

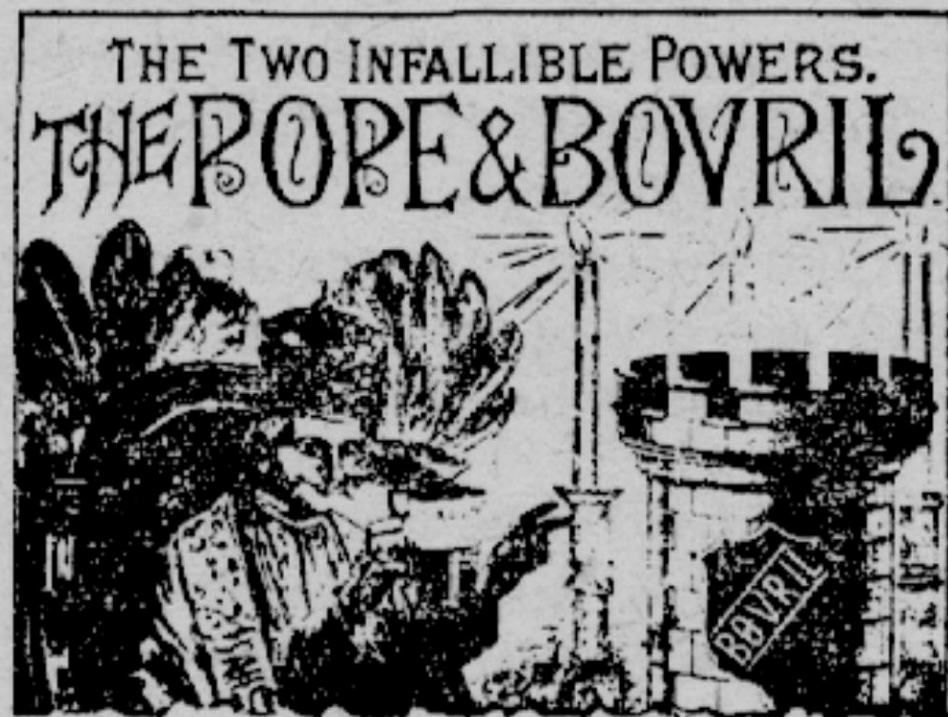
SHOPPING  
POEMS

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cans of garbage  
are being sold  
in the shops  
at a very  
reasonable  
price.

- Chris Jacobson



From an advertisement of the 1890's. Genuine!

# A BLOW FOR THE BARGAIN HUNTERS

"Radiant 1s off Giant Size - 2s 11d" That's what the poster said and thrifty pensioner Mr J went along to his local supermarket to snap up a bargain.

But when he got there the only packets he could find were at the original price of 3s 11d. Annoyed at having gone on a wild goose chase, Mr J complained to the cashier. He was told that the special offer packets were all out of stock. Reluctantly Mr J forked out the extra shilling, then took his case to the inspector of weights and measures.

The supermarket, Tesco, were prosecuted under the Trade Descriptions Act. This makes it illegal to make the public believe you are selling things cheaper than you in fact are selling them.

Tesco claimed it was not their fault. The person to blame, they said, was the manager of the branch where Mr J was a customer. It was the responsibility of local managers to see that the offer packets were on sale and that the law was not broken.

But the prosecution argued that Tesco should be held responsible for the mistakes of their staff.

In the end, however, the House of Lords took Tesco's side. This was because the law provides a let-out if "the offence was due to...act or default of another person."

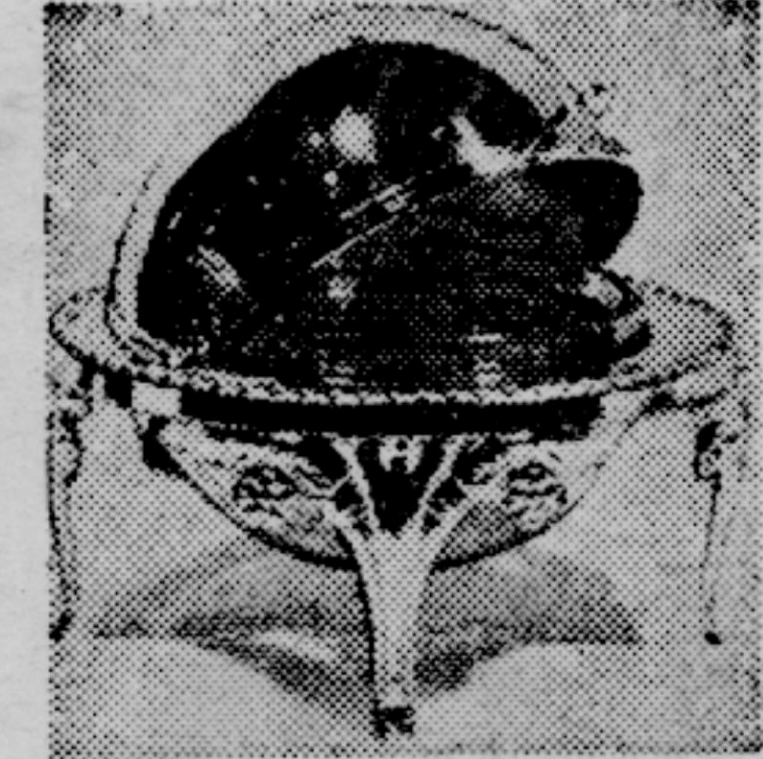
The intention of this clause was clearly to protect someone who, say, wanted to advertise their house for sale in the newspaper for £2,000. If a misprint showed the price as £200, it would obviously not be the house owner's fault and so the law was designed to stop him being unfairly prosecuted. But

the Tesco case has turned this into a loophole which unscrupulous firms can abuse.

