

THE ECONOMICS OF FREE DEALS

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THE INSTITUTE OF ECONOMICS
OF
THE BROOKINGS INSTITUTION

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**THE ECONOMICS
OF FREE DEALS**

THE ECONOMICS OF FREE DEALS

With Suggestions for Code-Making
under the NRA

BY
LEVERETT S. LYON

assisted by
HELEN MAY WHEELER

WASHINGTON, D.C.
THE BROOKINGS INSTITUTION

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DIRECTOR'S PREFACE

After the Institute of Economics published his *Advertising Allowances*, Mr. Lyon continued his exploration of pricing policies and the self-regulation of business through the trade practice conference. His next study concerned itself with "free deals." When this investigation was considerably advanced, the function of the trade practice conference was taken over by the code-making work of the National Recovery Administration. At about the same time the Institute of Economics undertook a comprehensive study of the NRA under the immediate direction of Mr. Lyon. The shift of function from the trade practice conference to the Recovery Administration and this new development of the Institute's program caused the free deals investigation to be merged into the NRA study. This volume is therefore presented as the first of the Institute's series of NRA publications.

The close co-operation given by trade associations and individual business concerns during the preparation of *Advertising Allowances* was continued as *The Economics of Free Deals* progressed and has resulted, as in the former case, in making available for analysis a considerable quantity of material otherwise unavailable. The author has undertaken to interpret the data in terms significant to the economist, the business man, and the government official alike.

Staff members serving with the Director on the committee which co-operated with the author in the preparation of this volume were C. O. Hardy and Paul T. Homan.

EDWIN G. NOURSE

Director

Institute of Economics
December 1933

AUTHOR'S ACKNOWLEDGMENTS

The relationship of this study to my *Advertising Allowances*, published approximately a year ago, is so close that an acknowledgment of those whose assistance has made it possible must necessarily, in considerable part, duplicate the acknowledgment given in the earlier volume. Both of the books are parts of a general study of pricing practices and policies and of business self-government undertaken with the co-operation of a number of trade associations. In this case, as in the earlier one, the acknowledgment of many individuals must be withheld because its expression would violate a confidence.

Without the full co-operation of the Executive Committee of the Grocery Trade Practice Conference the data utilized for the grocery sample would have been impossible to secure, and many points upon which the problems of deals turn might have escaped attention. The associations of this group which contributed are Associated Grocery Manufacturers of America, National Wholesale Grocers' Association of the United States, National Chain Store Association, National Food Brokers Association, and National Association of Retail Grocers.

Particular acknowledgment is due to H. R. Drackett and George D. Olds, Jr., of Associated Grocery Manufacturers, and Charles Wesley Dunn, general counsel for the association; M. L. Toulme, secretary, and Dana T. Ackerly, of counsel, for National Wholesale Grocers' Association; R. W. Lyons, executive vice-president of National Chain Store Association; and C. H. Janssen, secretary-manager of National Association of Retail Grocers. H. R. Drackett, as chairman of the Executive

Committee of the Grocery Trade Practice Conference, was a frequent and helpful adviser during most of the study.

Among many individuals who may be mentioned because their help has come through their capacity as officers of their companies or of associations, as at one time or another members of the Executive Committee of the Grocery Trade Practice Conference, or as members of committees discussing the problem and aiding in the preparation of data, are Clarence Francis, executive vice-president of General Foods Corporation and former president of Associated Grocery Manufacturers; Paul S. Willis, vice-president of Comet Rice Company and president of Associated Grocery Manufacturers; W. T. Nardin, vice-president of Pet Milk Company; C. A. Lumb, Eastern sales director of California Packing Corporation; Carl H. Schlapp, president of National Wholesale Grocers' Association; Roy L. Davidson of M. O'Connor and Company; Arjay Davies of Davies-Strauss-Stauffer Company; Sylvan L. Stix of Seeman Brothers and vice-president of National Wholesale Grocers' Association; W. B. Mackey of H. Kellogg and Sons Company; John Coode, former president of National Association of Retail Grocers; Paul Fishback, secretary of National Food Brokers Association; Harry C. Faulkner of the same association; W. J. Donald, formerly managing director of the American Management Association; and G. A. Renard of the National Association of Purchasing Agents.

While he who studies trade practice at first hand will necessarily receive a wide variety of counsel, suggestions, and advice, no responsibility for the interpretations, viewpoints, or conclusions in this study should be laid on anyone except myself.

LEVERETT S. LYON

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INTRODUCTION

The analysis of price phenomena has always occupied a central place in the work of economic students. While previously this was confined almost solely to considerations of competitive price and monopoly price, more recently there has been some exploration into that shadowy field which lies between the more complete forms of either and which in this study is called the area of semi-monopoly. To add something to the comprehension of that area is the first purpose of the study. It is hoped that this book will make some contribution to an understanding of the institutional arrangements of private enterprise and government which make semi-monopoly possible, but more particularly that it will throw light on some of the ways in which and the extent to which the rigidity of semi-monopoly prices is made more flexible than it is commonly assumed to be.

The second purpose of the study is to present and analyze data on what has long been an irritating competitive trade practice. The widely used free deal has been a method which has stirred resentment and objection, even in those industries where it is most extensively employed, and has become the subject of much trade discussion and trade regulation.

The third purpose is in some degree a combination of the other two. It is to indicate the economic and the business effects of free deals and to suggest criteria which business men, economists, and government officials may find useful in formulating trade practice agreements under governmental or other auspices or in constructing codes of fair competition under the National Recovery Administration.

APPENDIXES

APPENDIX A—SOME-

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Manufacturer	Wholesaler	Direct purchase	Insecticide Hand-sprayer	Insecticide Hand-sprayer
			Assortment of both	Insecticide
Manufacturer	Wholesale buyer	Direct purchase	Table syrup	Table syrup
		Sale	Table syrup	Discount
Manufacturer	Wholesale buyer	Sale	Baking powder	Credit memorandum
Manufacturer	Wholesaler	Direct purchase	Soap powder	Cash rebate
			Toilet soap	Soap powder
			Shortening	Discount
	Retailer	Indirect purchase	Shortening	Toilet soap
	Consumer	Indirect purchase	Shortening	Discount
				Store clock
Manufacturer	Wholesaler	Direct purchase	Mustard	Mustard
Manufacturer	Cash customer	Direct purchase	Feed	Premium goods
Manufacturer	Consumer	Indirect purchase	Mash product	Feed-hopper
Manufacturer	Retailer	Indirect purchase	Noodles	Display rack
Manufacturer	Retailer and consumer	Indirect purchase	Canned milk	Premium
Manufacturer	Consumer	Purchase	Phonograph or radio-phonograph	Records

THING FOR NOTHING

Other Features

Three optional deals offered simultaneously for a limited time, each a proximately equivalent to an 8 per cent discount.

