POINTS OUT VALUE OF CHAIN STORES

Affords Years Around Purchase Of Fruits and Vegetables

From an Article by Don Francisco, Lord & Thomas, Los Angeles in "Advertising and Selling" March, 1938.

"I see the chain-store question as a social question, to be decided on the basis not of special interests, but of greatest good to greatest number. . . .

"Being a chain is not a matter of size, but a matter of method. Why has this method spread and flourished? It is because the chains had a new idea of serving the consumer, and the consumer welcomed that idea.

"First of all, the chains offered lower prices. How? They were competing with a retailing system handicapped by credit losses and by wasteful, duplicating facilities; they introduced cash-and-carry merchandising, and passed the saving on to the consumer. They came into a field dominated by small, badly managed stores, and introduced order and efficiency, and passed that saving on. Recognizing the high costs of the old wholesaler-retailer relationship, they took upon their own shoulders a good many of the wholesaler's functions, and passed that saving on. They learned that two stores could operate more cheaply than one, and ten stores more cheaply still, and they passed that saving on.

"Next, they offered cleaner and more attractive stores. They built fixtures and displayed goods for the consumer's benefit. They chose their locations systematically, for the consumer's convenience.

"The chains adopted a modern selling method which the rank and file of small retailers had largely neglected —adveritsing. . . .

"So what happened? They came on the American scene when official and unofficial observer were exhorting us to simplify distribution, reduces waste and lower prices. So well did the chains meet this challenge that they sold, and still sell, at an average of 10 per cent less than the single-store operator. That means a saving to lower-income and middle-income families of an estimated $750,000,000 a year. Of this saving, 82.6 percent. represents economies in handling merchandise. . . .

"At the same time, the chains brought big-city variety and bargains to small towns. They improved real estate values and kept neighborhood trade at home. They offered new opportunities for advancement to thousands of able citizens who could not be limited to the horizon of a single store. They increased the standard of living for millions, by lowering the cost of necessities, thus enabling them to share in some of the luxuries. . . .

"We are told that we should return to the distributing systems of twenty-five years ago; that we should grant a monopoly to those types of wholesale and retail agencies—and only those—that existed in 1913.

"One of the sorest points in our whole distribution system has been the marketing of farm products . . . The chains, through low retail prices, were already performing a special service to the rural population, to labor, and to the under-privileged; they also reached out to serve the farmer as a producer by bringing him closer to his markets. A very recent report on "Chain Store Distribution of Fruits and Vegetables in the Northeastern States (U. S. Dept. of Agriculture) testifies. 'The chain systems have unquestionably improved the efficiency and reduced the cost of getting fruits and vegetables from grower to consumer.

"The question of monopoly has been raised in connection with the growth of chains. Let us consider: Is there monopoly? Is there a threat of monopoly? The answers to these questions should be weighed seriously in judging proposed changes in distribution.

"There is no monopoly today. The Federal Trade Commission examined this question in detail, and found no cause for alarm. The Department of Agriculture reported: 'The field of retailing is perhaps the most competitive sphere in industry or commerce. . . . Concentration of corporate control does not even approach that existing in many other parts of the economic system.'

"I argue, not simply for chain stores, but for the preservation of a system that encourages improvement, a system that does not punish efficiency with death. I ask that first consideration be given the American consumers whose living costs will rise if the chain store method is legislated out of existence."

Word Connoisseur, French

The word connoisseur is French, but came from the Latin cognoscere, meaning to become acquainted with.

EASE PAIN OF
SORE THROAT
ACCOMPANYING COLDS

12 TABLETS 15c
2 FULL DOZEN 25c
INSIST ON GENUINE BAYER ASPIRIN

JOSEPH N. WHEATLEY & CO.
GENERAL INSURANCE
Chestertown, Maryland

Starts Today! $50,000.00 PRIZE CONTEST

ENTER TYDOL'S CRUSADE FOR SAFE DRIVING

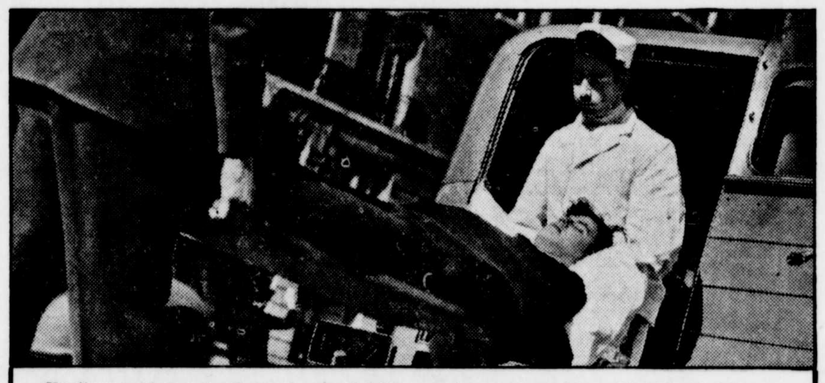
You Can Win $25,000.00 FIRST PRIZE!

