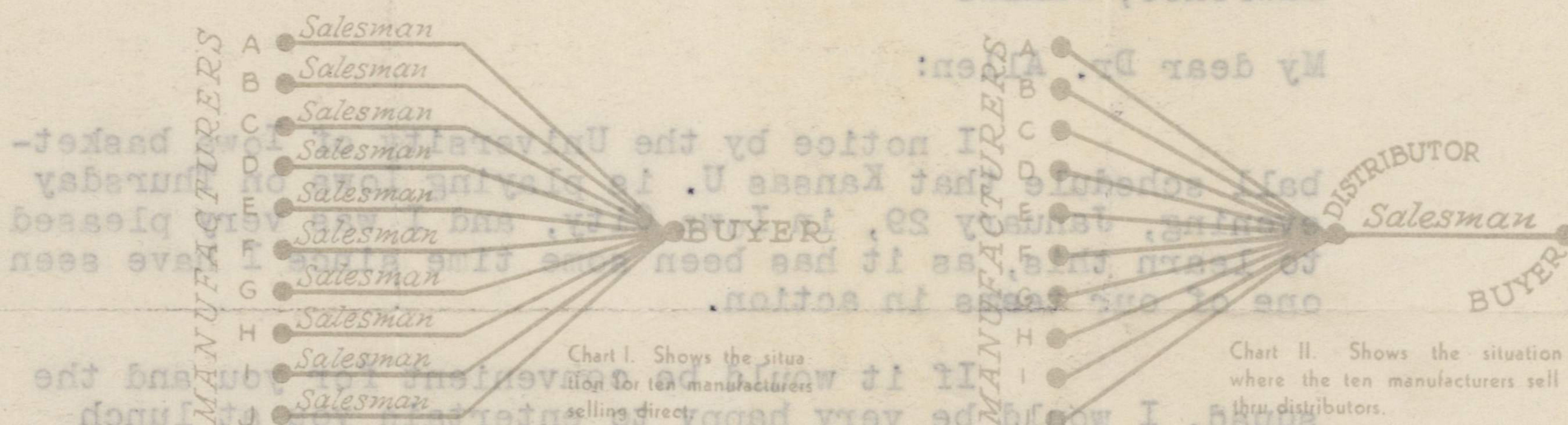


SCHOOL DISTRIBUTORS?

Are School Distributors necessary? Are there advantages to a buyer dealing direct? Does the school buyer 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 eliminated it would cost the buyer money.



If fifty manufacturers were shown in figure I the number of direct salesmen would be increased tenfold. Figure II would not change so far as the buyer is concerned. Chart I would not then be all-inclusive since the average school distributor catalogs and warehouses the products of several hundred different manufacturers.

Should the distributor be eliminated the buyer would find the cost of merchandise increased. He would deprive himself of the most economic and convenient method of purchasing — of valuable merchandising information and personal service.

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.



NATIONAL SCHOOL SUPPLIES & EQUIPMENT ASSOCIATION

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

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