Temporary, local, 1 case free with 10 cases.

Discount as a reduction in invoice price.

Temporary, local, equivalent to a discount of almost 6 per cent, administered by count and re-count.

Deal period Oct. 19–Nov. 14. Administered through count and re-count. Five per cent rebate.

One case free with 10 cases, $\frac{1}{2}$ case with 5 $\frac{1}{2}$, $\frac{1}{4}$ case with 2 $\frac{1}{4}$, or discount on 1 or 2 cases.

Same as soap powder deals except in ratios of approximately 1 case free with 5.

Offered only on 20-case orders, usual order being for 10 cases.

Glass measuring cups, bowls, pie plates, and other premiums with purchase of 1 or 2 cans of shortening. Value varies, being equivalent to a discount of about 13–14 per cent.

One-month deal timed to anticipate seasonal sale of product. One case free with 25 cases or 5 with 100.

A succession of different premiums offered over a period of years as an alternative to cash discount. Discontinued because customers lost interest; may be resumed.

One feed-hopper for chicks with each 10-lb. purchase, to introduce the mash product.

One rack with a purchase from a wholesaler of enough packages of noodles to fill it. (This offer could also be classed as an advertising allowance.)

Administered through coupons in cases and on labels of revenue goods, redeemable at premium stores or directly by manufacturer.

Gift of 12 records with each phonograph. Delivery direct from the factory spread over a year by giving a late record each month.

SOMETHING FOR

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Manufacturer	Consumer	Purchase	School shoes	Automatic pencil
Manufacturer	Consumer	Purchase	Gasoline, grease, greasing job, oil change, or car wash	Kitchen equipment
Manufacturer	Children	Indirect purchase	Coffee	Discount on purchase of amusement
Manufacturer	Consumer	Direct purchase	Hair dye	Discount
Manufacturer	Consumer	Indirect purchase	Coffee	Coffee
Manufacturer	Consumer	Indirect purchase	Toilet soap	Toilet water
Manufacturer	Consumer	Indirect purchase	Dried fruit	Satisfaction
Manufacturer	Wholesale buyer	Direct purchase or sale	Washing compound or household cleanser	Compound or cleanser
	Retailer Consumer	Indirect purchase Indirect purchase	Either product Either product	Either product Either product Discount
Manufacturer	Wholesale buyer	Direct purchase	Spices	Spices
	Retailer	Purchase	Spices	Spices Other goods made by giver

NOTHING (*Continued*)

Other Features

One pencil with each pair of shoes purchased at manufacturer's retail stores.

A late summer offer. A choice of any one of several pieces of kitchen equipment with each purchase of 7 gallons of gasoline, 5 pounds of grease, 1 greasing job, 1 oil change, or 1 car wash from manufacturer's chain of gas stations.

One-week's vacation special. Certificates having a cash value at neighborhood amusement park delivered with purchases carried home.

Temporary. A coupon which entitled holder to a \$2 discount on a \$5 package was printed in a recent periodical.

Sample with every pound purchased within a stated period.

Unit package containing revenue and premium goods manufactured by same company offered over retailers' counters for 42 per cent less than the standard price for both.

Manufacturer matches consumer purchases by gifts of dried fruit to Salvation Army for distribution to the unemployed. Consumer sends top of package to manufacturer.

Either as gift with purchase of other. Sales checked by count and re-count.

Either as gift with purchase of other.

Local, of about 2-week duration. Coupons distributed from house to house redeemable by retail grocers who receive cash reimbursement from manufacturer. One coupon entitles holder to 10-cent package of either product with the purchase of one package of same product, to 10-cent package of either with the purchase of one of the other, or to a 10-cent discount on the purchase of a 25-cent package of one with the purchase of package of other.

National. Company has given deals to both wholesalers and retailers on spices continuously for years, intends that they shall be passed on as received.

National. Company's specialty salesmen secure orders but wholesalers deliver both revenue and deal goods. Other goods made by company include mustard, peanut butter, cream of tartar, and specialties.

SOMETHING FOR

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Manufacturer	Retailer	Indirect purchase	Drug product	Same drug product
Manufacturer	Retailer	Indirect purchase	Wash cloths	Reduced price
Manufacturer	Retailer	Indirect purchase	Drug product	Same drug product
Manufacturer	Retailer	Indirect purchase	Moth repellent	Moth repellent and display stand
Manufacturer	Retailer	Indirect purchase	Laxative	Electric pencil Laxative and mailing list blanks
Manufacturer	Retailer	Indirect purchase	Animal remedies	Animal remedies
Manufacturer	Retailer	Indirect purchase	Razors and blades	Razors and blades
Manufacturer	Retailer	Indirect purchase	Assorted medicines	"Calendars and book mailing"
Manufacturer	Retailer	Indirect purchase	Cough drops	Cough drops and horse-bound drops
Manufacturer	Retailer	Indirect purchase	24 drug products	(See last column)

NOTHING (*Continued*)

Other Features

Duration of 3 or more months. Gift of $\frac{1}{2}$ doz. tins with 1 doz. tins. Deal goods delivered by wholesaler.

Special price on 1 carton of 14 packages of assorted colors, offered as a deal for the month of October.

For 7 months or more. Company sends $\frac{1}{12}$ doz. small-size units and $\frac{1}{2}$ doz. trial-size units direct to retailer who purchases $\frac{1}{2}$ doz. small-size units from wholesaler.

In the second deal, overlapping in time the first deal, retailers were given an electric pencil if they bought 4 times the amount of goods required under first offer. Change from distribution of gift through wholesaler to distribution by manufacturer.

Wholesalers permitted to sell only 2 deal orders to any 1 retailer. Deal offered for 1 month in fall. A specified assortment of 10-, 25-, and 50-cent sizes carried gift including 25-cent and sample sizes and mailing list blanks.

Distribution of free goods through wholesalers. Deal offered from November through spring on assortments or single items. Amount of gift varied from 13 to 20 per cent, increasing as amount of purchase increased.

Continuous. Administered through wholesale distributors. Deal goods in special boxes for consumers.

Gift sent direct to retailer by manufacturer. More or less continuous deal (This could also be classed as an advertising allowance.)

With orders for equal quantities of 2 varieties of 1 brand of revenue goods were given additional quantities of same goods and also horehound drops, altogether equivalent to a 29 per cent discount. Offered for 2-week period in October. Free goods delivered by wholesalers.

