

The

Free "3-D"  
Poster  
Inside!

# REAL DEAL

## PLAYING THE BUYING GAME



A publication from the Federal Trade Commission and the National Association of Attorneys General



“Everybody plays  
the buying game.  
But not everybody  
wins. If you want to  
be a winner, read  
between the lines.”

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**E**veryone spends money, but not everyone knows how to do it right. Spending wisely takes skill, time, and experience. The Federal Trade Commission and the National Association of Attorneys General want you to learn how to shop smart.

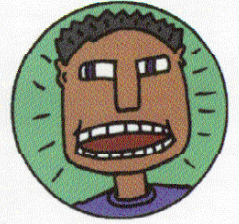
The FTC and your State Attorney General work to protect consumer rights and help consumers of all ages learn how to spot a scam...figure out a fraud...and recognize a rip-off. At the same time, we

work with businesses to make sure they know how to obey certain laws, especially those about advertising honestly and treating consumers fairly.

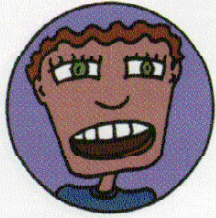
This activity booklet will help you learn how to read between the lines to buy smart. Then, when you're shopping for something that means a lot to you, you can be sure you're doing it right and getting the most for your money.

## Top 10 Tips for Getting the Real Deal

- 10 **READ BETWEEN THE LINES.** Separate facts from fantasy when you hear a commercial or read an ad.
- 9 **CHILL.** Think before you buy. What do you want? What do you need? What's your budget?
- 8 **RESEARCH.** Check out product claims. Is the new model really improved? Does it perform better . . . or does it just look different?
- 7 **ASK QUESTIONS.** Talk to your friends, parents, teachers, coaches, or neighbors. They may know something that could help you make up your mind.
- 6 **TRY BEFORE YOU BUY.** Call a friend who has the item or ask a salesperson for a demonstration.
- 5 **BE PICKY.** What are you getting for your money? Is it quality...or is it junk? Check the library or the bookstore for guides to price and value.
- 4 **SHOP AROUND — BY TELEPHONE.** Call three stores to compare prices, models, and return policies.
- 3 **SCOPE IT OUT.** What you see isn't always what you get. At the store, ask to see what's inside the package.
- 2 **UH OH!** What if the product's a dud! Don't wait — tell the store manager right away. Be clear about the problem. Most store managers want to satisfy their customers — not turn them off.
- 1 **BUYING SMART IS BEING SMART.** It could take some time, but your money's on the line.



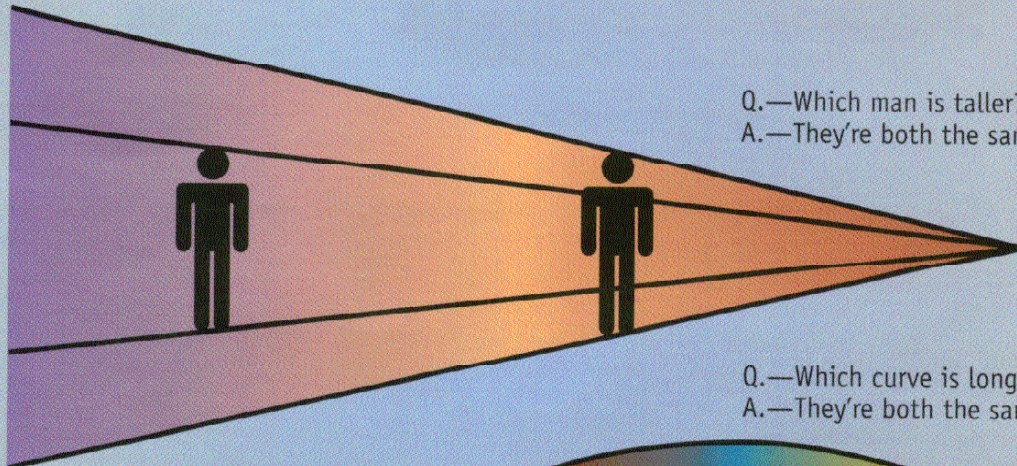
"Buying smart  
takes time, skill,  
and even  
experience. Here's  
how to do it  
right."



