

# Ethics: Lessons Learned

## When Your Structure Collapses

# Highland Appliance

Claim: \$26M



**HIGHLAND'S HOLIDAY TREAT!**



**BIG MAC™ DINNER**  
Big Mac™ • Handcut French Fries • Regular Drink  
REGULAR PRICE **\$1.18**

**Highland Expects To Give Away Over \$100,000 Worth of McDonald's® Big Mac™ Dinners Free With Appliance Purchases This Weekend**

**GET AS MANY AS 60 BIG MAC™ DINNERS FREE**  
(60 DINNERS ARE WORTH AT LEAST \$13.63) WITH PURCHASE AT HIGHLAND. DINNERS ARE FREE WITH ANY PURCHASE YOU MAKE! (A SALE YOU'LL LOVE SO MUCH YOU CAN TASTE IT!)

IN ADDITION TO OUR EVERYDAY LOW PRICES YOU GET ALL THESE DINNERS FREE:

- 10 TO 20 DINNERS WORTH \$12.27 TO \$24.54 WITH STEREO COMPONENTS
- 10 TO 20 DINNERS WORTH \$12.27 TO \$24.54 WITH COLOR TV SETS
- 20 TO 40 DINNERS WORTH \$24.54 TO \$49.08 WITH VIDEO CASSETTE RECORDERS
- 10 TO 20 DINNERS WORTH \$12.27 TO \$24.54 WITH WASHING MACHINES
- 20 TO 40 DINNERS WORTH \$24.54 TO \$49.08 WITH MICROWAVE Ovens
- 10 TO 20 DINNERS WORTH \$12.27 TO \$24.54 WITH FREEZERS
- 1 TO 20 DINNERS WORTH \$1.18 TO \$23.45 WITH AUDIO MUSIC SYSTEMS
- 10 TO 20 DINNERS WORTH \$24.54 TO \$49.08 WITH WASHERS OR DRYERS
- 10 TO 20 DINNERS WORTH \$12.27 TO \$24.54 WITH AIR CONDITIONERS
- 1 TO 10 DINNERS WORTH \$1.18 TO \$12.27 WITH BLACK WOOD TV'S

**PLUS FREE DINNERS ON EVERY OTHER ITEM WE CARRY!**

**SALE**  
10 A.M. to 9 P.M.  
**Fri. & Sat.**  
CLOSED SUN. MAY 28

**OPEN MONDAY**  
MEMORIAL DAY  
10 A.M. to 5 P.M.



**PIONEER**  
SOUND PROJECT 300 RECEIVER

AM/FM, FM Stereo With variable tuning, wood cabinet and metal face plate. Full controls including balance and tone plus signal strength and tuning meter. Pioneer quality at savings!

SAVE! WAS **\$199.95** **\$148** AND GET 10 FREE BIG MAC DINNERS WORTH \$12.27

PLUS! DINNERS INCLUDED WITH SPEAKERS, TURNTABLES, TAPE DECKS, AND ALL OTHER COMPONENTS.



**FREE DELIVERY ■ FREE SERVICE ■ EASY TERMS ■ INSTANT CREDIT**

**PLUS**

USE CHARGE CARD OR INSTANT CREDIT. You can get credit instantly by using almost any major credit card (expiration date required), or a reference to opening a Highland credit.

