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One of a series prepared by the Hawaii Newspaper Agency, this teaching guide offers suggestions on using the daily newspaper for consumer education and provides ideas on how to make students consumer conscious through experience gained in the classroom. It sets up problems relevant to students (adult or younger) in their lives outside the classroom and prepares students for coping with the problems consumers face daily, especially in the area of comparative shopping. (RB)
USING YOUR DAILY NEWSPAPER FOR CONSUMER EDUCATION

An educational project of the Hawaii Newspaper Agency, Inc.
The exercises and other material in this booklet were compiled by Mrs. Chris Lukens who has taught consumer education both in regular classrooms and to adults in night classes.

"Students, whether they are youngsters in the elementary school or adults taking continuing education classes, live in a real world of buying and selling, of taxes and travel, of preparing meals and watching football. This is the world for which we must educate them. The logical 'text' is the only one which reflects this real world - their daily newspaper," says Mrs. Lukens.

In this little textbook, she presents some ideas on how to make students consumer-conscious through her other textbook, the newspaper.
THE NEWSPAPER AND THE CONSUMER

The newspaper is the only daily guide for the consumer.

It's the only material to which he can refer constantly for accurate information on current prices, quality, brands, housing, transportation, services and all the other consumer items which make up his life.

A textbook printed five years ago -- or even one year ago -- can give him general information on what to look for and what to avoid but it cannot give him news on the new packaging laws or tell him in what areas of the state to look for the best buys in housing.

His daily newspaper can and does.

Moreover, it does so for the consumer in all his different roles. Each of us is not only a consumer of products, but also a consumer of services, a consumer of information, a consumer of government. In the latter case, we have frequently let government become the consumer of us, a situation which we must reverse by exercising our own consumer rights.

As consumers of products, we all need to know how and where to get the best buys for our money; which brands are good and which not so good; how much interest we will pay on the money we borrow for a house; the advantages or disadvantages of buying a used car instead of a new one; how the hamburgers at one place compare both in price and quality with those at another; which movies are worth paying for and which are not. And so on.

This kind of information is in the newspaper every day.
Comparison shopping is possible through careful study of the advertisements; national and local columnists carry up-to-date information on a huge variety of topics and products; articles warn the reader of consumer traps; banks and loan companies spell out their policies in stories and their interest rates in ads.

But, if the consumer is to benefit from this vast amount of information, he must be encouraged to read and analyze his daily paper. This is not difficult. It simply takes an awareness of the wealth of consumer information the paper contains and the interest to look for it and think about it.

Any teaching of consumer education is based on the concept that education is preparation for life.... for getting along better in the community. This booklet is based on the concept that the daily paper is the best, most current, most interesting textbook for the consumer of whatever age.

It will be helpful if the student is given some information about the newspaper itself -- the role of advertising, how news is gathered and how the paper is produced. This background information will help him make better judgments about the material he reads.

He should learn to notice and read the fine print in some advertisements; to judge the competence of Sylvia Porter against that of any other consumer reporter; to understand why political (and other) advertising uses figurative language; to know the difference between fact and opinion.

He should also be aware that, as a consumer, he has redress against illegal or unethical practices. The newspaper frequently carries information which will help him.

This booklet deals primarily with the consumer of goods. It sets up problems relevant to the student (adult or younger) in his life outside the classroom. It prepares him, in other words, for the "real world". 
Have the students pick an item and cut out or record its advertised prices at various stores for a month. Be sure quality is similar if item has different distributors. See if certain areas or stores have this item priced higher, lower.

Students pretend to be wholesalers, retailers and customers. See how pricing must do justice to each. See how prices vary with supply and demand. Discuss after game is played as to why some prices went up and some down.

Have students collect articles from the newspaper on food pricing and on current trends. If possible send for out-of-state newspapers and compare food prices. Discuss reasons for differences.

**ROYAL CROWN or NEHI CANNED SODA**

12 oz. **12/1.00**

**ROYAL CROWN COLA**

12 oz. **10/1.89**

**Dealers Call Food Supplies 'Normal'**
Have students get grocery prices in market ads for Mainland shipped items. Compare these with local items, when available. Discuss reasons for price differences.