“What you see is  
not always what  
you get.”

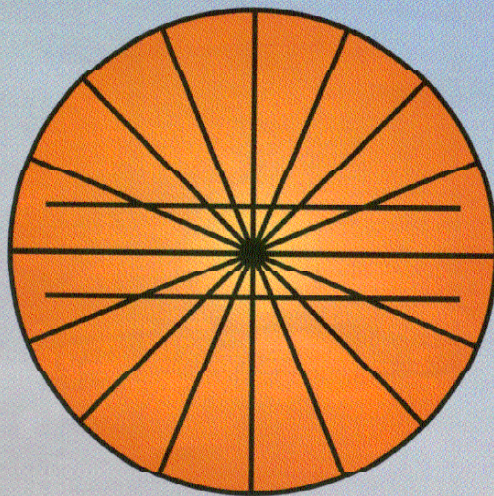
## DON'T BELIEVE EVERYTHING YOU SEE

You've seen it on TV. You've heard about it on the radio. You've read about it in a magazine. You can picture it in your room. You've got to have it. What's your budget? Chill out. Think about it. Separate the facts from the fantasy.

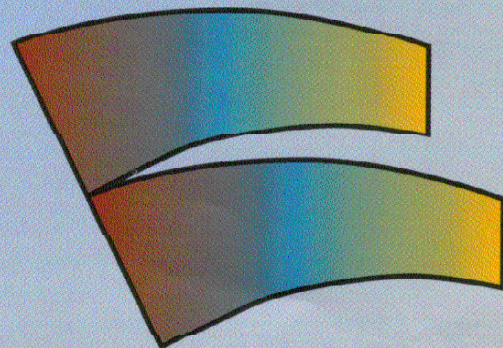


Q.—Which man is taller?  
A.—They're both the same.

Q.—Are the horizontal lines in the wheel below curved or straight?  
A.—They're straight.



Q.—Which curve is longer?  
A.—They're both the same.

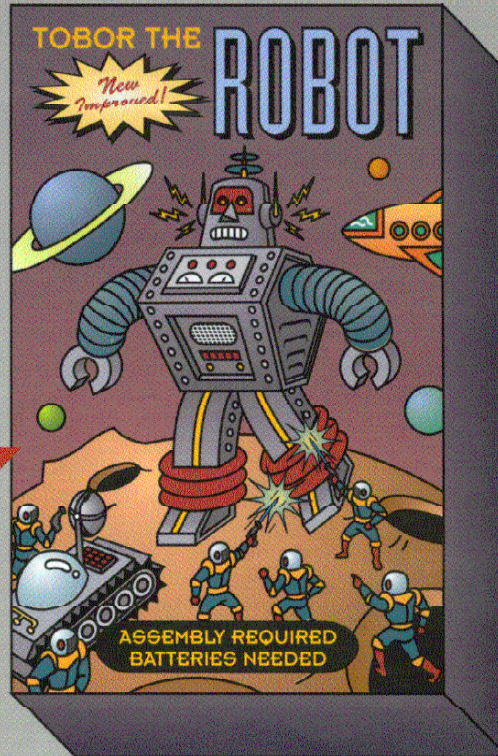


Q.—What does the type in the triangle say?  
Look carefully!



# DON'T BE FOOLED BY THE PACKAGE

This Package Isn't the Same as the Product. Find 6 Things on the Box That Could Confuse You!



“Read between the lines.”

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

## ANSWERS:

- 1.) Additional figures shown, but NOT included in box.
- 2.) Scale of figures.
- 3.) Lightening bolts don't come out of head.
- 4.) "New Improved" doesn't tell how easy or hard it is.
- 5.) "Assembly Required" doesn't let you know how
- 6.) Guns don't actually fire laser light.