Elaborate set of deals, based on 13 of the products sold separately and all 24 in various combinations. Great variation in gifts. Identical goods, same goods with superficial difference in color or in size of package, combinations of both, and goods made by another company are examples of the many gifts used in connection with deals on products sold separately. Goods unlike those purchased, manufactured by either the giver or some other company, and goods the same as part of the revenue goods have been offered in great variety with combination purchases. Some deals for short periods, others extended over 7 or more months; some administered simply, others by complicated plans.

SOMETHING FOR

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Manufacturer and retailer	Consumer	Indirect purchase	Kitchen cabinet	Household goods
Mining company	Consumer	Purchase	Coal	Plane ride
Publisher	Subscriber	Direct purchase	Periodical	Dictionary
Publisher	Subscriber	Direct purchase	Periodical	Encyclopaedia
Publisher	Subscriber	Direct purchase	Periodical	Opportunity
Publisher	Subscriber	Direct purchase	Periodical	Bread knife
Mail-order house	Consumer	Direct purchase	General merchandise	General merchandise
Wholesaler	Consumer	Purchase	Coffee	Premium
Wholesaler	Retailer	Direct purchase	Groceries	Typewriter
Wholesaler	Consumer	Indirect purchase	Tea	Jig saw puzzle
Wholesaler	Consumer	Indirect purchase	Strawberries	Toy airplane
Voluntary chain	Consumer	Direct purchase	Broom	Rubber apron
			Spices	Salt and pepper shakers
			Tomato juice	Drinking glass
Voluntary chain	Consumer	Direct purchase	Groceries of own brand	Discount on silverware
				Toy airplane

NOTHING (*Continued*)

Other Features

Throughout its experience company has offered local deals of 8-10 days' duration. Deal period announced in offering advertisements. Retailer purchases at a low price from manufacturer and delivers free to consumer such products as electric clocks, kitchen cutlery, aluminum ware, silverware, table linen, and dishes.

One ride in autogiro with each purchase of 5 tons of branded anthracite coal.

Dictionary offered with 17-week trial subscription or encyclopaedia with longer subscription, for limited period only.

Subscribers who renewed for 1 year were given opportunity to give 1 non-subscriber a 3-month subscription. Renewals for more than 1 year carried more than 1 introductory subscription.

Only on prepaid 1-year subscriptions.

Constant use of premiums since 1885. Publication of catalogue in back of which available premiums are described. Price for revenue goods listed in catalogue quoted "with premium." Premium goods listed as available "With \$— purchase or coupons." Customer permitted to substitute cash for coupons at rate of \$1.00 in cash for each \$2.00 in coupons.

"Premium parlor" coupon enclosed with small tin for household consumers (indirect purchasers) and several such coupons in large tin for restaurants, hotels, and institutions (direct purchasers). Applied only to wholesaler's brand.

To new customers only.

Applied only to wholesaler's brand.

With purchase of 3 cans of wholesaler's brand.

Revenue goods made by 3 different manufacturers and related to gifts through use. Deals on brooms and spices offered simultaneously, on tomato juice 1 month later.

Thirty tokens which accompanied revenue goods and 75 cents required to obtain silverware. Toy airplane given to children only, in exchange for 5 labels from revenue products.

SOMETHING FOR

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Corporate chain unit	Consumer	Direct purchase	Any product	Gold fish and bowl
Corporate chain unit	Consumer	Direct purchase	Man's shirt	Laundry service
Corporate chain	Consumer	Direct purchase	Any product	Premium
Corporate chain	Consumer	Direct purchase	Toothpaste Mouth wash Olive oil Toothpaste Assortment	Play ball Football Salad silver Puzzle Toy
Corporate chain	Consumer	Direct purchase	Razor blades	Cigarettes
Retailer co-operative	Consumer	Direct purchase	Groceries	Premiums
Retailer	Consumer	Direct purchase	Teapot Brush	Tea Soap
Retailer	Consumer	Direct purchase	Clothing	Discount
Retailer	Consumer	Direct purchase	Shoes	Handbag
Retailer	Consumer	Direct purchase	Furniture	Furniture
Retailer	Consumer	Direct purchase	Jewelry	Gasoline
Retailer	Consumer	Direct purchase	Automobile	Case for keys
Retailer	Consumer	Direct purchase	Confections	Confections
Retailer	Consumer	Direct purchase	Electric refrigerator	Electricity

NOTHING (*Continued*)

Other Features

Offer from a drug-chain unit on purchases totaling \$1.00 or more on either of 2 consecutive days.

Coupon entitling bearer to have shirt laundered once at local laundry given with purchase at limited price variety store.

Combination tobacco, candy, and novelty chain changed from use of coupons redeemable by giver to no deals and then to coupons of independent premium company.

Gift of play ball in summer changed to football in fall and to variety of articles in winter. Change of revenue good from one product having giver's brand to another. Use by some units of chain of premium coupons redeemable in merchandise purchased from the sales promotion department of the chain.

Local drug-chain offer. Choice of any 1 of 10 brands of cigarettes. Gift equivalent to about 20 per cent price reduction. Reservation of privilege to restrict quantity of any purchase.

"Premium parlor" trading stamps given with each 10-cent cash purchase, or 20-cent credit purchase if paid for within 10 days.

Weekly change of revenue and deal goods. Said to be a retaliation by members of an alliance of hardware retailers against those who give hardware with the purchase of groceries.

"Dividend check" acceptable in payment for subsequent purchases given to customers with paid-up charge accounts.

Offer of \$1.00 gift with every pair of shoes selling for \$2.95 or more to attract customers to new store.

Any 1 of 6 suites of furniture offered free with purchase of any other 1.

Special offer of 20 gallons of gasoline in an early Christmas sales campaign, beginning Oct. 15, to any customer who would open an instalment account with a purchase amounting to \$9.95 or more.

Case bearing dealer's name given with keys for car purchased.

Year-end merchandise dividend equivalent to minimum month's purchases in year to steady customers who pay accounts before tenth of month following purchase.

Coupon for 100 kilowatt hours of electricity free with every electric refrigerator.