**NEW ZEALAND**

- **FLANK STEAK** .... lb. 1.05
- **BAR-B-Q MEAT** .... lb. 1.39
- **SPARE-RIBS** ....... lb. 69c

Pick several food ads and compare prices for the same items at:

a. A large chain store
b. An independent store
c. A small neighborhood store
d. A discount store

Discuss possible reasons for differences in prices.

**CREST**

- Tooth Paste Family 1.09 Value .... 69c
- Prell Concentrate Super 2:15 Vol. .... 10c
- LIQUID PRELL Imperial 1.09 Value .... 79c
- Anti-Perspirant Deodorant 1.39 Value .... 39c

**U.S.D.A. CHOICE**

- **GROUND BEEF** Ground FRESH several times a day lb. 85c
- **SPENCER STEAK** lb. 2.45

- **NEW ZEALAND**
  - FLANK STEAK .... lb. 1.05
  - BAR-B-Q MEAT .... lb. 1.39
  - SPARE-RIBS ....... lb. 69c

- **CREST**
  - Tooth Paste Family 1.09 Value .... 69c
  - Prell Concentrate Super 2:15 Vol. .... 10c
  - LIQUID PRELL Imperial 1.09 Value .... 79c
  - Anti-Perspirant Deodorant 1.39 Value .... 39c

**CREST FAMILY SIZE**

- **CREST**
  - FAMILY SIZE 63c

**fight cavities with Crest.**

- **CREST**
  - EXTRA LARGE SIZE TUBES 2/$1

- **CREST**
  - FAMILY SIZE 63c
Keep track of a few food items that seem overpriced over a period of one to three months. Figure percentage of the rise in price. What can you as a consumer do to help halt an inflationary rise in prices?

Look in the restaurant ads in your newspaper. Check the prices for a certain meal in one or more of them. See what is served and figure the cost of that meal for four persons.

Now, clip ads for those same foods in retail groceries. Decide what amounts to get and figure the cost of feeding those four people at home. Don't forget to add tax to what you buy in the grocery store as well as tax and tip to the restaurant expense. Discuss which is more economical. (Some students will come up with the fact that there will be part of some items left over when grocery shopping and other meals can be figured out of it.)
Check your grocery ads for brand names in foods. List different brands and compare ads for that brand as against other brands. Are prices different for the same item in various brands? Why? (Students will come up with several reasons -- have them research into brands -- check grocers, etc.)

Have students do comparative shopping from grocery ads. Check the weekend specials at different stores as against the regular weekly prices.

Plan a meal, figure the cost at the weekend special prices and at the regular weekly price. What would they save in menu-cost if they bought on weekends?
As consumers, students should be aware of seasonal foods that can be used in family meals. Some of these items are often cheaper during season and can be used at that time to save on the food budget. Others are more expensive if not grown in the area. Check the newspaper ads for seasonal items, both low cost and high cost, when in season. Discuss how they can be best used.

U.S. NO. 1—RIPE & FULL OF FLAVOR

WATERMELON .......... each 1

U.S. NO. 1—CALIFORNIA FINEST QUALITY

CANTALOUPE .......... 3 = 99¢

Find ads for large appliances such as television, refrigerator. Find the percentage of interest charged per month (often in small print at bottom of ad), multiply by twelve and figure the yearly rate. Add these charges to the total price to get an idea how much will really be paid if one buys on credit.
Collect as many ads as you can for a major appliance over several weeks. (Each committee or group may take a different item to make it more inclusive). Have the groups make oral or written reports on price variations, terms available, quality and consumer need. Include large chains as well as large and small independent appliance dealers.

**TOSHIBA & Packard Bell**

19" Port. Black & White TV

Anniv. SALE FROM $109.

Collect ads by appliance firms that are competitive in your town. See if their prices remain fairly constant or if fluctuations occur due to specials, sales, etc. If so, how long does it take before the competition's ads also change prices? Discuss.
Compare prices for foreign-made appliances and similar American-made items. Are prices similar or is there a wide variation? See if you can find out why. Don't forget to check quality in comparing prices.

**SANYO**

18" COLOR

$298

5 YR. WARRANTY ON TRANS
2 YR. PICTURE TUBE
2 YR. ON PARTS
1 YR. FREE CARRY-LABOR

SANYO 15" COLOR

EXCEPTIONAL LOW PRICED THIS WEEK SAME WARRANTY

**HITACHI**

18" 16"

SAVE $40.00

CSU790 PRICED FOR THIS SALE TO SELL!

