airlines prefer to send students through their own schools.

The Better Business Bureau cautions against: salesmen willing to sign up anyone with a down payment whether or not he can meet requirements; and with self-awarded titles of "counselors" or "vocational guidance counselors"—they're out first to get commissions on signed contracts.

Read the contract, tiny print and all, and take your time. Don't fall for the rush act of the salesman who seems to be running to a fire. There is no such thing as a "last chance to enroll," etc.

Compare schools and their contracts. Compare what the salesman tells you with the written contract. When you sign, you agree to pay. Be sure you know what you're getting for

the money. On the other hand, don't sign a contract you don't expect to carry out.

Salesman's tales

Some salesmen exaggerate your possible earnings after taking their courses; tend to tell tall tales about job opportunities and earnings; and misrepresent their school facilities and equipment, and accomplishments and salaries of graduates.

If the salesman says you were "specially recommended" for enrollment or uses a similar come-on, check it carefully. You may be offered a phony "scholarship" under which you would make "reduced payments." Probably tuition has been raised to a fairy-tale price to allow for it.

In some states a salesman needs a license to solicit students. You should ask to see his license. Don't let it whisk past your nose.

Before you decide on the school get a sample lesson. Ask for several. The quality of paper, printing and binding of lessons may be a clue to the school's quality. A recent copyright date on the inside of the book is another clue.

Home study courses like many other products, are sold on a cash or instalment plan basis. Cash payment may save you 15 to 20 per cent. If you need cash, borrow from your credit union and save more by its low interest rates.

If you learn anything, learn to look behind the ads.

Know the Cost of Credit

Your credit union wants you to know how to get the lowest-cost and most convenient credit. For this reason we reprint excerpts from "Consumer's Quick Credit Guide" published by the U.S. Agriculture Department at the request of the President's Committee on Consumer Interest.

HOW TO FIGURE DOLLAR COST OF CREDIT

Add all costs you will have.
(Add down payment and total monthly payments)

Subtract cash price of what you are buying.
Difference will be dollar cost of credit.

EXAMPLE: A refrigerator costs \$300 and can be paid for by making a \$12 down payment and 18 monthly payments of \$17.92 each.

ADD \$ 12.00 Down payment.
\$322.56 (\$17.92 multiplied by 18)*

—————
\$334.56 Your total cost on credit

SUBTRACT \$300.00 Price you would pay if you had cash

\$ 34.56 **DOLLAR COST OF CREDIT**

*Charge is figured at \$8 per \$100 per year on \$288 (\$300 minus \$12 down payment). This is a simple annual rate of 14.8%. See chart at right.

TYPICAL CREDIT CHARGES

If charges are based on the *beginning amount owed* and are included in the 12 equal monthly installments:

If Charged	Simple Annual Rate Is:
\$ 4 per \$100 or 4% per year	7.4%
\$ 6 per \$100 or 6% per year	11.1%
\$ 8 per \$100 or 8% per year	14.8%
\$10 per \$100 or 10% per year	18.5%
1% per month	22.2%

If charged only on *unpaid amount owed*:

If Charged	Simple Annual Rate Is:
3/4 of 1% per month on unpaid balance	9%
5/6 of 1% per month on unpaid bal.	10%
1% per month on unpaid balance	12%
1 1/4% per month on unpaid balance	15%
1 1/2% per month on unpaid balance	18%
2 1/2% per month on unpaid balance	30%

The credit union maximum rate of 1 per cent per month on the unpaid balance includes everything; there is nothing more to pay. This is not true of many other lenders whose rates may seem low but may have added charges for insurance and other fees and "extras." The credit union's maximum rate is a true annual interest rate of 12 per cent. Some credit unions charge less, and an increasing number make year-end interest refunds that effectively lower the already low rate.

Almost always your credit union offers you lower cost of credit than you can get anywhere else. If you are eligible for the few exceptional lower-cost loans from other sources, your credit union will tell you so.

TOYS



Santa Claus is coming to town —and by Christmas Eve American parents (and grandparents and aunts and uncles) will have spent a billion dollars on the toys in his pack.

Toys are apt to be a big item in any family's Christmas budget, and this year there are more toys—from dolls that burp to tricycles that roar like motorcycles—than ever before. There are toys designed to provide hours of fun for your child, and there are "ten-minute wonders" designed just to catch *your* eye.

In toyland, novelty means profit; the latest thing in toys is usually introduced at a highly inflated price. But a fancy price tag or an elegant packaging job doesn't necessarily mean that a toy has any real play-value—that it is one your child will enjoy using for months to come, which is one test of value.