SOMETHING FOR

Giver	Recipient	Basis for the Offer ^b	Revenue Good or Service	Gift
Retailer	Consumer	Direct purchase	Vacuum cleaner	Silverware
Retailer	Consumer	Direct purchase	Dairy products	Glassware
Department store	Children	Direct purchase	Hair cuts	Jig saw puzzles
Contractor	Consumer	Direct purchase	Plumbing	Plumbing
Electric company	Consumer	Direct purchase	Vacuum cleaner	Table lamp
Filling station	Consumer	Direct purchase	Gasoline or oil change	Ebonyware
Service station	Consumer	Direct purchase	Car service or tire	Glassware
Filling station	Consumer	Direct purchase	Grease jobs	Water heater
Service agency	Consumer	Direct purchase	Laundry	Bath set
Service agency	Consumer	Direct purchase	Painting or decorating	Tilt-top table
Service agency	Consumer	Direct purchase	Dry cleaning	Electric mixer
Service agency	Consumer	Direct purchase	Laundry	Storage bag
Insurance company	The insured	Direct purchase	Fire insurance	Fire extinguisher
Violinist	Audience	Direct purchase	Program	Encore

^a This list is by no means all inclusive, but, as far as it goes, it is an answer to questionnaires.

^b For explanation of terms used in this column, see pp. 14-17.

NOTHING (*Continued*)

Other Features

Trade-in allowance on purchase price of new cleaner replaced by set of silverware having retail price equal to about twice the average trade-in allowance.

Coupons, acquired gradually with small purchases, exchanged for gift.

Cards left at houses entitled holder to introductory offer of half-hour's service free with the purchase of 1 or more hours; for limited period.

Gift applied to several well-known brands of vacuum cleaners.

Offer for limited time to celebrate first anniversary of introduction of own brand of gasoline. Original time-limit extended.

Ten deals, all effective for 1 month, offered in single advertisement. Choice of 10 different assortments of glassware with purchase of a tire or any 1 of 9 assortments of car service.

Heater of standard make given to every customer who orders 5 grease jobs.

Old customer required to secure a new customer for giver as well as to purchase \$25 worth of service at regular prices within about 10 months.

Each new customer was offered in turn a small gift if he bought service in the amount of \$3.00 within 4 consecutive weeks. Repetition of plan tried preceding year, with table linen as the free goods.

Deal offered by an association of master painters and decorators to customers placing a \$50 order between Mar. 20 and May 12 with any 1 of their members.

Seasonal offer for limited period. Gift of moth-proof bag to accompany every blanket laundered.

One with each \$1,000 of insurance written.

curate report of deals described in actual deal offers, trade papers, and

APPENDIX B
SOME PRODUCTS KNOWN TO HAVE
CARRIED DEALS*

absorbent cotton	bathing suits
adhesives	bathroom cabinets
alarm clocks	bathroom seats
albolene nose sprays	batteries
alemite service	bed springs
aluminum cleansers	bedroom suites
ammónia	bedspreads
andirons	belt dressing
animal medicine	belts
antiseptics	bicycles
aspirin chewing gum	bill folds
• automobile equipment	bird cages
automobile oil change service	biscuit flour
automobile wax	blankets
automobiles	bleaching products
	bluing
babies' rattles	bluing soap
babies' supplies	books
baby carriages	borax
baby yards	boys' shirts
bakery products	boys' suits
baking powder	bran
baking soda	bran flakes
balm	bread
balsam	bricks
bandages	brief cases
bath salts	brooms
bath scales	brushes
bath towels	buckwheat flour

* This list was compiled chiefly from questionnaires answered by manufacturers and wholesalers and from descriptions of deals in various trade papers.

building materials	children's clothes
bunion pads	children's wagons
butter	chinaware
	chocolate
cake flour	chromium finish sugar bowls
camera films	cider
cameras	cigarettes
camphorated mustard cream	cigars
candy	citrus products
canned baked beans	clay
canned beef stew	cleansing fluid
canned corned beef hash	clocks
canned crab meat	coal
canned fruit	coats
canned grapefruit juice cock- tail	cocoa
canned heat	cocoa malted milk
canned lamb stew	cocoanut
canned milk	coffee
canned salmon	coffee pots
canned soup	coffee substitutes
canned spaghetti	cold remedies
canned strained vegetables	combs
canned tomato juice	concentrated beef bouillon
canned vegetables	condensed milk
car grease	contraceptives
car lubrication service	cooked cereals
car washing service	cookies
carbonated beverages	cooking oil
casseroles	cooking utensils
catarrh remedies	corks
catsup	corn pads
cedar chests	corn starch
cement	corn syrup
chairs	corsets
chamois	cosmetics
cheese	cough drops
chemical preparations	cough syrup
chewing gum	crack filler
children's beauty parlor service	crackers
	cream or paste insecticide

croup remedies	extracts
curling irons	eyewash
curtains	
	face powders
dates	facial creams
decorating service	facial lotions
dental poultices	facial tissues
deodorants	false tooth powder
depilatories	feeds
desks	files
dessert preparations	first aid supplies
dog powder	fishing tackle
dog soap	flash lights
dresser sets	flavoring extracts
dry cells	floor polish
dry cleaning service	floor wax applicers
dry goods	flour
dye powder	flower seeds
dye soap	food choppers
	food coloring
electric fans	forks
electric grills	foundry supplies
electric heaters	fountain beverages
electric heating pads	fountain pens
electric ironers	fresh milk
electric irons	fruit cake mixture
electric light and power service	fruit pectin
electric percolators	furniture
electric ranges	furniture polish
electric refrigerators	furniture wax
electric signs	
electric table stoves	games
electric toasters	garment bags
electric vacuum cleaners	garters
electric vaporizers	gas heaters
electric waffle irons	gasoline
electric washing machines	gelatine
enameled ware	gelatine dessert
enamels	ginger ale
evaporated milk	glass bottles

glass cooking utensils
glue
glycerine
grapefruit juice
gum

hardware
hair dressing
hair dye
hair lotion
hair nets
hair oil
hair tonic
hairbrushes
hairpins
hams
hand brushes
hand creams
hand lotions
hand mirrors
handkerchiefs
harmonicas
headache powders
heating pads
hosiery
hot chocolate powder
hot cocoa powder
hot water bottles
house furnishings
household cleansers
household sundries
household tissues

ice boxes
ice cream
ice cream freezers
incense
incense burners
individual drinking cups
ink

insecticide powder
ironing boards

janitors' supplies
jewelry

key containers
kitchen cabinets
kitchen utensils
knives

lamps
lard
laundry preparations
laundry service
laundry starch
lawn mowers
laxative chewing gum
laxative pain relief
laxatives
leather
leather belts
liniment
liquid dentifrice
liquid floor wax
liquid insecticide
liquid petrolatum
lubricating oil
lye

macaroni
malt syrup
malted milk
manicure equipment
manicure preparations
manufactured houses
margarine
marshmallow cream
marshmallows
mash products