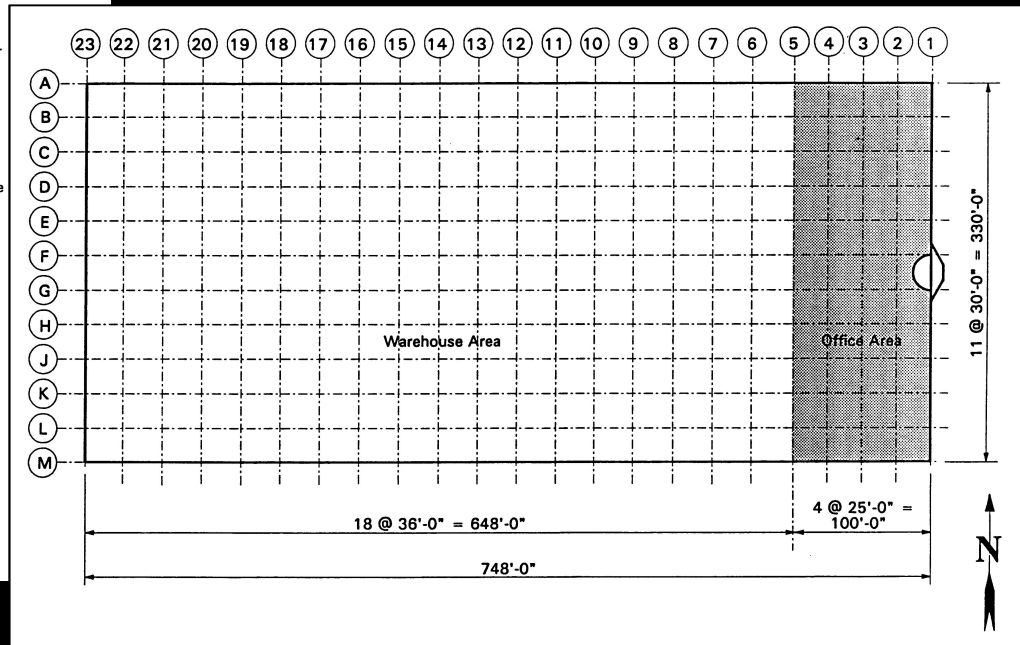
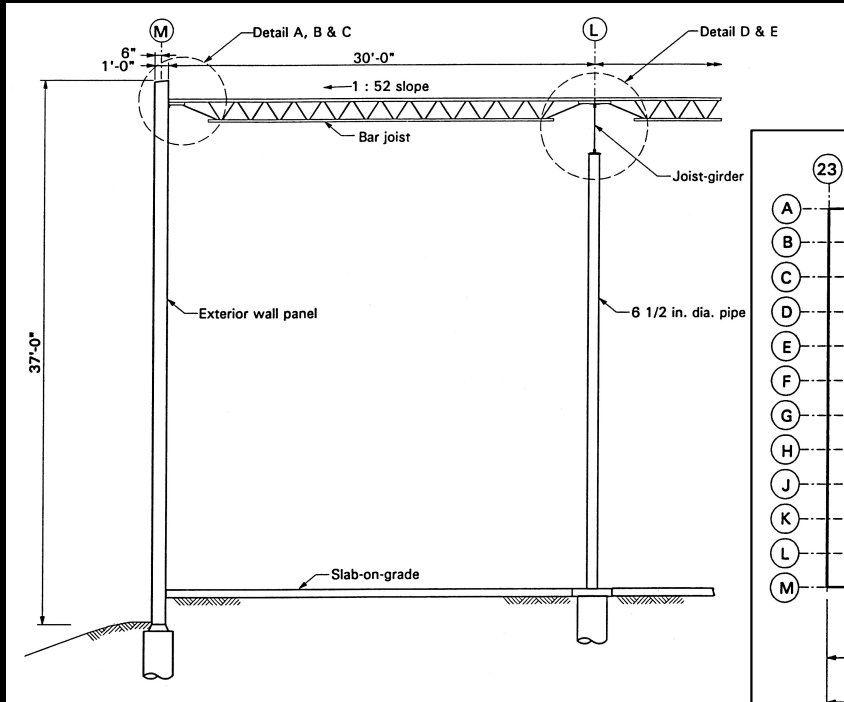


**INSTANT CREDIT EASY TERMS**

**3550 WASHTENAW**  
ACROSS FROM ARBORLAND

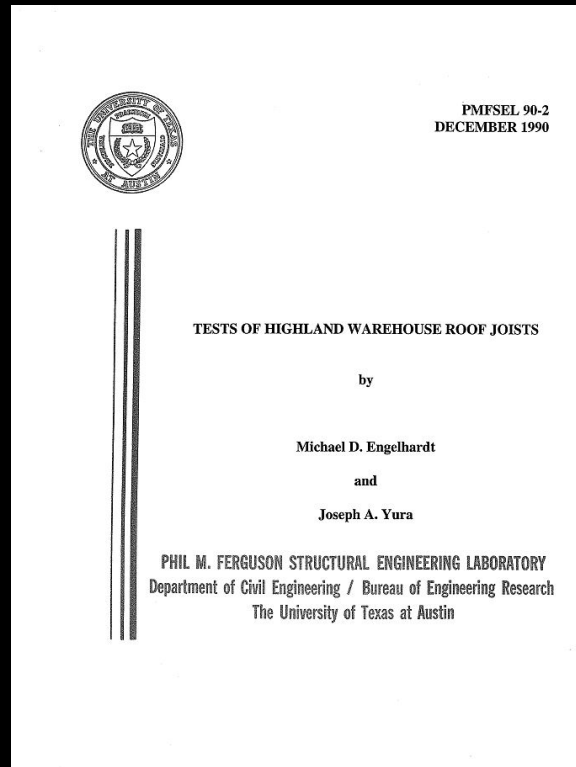
20000 ARBORLAND (PULLEY) AVENUE  
P.O. BOX 300  
OPEN DAILY 10 TO 9 • SUNDAY 11 TO 6



