

SERVICE STILL COMES FIRST AT BERRY'S SERVICE STILL COMES FIRST AT BERRY'S SERVICE STILL COMES FIRST AT BERRY'S SERVICE STILL COMES FIRST AT BERRY'S

...the second of a series...

LINDY BERRY SAYS:



# "Ghost Brand" appliances — a growing threat to the American consumer



Does the name of that television set, refrigerator, washer or other appliance you're buying identify a real manufacturer? Or is it just a "Ghost Brand," a name or private label conjured up by the store? Historically "Ghost Brands" have sometimes been used on products of doubtful value. But now some retailers are using them to destroy your freedom of choice when you buy to create selling monopolies ... generally to give you less and less for your appliance dollar.

## YOUR CHOICE VS. THE STORE'S CHOICE

For years the American consumer could go into almost any retail appliance outlet and select from a wide range of makes. Many appliance dealers still do business this simple, honest way. They offer a selection of trusted brands — and leave the final selection to you.

Today there is another kind of retail appliance outlet — the kind that severely limits your choice. These retail stores feature their own private brands to the virtual exclusion of everything else. You don't see the name of the manufacturer on the appliance they sell.

## THE CONSUMER WINS WITH BRAND NAME COMPETITION

Brand name manufacturers compete with each other to give you the greatest possible value. Their engineers and research people are constantly developing new features, improving construction, thereby giving you more for your money. So when you see such trusted names as: General Electric, Westinghouse, Philco, Admiral, Zenith, Maytag, RCA-Victor, Magnavox, Tappan, Toastmaster, Frigidaire, Norge, Mo-

trola, Hotpoint, Speed Queen, RCA Whirlpool, Sunbeam, Carrier, Amana, Kelvinator — to name a few — you can buy in full confidence. You know they are reliable, responsible manufacturers that are proud of their names and stand behind their products.

It's like buying an automobile, no matter what the advertised model name is — the brand name is on the car because they want the consumer to know where to go for service; and incidentally, they are proud of their product.

## PUTTING A PREMIUM ON LOWER QUALITY

The "Ghost Brand" retailers say to the manufacturers; If you will supply your appliance to us at a cut price, we won't buy advertised brands from others and we will give you all of our business. This is hard to resist. The manufacturer cuts his price — but to do so, he may get the retailer's permission to cut quality too. Since there is nothing that can't be made a little worse and therefore cheaper, the "Ghost Brand" manufacturer is thereby tempted to sacrifice quality and eliminate features.

After all, these manufacturers aren't required to put their

own names and brands on this "bargain" merchandise. But the "ghost stores" know that people won't buy completely unbranded merchandise. So what do these retailers do? They concoct their own brands. Pleasant sounding names are picked out of the air and the merchandise is given the retailer's private label — or "Ghost Brand."

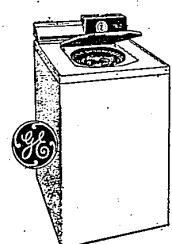
## THE END OF FREE CHOICE

When you deal with a store featuring private or "Ghost Brand," you have precious little choice — because usually the "Ghost Brand" is the only one offered. Take it or leave it!

There's nothing illegal about "Ghost Brands." There's no law to protect you from being taken in by a cut-price "bargain" that is not as good as a brand name. And we doubt very much if a law could be passed that would be effective. It's up to you — the American consumer — to protect yourself when you buy an appliance. Insist on merchandise that carries the name of the manufacturer, one whom you know and can trust. Refuse to accept a "Ghost Brand," even at a lower cost.

An appliance is only a bargain when you get the quality that makes it a VALUE.

### GENERAL ELECTRIC AUTOMATIC WASHER

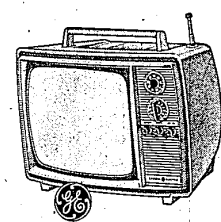


WA530A

\$ **158**<sup>00</sup>

10-lb. capacity, 1 cycle, 1 rinse temp. 2 wash temp. Porcelain lid

### G.E. PORTABLE TV

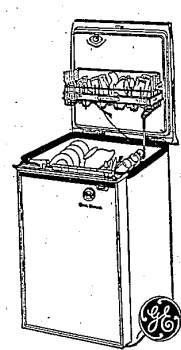


Model 111 ASD

\$ **99**<sup>95</sup>

Lightweight, attractive, all channel, VHF-UHF, front control, front sound

### GENERAL ELECTRIC MOBILE MAID DISHWASHER



SM500A

**TOO LOW TO MENTION!**

3-way wash, 3-cycle, rolls anywhere. Needs no installation. Waist high control.

- FAST EASY CREDIT
- MANUFACTURERS TRAINED SERVICE
- FAST, BUT CAREFUL DELIVERIES

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