- | | |
|---|-------------------------|
| matches | ointment |
| mattresses | oleomargarine |
| mayonnaise | olive oil |
| meals | opera glasses |
| meat dressing | orange juice |
| medicated plasters | outing equipment |
| medicine | |
| men's shirts | pain relief |
| men's suits | paint |
| men's ties | paint cleaner |
| milk of magnesia | painting service |
| mincemeat | pa jamas |
| miscellaneous cigar store prod-
ucts | pancake flour |
| miscellaneous drug store prod-
ucts | paper handkerchiefs |
| miscellaneous garage service | paper products |
| miscellaneous grocery store
products | paste floor wax |
| miscellaneous jewelry store
products | peanut butter |
| molasses | peanuts |
| mops | paper |
| moth exterminators | pencils |
| motor oil | pens |
| mucilage | perfume |
| muffin flour | periodical publications |
| musical artists' performances | phonographs |
| musical instruments | phospho-lecithin |
| mustard | pie filling |
| | pile treatment |
| nail files | pillowcases |
| napkins | pills |
| near beer | pipes |
| newspaper want ad service | playing cards |
| noodles | plumbing service |
| nose sprays | plumbing supplies |
| notions | pocketbooks |
| | porcelain frogs |
| oil burners | porch furniture |
| oil capsules | powder puffs |
| | prescription ware |
| | preserves |
| | pretzels |

pudding preparations
quick-drying floor wax

radio-phonographs
radio sets
radio tubes
raincoats
ranges
razor blades
razor strops
razors
rice
roof coatings
rubber gloves
rubbers
rubbing alcohol
rugs

sachets
salt
sand
sanitary napkins
satchels
savings bank service
school kits
scissors
scouring powder
scouring soap
scrubbing brushes
shampoo
shaving brushes
shaving creams
shaving lotions
sheets
shoe dressing
shoe polish
shoes
silver polish
silverware
skin lotion

smoked herring
smoking equipment
soap
soap beads
soap chips
soap flakes
soap powder
soda fountain dispensers
spaghetti
spices
sponges
spot lanterns
spray chemicals
stationery
steam pressure cookers
steel
stepladders
stove polish
stoves
suitcases
supports and suspensories
suspenders
sweaters
syringes
syrup

table covers
table glassware
table linens
tables
talcum powder
tapioca
tartar remover
tea
teapots
tennis racquets
textile products
theatrical performances
thermometers
thermos lunch kits

throat remedies	vacuum valves
tincture of iodine	vanity cases
tinting powders	varnish
tires	vases
tobacco	vegetable shortening
toilet tissues	vitamin pearls
toilet water	
tonics	wall mirrors
tools	wash cloths
tooth brushes	wastebaskets
tooth filler	watches
tooth paste	water glass
towels	water softener
toy gliders	waxed paper
trunks	welding wire
tweezers	white shoe cleaner
twine	white wheat flour
typewriter supplies	wire
typewriters	women's bathrobes
	women's dresses
umbrellas	women's negligees
uncooked cereals	women's scarfs
underwear	worm powders
vacuum bottles	
vacuum tubes	yeast

APPENDIX C

QUESTIONNAIRE ON DEALS

(This questionnaire was sent to members of the trade by the Associated Grocery Manufacturers of America on behalf of The Brookings Institution. The purpose was to gather complete and detailed information regarding deals and to present it, together with conclusions drawn from a study of it, to the trade. A similar questionnaire covering the experience of wholesalers, both as recipients and as givers of deals, was sent to members of the National Wholesale Grocers' Association of the United States. Inquiries to other branches of the grocery industry and to other industries were much less extensive.)

Kindly reply to Dr. Leverett S. Lyon
The Brookings Institution
722 Jackson Place
Washington, D.C.

It is not desired to cover any questions in regard to deals which are used to introduce new products or old products in new territories.

1. Name of company?
2. Location of general office?
3. Distribution

{	National?
	or
}	Name area covered
4. What proportion of your volume of business to the grocery industry is in factory advertised brands?
Factory unadvertised brands? Distributors' brands?
5. List the products which you sell to the grocery trade.

Check those in the merchandising of which you use deals. (As this question is intended to refer only to the use of deals upon established

products in established territories, do not check if deals are used only for introductory purposes.)

6. Approximately what proportion of your sales to the grocery trade are to

Wholesale grocers?

Retailer-owned wholesalers?

Chains (corporate)?

Voluntary chains?

Retailers? (Excluding all corporate chains and the wholesale unit of voluntary chains, but including such retail units of a voluntary chain as may act each for itself.)

Signed by.....

TITLE

Fill out one questionnaire for each product.

QUESTIONS TO BE ANSWERED FOR ONE PRODUCT

(These questions apply only to deals on established products in established territories.)

Name of product and of brand (for example, Beachnut Peanut Butter)

.....

TYPES OF DEALS

Deals Given to the *Wholesale Trade*:

1. Deals based on purchases from you

- a. Do you use deals of so many cases of this product with purchase of so many

To wholesale grocers? Yes.....No.....

To retailer-owned wholesalers? Yes.....No.....

To chains (corporate)? Yes.....No.....

To voluntary chains? Yes.....No.....

QUESTIONNAIRE ON DEALS

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- b. Do you use deals in which you give with this product other saleable grocery merchandise of your own manufacture
- To wholesale grocers? Yes.....No.....
- To retailer-owned wholesalers? Yes.....No.....
- To chains (corporate)? Yes.....No.....
- To voluntary chains? Yes.....No.....
- c. Do you use deals in which you give articles which you do not manufacture, such as cups and saucers, buckets, plates, silverware, etc., with this product
- To wholesale grocers? Yes.....No.....
- To retailer-owned wholesalers? Yes.....No.....
- To chains (corporate)? Yes.....No.....
- To voluntary chains? Yes.....No.....
- d. Do you use *as deals* discounts from your usual wholesale price on this product? Yes.....No..... If so, check the method of payment used for each type of distributor.

<i>Cash Rebate</i>	<i>Credit Memorandum</i>	<i>Reduction in Invoice Price</i>
--------------------	------------------------------	---

To wholesale grocers
To retailer-owned wholesalers
To chains (corporate)
To voluntary chains

2. Deals to the wholesale trade based on their sales to their customers.

- a. Do you use deals of so many cases of this product to your wholesale customers for sales of so many to their customers
- To wholesale grocers? Yes.....No.....
- To retailer-owned wholesalers? Yes.....No.....
- To chains (corporate)? Yes.....No.....
- To voluntary chains? Yes.....No.....
- b. Do you use deals in which you give to your wholesale customers, for sales of this product to their customers, other saleable grocery merchandise of your own manufacture
- To wholesale grocers? Yes.....No.....
- To retailer-owned wholesalers? Yes.....No.....
- To chains (corporate)? Yes.....No.....
- To voluntary chains? Yes.....No.....
- c. Do you use deals in which you give to your wholesale customers, for sales of this product to their customers, articles which you do not manufacture, such as cups and saucers, buckets, plates, silverware, etc.