39,700 DEATHS in motor accidents for the year of 1937. What will the dreadful total be in 1938? . . . As producers of gasolines and motor oils—as servicers of motor cars—we cannot be indifferent to this mounting death record of our highways.

Every day we come in direct contact with thousands of car drivers. We have their neighborly confidence. It is only natural that we feel a definite responsibility for their safety on the road. And only natural that we do something about it! That is why the Tydol Crusade for Safe Driving is launched.

Easy to Join . . . Easy to Win

Because *your* help is needed in this Crusade Contest it has been made *easy to join*. Because no real literary skill is required, the $25,000.00 first prize and the 684 other big cash prizes are *easy to win!* And to help increase *your* chances to win, only residents of 12 States and the District of Columbia are eligible to enter.



Hardly more than a month ago the mangled figure on the stretcher celebrated his 21st birthday . . . He lived long enough to become a voting citizen, but never cast a vote . . . He died on the operating table of a hospital.

PRIZES
All Prizes are Cash Prizes

FIRST PRIZE	$25,000.00
Second Prize	$5,000.00
Third Prize	$2,500.00
Fourth Prize	$1,000.00
Fifth Prize	$1,000.00
Sixth Prize	$1,000.00
Seventh Prize	$500.00
Eighth Prize	$500.00
Ninth Prize	$500.00
Tenth Prize	$500.00
25 Prizes—$100.00	$2,500.00
50 Prizes—$50.00	$2,500.00
100 Prizes—$25.00	$2,500.00
500 Prizes—$10.00	$5,000.00
Total 685 Cash Prizes	$50,000.00

SAVE LIVES—WIN A PRIZE—*Write YOUR Eight Rules for Safe Driving*

MANY different suggestions for driving behavior have been written and published. But what are YOUR 8 Rules for Safe Driving? What are the 8 Rules that you think assure the greatest safety in driving a motor car?

You can write these 8 Rules *easily in your own language. You can write them simply because no Safety Rule should be more than 25 words. This is not a literary contest . . . Writing skill does not count.*

For illustration, here are 3 Sample Safety Rules:

1. Never drive a car when sleepy or overtired.
2. Always keep to the right and you'll seldom go wrong.
3. Dim your headlights when passing a car.

Remember, these are not actual prize-winning Rules. They only show how easy it is to write your own 8 RULES FOR SAFE DRIVING.

How to join Tydol's Crusade

To help you in Tydol's Safe Driving Contest, Tide Water Associated Oil Company has prepared 8 brief booklets that contain a great many facts which will help you in writing your *8 Rules for Safe Driving.*

Each booklet also contains a numbered coupon. Booklet No. 1 contains Coupon No. 1. Booklet No. 2 contains Coupon No. 2—and so on. There are 8 coupons in all and you write your *8 Rules for Safe Driving* on these coupons. See Instruction No. 3.

Be sure and get these valuable coupons and remember the booklets containing them are FREE. And you do not have to make a purchase to get these booklets.

Entry Blanks are FREE to All

To enter the Tydol Crusade Contest all you have to do is to stop at any TYDOL-VEEDOL DEALER'S and ask for Crusade Booklet No. 1, entitled "Death on Wheels". In this booklet you will find an Entry Blank which should be mailed *immediately!* Read this booklet carefully, clip and hold the Safety Rule Coupon—and then start *thinking* about *8 Rules for Safe Driving.*

Then, next week, stop at any TYDOL-VEEDOL DEALER'S and get Booklet No. 2. Read this booklet, clip the coupon and keep it, and continue *thinking* about the "8 Rules" you will write. Follow this procedure for 8 weeks until you have received 8 different booklets and saved 8 coupons numbered from 1 to 8. Then you are ready to write your *8 Rules for Safe Driving.* The Contest Instructions tell you everything else you need to know.

