

Beware Advertisers!

Advertisers in this community are urgently warned not to be misled by aggressive telephone solicitations by persons claiming to represent "the Jewish newspaper."



The American Jewish Press Association has received numerous complaints from valued advertisers of harassing telephone calls from solicitors claiming to represent "the Jewish newspaper." In fact, the solicitors are representing out-of-town operations whose "publications" are of practically no value to local advertisers.

The American Jewish Press Association and its Committee on Ethics and Professional Standards are determined to protect the good name of the responsible Jewish publications in North America.

Please be aware of the following questionable practices by various operations whose activities have been the subject of repeated complaints to the AJPA Ethics Committee:

1) The publication's representative calls a prospective client and indicates he or she represents "the" Jewish newspaper in the community when, in fact, the publication is not the local Jewish community newspaper.

2) The prospective client is told that his company's president has been awarded some kind of "citation" or "award" in recognition of community service or "Interfaith" activities. This is followed shortly by an invoice for an ad in a publication which was never authorized. Often such bills are mistakenly paid.

3) A prospective client is led to believe his company is renewing an ad in "the" Jewish newspaper when, in fact, the solicitation is for an out-of-town publication. Often the bill for the same size ad is many times higher than the amount charged by the actual local Jewish newspaper.

4) The legitimate ads of major companies are lifted and photocopied intact from either telephone yellow pages or from the actual local Jewish newspaper and are published in the out-of-town newspaper without authorization. Sometimes tear-sheets of these unauthorized ads are sent with bills to clients and payment is actually sent. These operators work on percentages and if they can get unsuspecting people to take their bait, they stay ahead of the game.

5) Some of these "publications" are merely collections of feature material either bought or stolen from the Jewish Telegraphic Agency or from AJPA member publications without permission, along with filler and handout material from national Jewish organizations. The "news-papers" are just fronts for the purpose of soliciting large amounts of advertising from all over the country which can do absolutely no good for the "clients."

6) In addition to false or misleading telephone tactics, some solicitors are harsh and aggressive to prospective clients and imply that if the client does not buy the ad, the company will be seen as "anti-Semitic." Needless to say, such practices give the legitimate Jewish press a bad name.

Fight Back! Be an "Ad-Scam Buster"

If your company is solicited by such an operation, under no circumstances should you agree to accept an "award" or purchase an advertisement. Ask for the solicitor's name, address and exact name of the publication, a sample copy of the newspaper and a telephone number.

Report any such solicitations and any other written information on the operations to Robert A. Cohn, Chairman, AJPA Ethics Committee, c/o St. Louis Jewish Light, 12 Millstone Campus Dr., St. Louis, MO 63146; (314) 432-3353. All complaints will be promptly investigated.



Denberg-Portnoy

Suzanne Rachel Portnoy and David Denberg were married Feb. 24 at the home of Susan and Peter Marx in Matthews.

The bride is the daughter of Marilyn Goldsmith of Cranston, R.I., and Gil Portnoy of Charlotte. The groom is the son of Max Denberg of Columbia and the late Pauline Denberg.

Maid of honor was Erica Portnoy, sister of the bride. Flower girl was the bride's daughter, Jessica Upton. Best man was John Gottlieb.

The couple live in Columbia.

Graff-Schlosberg

Congratulations to Lois Schlosberg and Michael Graff who were married on February 16 at the Guest Quarters Suite Hotel.

Wallace-Posner

Teri Posner and Marvin Wallace were married on February 2. Marvin is the son of Lorraine Oudin and Sam Wallace. The newlyweds are living in Phoenix, Arizona.

Diamond-Klein

Allin Diamond of Charlotte and Michael Diamond of Rock Hill, SC announce the engagement of their daughter, Wendy Gwen Diamond of Charlotte, to Gary Lee Klein. The groom-elect is the son of Harriet Klein of Alexandria, Va., and James Klein of Fernandina Beach, Fla. A Dec. 28 wedding is planned in Charlotte.

Kornberg-Davis

Karen Denise Davis and Andrew Bard Kornberg were married March 16. The bride is the daughter of William and Mary Davis of Charlotte. She is a graduate of North Mecklenburg High School and attended CPCC and UNC-CH.

The groom is the son of Sharon and Jay Kornberg. He is a graduate of Randallstown High School and attended the University of Richmond and UNCC.

The couple are police officers with the Charlotte Police Dept.

Mazza-Hennes

Dr. and Mrs. Joseph Mazza of Oshkosh, Wis., announce the engagement of their daughter, Susan Jo Mazza of Charlotte, to Neil T. Hennes. The groom-elect is the son of Carolyn and Stuart Hennes of Charlotte. An Aug. 25 wedding is planned at the Park Hotel.

THE JEWELRY STORE

Top Quality at No-Nonsense Prices

Featuring

"THE PRESTIGE" ...the ultimate engagement ring

4220 East Independence Blvd.
535-3457

Event Planning

Balloons/Flowers

DAZZLE'S
548-8763

Free Consultations

Save Money

INVITATIONS, etc.

Offering Unique Selections in
Bar/Bat Mitzvah & Wedding Invitations
Personalized Napkins • Stationery
Social and Birth Announcements

15% Discount
Calligraphy Services Available

Mary Gordan
847-0420

Judy Kaufmann
364-0046

RUSSELL'S PHOTOGRAPHY

R

• Studio Near Pineville, N.C. •

E. ROBIN RUSSELL

PORTRAITS
WEDDINGS
SPECIAL EVENTS
COMMERCIAL

CALL:
542-8711
DAYS OR EVENINGS

B & K Wholesale Bakers

From Muffins to Magnificent!

Pastry and Wedding Cake Specialist

209 Iverson Way
Charlotte, NC 28203
522-6368

"Let us be a part of your Special Day"

Experience
Something New At
Your Next Party.

A Good Time!

It's hard to have a good time if you're worried about every detail. That's why the professionals at the Omni have made it their job to make your parties fun. Even for you! No detail is left to chance—from food, drink and favors, to the most minute detail.

No one works harder seeing that you have a good time.

OMNI CHARLOTTE HOTEL

The Fine Art of Fine Service

222 East Third Street, Charlotte, North Carolina 28202
Telephone: 704/377-6664, Fax: 704/377-4143

© 1991 Omni Hotel