ECONOMICS OF FREE DEALS

To wholesale grocers? Yes _____ No _____
 To retailer-owned wholesalers? Yes _____ No _____
 To chains (corporate)? Yes _____ No _____
 To voluntary chains? Yes _____ No _____

- d. Do you use *as deals* to your wholesale customers, for sales to their customers, discounts from your usual wholesale price? Yes _____
 No _____ If so, check the method of payment used for each type of distributor.

<i>Cash Rebate</i>	<i>Credit Memorandum</i>	<i>Reduction in Invoice Price</i>
--------------------	------------------------------	---

To wholesale grocers _____
 To retailer-owned wholesalers _____
 To chains (corporate) _____
 To voluntary chains _____

- e. If you give deals of any of the four types described just above how do you determine the sales made; for example by
 Count and re-count? Yes _____ No _____
 Affidavit of sales made? Yes _____ No _____
 Copies of invoices? Yes _____ No _____
 Or other methods? Please describe.

If you usually use some of these methods rather than others with certain classes of trade or types of deals, please indicate.

- f. Do you use deals on this product to the wholesale trade for certain specific performances, such as the sale of orders of a minimum quantity, or to certain retailers, or to members only of a voluntary chain, or when sold cash and carry? Yes _____
 No _____ If so, please describe, giving the specific performance desired, the classes of trade to which sold, the method of determining performance, methods of payment, and the like.

3. Please describe any type of deal on this product given to the wholesale trade which does not fall into the classifications given above.

Deals Given to the Retail Trade in Merchandising This Product (excluding all corporate chains and the wholesale unit of voluntary chains, but including such retail units of a voluntary chain as may act each for itself).

1. Deals to retailers based on their purchases from wholesale distributors.

QUESTIONNAIRE ON DEALS

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- a. Do you use deals to retailers of so many units of this product with purchase of so many from wholesale distributors?
Yes.....No.....
 - b. Do you use deals in which you give the retail trade other saleable merchandise of your own manufacture with purchases of this product from wholesale distributors? Yes.....No.....
 - c. Do you use deals in which you give to retailers articles which you do not manufacture, such as cups and saucers, buckets, plates, silverware, etc., with purchases of this product from wholesale distributors? Yes.....No.....
 - d. If you make a deal of any of three types described just above, how do you make delivery in each case?
 - e. Do you give *as deals* to retailers, for purchases of this product from wholesale distributors, discounts in which the retailer is paid
By check from you? Yes.....No.....
By the wholesaler's check or credit memorandum? Yes.....
No.....
By the wholesaler's charging the same back to you? Yes.....
No.....
By any other method?
 - f. If you use for this product other types of deals to the retail trade, for purchases of this product from wholesale distributors please describe, bringing out all important details of the deal, including method of payment, method of determining purchases, and the like.
2. Deals to retailers based on purchases *direct* from you.
- a. Do you use deals to retailers of so many units of this product with purchases of so many direct from you? Yes.....No.....
 - b. Do you use deals to retailers in which you give, with their purchases of this product direct from you, other saleable grocery merchandise of your own manufacture? Yes.....No.....
 - c. Do you use deals to retailers in which you give articles which you do not manufacture, such as cups, saucers, buckets, plates, silverware, etc., with their purchases of this product direct from you? Yes.....No.....
 - d. Do you use *as deals* to retailers, on their direct purchases from you, discounts from your usual price to retailers
As a cash rebate? Yes.....No.....
As a credit memorandum? Yes.....No.....
As a reduction in invoice price? Yes.....No.....

3. Do you ever use deals to retailers for their sales of this product to consumers? Yes..... No.....
If so, describe methods showing how amount of sales is determined, what is given, whether this applies to retailers who buy direct or through wholesalers, etc.
4. Please describe any type of deal on this product given to the retail trade which does not fall into the classifications given above.

Deals Given to *Consumers* in Merchandising this Product.

1. Do you sometimes arrange that so many units of this product will be given to consumers with the purchase of so many? Yes.....No.....
If so, describe methods.
2. Do you sometimes arrange that, with the purchase of this product, other saleable merchandise of your own manufacture will be given to consumers?
Yes.....No.....
If so, describe arrangements, including method of checking purchases made, method of distributing and redeeming coupons or labels if they are used, whether merchandise is secured by the consumer through retailers or your own company or a separate agency or in package, and other details.
3. Do you sometimes arrange to give consumers articles which you do not manufacture, such as cups and saucers, buckets, plates, silverware, with purchases of this product?
Yes.....No.....
If so, describe arrangements, including method of checking purchases made, method of distributing and redeeming coupons or labels if they are used, whether merchandise is secured by consumer through retailers or your own company or a separate agency or in package and other details.
4. Do you sometimes arrange to give to consumers, on certain purchases of this product, a discount from the retailer's regular price to consumers? Yes.....No.....
If so, describe arrangements, including method of checking purchases made, whether and how coupons or labels are

used, whether they are used as part of the purchase price, how these are distributed, whether consumer receives discount as rebate from your company or a separate agency, or as lower price for his purchases from the retailer; if retailer handles discount how he is reimbursed, and other details.

ADMINISTRATIVE PROBLEMS OF DEALS

1. When and how the *wholesale trade* is notified of the *beginning* of deals. (If your method followed differs for different types of deals on this product or for different classes of trade, note these facts in your answers.)

When

- a. The day the deal becomes effective?

Yes _____ No _____

- b. Several days before deal becomes effective?

Yes _____ No _____

- c. Two or three weeks before deal becomes effective?

Yes _____ No _____

- d. Other times?

How

- a. By letter or card?

Yes _____ No _____

- b. By telephone?

Yes _____ No _____

- c. By own salesmen?

Yes _____ No _____

- d. Other methods?

2. When and how the *retailer* is notified of the *beginning* of deals. (If the method followed differs for different types of deals on this product or for different classes of trade, note these facts in your answers.)

When

- a. The day the deal becomes effective?

Yes _____ No _____

- b. Several days before deal becomes effective?

Yes _____ No _____

- c. Two or three weeks before deal becomes effective?

Yes _____ No _____

- d. Other times?

How

- a. By letter or card?

Yes _____ No _____

- b. By telephone?

Yes _____ No _____

- c. By own salesmen?

Yes _____ No _____

- d. By jobbers' salesmen?

Yes _____ No _____

- e. Other methods?

