EDDY COMPANY AND WHOLESALE GROCERS

Mr. Rowley Explains Why He Deals Through Wholesalers.

NO RESTRAINT OF TRADE

An Argument Against Cut Prices—The Contract Selling Arrangement.

The Canadian Grocer contains the report of an interesting address to Ontario Wholesale Grocers' Guild by Mr. Rowley, the head of the E. B. Eddy Company, of Hull. Mr. Rowley said:

"The policy of the Eddy Company for over half a century has been, as now and will be, as long as I am in charge, to cater largely to, and to sell through the medium of, our friends among the wholesale grocery and jobbing trades of Canada. By this means, the labor and the cost of distributing the ware we make, among the retail trade and the large number of smaller purchasers is minimized, in fact, almost entirely avoided.

"Although we have more than a score of branches, agencies and depots placed advantageously in all the largest and the most important cities throughout Canada, these establishments are used chiefly as delivery distributing points to, for, and in the interest of the wholesale trades. By this means, we avoid the employment of an army of commercial representatives and travellers with whom we otherwise have to employ, and who when so employed, would go over the same ground, perform the same work, and come into unnecessary contact with the travellers and the representatives of our wholesale friends.

"Wherefore, since by this means we do not have to employ travellers, and pay a large number if travelling representatives, it is but right and fair, that a reasonable profit should go to the wholesale grocery and jobbing trades who undertake the care, the cost and the trouble of this part of the process of the final disposition and distribution of our wares to the retailer, and to the consumer.

How It is Done.

"In carrying out this policy and plan, we say to the wholesalers: We will sell you our product at our list prices, subject to a certain discount, on certain terms for a minimum stated quantity, with well understood conditions as to delivery and payment on the understanding that in re-selling our goods, you adhere rigidly to our list prices, and handle our goods exclusively, and certify to us periodically that you have done so; then we will allow you an extra loyalty quantity discount.

"I have been doing this for more than twenty years, because it is an advantage to us (as it is an advantage to any manufacturer), that the price of the ware we make shall be as fixed, as stable and as uniform as possible. Also so that our regular customers may thus feel that all such customers are treated alike.

"We consider we are entitled to fix prices for our own wares, and to stipulate, when we sell them, that the purchaser in re-selling them, shall not do so at a cut price, or at lower than the price fixed by us from time to time in our list.

No Restraint of Trade.

"Now, gentlemen, pray listen carefully to what I am now to say. There is no restriction of trade at all in our way of conducting business, and there need be no 'restraint of trade' in any of you carrying on your various business in the same way.

"With this preliminary statement of fact, may I now say that having a long experience in this matter, and having given the subject most careful consideration and assiduous attention for many years, I am fully convinced that our plan is a fair and square, simple way of protecting the honest wholesaler, the honest traveller, the honest retailer, and the honest manufacturer, against the losses, the evils that have been and are still prevalent in the same of some other lines of manufacture.

"No 'self-respecting manufacturer' will allow the price of any of his wares to be cut, or allow his business to be disturbed, and the joy of flying made a burden to him by sundial ill-advised effort to unfairly secure the trade of, or to get the better of some other manufacturer, or trader, by cutting prices when all the manufacturers and all the wholesale trade who are straightforward in the matter, and are willing to, can secure a proper, profitable margin on the goods we make or you handle.

Profit to Each.

"There is always rivalry among, and opposition from other manufacturers. To get the best results, a fair price must be made by the manufacturer and a fair profit must be made by the manufacturer. Out of that price, and out of that profit, I am willing there should be a fair profit to the wholesale grocery and jobbing trades to repay them for their trouble in the distribution of our wares throughout Canada, through this medium of the wholesaler, that is not all that is necessary.

The Successful Producer.

"A guaranteed quality is a prime essential—the very first—that the successful manufacturer has also to have it well—a large assortment, has to have it well distributed, has to make prompt delivery; all these are essential, and then his prices must be right.

"The successful manufacturer must also have ample facilities and must get near the good will, the good will and the best selling power of the wholesaler.

"If a manufacturer has all this, he ought to be able to supply through the medium of the wholesale trade—to the retailer, user and consumer, a better article at a lower cost to the user than it is possible for any manufacturer to sell, distribute and deliver satisfactorily to the retail trade direct.

"Many years' experience in distributing has taught me that it is worth a lot to us to have the good-will and the selling power of... wholesale and the jobbing trades...

LONDON CITY THRONG OLD BOYS

Executive Delighted With... From All Part...

The Old Boys are home.
All day yesterday, thousands of former Londoners came back for a week with the old folks, and incidentally enjoy the hospitality of the city.

On Sunday, the full force of the demonstration was apparent. It was given up largely to the church, where organizations had worked systematically to bring the Old Boys together, and when the number of Old Boys came in, there was great...

The Visitors.
The largest contingent came from Detroit over the C. P. R. at 3... They were due earlier, but an accident delayed them. However, having waited for them, the citizens waited for them, and made most welcome. Five thousand of them all... donors, all happy to come back... not take them long to make the... known, and felt, and the city... life is worth the living," received... advertising from the London... who came from the City of the... Although no cars were run... were soon taken care of, and... their homes.

The Chicago contingent arrived... noon, and they, too, were given... welcome. This association has... of the most loyal to the reunion... while the number of Old Boys... equal to some other years, neat... 300 of them came in over the... Trunk. They were a great loyal... fellows, too, and they presented... the Wind City's name prominent... tion. They succeeded well.

The Winnipeggers.
There was a great deal of interest taken in the visit of the Winnipeg... Boys. The westerners had... strong sentiment in their favor, and... arrival was keenly awaited...