It means that big chains can advertise 'special offers' which their staff in the branches, by accident or design, don't honour -- and get away with it.

Meanwhile the likes of Mr J will go into shops expecting to find bargains and if they have to pay that extra shilling there will be little they can do about it.

## Spread it around



Just the thing for hard-up families to make the butter go round... a revolving butter dish. They're silver plated and cost £8.20 and at least on shop in Liverpool (Walker and Hall in Lord Street) is seriously trying to sell them.

## Stores win—and the shoppers lose

When is a price reduction not a reduction? That was the problem facing Brent Borough Council when a House of Holland advertisement said: "All prices further reduced." For the council were certain that a three-in-one sunchair bed 'reduced' to 45s had been selling at the same price for the previous month -- and they took the firm to court.

House of Holland's defence was this: The law on price reductions is that unless your advert says otherwise, it must be assumed that

the goods have been offered at a higher price sometime in the last six months, and for a period of not less than 28 days.

In other words the advertiser got the benefit of the doubt. It was up to the council to prove that the sunchair bed had NOT been reduced during the last six months.

The result of this is that prosecution is now almost impossibly difficult. To collect the evidence it would need thousands of inspectors

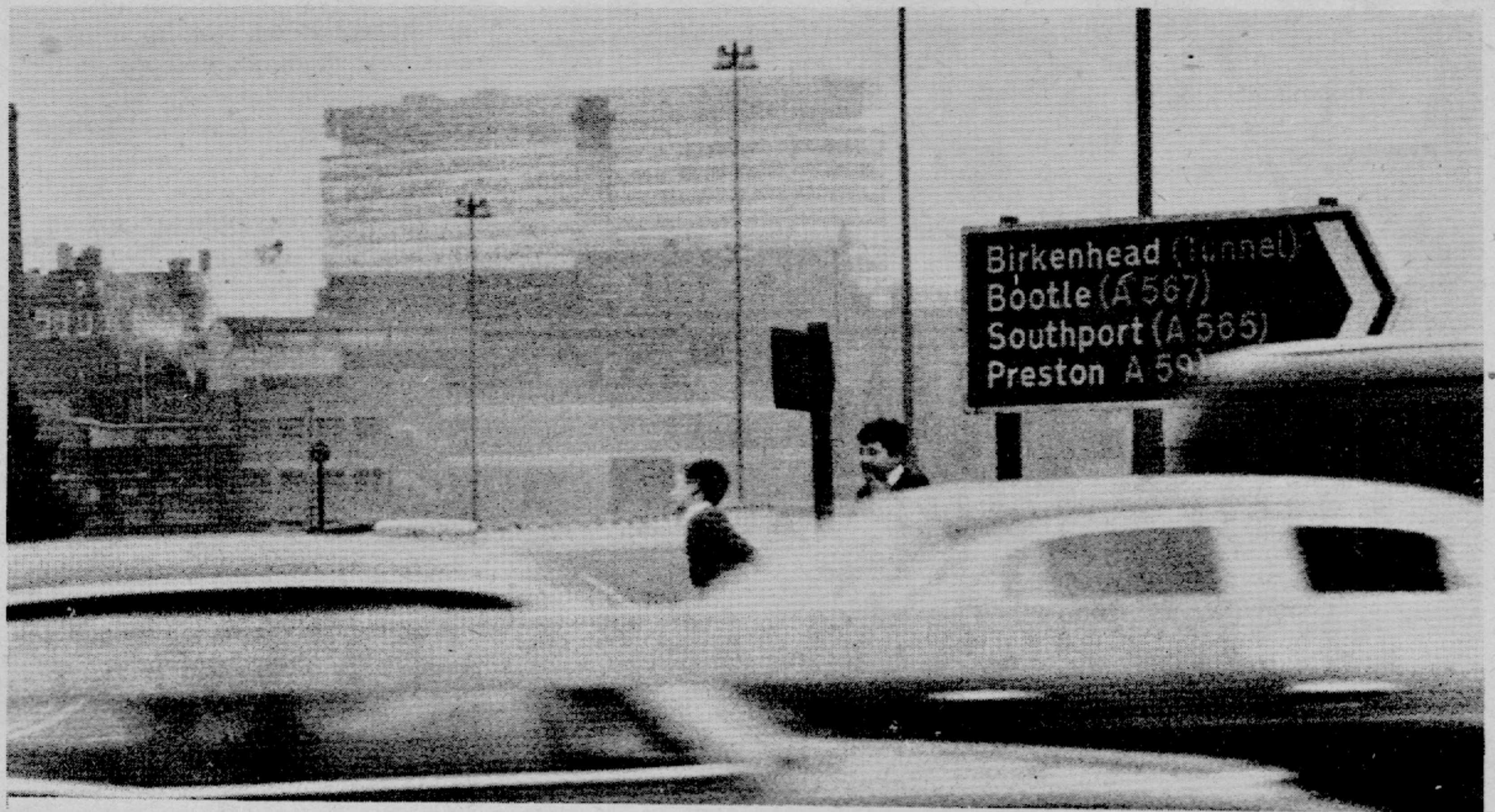
visiting shops every day to note all the prices.

