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We learn about new products and services because sellers let us know about them by using ads. Ads may be print or nonprint. Print ads appear in newspapers and magazines, on billboards, on the Internet, and on flyers posted in your community. Nonprint ads may be commercials on the radio, TV, during movie previews at the theater, on videotapes or DVDs, and other places where voices and visual material are used together. The overall intent of ads is to get you to buy items being advertised.

Informed consumers recognize that ads can encourage them to purchase items, even items they did not plan to buy.

**H ave a problem with something you bought?**

You finally saved enough money to buy that special thing you’ve been eyeing for months. You get it home, use it for a while, and discover it doesn’t work right. Are you stuck with it?

No matter how much you like something, things can go wrong. So keep your sales receipt and warranty in a safe place. Then if something breaks or doesn’t work properly, you can follow these steps to make the situation right.

**Step 1**

Go back to the store. Take your receipt and warranty. Explain the problem to the salesperson who sold you the item (or the manager or owner of the store). Ask if they’ll replace it or have it repaired. If that doesn’t work...

**Step 2**

Write a letter to the manufacturer. The address should be on the warranty. Tell where and when you bought the item, what happened, steps you’ve already taken to remedy the situation, and what you’d like done. Enclose copies of your sales receipt and warranty. Keep a copy of the letter. If that doesn’t work....

**Step 3**

Contact your local office of consumer affairs or consumer protection. (Look in the phone book under city, county, or state government listings.) In some cases, the office will send you a form to fill out. In others, you’ll have to write a letter. They may be able to get action if you have a valid complaint.

**Step 4**

Note for Web shoppers: be sure to print a copy of anything related to transactions made on the Web (warranty or guarantee, privacy policy, product description, delivery). If the seller e-mails you a confirmation notice, be sure to keep it until the product arrives. Finally, make a note of the date and time of the transaction if that information does not appear on any confirmation the seller sends you.
**SHOP SMART**

**Buying shoes that fit**

What is a good shoe? The best one is the one that fits your foot. When you buy a pair of shoes, try them with socks similar to what you plan to wear. Check the following:

- **fit at the heel** (should not slip)
- **fit at the sides** (should hug the foot)
- **fit in the toes** (room enough to wiggle toes)
- **fit at the instep** (no bulges)

**TIPS TO GET THE BEST FIT:**

- Measure both feet each time you buy a pair of shoes and fit the larger foot. Your feet keep growing through your teens.
- Shop in stores where salespeople will help you get a good fit.
- Shop for shoes in the afternoon. Your feet are smaller in the morning.
- Stand up and walk around when you try on shoes. The widest part of the shoe should fit the widest part of your foot.
- Buy shoes you do not expect to “break in.”
- Select two pair of shoes that fit. Walk in one of each at the same time. Select the pair that feels best.

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**ADVERTISING ...**

1. **helps lower prices.**

   Since advertising helps build consumer demand, it helps a manufacturer buy and produce in quantity, and that, in turn, reduces the cost of individual items. Some examples: calculators, televisions, CD players, VCRs, DVD players, computers. As the market for these products increases, the price tends to decline.

2. **makes people buy things.**

   As a consumer, you choose to buy or not buy. Advertisements can inform, persuade, and suggest, but you, the consumer, make the final decision.

3. **affects competition.**

   Advertising tends to increase competition because as the market for a product increases, more producers try to make products that fulfill consumer demand. Again, electronic items are a good example.

4. **encourages people to buy poor products.**

   At best, advertising can encourage someone to buy a product once. If the consumer is dissatisfied, no amount of advertising will encourage them to buy the item again.

5. **adds to the cost of doing business.**

   Advertising is an expense for the manufacturer, but on balance, it lowers cost because it enables the manufacturer to mass-produce a product so that the unit cost of an item is lowered.

6. **helps consumers have more choices.**

   Since advertising increases competition, more products are marketed, and consumers have more choices. Also, advertising encourages retailers to stock products, so consumers again have more choices.

7. **supports the free press by paying for space in magazines, time on radio and TV.**

   Advertising is the principal source of income for all forms of the mass media. Without advertising support, subscription rates would increase rapidly.

8. **may influence product quality.**

   Advertising may increase product quality. With many products vying for attention, it is easy for consumers to switch brands. This constant “voting” forces manufacturers to maintain product quality or lose repeat sales.

9. **helps consumers make wise choices.**

   Because advertising informs consumers about a product’s availability and what it does, consumers can use it to compare product facts and choose the items that best suit their needs, wants, or interests.
Sales can be great money-savers, but only when you need the items on sale. To get the most for your money, decide what you need, stick with your shopping list, and buy only those items you really need.

Sales terms to know

Sale price. This price is lower than the manufacturer’s suggested retail price or the store’s everyday price.

Regular price. This is the store’s everyday price.

Original price. This is the manufacturer’s suggested retail price.

Second. This item has a more serious flaw that can affect the use of the item.

Irregular. This item is imperfect (maybe in color, size, or in the way the item is made).

Getting a bargain at a sale

A good buy is anything that meets your needs at a price you want to pay. If you can get what you want for less money than usual, or if you can get better quality for the same money, you have a good buy or a bargain. However, even if you saved money when purchasing an item, it is not a bargain if you can not use it.

Test Your Nutrition Label Knowledge

Tater-Tots

Nutrition Facts
Serving Size 9 tots (84g) Servings Per Container 21
Amount Per Serving
Calories 150 Calories from Fat 70 % Daily Value
Total Fat 8g 12%
Saturated Fat 1.5g 8%
Cholesterol 0mg 0%
Sodium 340mg 14%
Total Carbohydrate 21g 7%

Fresh Potatoes

Nutrition Facts
Serving Size 1 medium (148g) Servings Per Container about 20
Amount Per Serving
Calories 120 Calories from Fat 0 % Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Cholesterol 0mg 0%
Sodium 10mg 0%
Total Carbohydrate 23g 8%

Compare the two potato product labels to find out the following:

1. How many Tater-Tots are considered a serving?
2. Which product gives you more weight per serving?
3. Which product contains fewer calories per serving?
4. Which product contains more fat?
5. In the Tater-Tots, what percentage of the calories come from fat?
   21% 44% 70%
6. Which product has more sodium?
7. If you ate two servings of Tater-Tots, how many milligrams of sodium would you be eating?
   _______ milligrams or _______ of your total daily value.
8. Which product has more cholesterol?