From now till Christmas, toy manufacturers will pour millions of dollars into advertising campaigns, mostly on tv, to influence Johnny and Susie to *convince you* that they can't live through Christmas without the newest almost-real-life robot or talking doll.

What Johnny and Susie and even their parents often don't realize is that some of these remarkable toys aren't as amazing

as they look. From the way the "Robot Commando" was advertised, for instance, you could easily get the idea that it moved in response to spoken commands, when actually it was run by batteries and controlled by push buttons.

Another common deception is to suggest, directly or indirectly, that you're getting more for your money than you really are — a picture on the box that gives a false impression of what's inside, or an "almost foot long" toy aircraft carrier that's only 8 inches. A large set of plastic soldiers advertised by one company (Lucky Products) sounded like a good buy — until you found out they were only flat plastic pieces. A classic case is the "spectacular 9-inch doll with beautiful hair down to her shoulders . . ." Turned out to be a paper doll.

Between high-pressure advertising and phony bargains, how can you choose toys that are honest values in terms of your child's interest and your money? First of all, consider what your child can actually do with the toy. A marionette that moves its arms and legs when you press a button is a clever device, but can it compare, day after day, with one the child can manipulate himself? Or would Susie

WITHOUT TEARS

have more fun with a doll she can take to bed or into the bathtub? — without an expensive change of doll wardrobe.

When off the store shelves and in your child's hands will the toy be a safe and durable plaything? Does the cuddly plush dog have eyes that can be pulled off and swallowed? Are there sharp edges or dangerous wires? Don't buy a toy iron or any electrical toy that doesn't have a UL (underwriters laboratory) label. A potentially dangerous toy recently on the market features a punching-bag type of ball attached to a headband. When struck, the ball swings back towards the child's face, and the plastic visor which is supposed to protect his eyes may break and cause injury.

How long a toy will last in the hands of an active child can always be a problem. Do your part by avoiding toys that are obviously poorly constructed or designed to be looked at rather than played with. Fortunately, shoddy merchandise and unscrupulous dealers are not the whole toy story.

It is possible to find well-designed, well-made toys, attractive, sturdy, and appealing. For young children, the always-beloved stuffed animals are available nowadays in materials that

can go right through the washing machine. Bright-colored, solidly made wooden pull-toys and pound-toys are recommended for toddlers.

For older children there are toys that put both mind and hands to work — that develop skills and challenge the imagination—from a 29-cent top to a \$20 short-wave radio kit. For new ideas in toy design, and old favorites as well, you can get a catalog of toys from Creative Playthings, Princeton, N.J., a toy-supplier that sells play materials to schools and also directly to the public; ask Community Playthings, Rifton, N.Y., for their catalog.

In Canada, write for a toy-buying guide from Canadian Toy Testing Council, Trade and Commerce Building, Ottawa.

But whether you shop for toys by mail or in person:

- Know what you are getting.
- Trade with reputable merchants who will stand behind what they sell.
- Don't be taken in by exaggerated "list" prices or too-good-to-be-true offers.

By thoughtful shopping, you can invest in Christmas toys that will bring dividends of fun long into the new year.

THE SWITCH TO PIPES

*By one who has smoked one
for 25 years*

If history repeats itself, many heavy smokers who try giving up cigarettes for a pipe will stick to the pipe only a short time. They don't give the pipe a fair chance. Why? "

A pipe smoker must carry more paraphernalia for one thing. Besides the pipe he needs tobacco, and of course matches or lighter. Admittedly all this stuff takes up room in pockets.

You have to learn to smoke a pipe. A cigarette, once lit, just keeps burning, but a pipe has a habit of going out all the time until you catch onto it.

Pipes require regular cleaning, which means cleaners, a reamer, and other gadgets. An uncleaned pipe can be a mess.

A new pipe, like a new shoe, needs breaking in. It may bite your tongue at first and not taste as good as you'd like.

Buy a good pipe, not necessarily an expensive one. Cheap pipes have shoddy wood, stems that are soon bitten through, and often soft spots that burn out. You can get a good one for \$5; specials for considerably less.

You need several. You don't need a whole rack of pipes, but you should have a minimum of

three, to allow a pipe to cool, dry, and "rest." Don't smoke the same one days in a row.

Don't buy a heavy, massive pipe; it'll tire you out. Don't buy the lightest and skimpiest either; they get too hot. Ask for a medium-weight. It's a good idea to buy from a smoker's specialty store where you can get advice.

Until you're more of an expert, stay away from gimmicky pipes. Good, plain briar is the choice of most smokers. At first, at least, avoid metal pipes or those of complicated or unusual construction. Experiment later.