**A**ds, labels, and packages can be great sources of information — if you know how to read them. Sometimes, what's missing is just as important as what's said outright. Ads and packages should not mislead about the product, its appearance

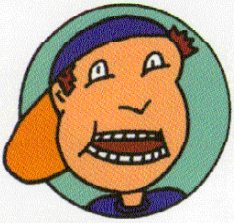
or performance. But once in a while, a package or an ad exaggerates when it comes to the size, speed, sound or color of a product, how durable it is, or even how it works. Ask to see the product you're thinking about buying. What you see isn't always what you get.



**NOTE:** 3-D effect is only possible with the purchase of separate 3-D glasses. Some people are unable to see 3-D effect even with these glasses. The manufacturer takes no responsibility for the individual's ability to see the 3-D effect.

**H**ey, Kids! Did you see that great 3-D effect? No? Maybe that's because there isn't any. And there are no glasses. And even if there were glasses, you still wouldn't see any 3-D effect. Sometimes things are not what they seem. That's why it's important to check out product claims to see what you're really getting for your money. You should try something before you buy it — call a friend who has the item. At the store, ask to see what's inside the package and how the product works.

As for this "3-D" poster, the only 3-Ds would be  
 (1) dishonesty,  
 (2) deception, and  
 (3) don't believe everything you read.  
 Use the poster to fool your friends — and teach them what you learned.



Q. How did the baseball player convince kids to buy his brand of sneakers?

A. He used his "Sales Pitch"!

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## HERE'S THE PITCH!

These phrases are from ads and packages. Read each one and fill in the circle at the end of the line with an "H" for **HYPE** if the phrase gives no real information—or an "I" for **INFORMATION** if it tells you something important about the product. To decode the message, fill in the spaces with the circled letters that match the numbers under the spaces.

Hype or Information?

1. America's Favorite<sup>(e)</sup>!
2. Warning: Choking Hazard —  
Not For Children<sup>(n)</sup> under 3
3. Buy Now<sup>(y)</sup>
4. Exclusive Collector's Edition<sup>(n)</sup>
5. Figure Included<sup>(e)</sup>
6. Figure<sup>(e)</sup> Sold Separately
7. Makes You Feel Like A Pro
8. Adult Assembly:  
Phillips Screwdriver Required
9. Feel The Power!
10. Recommended For Ages 10-14

1    2    3    4    5    6    7    8    9    10    11  
12    13    14    15    16    17    18    19

ANSWERS:

MESSAGE: Read Between the Lines  
HYPE: 1.—H, 2.—I, 3.—H, 4.—H, 5.—I, 6.—I, 7.—H, 8.—I, 9.—H, 10.—I

**W**hat is hype? It's getting you pumped up about a product, from a video game to a television show, from a brand of cereal to a pair of roller blades. Celebrities, animation, or music may be used to get your attention and make the product seem more interesting. But what is

the *real* product? Ask yourself if you'll really jump higher if you wear these basketball shoes. Will you have more friends if you brush with that toothpaste? Fantasy and fun only go so far. Then, it's time to get the facts about the product.



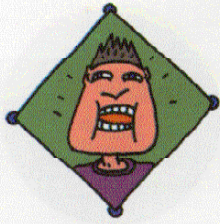
"Be picky.

What are you getting for your money?"

The more you know about a product, the better able you'll be to make a decision about its value. Where do you get information? For openers, check with friends, parents, teachers, coaches, or neighbors who may own or use the product. Once you get their recommendations, it's a good idea to ask your friends or check

the library for guides to price, quality, and value. Write down the information you get and any questions you may have. Then, go to the store. Talk to a knowledgeable salesperson and ask for a demonstration. This is the time to ask your questions. Think about all the information you've gathered before you decide what to buy.

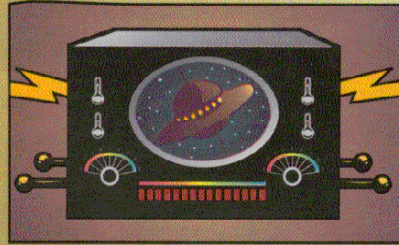




“Buying smart is  
being smart.”

