

Fair Price is Sound Policy

To our host of friends, the sellers of Coca-Cola to the public:

Allilude 1500 Feel WHITE MOUNTAINS

The Colonial Inn the shade, sports, good table; near trollay; 150 guests; modern in

NEW YORK BOOKING OFFICE

243 Fifth Ave.

WHITE MOUNTAINS, N. H.

TET us have a little family discussion with the windows open so that the neighbors a can hear it if they want to—about that ever-vital topic, Prices.

This is the one time above all others in our long career of sound merchandising when Price ought to be governed by Principle.

High principles of merchandising alone can be relied upon to combat high cost in many lines where the temptation to profiteering is strong because of public demand. To charge all that the traffic will bear is bad business at any time; at this time it is the worst of bad business for the Coca-Cola dealer whose maintenance of standard price for many years has not only established Coca-Cola's good faith with the American millions, but, together with its maintained quality and maintained advertising. has built the good will of the product.

We ask our friends and partners in the most comprehensive system of distribution in American business to reflect that Coca-Cola was the beginning of the soft drink industry and has always been the backbone of the soda-fountain trade; has carried and built up many an enterprise which made it a trade "leader"; has far outsold any other soft drink in the world; and that for thirty years it made the 5-cent nickel the biggest buying power in a beverage. Independently of the cost of making it, The Coca-Cola Company has steadily maintained its delicious and refreshing quality insured above imitation, and maintained its advertising appeal to the increasing millions of its consumers without permitting any conditions of ordinary fluctuation to disturb the price. In no other way could Coca-Cola have built up the volume of business for you, Friend Dealer.

Sound merchandising alone can weather the storms. The policy that overlooks the insured dollar of tomorrow to pick up the loose dime of today points away from prosperity to demoralization. Your neighbor who is merely "getting while the getting is good" is at the same time dispensing bad will that will react upon him in the day of reckoning. Sane prices are the only sound policy and safeguard of success one year with another. Fair prices today are your option on the volume of trade that will forsake the profiteer tomorrow. You will be doing business at the same old stand.

Stand by high principles of merchandising and they will stand by you when you have need of them --

There is no more powerful and compelling example for good in these times than the merchant who stands on principle to forego opportunism -

There is no one force that will stand the nation in better stead.

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The Coca-Cola Company Atlanta, Ga.



WILLIAM H. WARBURTON, Proprietor.

LENBURNIE-ON-LAKE-GEORGE, N. Y

GLENBURNIE

Centrally located near beach: white service; cap. 250; music room; orchestra; auto. D. H. Gallagher. Mgr.; P. Bralow, Owner.

Winona Wild. Av. nr. beach. Priv. baths. Own mang't. Mrs. G. W. Fisher.

SEA ISLE CITY. N. J.

Surf House Centrally located on beach

OCEAN GROVE, N. J. Hotel Whitfield Cor. Surf and Beach

Mountain Home, Pa.

Heller's Mt. Airy Has boration. Bitt. Bellant. Bishermon's Batas, Popen June 17. Batas, Open June 17.

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