Start with a good grade of standard-brand tobacco. There are many on the market for around \$1.50 a pound (lately a 14-ounce "pound" has appeared). Avoid the "aromatics" for awhile. Some are very flowery and pungent and may offend those around you while permanently perfuming your pipe. You can spend a lot more money for fancy mixtures, imported brands, but try standard brands first. Branch out later.

Many tobaccos come in their own convenient foil or plastic pouches. If you buy the large can (it's often cheaper) you'll need a leather or fabric pouch.

Many are available at low cost.

Break in a new pipe by packing it fairly loosely and only half full. Puff slowly and as regularly as possible. Hard, nervous pulling at a pipe (what you're used to with cigarettes) heats it up, causes excessive condensation, burns the tongue—and discourages the new pipe smoker. If it goes out, light up again; matches are cheap. Don't give up.

Let a pipe dry out a little before refilling. After a day's use clean it with a pipe cleaner. After it cakes up, scrape carefully with a dull knife or one of many available reamers. Store it bowl down, so moisture drains into the bowl and evaporates.

Pipe smokers swear there's nothing like a pipe, and that there's no comparison with cigarettes when it comes to pleasure, economy, and health.

(On the other hand few people have ever seriously claimed that pipe smoking, or any other kind of smoking, ever did anybody any particular good. Any smoker—pipes included—takes his chances, though the experts seem to agree that with a pipe his chances statistically are better.)

Fire insurance

An error in arithmetic and in interpretation of the co-insurance feature of fire insurance (see pp. 10 and 11, Everybody's Money, Summer 1964) brought us several corrective letters. We appreciate the interest and the helpfulness of these readers. The following authoritative letter should clear up the matter.—ED.

While we agree with the recommendations offered by the author of Facts on Fire Insurance we disagree with several of his facts.

Your author stresses the importance of insuring to 80 per cent of value. This is a good point. However, he mistakenly warns that homeowners who fail to do this run the risk of getting less than the face value of their policy if their home is destroyed by fire.

This is not so. In the event a house "burns to the ground" or is unrepairable because of fire the FULL amount of insurance under the policy will be paid. In the case cited in your article this would be \$10,000.

The 80 per cent "coinsurance" referred to in the story applies to replacement value where a partial loss occurs. If the proper insurance is in force the policyholder will get new for old. If not, payment will depend upon the per-

centage of coverage the homeowner is carrying. In virtually no case will the homeowner receive less than actual cash value of the property lost. The only exception would be if the actual cash value of the loss exceeded the limits of the policy.

Your writer also is particularly harsh in his description of what would happen if a homeowner took in a boarder or failed to protect the charred remains of his property.

Generally, he would not forfeit coverage in either of these events. Of course, if a homeowner turns his property into a full-fledged boarding house or makes no efforts what-so-ever to protect his house after a fire, he may lose coverage. Such a situation would be most unusual, however.

On balance, the recommendations made by the author are very well taken. We, too, urge that every policyholder review his fire insurance coverage with his agent. Then if there is a loss there will be no question as to payment.

However, we do not want the insurance buyer to think his policy has many loopholes through which fire insurance companies can escape providing payment. The primary function of the insurance business is to serve the



public. Every aspect of the business is designed to accomplish this end. Policies are drawn with this principle in mind.

Robert G. McKay,
Assistant General Manager,
Insurance Information Institute
New York, N.Y.

Food fads

I refer to your article "Food Fads and Health Books."

Your statement "The belief that human ills can be cured by the food we eat dies hard" is rather asinine. We are what we eat!

I can provide names of persons who were pronounced "Incurable" by their doctors but are today free of chronic sinusitis and psoriasis.

Your article reeks of AMA, FDA and Research control. You advocate freedom of expression, now give equal space for the other side of the story.

Dean Resler
Denver, Colorado

Power to please

Recently a member, who hasn't been in for the past several months, came in and deposited \$1.00, picked up her copy of *Everybody's Money* and left. I don't expect to see her

until the next issue is published and distributed.

We are very pleased with this informative booklet and looking forward to the next issue.

Peter LaPlaca, Treasurer
Enterprise Credit Union
of Western Union Employees
New York 4, N.Y.

I am the wife of an employee of a Johnson and Johnson Surgical Supplies here in Chicago. I read *Everybody's Money*, Summer, '64. It is great. Let's have more of this kind.

Mrs. Mildred S. Molitor
Chicago, Illinois

Ambulance call

In your issue of *Everybody's Money*—Summer, 64, you have an article "Ambulance Call."

First of all, I want to say that I have been a member of the credit union and also a member of the Livingston, New Jersey, First Aid Squad for 8 years. You state that the National Safety Council sampled 865 cities and only 46% had standard ambulance service, and that they were poorly equipped, both in equipment and in training personnel.

