

# DEATH OF THE SALESMAN.

Right now, you get a new kind of help at Highland. Instead of a salesman who's working for commission—you'll find a *Customer Advisor* who's working for you. Honest advice from a *Customer Advisor* makes electronics and appliance shopping so much easier. And only Highland has it.

The Highland Customer Advisor is a trained professional who earns his or her salary by making you happy—and earns it whether you buy the basic model or the top-of-the-line—or nothing at all.

So there's no percentage in being pushy. No incentive to switch you from one product to another.

**No commission.**

**No pressure. No kidding.**

You won't believe the difference this makes. Instead of a salesman on your back—you've got an unbiased expert on your side.

Instead of someone who needs to hype—you've got someone who only wants to help. And when you're looking at a large black box full of chips and diodes, with a whole bunch of specifications on the side—honest advice really matters.

**We offer more choices.**

**We offer more help.**

At Highland, we have a bigger selection than anybody else in town. So there's at least a chance that you'll find yourself staring at a long row of appliances that look the same, but don't cost the same. Don't worry. The Customer Advisor has a highly-trained eye. Feature for feature, dollar for dollar, he can help you decide what's important to you—and what's an unnecessary expense.

Miracle of miracles, he might recommend a less expensive model than you were thinking of.

And here's another shocker. Nobody at Highland is going to try to scare you into buying more warranty than you need. Our Customer Advisors have no reason to recommend more than you need.

**Nobody has a lower price. Nobody.**

We check our competitors' prices constantly—to make sure we're the lowest. And they check ours. Anybody who wants to can drop a few prices, run a snap survey and say "Look, we're lower!" But you shouldn't assume that that's still true by the time you see it in an ad.

At Highland, we sell more TVs, more audio equipment, more video equipment and so on than anybody else in Detroit. One reason we do that is we sell at a lower price.

If you buy something at Highland and then see it elsewhere for less—we'll give you back the difference. That's a lifetime guarantee. (Details in store.) And if you ever see a competitor advertise a price below ours, we'll give you a price that's lower still.

**The best price. And honest advice.**

It's a combination you won't find anywhere else but Highland. Our prices are pushy. Our people are not. Come see. Come save.

**Highland®**  
**The Best Price. And Honest Advice.**