

# 'Show Home' Is Gimmick Pitch

The Better Business Bureau of Metropolitan Detroit today warns homeowners against being taken in by the old "model home" or "show house" sales pitch.

The past few weeks there has been a resurgence in the metropolitan area of the use of a very old and objectionable sales pitch in connection with the sale of home improvement.

HERE IS how it works. The salesman will quote a high price for the product and its installation.

He will then offer to give the homeowner a much lower price on the contract if he will allow the salesman to use the completed job as a model to show his prospective customers. He might suggest that he will use "before" and "after" pictures in advertising.

Another approach is to promise the customer a certain amount of money for each time that he brings one of his prospects around to see the finished work. Through actual statement or implication, the salesman

leads the homeowner to believe that he is being given a special consideration and a low price. The Bureau is also familiar with this type of sales method.

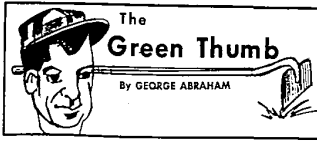
Homeowners can be drawn into contracts through deception because they are convinced they are getting a special price. This is untrue.

This type of selling is prohibited on FHA insured home improvement loans.

SINCE SEPTEMBER 1, 1966, there has been a law in Michigan covering home improvement contractors and salesmen.

This law makes it clear that no licensee may solicit for home improvement by a promise to the purchaser of a bonus, which is contingent upon the purchaser's or prospective purchaser's using or displaying his dwelling to a third person.

There are hundreds of contractors and salesmen selling home improvement jobs throughout the area who are not resorting to this "model home" type of sales. Don't be taken in by the fast talking salesman who resorts to the "gimmicks." Place your confidence in the company that sells on the merits of its products.



Uses for rose blossoms: Rose are not only pretty to look at but might be useful in the home.

Before frost hits your roses, better try making some rose water.

Gather a pound of fresh, fragrant petals. Wash carefully to remove pesticides or insects. Put a teakettle half full of water, add rose petals and put on low heat. Attach a rubber or plastic hose to spout of kettle with other end draining into a jar on the floor. Submerge middle section of hose in dishpan of ice-water which will cool the stream of water from the kettle and gradually drip your pure rose water into the jar.

Here's way to make rose cold cream. Use an enamel pan, melt one ounce of white wax with two ounces of almond oil. Add two ounces of rose water gradually, whipping constantly with a fork. When thoroughly blended, pour into a jar.

And how about rose soap? Steep a few drops of rose oil in hot water. Add bits and pieces of hand soap and dissolve over low heat. Pour into wet liquid into a waxed cardboard carton and mold until firm.

AND ROSE HIP HONEY: When your rose blossoms fall off, the little hard core that remains on the bush is known as the rose hip. Let these turn persimmon orange, which means they are ripe. Be sure to let them ripen. Measure about four cups. Add water to cover and cook until

mushy, adding more water if necessary. Sieve and reserve juice.

Make apple puree the same way using two or three medium apples. Sieve apple mixture. Combine apple juice and rose hip juice in a jelly bag. You should have about 2 1/2 cups of juice; add one-half package of powdered pectin. Stir in and bring to a full boil. Add all at once, three to 3 1/2 cups sugar. Bring to a full rolling boil for one minute. Remove from fire, skim and pour into jars. Seal with paraffin.

GREEN THUMB CLINIC: A reader writes: "Please tell me how I can start some rhododendron plants. Will they come from seed?"

Answer: Many can be started from seed in seed-pot mixture. Use a cold frame. Many hybrids can be raised from cuttings taken now, but for the home gardener the take the home gardener the take in rooting is not too high. If you have a heated greenhouse, try grafting, just as you would an apple.

Starting new rhododendrons is not easy for the home gardener, but no reason why you can't start some of your favorites. Best protection for rhododendrons is a burlap screen, or a screen of evergreen boughs designed to protect against strong winds and hot sun. Add a leaf-mold mulch now and make sure plants have plenty of water before ground freezes.

## New Cleaner Removes All Paint From Hands

CHICAGO An unique new aerosol foam hand cleaner specifically formulated to remove wet or dry paint quickly and thoroughly while being gentle to the skin has been developed by Illinois Bronze Powder and Paint Co.

Highly concentrated, the controlled white cleansing foam was chemically formulated to do the tough job of removing paint from hands without the messiness, offensive odor, and harshness to the skin of traditional paint removers like turpentine and paint thinners. It contains lanolin and therefore leaves hands soft and smooth.

Housewives, and handymen also can use the new aerosol foam as an all-purpose household hand cleaner. It will gently but effectively remove grass stains from young athletes, grease from professional or weekend mechanics, and eliminates ground-in dirt from hands that have been spring-cleaning, gardening or changing a flat tire.

THE HAND CLEANER will take sticky pine resin off hands that have made wreaths or decorated the home with pine boughs at Christmas-time, and will remove shoe polish more quickly and easily than will soap and water.

On the job, the aerosol foam cleanser will remove printer's ink, chlorophyll that stains florists' hands, grease and dirt from mechanical, industrial or construction work, the carbon and ink that stain secretaries' hands, and the adhesives and India ink that smears the hands of commercial artists, photographers and hobbyists.