I don't know where the Safety Council went and I don't know anything about the West Coast or the Middle Western cities, but

Letters



I can say that they did not visit New Jersey, because almost all towns and cities in New Jersey are covered by ambulance service and these ambulances are operated by people that are trained in First Aid and know what to do and when to do it. For an example, in the squad which I am a member, we have 24 men. All have a standard Red Cross card and about half have standard and advanced cards. Three also have instructors' cards . . . All of these squads are volunteers and receive absolutely nothing for their service. We are on call 24 hours a day and 7 days a week.

We have a 1963 Cadillac and a 1964 Cadillac ambulance, owned and operated by the First Aid Squad. These ambulances are equipped with the latest equipment available; 1) Inhalator 2) Resuscitator 3) Heart Kit 4) Burn Kit 5) Laryngoscope 6) Emergency Doctor's Kit 7) Arm Splints 8) Leg Splints 9) Back

Boards. All of our men are thoroughly trained in the use of the equipment and are able to handle all kinds of emergency calls. We are in perfect harmony with our local doctors, and I might add that they help in training our men. We like to think that we help to save lives, not to take them.

The squad operates *only* on donations sent to us by the citizens of our town.

John Berni
Livingston, New Jersey

Doctor bills

Congratulations on your little magazine, especially on the summer issue just out. "Doctor bills and side effects" was quite helpful. I do want to correct the address of Group Health Association of America given on page 8.

Group Health Association of
America

704 17th Street N.W.

Washington, D. C. 20006

Martha Hanes, Treasurer
The Cooperative League of the
USA

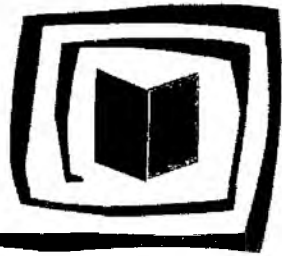
Chicago, Illinois

PORK FACTS

Research by the U. S. Department of Agriculture shows that tenderness and juiciness of cooked pork roasts are *not* related to the amount of fat they contain. The butt end of fresh ham has a greater proportion of lean than the shank end and the loin end of the loin cut more than the rib end. Cooked lean averages about 40 per cent by weight of the trimmed raw cut. The thinner the fat covering, the shorter the cooking time.

Useful Publications

TO HELP YOU STRETCH YOUR PAYCHECK



HEALTH

You and Your Hearing, Public Affairs Pamphlet No. 315, 25¢.

Smoking—The Great Dilemma, Public Affairs Pamphlet No. 361, 25¢. Public Affairs Pamphlets, 381 Park Avenue South, New York, N. Y. 10016.

Hearing Loss—Hope Through Research, Public Health Service Publication No. 207, U. S. Government Printing Office, Washington, D. C. 20402. 15¢.

Smoking—Is It Worth the Risk?, Michigan Cancer Foundation, 4811 John R. Street, Detroit, Michigan 48201. Free.

LABELS

Read the Label on Foods, Drugs, Devices, Cosmetics, FDA Publication No. 3, U. S. Department of Health, Education, & Welfare, U. S. Government Printing Office, Washington, D. C. 20402. 20¢.

The Label Story, Food and Drug Directorate, Department of National Health and Welfare, Ottawa, Canada. Free in Canada.

CORRESPONDENCE SCHOOLS

Facts You Should Know About Home Study Schools, Better Business Bureau of Metropolitan Boston, Educational Division, Boston, Mass. 15¢.

How To Choose a Correspondence School by Homer Kempfer, Bellman Publishing Company, Cambridge, Mass. \$1.00. (Or your local library)

The Home Study Blue Book, National Home Study Council, Washington 6, D. C. Free.

MISCELLANEOUS

Recommended Standards of Practice for Advertising and Selling Automobiles, Association of Better Business Bureaus, Inc., Chrysler Building, New York 17, N. Y. Free.

Do You Think You Want a Job? (for married women), Alumnae Office, Mount Holyoke College, South Hadley, Mass. 35¢.

Everybody's Money

COMES TO YOU WITH THE COMPLIMENTS OF YOUR CREDIT UNION

More than a million

credit union members like you now receive this magazine four times a year. The circle of readers grows with every issue, which tries to help you get more for your money. Each issue will give specific information on wise buying and money management, but no individual products will be recommended. Frauds and deceptions will be exposed; they not only exploit consumers but they harm responsible businessmen who provide useful services and make and sell honest products. We hope you will get something else out of *Everybody's Money*, too, and that is the credit union idea that helping each other is the best form of self-help.