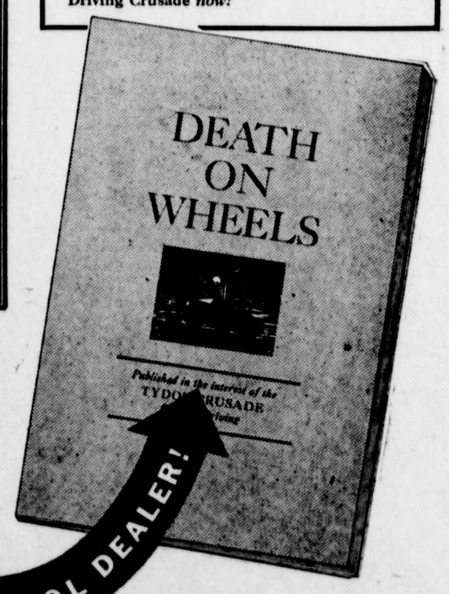
THIS CONTEST IS LIMITED TO RESIDENTS OF
NEW ENGLAND STATES
NEW YORK NEW JERSEY
PENNSYLVANIA
DELAWARE MARYLAND
VIRGINIA and
DISTRICT OF COLUMBIA

ENTER NOW—NO RED TAPE—NOTHING TO BUY
Read These Simple Contest Instructions

1. The Tydol Safe Driving Contest is open to all persons residing in the New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and District of Columbia, *except* employees or dealers or dealers' employees of Tide Water Associated Oil Company and their families, or employees of its advertising and sales promotion agencies and their families. To enter the Contest, simply mail in the *Entry Blank* which may be secured without obligation from any dealer in Tydol Gasoline and Veedol Motor Oil.
2. The purpose of the Contest is to promote Safe Driving. To this end, the Crusade asks you to write your *8 Rules for Safe Driving.* These *8 Rules* will help cut down the appalling number of fatal accidents on our highways and streets. Each contestant is to submit his 8 Rules on 8 Official Coupons. These Coupons are contained in booklets which are distributed free of all cost and obligation by all Tydol-Veedol dealers.
3. To secure your Coupons, call each week for 8 weeks on your neighborhood Tydol-Veedol dealer, and receive the *free* Safe Driving Booklet for the week, which contains the *Safety Rule Coupon* for that week. Save each week's Coupon until you have all 8 Coupons. Read each week's booklet on Safe Driving until you have read all 8 booklets. Then, from the helpful information you find in the 8 Safe Driving Booklets, and from your own and your friends' experience in driving, fill out the 8 Coupons, writing one *Safe Driving Rule* on each Coupon. No *Rule* is to exceed 25 words in length.
4. Neatness does not count in this Contest, but good ideas do. Just be yourself and you'll be original. Each one of your *Safety Rules* should contain one idea to promote Safe Driving. Simply write down each *Rule* in simple English.
5. Do not hesitate to seek the advice of friends, teachers or experienced drivers. Their help may help you win the Contest. But each *Safety Rule* should be written in your own original words.
6. Enclose your *8 Safety Rule Coupons,* each one fully filled out, in one envelope, and mail it to Tydol Safety Contest, P. O. 440, Grand Central Annex, New York City, N. Y. Contest closes midnight, July 7th, 1938. *Safety Rule Coupons* contained in envelopes postmarked with a later date will not be eligible.
7. Tide Water Associated Oil Company will pay a first prize of $25,000.00 and 684 other cash prizes aggregating a total sum of $50,000.00 to the contestants who submit, in the opinion of the judges, the best *list of 8 Safety Rules.* The judges' decision will be final. In case of ties, duplicate prizes will be awarded.
8. A contestant is privileged to enter more than one set of *8 Rules* but is eligible to win one prize only. Tide Water will not be responsible for *Entry Blanks* or *Safety Rule Coupons* lost in the mails. In fairness to all contestants, Tide Water cannot enter into individual correspondence with any individual.
9. All *Safety Rules* submitted are to become the sole property of Tide Water Associated Oil Company, including all publishing rights.

8 *FREE* BOOKLETS TO HELP YOU WIN

Each week for 8 weeks all Tydol-Veedol dealers will have ready for you every Thursday a *free* Safe Driving Booklet. Whether you enter the Contest or not, you will want these valuable books. Get your first *free* booklet today. Read it for information on how to win this Contest. Don't wait too late. The supply of booklets is limited! Get yours today! Join Tydol's Safe Driving Crusade *now!*



TYDOL'S PROMISE TO YOU!

Tide Water Associated Oil Company, in its 60 years of service to the American public, has earned a goodwill it always zealously protects. It is Tide Water's concern for this goodwill that assures every contestant the fairest and most responsible treatment.

We pledge that each and every set of *8 Rules for Safe Driving* will be read and considered by a nationally-known, independent organization skilled in Contest work. Finally, your *8 Safety Rules* will be judged by a group of men whose special fitness to deal with the subject of "Safe Driving" is beyond question. *All* contestants will be notified as to results of Contest after its close. Help the cause of Safe Driving. Get your *Entry Blank* at any Tydol-Veedol dealer's today.

While there, may we suggest a trial of the new Tydol Gasoline? This modern motor fuel has the highest anti-knock rating in Tydol history, and sells at regular price.

TYDOL GASOLINE

DRIVE IN TODAY—GET YOUR FIRST FREE BOOKLET FROM ANY TYDOL—VEEDOL DEALER!

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