

## Says Newspapers Best Medium For Supermarkets

"Newspapers are the number one advertising medium for the super markets sponsored by the Red and White Corporation," stated Robert Parker, advertising director of the Corporation, at the annual convention of Red and White wholesaler executives in Chicago, which was attended by J.H. Mesheau of Atlantic Wholesalers, Limited, Sackville, N.B. and R.B. Forde of Atlantic Wholesalers, Limited, Moncton, N.B.

"Only after an adequate newspaper advertising program has been planned, do we consider other media to supplement newspapers," said Parker.

His statement was made at the 36th Annual Red and White Convention, at the Drake Hotel, Chicago, at the afternoon session on advertising.

**HIGHLIGHT ITEMS**

"Newspaper advertising" said Parker, "allows us to list and illustrate our merchandise and to highlight feature items. However, radio and TV makes a good media for institutional advertising, consumer contests, and sales announcements."

"The Red and White wholesale grocers, who prepare the newspaper advertising at local level for Red and White Food Stores, Super Duper Markets, Lucky Dollar Stores and other affiliated groups, use approximately 50 million lines of newspaper advertising yearly in the United States and Canada," Parker estimated.

"We emphasize newspaper advertising because survey after survey indicate that women shoppers turn to the daily newspaper's food pages for help in deciding what she will buy before her trip to the store. In making comparison with other media we note that 62.5 per cent of the shoppers read newspaper food store advertising as compared to 17.6 per cent of the shoppers who hear radio food store advertising."

**VOLUNTARY GROUP**

The Red and White Corporation is the national headquarters of Red and White Food Stores, Super Duper Markets, Lucky Dollar Stores, and certain other affiliated groups. It is a voluntary group type of operation, that is, the wholesalers and retailers are independently owned, but they operate together. The wholesaler franchises stores in a given area. The wholesaler does the advertising for his stores; he offers services to retailers as personnel training, store engineering, Merchandising promotion, centralized accounting, a meat and produce programs, etc. In return the retailer concentrates his buying at this wholesale house and devotes his time to selling. Essentially it is a chain type of operation for independents and enables them to be truly competitive in the market place.

Red and White was founded in 1921 and operated in 31 states and every Canadian province. It has an European affiliate, SPAR International.

"Red and White is sponsored in this part of the Maritimes by Atlantic Wholesalers, Limited, whose managing director is Norman P. Dixon of Sackville, N.B. This organization sponsors

three groups: Save-Easy Super, Red and White Stores and Lucky Dollar Stores."

**FLEXIBLE**

Mr. J. Harvey Mesheau, Advertising and Sales Promotion Manager states that the "Red and White programme is a flexible plan for retailers of all sizes in either urban or rural locations. Only by affiliation with a strong group programme can a retailer large or small continue to survive today against the growing influence of the corporate chain. One of the greatest necessities for the success of a voluntary group is an effective advertising programme at a minimum of cost, newspaper advertising dominates at the most effective media in this regard," Mr. Mesheau said.

**HOWLAN**

Mr. and Mrs. F.C. Gallant and Florence were guests at the home of Mr. and Mrs. Fred O'Halloran, Lot 7, on Sunday evening.

Mrs. Ray Griffin of Tignish, visited at the home of her brother and sister-in-law, Mr. and Mrs. Robert Arsenault and family on Monday.

Mrs. Elmer Pineau of Summerside spent Tuesday and Wednesday at the home of her aunt and uncle, Mr. and Mrs. J.B. Arsenault at Howlan.

Mrs. Stanley Gaudet was hostess to the ladies of the St. Anne Club on Tuesday night for their monthly meeting. A large crowd were present. July meeting is to be held at the home of Mrs. Robert P. Arsenault, of Howlan.

Mrs. Bruce Carruthers was a train passenger to Summerside on Wednesday, where she plans on spending a few days.

Mr. and Mrs. Leo Arsenault motored to Summerside on Wednesday, accompanied by Ralph Arsenault.

Mrs. Clifford Arsenault with Ronnie and Anna Marie went to Abrams Village on Tuesday where she plans to spend a few days with her parents, Mr. and Mrs. Emmanuel Gallant.

F.C. Gallant is now employed at the home of David Horne at Bloomfield.

Winston Gallant of Duvar is to be principal in Piusville School for the coming year.

Mr. and Mrs. Fred Arsenault with Robert and Caro, and Danie Gallant, attended the graduation of classes of the Miscouche Convent on Thursday evening, in Civic Auditorium, Summerside.

Mr. and Mrs. Frank C. Gallant and Florence went to Tignish on Friday night June 12, where they attended the graduation. They were accompanied by Miss Audine Arsenault, teacher at Duvar.

They were accompanied by Mrs. Pius Doiron and Mrs. Henry Gallant.

Mr. and Mrs. Anthony Finnan and Mrs. Jerry Arsenault motored to Tignish convent on Friday evening, where they attended the graduation. They were accompanied by Miss Audine Arsenault, teacher at Duvar.

