

anathan Are School Distributors necessary? Are there advantages to a buyer dealing direct? Does the school buyer a a want fifty salesmen calling or just one?

Does he want the opportunity to examine merchandise of all different types at one local warehouse in his own territory or does he want to journey to fifty factories located in different sections of the country? Does he want a short haul shipment of goods when needed or a long haul shipment?

If the buyer calls for some adjustments on unsatisfactory merchandise does he want to wait until a factory representative can get around or does he want a distributor representative who can get to him the next day? If the school distributor were elimiseamed to witerest nu nated it would cost the buyer money. Lawrence, Kanssa

My dear Dr Not edit ve esiten IR ce die finat fanta J. I. Salesman OBUYER OS YOUNT Chart I. Shows the situa:

OVICE of Contention of the Situation of the State of the Chart II. Shows the situation where the ten manufacturers sell donis I a solesman restrective direct good view ed alle I bendissibutors. or at dinner, whichever is most convenient for you, at If fifty manufacturers were shown in figure I the humber of direct salesmen would be

Daupe Sincreased tentold? Figure IP would not change so far as the buyer is Toncerned. Chart Jos Bwould not then be all inclusive since the average school distributor catalogs and no it stwarehouses the products of several Adnared different manufacturers. and I would be very glad to arrange the meal so that the

Should the distributor beceliminated the buyer would find the gustiof merchandise increased. He would deprive himself of the most economic and convenient method of purchasing - of valuable merchandising information and personal service. With kind regards to you and the squad,

In time the buyer would find his institution paying a penalty of lost time while waiting for slow deliveries from far distant points. The imaginary bargain which the buyer visualizes from buying direct would not prove to be a bargain after all.

The school distributor is an economic factor in the school industry. An asset to the school buyer.



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ROOM 307 - SHOP SECTION -- PALMER HOUSE CHICAGO, ILL.

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