APS-AFC-SOLID STATE
5 YR. WARRANTY ON TRAN
2 YR. PICTURE & PARTS
1 CARRY FREE LABOR

**ADMIRAL**

SUPER-BRITE TUBE

20"

23" CONSOLES

PRICED TO SELL FROM $329
Given a certain sum (e.g. $3,500 or $4,000), students must furnish a house (e.g. 2 bedrooms, 1 bath) from the newspaper ads. Each student or committee will make a scrapbook with a page or two for each room. Cut out the ads for each item needed, add any sales tax and be sure not to go over the amount given to spend. (The sum given should force some bargain shopping and the amount given should take into account the area and cost of living index at the time.)

Clip from your newspaper ads for work-saving or time-saving items. Discuss in your committee which ones you feel are worthwhile and which ones, if any, are possible gimmicks.
From home ads in your newspaper clip out pictures and floor plans. (Good for committees and groups) Find one you think you would like. Clip the ads for furnishings you think would go well in each room. Keep in mind the wall space, windows, doors and access to different areas within the room. Watch prices and furnish as inexpensively as you can. Compare and discuss with other individuals or groups as to what plans and furnishings they chose. Who has been more economical?

Keep a scrapbook of ads for various things (e.g. appliances, clothing, food, recreational equipment). Check the variety, cost, standards. Have students discuss the facts listed on these items as well as advertiser claims and costs. Which would they consider worthwhile buying after careful scrutiny?

The ads for new homes or apartments are numerous in the newspaper. Have students find one in a price they feel is reasonable. Check the down payment, terms, length of loan and figure how much they would pay over the time in interest, possible rise in price, tax deductible items. If you can, have a real estate person visit class and explain. Have students ask questions regarding their particular choice of ads.
Over a period of time check the newspapers for advertisements about a new or improved product. (e.g. furnishings, appliances, products for personal use). Compare the prices advertised with prices for similar items that are not "new". Check the prices for the new item in a few weeks. Has it gone up? Down? Why? Discuss.

As consumers, the students are to clip ads in newspapers which give information that is helpful to the buyer and compare with ads that are bent on just selling the product. Have groups discuss why they would pick some items advertised instead of others.

UNBEATABLE VALUE!!!
A huge shipment of affordable bedroom suites have just arrived and are priced at savings you just can't miss! All pieces are in beautiful pecan finish and high pressure laminated to resist scratches and stains!!

You wish to buy a car. Check the ads in the newspaper for new and used cars. Decide which car you want. Find the financial charges, interest, etc. See how much you would pay if you financed it, both new and used, the license and other charges. Add these charges to the advertised price and see what the actual cost would be.
As a consumer you probably keep up with some styles in fashion. Find some ads for men's or women's apparel that have recently come into favor. How do these trends affect the buying public? Can you find some that seem to be popular and some that have not caught on? Does this affect the pricing? The buying? Discuss.

Give students a certain sum with which they are to plan a wardrobe for school, work or home. Have them cut the ads for these items from the newspaper and list where they would wear them. Discuss in class as students will need to justify buying a certain article if fellow students question it.

Have students pick a job they would like to have from the classified ads. Then find ads for clothing they think would be suitable for that job and pick a 5-day wardrobe. Discuss their choices in groups.

SALES CLERKS  PROJECT ENGINEER/ESTIMATOR
Architectural Draftsman
BOOKKEEPER
Women's clothing styles were once wholly dictated by the European designers. In the last few years women have been questioning the products of the fashion dictators and have become more discriminating about what looks well on them and what does not.

Find some ads in the paper that show styles you feel would look well on you; some that would not. Also find articles in the family section about new trends designers are styling for spring or fall. Which ones would you select?

Check the ads for fabrics in your newspaper. Which kinds are advertised the most? Is it because they appeal to the seamstress due to innovations, such as being machine washable, perma-press? Make a scrapbook of as many kinds of fabrics advertised and reasons given for their use. Pick the ones you would buy, give reasons why.
You have $100.00 to buy some stock. Watch the market fluctuations in the newspaper and decide which one you would buy. Then graph its fluctuations over a two week period and sell it the following week. Was it a steady stock or did it fluctuate a great deal? Discuss. In computing loss or gain don’t forget the broker's fees.