A simpler way would be if shops claiming to cut prices could be compelled to give evidence that their reductions were genuine.. This would be easy to show by producing their trading records.

Until that happens, shopkeepers can announce price cuts as and when they like, and though you may think they're lying, unless you've got proof the only action you can take is to shop somewhere else.

# The road to nowhere?

Picture by Dick Langley



Alderman Macdonald Stewart isn't breaking the law by denying Liverpool people any say in the planning of the M 62 route.

He is just ignoring it.

He told Picton Residents Association they couldn't be co-opted onto any committee involved in the planning of the M 62.

Which isn't what it says in the Town and Country Planning Act of 1962, and the local Government Act of 1933. These acts laid down that members of the public could be co-opted onto Council Committees.

If Macdonald Steward read the Skeffington report—which was all about involving the people—he would have been reminded about these powers of co-option.

When he met the Picton residents on June 4th Macdonald Steward might have been nearest to the truth when he told them that the M 62 business was an exercise in Public Relations: Public Relations has a deserved reputation as being the art of telling lies.

A further smokescreen has been thrown up by two of his fellow aldermen. Alderman James Ross, Chairman of the Transport Committee chaired the two public meetings held in Mabel Fletcher College in a blatantly biased way.

Ross refused to allow the independent Chairman to take over even though the majority of people called for this at both meetings.

Then Alderman Bill Sefton, leader of the Labour Party told the Picton residents that participation didn't mean actually playing

a part in the decision-making.

And meanwhile the Corporation machinery relentlessly goes ahead planning a £14m stretch of motorway, with no-one, neither planners nor politicians capable of explaining clearly what the M 62 is for.

The Merseyside Area Land and Transport Use Study prepared at a cost of £500,000, in 1969, contains no explanation of what the M 62 is for.

The planners have referred in passing to it carrying commuter traffic. The politicians vaguely think it has something to do with the economic future of Merseyside. Then there's some talk of it linking up with the third river crossing, which if it's built might appear some time between 1972 and 1991.

But why is it planned to join the inner motorway at the waterfront and Eastern sections? MALTS said these would be the sections least likely to be built if money was short. Money is short, and already few people in the Corporation think the £88m inner motorway will ever be completed.

And anyway, why is it linking up with the South end of Liverpool Docks when these will be closing down in August 1972?

Given these facts, what if any alternatives have been considered and why have they been rejected? If the M 62 is designed to help Merseyside economically then why not link it up with the North Docks where all the container development is concentrated?

Why can't the M 62 connect up with the outer ring road? Why can't

the East Lancs Rd., be expanded and join up with the Islington radial?

In a letter to the Picton Residents Association, Professor Buchanan, the Traffic Planner, says that local authorities should publicly demonstrate the proposals and 'the demonstration should include and account of all the alternative plans or policies that were considered....the reasons for the rejection of the other possibilities should be clearly stated.'

Liverpool Corporation have clearly stated nothing.

Like a motorway running through your front room? There's no need to wait for the M62. Kelloggs Rice Krispies are giving away 750 toy ones in their latest competition. Come to think of it, why not enter on behalf of young motorway enthusiast, Francis Amos (address: Bridge House, 7 Mossley Hill Drive, Liverpool 17). Let's see if Free Press readers can't win him a set or two to keep him from playing with the real thing.

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## Police raid party

here bullying. He lost control and had to do something. So we got a show of force."

Two other men were arrested: Mr Frankie Jewel and Mr Johnnie Seagraves, both of Lindby Road.

Mr Seagraves commented: "All I asked was why they couldn't hold the party. The police told me to get off the pavement because I was causing an obstruction."

"I said — who, me? And the sergeant said: Book him. Put him in the van."

Legal aid was refused to Johnnie Seagraves, although he had been out of work for 9 months until recently.

Two local priests have been helping those arrested, and one has forwarded a letter and a pe-

tion to the police authorities in Southport calling for an enquiry. By July 1 they had still not received any reply other than a formal acknowledgement.

The first hearing on May 28 was adjourned.

### Wild dance!

The Scaffold will appear in a centenary programme about London's Albert Hall on August 6 (BBC).

For the occasion they have written a new song entitled 'Doing the Albert'. It's a wild, up-tempo rock song — and the Albert is an extraordinarily easy dance. You stand stiffly to attention.

The Scaffold hope to record it this month as a single.