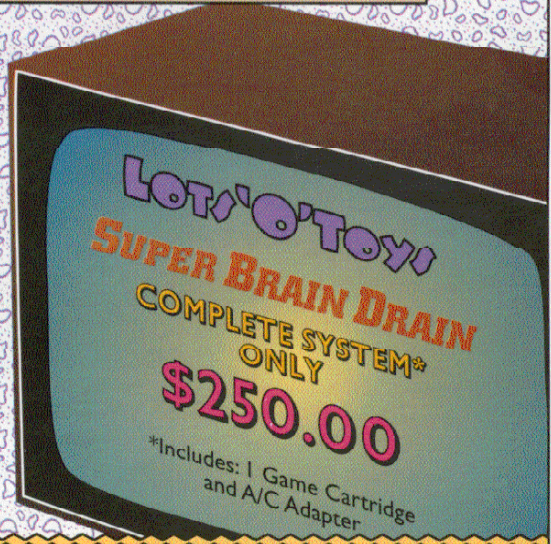
# HOW TO GET THE BEST PRICE

## SUPER BRAIN DRAIN®



### VIDEO HUT

- Video Game  
\$175.00
- Game Cartridges  
\$47.50 each
- A/C Adapter  
\$25.00



LOTS 'O' TOYS  
SUPER BRAIN DRAIN  
COMPLETE SYSTEM\*  
ONLY  
**\$250.00**

\*Includes: 1 Game Cartridge  
and A/C Adapter

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## THE NEWS

### BUYMART

#### SUPER BRAIN DRAIN®

**NEW** Video Game  
\$199.95

Game Cartridges from  
\$39.95

A/C Adapter  
\$19.95

### Boy Bites Dog

By A. Reporter

ANYTOWN, USA — A y  
teenage boy bit his dog today in  
officials are calling a once  
lifetime incident. When aske  
reason behind the attack the  
whose identity is not being rele  
simply replied "I wanted to play  
his pull toy, when he wouldr  
me have it, I bit him!" Docto  
the Medical University Hos

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### Figure It Out:

Look at the prices in the illustration above for the video game, the game cartridge, and the A/C adapter. Who has the best prices?

	BuyMart	Video Hut	Lots 'O' Toys
Video Game	_____	_____	_____
Cartridge	_____	_____	_____
A/C Adapter	_____	_____	_____
TOTAL	_____	_____	_____

**T**here is a smart way to buy. The process is the same whether you're shopping for a video game, a bike, or a radio. Buying smart takes time, skill, and even experience.

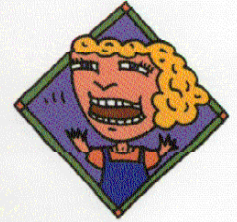
Resist the urge to buy fast. Think first. Ask salespeople when the item you want will be on sale. Is the listed price the lowest price they can offer? Use the telephone to shop for the best price. Call a few stores to compare prices, models, and return policies.

#### ANSWER:

The Video Hut has the lowest price for a complete system (\$247.50). A smart shopper could spend even less by buying the pieces separately (total price: \$234.90)

# THE BUYING GAME

**HOW TO PLAY:** Use pennies for game pieces and a pair of dice. Roll one die and move your penny the same number of spaces. Follow the directions, if any, on the space where you land. The first one to reach the finish line wins!



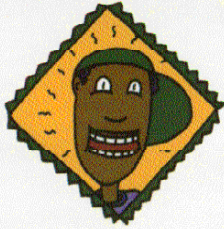
“Sometimes the product’s a dud. What now?”



**A**s a consumer playing the buying game, you have certain rights: the right to choice, information, consumer education, safety, and service. You also have the right to be heard.

If a purchase doesn't meet your expectations, you can do something about it. Tell

the store manager as soon as you can. If you wait, you might forget the details. Be clear and polite about the problem. Most store managers want your business — and your friends'. They don't want to turn you off as a customer.



"Do you have the  
'write' stuff?"