'Should I Sell Now or Wait'

Q 1 I've been in the market for the last 10 years and have never made big profits. I changed broker's fees three times and have won many trips out of $15,000 out of $27,000 instead. I was left with stocks left. I don’t need the funds now. I just want to get out of the market. Should I sell out now or wait?

A There are lots of ways to lose money in the stock market. If you had sold out and bought a stock in the market and bought into the stock at $3 you would have a best of about 10 per cent of your money today. It would be a mutual fund that would earn money today even in that market blue chip.

And when you buy in and sell warrants and highly speculative common, and stocks from broker to broker, you are really asking for trouble. I am not going to list your shares here. I am in a position to tell you what a common, or to take your shares and hope for more.

I will say that you do not get out of the market and make a lot at times. Even without knowing your full story you were not a speculative investor but an investor of speculating your speculative ways.

Q 2 I’d like your list of growth stocks. And I’d like a stamp to send along with a stamp in which to mail it in.

A I’d list a set of conservative stocks to conservative investors. I’d list a set of conservative stocks to conservative investors.

Q 3 I’m thinking of putting $25,000 into a mutual fund and withdrawing $100 a month until I receive my Social Security in four years.

A A $25,000 investment in a mutual fund going to be the book, support a little additional. I repeat that I am a phony for the book. In good years, the book is a little that the personal annual report, and in a year when the book is not in line, 10 per cent or more of any sort of mutual fund may not be sold for.

If you take this and am not pleased with what you are doing down your own money for part of that sum of money. It may not do well in four years. I cannot even guess.

Q 4 I’m worried about a mutual fund my daughter bought. Is it safe?

A You’ve given me the name of a mutual fund organization that sells on less than seven different funds and that range all the way from aggressive speculative to conservative.

Collect articles by financial editors in the newspaper. As in editorials there will be fact as well as opinion. Mark where facts are stated and where opinions are stated. Does he have a right to give his opinion about certain markets? Discuss.
Make a graph so that you can chart the daily activity of at least 5 stocks in the financial page over a period of two weeks. If there is fluctuation in certain companies, find and discuss causes (e.g., interest rates, political elections or trends, deaths of important persons).

Find newspaper ads about cosmetics. Check their claims. Find ads for similar items with less exaggerated claims and compare costs? Discuss what buyer is paying for (e.g., some claim to remove wrinkles in a short time, make you look younger).

Find ads for medicines that claim to cure or relieve aches, pains, or other physical problems. Check with your doctor on these. Make reports on the claims. Are they within the law? Explain.

Given a take-home pay of $_______ (teacher figures amount so necessary utility bills and rent will be covered). Have students find a rental in the newspaper ads and figure percentage of utility costs as well as car and food expenses (can figure cost of one day's menu from grocery ads and multiply by 30 for approximate monthly food cost) and any other monthly expenses the students decide on. See that they do not go over income. A lesson in budgeting can go along with this as students see necessity.
WASHINGTON—The Senate voted 89 to 6 yesterday to create a consumer agency with broad power to protect the public from unreasonable risk of injury from hazardous foods, drugs and consumer products purchased in and around the home.

In preventable accidents, household products alone—running from toys to detergents to lawn mowers—annually kill 5,000 persons, permanently cripple 22,000 and injure 4 million, by estimate of the chairman of the National Committee on Product Safety.

THE PRIME objection to the bill—that overcome in the Senate but a formidable obstacle in the House—is that an independent agency would undermine The Administration wants the administrative power put in the Department of Health, Education and Welfare, building on authority long vested in the Food and Drug Administration.

To make the agency independent would be to “keep bureaucratic pressure and big business out of the process of decision-making in this vital area,” Sen. Warren G. Magnuson, D-Wash., the principal sponsor, said.

To pass it in H.E.W. would be to continue the traditional foot-dragging we’ve seen of the Commerce Committee chairman added.

THE RANKING committee Republican, Sen. Norris Cotton, N.H., sponsored an amendment to make H.E.W, the administrator Responsible for the pharmaceutical industry, which the FDA regulates, lobbied for the amendment just before it was voted on. It failed, 33 to 61.