Congratulations to Miss Diane Gallant who came first in Grade X winning for herself the Governor General Vincent Massey medal, also congratulations to Miss Pauline Finnan, who was a Grade X graduate at Tignish.

Mrs. Ray Noonan and daughters of O'Leary, were to Howlan on Saturday, June 13, where

the girls attended the party in honor of their cousin, Sandra Arsenault on her 12th birthday.

Mrs. Robert T. Arsenault and her five sons left on Saturday, June 13 for her old home in Newfoundland, going by car as far as Sydney, N.S. with Vincent Doiron and Sylvia Pineau of Duvar. Mrs. Arsenault and sons plan to

visit her parents for a while, this being her first trip home in the past 10 years.

Congratulations to Miss Elizabeth Arsenault in passing Grade X in Miscouche Convent.

The Misses Pauline and Patricia Finnan, Gertrude Arsenault and Diane Gallant, spent a short holiday at their homes here, returning to Tignish Convent on Saturday evening.

Miss Annie Gallant of Howlan, recently spent a few days with friends at Woodstock.

Mrs. Elizabeth Finnan is a patient in the Western Hospital.

A class of about 30 young boys and girls received their first Holy Communion on Saturday night,

at St. Anthony's R.C. Church, their pastor, Rev. C. Pitre, large congregation attended.

Rev. C. Pitre, pastor at St. Anthony's, left on Monday, June 15th, to join the other Island Clergy in Charlottetown, where they go on retreat.

## Henderson & Cudmore

# SUMMER



# SALE!

H. & C.'s storewide Summer Sale starts this morning at 8:30 a.m. Choose from the largest, most complete stock of men's clothing on P.E.I. Extra staff to serve you.

## Shirt Spectacular WHITE SHIRTS

Never Before At Such A Low Price . . .

**DRIP DRY**



**TERYLENE . . . .**

- WASH and WEAR
- NO IRONING NEEDED
- Also No-Iron Broadcloths.
- Arrow . . . . Some soiled soiled
- Reg. to 7.95

**3.29**

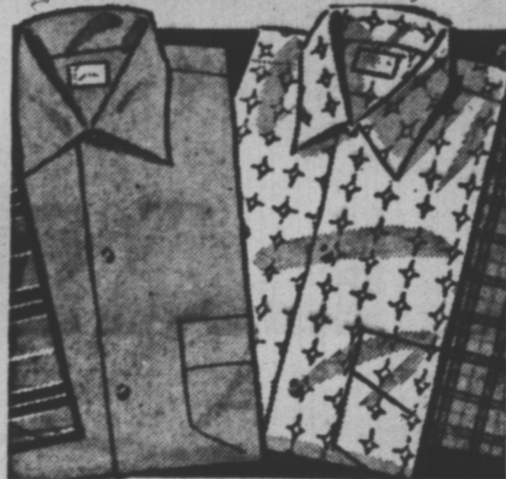
Regular To \$7.95

## Sale! WASH 'N' WEAR SHIRTS

### SPORT SHIRTS

- Reg. to 6.95
- Everyone Washable
- Checks, Stripes, Plains
- Cotton Knits, too

**2.79**  
2 FOR 5.00



### Drip Dry PYJAMAS

- Plain Broadcloth, Prints
- Knee Lengths too . . .
- Reg. to \$5

**3.69**

### UNDERWEAR

- Shorts 'n Shirts
- Boxer Shorts — T-Shirts

**73¢**



### SUEDE JACKETS

DRY CLEANABLE **14.95**

- Brown and Navy, Regular \$20

### CANVAS SHOES

**2.99**

### 100% NYLON LUGGAGE FLIGHT BAGS

**19.46**

- Tan and Navy
- Regularly \$29



For Casual Summer Wear

### SPORT COATS

- Whites, Brights
- Lights, Darks
- Reg. \$29 & \$35

**\$19**

A Real Big Saving

**PANTS \$5.00**

- Values to \$12

- Worsteds, Flannels, Gabardines

### Special! PANTS

- Reg. to \$14
- Grey, Charcoal
- Brown, Blue
- Neat, Comfortable

**9.95**

Free Cuffs

### DRIP-DRY SLACKS



**STRAW HATS 2.95**

**SWIM TRUNKS 2.95**

**KHAKI PANTS 3.99**

- Tan, Grey, Green
- Sanforized

**3.99**  
Regular \$5

## HENDERSON & CUDMORE

WHERE QUALITY IS SURE

The Store for Men and Women Who Shop for Men

**8:30 SPECIAL. SPORT SHIRTS 3 doz. only — reg. to 5.00 1.00**

**Faster DRY CLEANING SERVICE**

**GUDMORE'S DRY CLEANERS**

129 Kent St. Phone 6222

*Taste so good!*

**ROSE BRAND SWEET MIXED PICKLES**

with the special spicing that's so enticing

MATTHEWS-WELLS COMPANY LIMITED  
Charlottetown, P.E.I. • Guelph, Ontario  
makers of Rose Brand Pickles • Olives • Pure Jams

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