Because it is non-flammable, and presents no fire hazard, and will not spill or drip, the aerosol hand cleaner is safe for homeowners or workers to store in easily-accessible places.

Housewives also will find the hand cleaner useful on wash days, since paint, grease, ink and other spots, as well as grass stains, can be removed from clothing by merely rubbing the foam cleanser into spots before clothing is laundered. It is not

## Brooks And Perkins Report Stock Gain

Edward H. Perkins, Jr., President of Brooks and Perkins, Incorporated, told stockholders today, that from all indications he expects sales and earnings per share for the fourth quarter of fiscal 1969 to be the highest in company history.

Previous earnings high was the indicated 53 cents per share for the quarter of fiscal 1968.

Previous reported sales high was \$4,977,000 for the second quarter of 1968.

## Come in and take a look at our NEW DU PONT NYLON SHUTTERS



## They'll add BEAUTY, VALUE and STYLE to your home

When you come in, take a good look at our Du Pont Nylon Shutters. They're husky, sturdy, solid and handsome. Installed as recommended, they resist rot, dents, fading, chipping, cracking and mildew and are very unlikely to "sing" in the wind or blow off the wall.

### DU PONT NYLON SHUTTERS

- Install in minutes, with no special tools needed.
- Require no painting or puttying. Factory applied acrylic finish assures "low maintenance" long life.
- Stay in place. Exclusive spring-steel rust-resistant fasteners hold shutters in a powerful grip, yet shutters can be easily removed and reinstalled.

\*Most wanted\* sizes and colors (black and white) are available "in stock"

Also available in green, other sizes, "decorator" colors, from warehouse stock.

## Mrs. Johne Criner

### FACTORY REPRESENTATIVE

will be in our Home Improvement Department 11 a.m. to 6 p.m. Saturday, September 13 to demonstrate the construction and ease of installation of DuPont Nylon Shutters. Talk with her on your questions.

**MONTGOMERY WARD**

Plymouth Road at Middlebelt  
WONDERLAND CENTER



## Flowering Trees

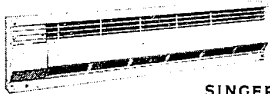
- Dark pink flower, small red fruit. Scab resistant foliage.
- RADIANT CRAB** ..... \$ 4.95 - \$12.95
- White flower, small red fruit. Scab resistant foliage.
- FLAME CRAB** ..... 6.95
- White flower, small red fruit. Scab resistant foliage.
- ZUMI CRAB** ..... 10.95
- Small pink flower, red foliage.
- THUNDERCLOUD PLUM** ..... 6.95 - 12.50
- Early magenta flower, lovely round leaf.
- RED BUD** ..... 9.95 - 15.00
- Double pink flower.
- KWANZAN CHERRY** ..... 15.00 - 29.95
- True dwarf only to 6'8".
- RED JADE WEeping CRAB** ..... 16.95
- Pink flower to 12 ft.
- ECHTERMEYER WEeping CRAB** ..... 17.50
- White flowers, orange berries, grows to 40 ft.
- EUROPEAN MT. ASH** ... 8.95 - 10.95 - 13.95

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38903 ANN ARBOR ROAD, LIVONIA  
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OUR BUSINESS IS GROWING!  
CALL 464-1500  
Hours: Daily 9 a.m. to 6 p.m.  
Sunday 10 a.m. to 6 p.m.

## Now you can have all the benefits of BASEBOARD HEAT WITHOUT PLUMBING

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GUARANTEED OPERATING COST

SINGER

## DOES WINTER MEAN

- Cold corners in every room — Dirty walls, drapes, furnishings
- Furnace maintenance bills — Fear of fire or explosion

## WOULD YOU CONSIDER

- Warm uniform electric heat
- Individual room temperature control
- A maintenance-free heating facility - Safe, clean flameless heat
- Attractive electromode electric heat

Please call us — Edison approved E & M heating specialists. We'll gladly give you a quick, convenient, free written estimate — with absolutely no obligation.

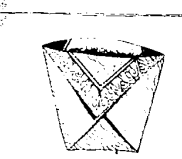
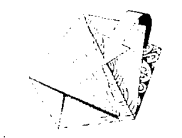
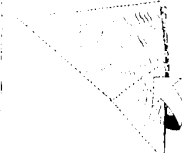
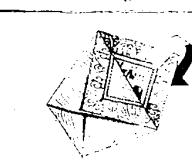
\* WE'RE OFFERING \$100 IN TRADE ON YOUR OLD FURNACE REGARDLESS OF ITS CONDITION.

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It's the guarantee that goes along with every approved electric water heater. And it says you'll get all the hot water you need or you get back the purchase price plus installation costs. You have a full year to make up your mind about "it, too."

And should you need it, Edison gives you No-Charge Repair Service. No

charge for electrical operating parts and labor.

Call Edison, your plumber or appliance dealer, and start enjoying constant hot water with a new electric water heater. We're sure you'll never have any cause to use its watertight guarantee.

Unless you use it for a paper cup

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