



Texas Jewelers Association members present included (left to right) Milton Arbetter; Richard Reiner, chairman, San Antonio Committee; Lloyd Nobel, president of TJA; Dell Sheftall; and David A. Shapiro, Executive Secretary-Treasurer of TJA.



Guests of the association at the meeting were (left to right) Melvin Sisk, executive vice president, San Antonio Chamber of Commerce; Bill Seffel, manager, San Antonio Better Business Bureau; (Henry) Gonzales, state senator and candidate for governor; Stanley Banks, Jr., chairman, Legislative Affairs Committee, San Antonio Bar Assn., and Marshal O. Bell, state representative.

HENRY GONZALES



Dell Sheftall, vice-president and chairman of the TJA Legislative Committee addressed the San Antonio meeting.

Texas jewelers cooperate with hardware, furniture groups to launch series of newspaper ads to expose fake "wholesale" advertisers, "wholesale" catalogs, other discounters. Program is two-fold:

- 1) To indoctrinate consumers with real truth.
- 2) To formulate public opinion favorably for passage of anti-"wholesale" advertising legislation.

Over 50 retail jewelers met in San Antonio, Texas, recently to discuss the campaign being launched by the Texas Jewelers Association in cooperation with the state's hardware and furniture associations to combat fake "wholesale" operations and other items of interest to the legitimate retail jeweler in the state.

Speaker at the meeting was Dell Sheftall, chairman of the Legislative Committee of the Association. It was the fourth in a series of regional meetings which are being held throughout Texas before the annual convention in Dallas on August 30, before the annual gift and jewelry show.

In substance Sheftall told those present that since the close of World War II three industries—retail

furniture, hardware and jewelry have been badly hit because of the flagrant "wholesale" advertising practiced by many firms within the state of Texas.

The consuming public has been victimized because in many cases they have fallen for the magic word "wholesale" and have purchased merchandise which is offered to them at "wholesale" perhaps only to find later that the price was not at the "wholesale" level at all. Many times it was only slightly below the retail level and in many cases it was even higher.

"These offers to sell at 'wholesale' are coming to the public in many different forms," Sheftall said. "Many Texas newspapers will accept such advertising from the ever-named 'wholesaler'. Only a few newspapers have a firm policy of refusing this type of advertising."

Perhaps more of these "wholesale" offers are coming to the customer by direct mail than in any other manner... together with a "special privilege discount card".

"Another media used by the so-called 'wholesaler' is the highly colorful 'wholesale' catalog copies of which are mailed to millions of customers throughout the country by innumerable firms each year. A check of the prices in these catalogs will reveal that they too are higher than the wholesale level."

Several months ago representatives of the Retail Furniture Association of Texas, the Texas Hardware and Implement Association, and Texas Retail Jewelers Association started to work with the objective of developing advertisements designed to inform the public about the fallacy of "wholesale" advertising. It is the plan to develop a series of 12 newspaper advertisements and to provide mats of them for every Texas

city in which each of the associations has one or more members.

The long-range objective of this program is two-fold:

1) In the first place, it is hoped that within a period of 12 months the consumer will have become thoroughly indoctrinated with the real truth about "wholesale" advertising, and

2) These advertisements appearing once each month from now until the opening of the next session of the Texas Legislature in January, 1959, should do much to formulate public opinion favorably to the passage of the anti-"wholesale" advertising legislation which has been in the development stage for several months.

So far two such advertising mats have been made available and are being shipped to the chairmen of the committee in each Texas city represented by these three associations.

To promote the program on the local level, Sheftall suggested that the committee chairman call a meeting of his committee as the first step. Next the committee should call on all local retail furniture,

hardware and jewelry firms in an effort to sell them on the program, and to obtain their commitment to contribute their pro-rata share to the cost of the advertising—which should be negligible if everyone participates.

He also suggested that department stores, automobile accessory stores, appliance stores and others be invited to participate.

The ads which are being professionally prepared are one-third newspaper page size because it was feared that a larger size ad would be too costly for towns not having a large number of potential participants, and a smaller size ad would not be readable.

The space on the ads marked "Sponsors Imprint" it is suggested should carry the name of the local Better Business Bureau, Retail Merchants Assn., Chamber of Commerce Retail Committee in that order of preference. It is strongly recommended that the names of individual stores should not be listed, and that no reference be made to furniture, hardware, or jewelry industries in the ads.

# Texans Declare War On Price-Cutters

Subjects treated in first two one-third page newspaper ads are "wholesale" catalogs and "wholesale" advertisers. Other subjects to be dealt with in the series of 12 to be run preferably one each month include truth about discount cards, radical comparative pricing, and untruthfulness of wholesale price offers.