3. When and how the *wholesale trade* is notified of the *termination of deals*. (If the practice followed differs for different types of deals on this product or different classes of trade, so indicate in your answers.)

- | <i>When</i> | <i>How</i> |
|--|---|
| a. The day the deal is terminated?
Yes _____ No _____ | a. By letter or card?
Yes _____ No _____ |
| b. Several days in advance of termination?
Yes _____ No _____ | b. By telephone?
Yes _____ No _____ |
| c. Two or three weeks in advance of termination?
Yes _____ No _____ | c. By own salesmen?
Yes _____ No _____ |
| d. Other times? | d. Other methods? |

4. When and how the *retailer* is notified of the *termination of deals*. (If the practice followed differs for different types of deals on this product or for different classes of trade, so indicate in your answers.)

- | <i>When</i> | <i>How</i> |
|--|--|
| a. The day the deal is terminated?
Yes _____ No _____ | a. By letter or card?
Yes _____ No _____ |
| b. Several days in advance of termination?
Yes _____ No _____ | b. By telephone?
Yes _____ No _____ |
| c. Two or three weeks in advance of termination?
Yes _____ No _____ | c. By own salesmen?
Yes _____ No _____ |
| d. Other times?
Yes _____ No _____ | d. By jobbers' salesmen?
Yes _____ No _____ |
| | e. Other methods? |

5. When you give a deal on this product do you protect floor stocks of your customers? Yes _____ No _____
(If the practice followed differs for different types of deals on this product or for different classes of trade, so indicate.)

- a. If you do protect floor stocks, what methods do you use?
(If methods differ for different types of deals on this product or for different classes of trade, so indicate in your answers.)

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Additional free merchandise? Yes _____ No _____

Cash? Yes _____ No _____

Credit memorandum? Yes _____ No _____

Other methods.

- b. If you protect, by what methods do you determine the amount of floor stocks involved?

(If methods differ for different types of deals or for different classes of trade, so indicate in your answers.)

Count by your own representative? Yes _____ No _____

Customer's signed statement? Yes _____ No _____

Customer's verbal statement? Yes _____ No _____

Other methods.

6. In connection with deals on this product do you receive claims for stock protection which you believe to be out of line or irregular? Yes _____ No _____

a. If so, what remedial steps do you take?

b. Approximately what proportion of claims for floor stock protection do you believe to be "irregular"?

c. Of the total quantity of floor stocks for which protection is claimed, what proportion do you believe to be represented by "irregular" claims?

7. Do you invoice each type of deal on this product

With extra merchandise billed free? Yes _____ No _____

By lowered net price on entire order? Yes _____ No _____

By discount stated on the invoice? Yes _____ No _____

At regular price, with separate credit memorandum? Yes _____
No _____

Other ways?

(If methods differ for different types of deals on this product or for different classes of trade, so indicate.)

8. Are there deals on this product which are "on" continuously? Yes _____ No _____

If so, what forms do they take and to which trade groups are they offered?

9. Are there special periods of the year when temporary deals on this product are put into effect?

Yes _____ No _____

- a. If so, what periods?
(If periods for deals on this product differ for different types of deals or for different classes of trade, so indicate.)
- b. Why these periods?
10. Do you put on deals for this product whenever you believe a price concession might be desirable?
Yes.....No.....
11. How many times during the last twelve months have you run a deal on this product?
How many days was each deal on?
(Indicate type of deal and to which class of trade it was offered.)
- | Number of Days | Type of Deal | Class of Trade |
|----------------|--------------|----------------|
| | | |
| | | |
| | | |
| | | |
12. Do you place any limitation upon the quantity of this product that may be ordered during a deal period?
Yes.....No.....
(If your practice on this point varies among different classes of trade, so indicate.)
- a. If so, how is the limitation expressed?
- b. Are these limitations set by definite policy or are they left to the judgment and decision of your field representative?
13. Do you grant extended credit datings on deals on this product? Yes.....No.....
- a. If so, what is the normal time of extended datings?
- b. Give reasons for extended datings.
14. Do you give customers booking privileges for future shipments beyond the termination date of deals on this product?
Yes.....No.....
- a. If so, for what period of time?
- b. Give reasons.

15. On which types of deals on this product is the regular price usually promptly restored?
 (If practice varies for different classes of trade, so indicate in answer.)

16. Do you put on local or territorial deals on this product as distinguished from national deals on this product?
 Yes.....No.....

If so, in what respects do the methods, amounts, time of year when put on, length of deal, etc., differ for local and territorial deals as distinguished from national deals?

17. In case of local or territorial deals on this product, what difficulties do you encounter in having the deals passed on to territory in which you did not intend to have the deal apply?

18. What methods do you prescribe in your deal offers on this product to keep the deal within desired territory?

19. Do you sometimes make a differential in quantities in deals on this product to different types of distributors?
 Yes.....No.....

If so, to which classes of trade do you give larger quantities?

- Wholesale grocers
- Retailer-owned wholesalers
- Chains (corporate)
- Voluntary chains
- Retailers

20. What classes of trade, if any, decline deals on this product?

- Wholesale grocers
- Retailer-owned wholesalers
- Chains (corporate)
- Voluntary chains
- Retailers

Which class of trade takes up deals on this product most readily?

21. Which purchasers of this product have received from you during the past year the largest percentage of their pur-

chases of this product as free goods of the same kind on deals?

(Give the number "1" to the type of purchaser which has received the largest percentage; "2" to the type which received the second largest percentage; etc.)

Wholesale grocers _____
 Retailer-owned wholesalers _____
 Chains (corporate) _____
 Voluntary chains _____
 Retailers _____ (Excluding all corporate chains and the wholesale unit of voluntary chains, but including such retail units of a voluntary chain as may act each for itself.)
 Consumers _____

22. Which purchasers of this product have received from you during the past year the largest amount of other saleable goods of your own manufacture, considered as a proportion of their total purchases of this product? (Give the number "1" to the type of purchaser which has received the largest percentage; "2" to the type which received the second largest percentage; etc.)

Wholesale grocers _____
 Retailer-owned wholesalers _____
 Chains (corporate) _____
 Voluntary chains _____
 Retailers _____ (Excluding all corporate chains and the wholesale unit of voluntary chains, but including such retail units of a voluntary chain as may act each for itself.)
 Consumers _____

23. Which purchasers of this product have received from you during the past year the largest amount of goods such as cups and saucers, silverware, etc., which you do not manufacture, considered as a proportion of their total purchases of this product?

(Give the number "1" to the type of purchaser which has received the largest percentage; "2" to the type which received the second largest percentage; etc.)