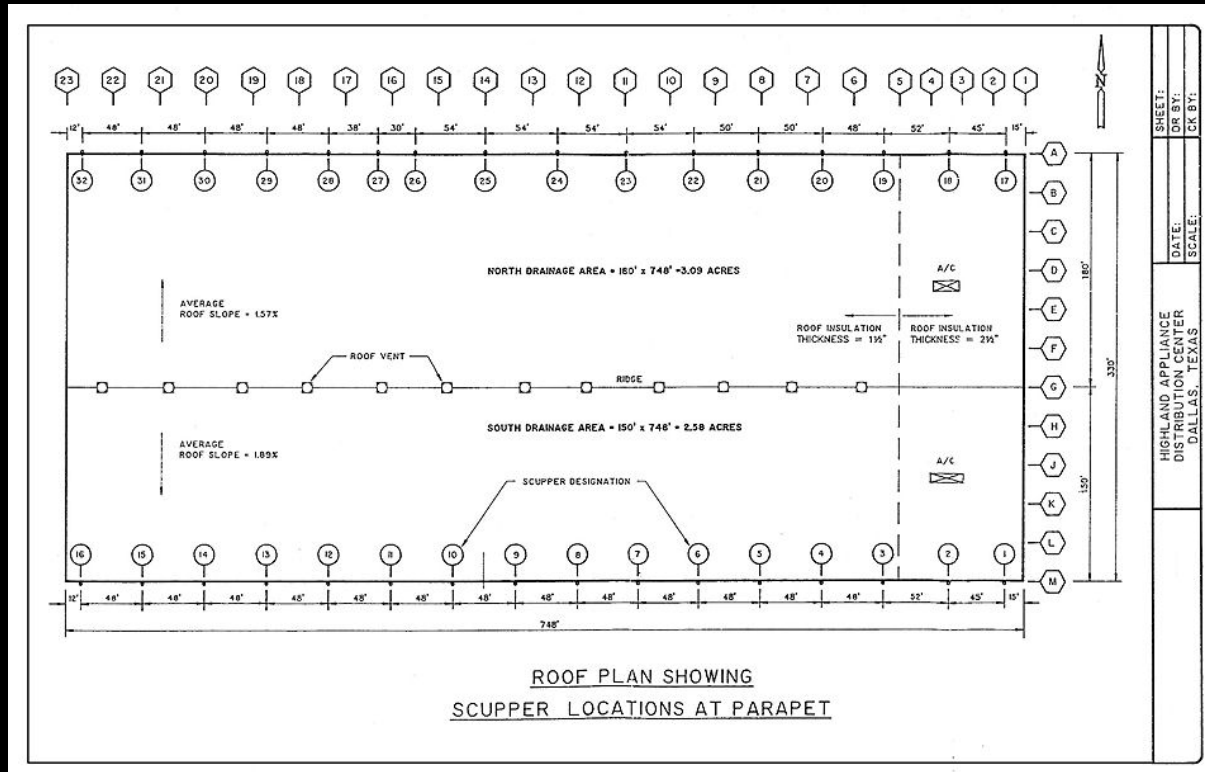


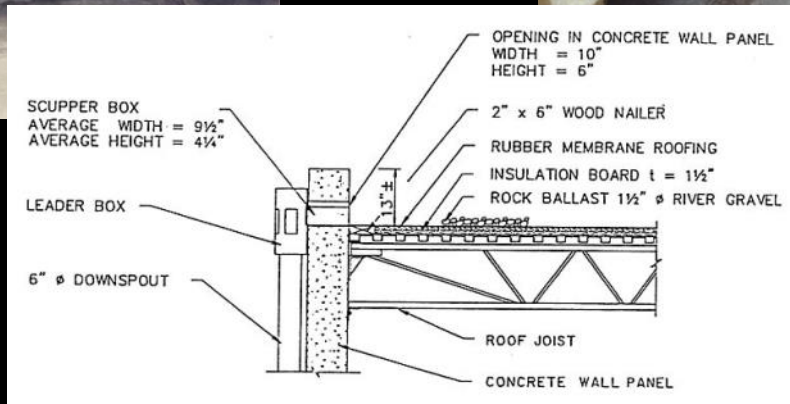


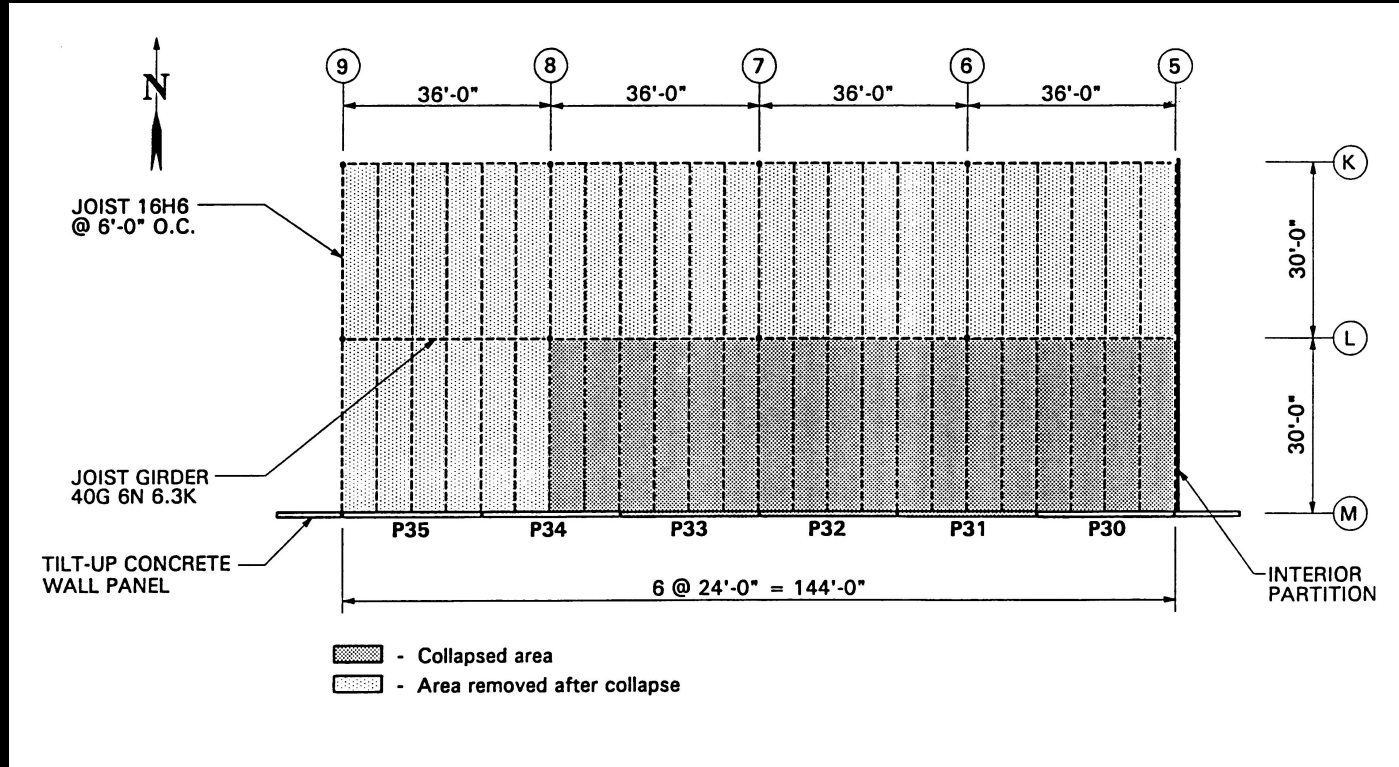














# Lessons:

- Never let your recent past projects go uninsured.
- Pay attention to roof drainage design and construction.
- Respond to a crisis quickly, gather data and be helpful.

**Thank You !**