## DON'T FORGET TO WRITE

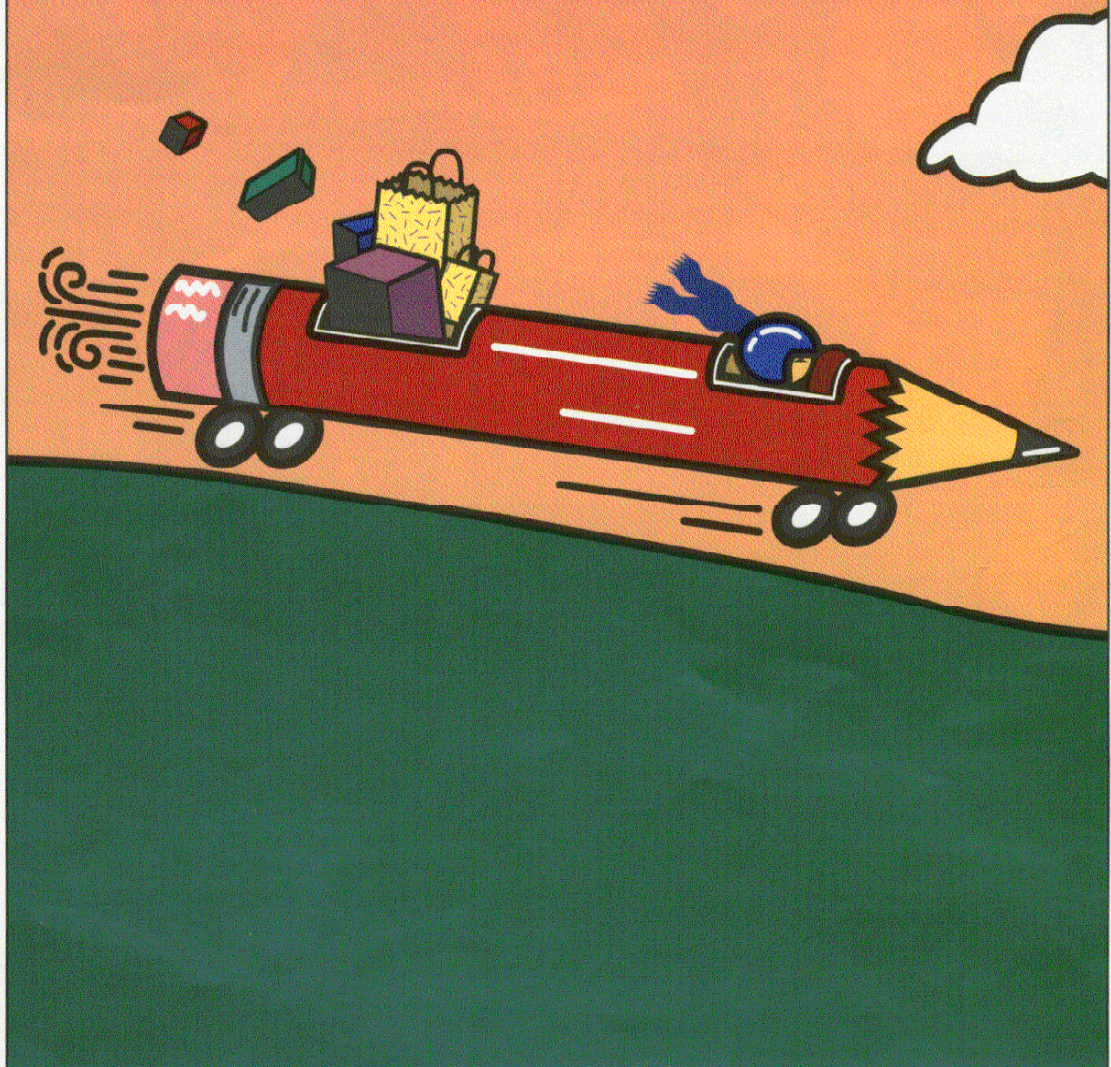
Write to the Federal Trade Commission at the address below to share your experiences — good or bad — as a consumer. Send us a story or a drawing.  
For more information on your rights as a consumer, or to complain about a business or a product, please contact:

Federal Trade Commission  
6th & Pennsylvania Ave., NW  
Room 403  
Washington, D.C. 20580

World Wide Web site at: <http://www.ftc.gov>

Your State Attorney General  
Office of Consumer Protection  
Your State Capital

(Many Attorneys General have toll-free consumer hotlines. Check with your local directory assistance.)



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