Wholesale grocers _____
 Retailer-owned wholesalers _____
 Chains (corporate) _____

Voluntary chains _____
 Retailers _____ (Excluding all corporate chains and the
 wholesale unit of voluntary chains, but including such retail units
 of a voluntary chain as may act each for itself.)
 Consumers _____

24. Which purchasers of this product have received from you during the past year the largest percentage of their purchases of this product as deal discounts?
 (Give the number "1" to the type of purchaser which has received the largest percentage; "2" to the type which received the second largest percentage; etc.)

Wholesale grocers _____
 Retailer-owned wholesalers _____
 Chains (corporate) _____
 Voluntary chains _____
 Retailers _____ (Excluding all corporate chains and the
 wholesale unit of voluntary chains, but including such retail
 units of a voluntary chain as may act each for itself.)
 Consumers _____

25. In giving deals on this product of extra merchandise of the same kind to the wholesale trade, is your chief intention

That the deal shall not be passed on in any form? Yes _____
 No _____
 That the deal shall be passed on
 In the form of the proportionate quantities of extra merchandise? Yes _____ No _____
 By a proportionate reduction of price on purchases of such quantities as those to which the deal was applied? Yes _____
 No _____
 By a reduction in price on purchases of any size? Yes _____
 No _____

If your intention differs for different classes of trade, so indicate.

- a. What proportion of wholesale grocers to whom you sell follow your intention?
 How is deal handled by other wholesale grocers?
- b. What proportion of retailer-owned wholesalers to whom you sell follow your intentions?
 How is deal handled by other retailer-owned wholesalers?
- c. What proportion of chains (corporate) to which you sell follow your intentions?
 How is deal handled by other chains (corporate)?

- d. What proportion of voluntary chains to which you sell follow your intentions?
How is deal handled by other voluntary chains?
26. If you use deals in which you give to the wholesale trade, for purchase or sale of this product, other saleable merchandise of your own manufacture, what are your intentions as to the passing on of the deal?
- a. What proportion of wholesale grocers to whom you sell follow your intentions?
How is deal handled by other wholesale grocers?
- b. What proportion of retailer-owned wholesalers to whom you sell follow your intentions?
How is deal handled by other retailer-owned wholesalers?
- c. What proportion of chains (corporate) to which you sell follow your intentions?
How is deal handled by other chains (corporate)?
- d. What proportion of voluntary chains to which you sell follow your intentions?
How is deal handled by other voluntary chains?
27. If you use deals in which you give to the wholesale trade, for purchase or sale of this product, other merchandise such as cups, saucers, silverware, etc., which you do not manufacture, what are your intentions as to the passing on of the deal?
- a. What proportion of wholesale grocers to whom you sell follow your intentions?
How is deal handled by other wholesale grocers?
- b. What proportion of retailer-owned wholesalers to whom you sell follow your intentions?
How is deal handled by other retailer-owned wholesalers?
- c. What proportion of chains (corporate) to which you sell follow your intentions?
How is deal handled by other chains (corporate)?
- d. What proportion of voluntary chains to which you sell follow your intentions?
How is deal handled by other voluntary chains?

28. If you give *as deals* to the wholesale trade discounts from your usual wholesale price on this product, what are your intentions as to the passing on of the deal?

a. What proportion of wholesale grocers to whom you sell follow your intentions?

How is deal handled by other wholesale grocers?

b. What proportion of retailer-owned wholesalers to whom you sell follow your intentions?

How is deal handled by other retailer-owned wholesalers?

c. What proportion of chains (corporate) to which you sell follow your intentions?

How is deal handled by other chains (corporate)?

d. What proportion of voluntary chains to which you sell follow your intentions?

How is deal handled by other voluntary chains?

29. Do you intend that deals shall establish reduced prices which will reach the consumer? Yes.....No.....

30. In your opinion, about what proportion of the merchandise which you sell on a deal basis is sold to consumers

At a reduced price per unit on any size sale?

At a reduced price per unit on sales of certain minimum quantities?

At regular price but with free merchandise included?

At same price as if no deal had been given by you?

31. Purposes for which you use deals on this product and reasons why you believe the deals will accomplish your purposes. (If purposes vary with different types of deals or with different classes of trade, so indicate.)

Do you give deals

a. To increase inventories of your customers? Yes.....
No.....

b. To avoid guaranteeing against price decline? Yes.....
No.....

c. To unload overstock? Yes..... No.....

d. To shift costs of carrying stock? Yes..... No.....

- e. To increase business in a short period? Yes.....
No.....
- f. To sell the trade large stocks before season opens? Yes.....
No.....
- g. To stimulate sales attention on the product? Yes.....
No.....
- h. To promote and co-operate with special sales events? Yes.....
No.....
- i. Because it has been the custom of your company? Yes.....
No.....
- j. Because it is the trade practice? Yes..... No.....
- k. To meet seasonal conditions (please explain fully)? Yes.....
No.....
- l. To meet conditions of business depression? Yes.....
No.....
Specifically what conditions?
- m. To meet competitive conditions? Yes..... No.....
- n. Other purposes?

Discussion of any of the above purposes will be helpful.

32. What types of deals have you found best for this product?
(If your answer varies for different classes of trade, for different parts of the country, or for other considerations, so indicate.)
33. Do you regard each temporary deal on this product as a temporary reduction in price? Yes..... No.....
If not, how do you regard it?
Is your view different on other products? If so, explain.
34. Are there any advantages in temporary deals on this product which you could not obtain by making a temporary price cut and quoting the change as a price and not as a deal?
Yes..... No.....
If so, what are they? If your answer varies for different types of deals, so indicate.
Is your view different on other products? If so, explain.

35. What objections, if any, do you see in deals on this product?
(If objections apply to some forms of deals more than to other forms, so indicate.)
- a. From the point of view of manufacturers?
 - b. From the point of view of
 - Wholesale grocers?
 - Retailer-owned wholesalers?
 - Chains (corporate)?
 - Voluntary chains?
 - c. From the point of view of retailers?
 - d. From the point of view of consumers?
36. What suggestion for remedies have you to any of the objections you have mentioned?

SOME GENERAL QUESTIONS

1. In your opinion, what types of deals are generally most acceptable
- To wholesale grocers?
 - To retailer-owned wholesalers?
 - To chains (corporate)?
 - To voluntary chains?
 - To retailers? (Excluding all corporate chains and the whole-sale unit of voluntary chains, but including such retail units of a voluntary chain as may act each for itself.)
2. In your opinion does the consumer benefit more from one type of deal than another or from deals to one class of trade than to another? Yes_____No_____
3. Please list any comments or suggestions on deals which are not brought out in these questions.

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