A bill reported Tuesday night by a House Commerce subcommittee contains provisions similar to the defeated amendment.

That bill sponsored by the subcommittee chairman Rep. Paul G. Rogers, D-Fla., confuses the situation in the House. There, a vote is to be taken soon on a measure that, like Magnuson’s, would set up an independent consumer advocate empowered to intervene in Federal Court and administrative proceedings. The House passed one such bill last year; another is pending in the Senate.

As proposed in the Magnuson bill, the safety agency—run by an administrator and one commissioner each for food and nutrition, drugs and other products—would have a mission to move swiftly against unsafe products in the marketplace. Consumers would have the right to seek to force the agency to act if should fail to do so. It would combine in a single unit what Sen. Charles H. Percy, R-Ill., called the present “piecemeal public.”

WASHINGTON—The House Banking Committee begins today an effort to decide how to control marketplace and shoddy workmanship in the building and real estate industries, and to put an end to Federal Code on public housing—sound. Public housing tenants.

With most of the nation’s housing laws at stake, the committee begins consideration of the Omnibus Housing and Urban Development Act of 1972 which would write Federal codes on public housing, settlement costs and kickbacks. FHA credit, community grants and even urban mass transit.

There are hundreds of technical changes that have been proposed by interest groups warning to Capitol Hill.

Republicans who oppose many of the changes in the bill as retaining by the housing subcommittee, are ready to propose up to 99 amendments and to close markup session of the full committee.

THE PROCESS, to be interrupted Friday by a two-week recess, is designed to force the Democratic national convention should take place.

One of the most controversial sections of the bill would force builders of FHA-approved homes and apartments to guarantee them against defects for three years instead of the present one year. Rehabilitation would have to have a one-year warranty.

This section—and one requiring H.U.D. to certify that an insured property meets all health and safety laws and is free of defects—was designed to prevent dishonest builders from making only cosmetic repairs to a home selling it at an inflated profit and skipping out before it begins to crumble.

THE HOUSE subcommittee bill also would outlaw kickbacks in real estate settlements involving federally related mortgages, direct H.U.D. to set maximum closing cost guidelines; force advance disclosure of the full amount of closing costs and the previous sale price of a house, and take other steps to protect home buyers.

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British Float Pound; Money Markets Close in Confusion

LONDON, AP - The British government set the pound floating free today to find a new rate of exchange without government support. The surprise action plunged European money markets into confusion, started a run on the U.S. dollar and jumped the price of gold more than $2 an ounce.

The British government closed the London foreign exchange market until Tuesday. The Common Market government's closest tri-exchange at 11:00 a.m. for rates at least for today. But before the market closed, the dollar plummeted to its third highest 515 marks.

Markets were seen in Switzerland and the dollar made a sharp dip. In Zurich, the dollar fell to 72.32 Swiss francs.

Clip some articles on the economy of other countries. What is being done to stabilize any fluctuations in exchange rates? Discuss. What is GNP?

Find articles over a period of one month that deal with regulations the government imposes on business to protect consumers. Have panel discussion or committee reports about any particular regulation.

Meat Price Controls Considered

WASHINGTON (UPI) - The U.S. Price Commission is considering slapping a temporary freeze on retail meat prices. It was learned today.

With beef, pork and other meat prices up and expected to continue going higher, President Nixon is considering suspending restrictions on foreign meat imports -- the price group is weighing a one-month freeze.

The action, with obvious political implications in this election year, could come at a special meeting this weekend, possibly Sunday. In advance of the meeting, Chairman C. Jackson Grayson Jr. was polling the members for their views on a freeze.

NIXON MIGHT move sooner. He met with his top economic advisers late today. Newsmen were allowed into his office briefly for photographs. "Don't buy meat," he quipped.

Commission sources said the price commission was disappointed at failure of the Cost of Living Council, which has over-all jurisdiction over economic controls, to act on soaring food prices, especially meat.

The Price Commission has authority to impose controls on foods, including meats, at the wholesale and retail levels. But it has no control over farm prices. They are exempt and the Price Commission has asked that this be removed.

Nixon said yesterday he might temporarily lift import quotas on beef to help curb meat prices that he acknowledged were "beginning to rise again and rising very fast."