

can be adapted to both voluntary and corporate chains.

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Rainbow Stores, voluntary chain sponsored by the V. Traverso Co., San Francisco, identifies its advertising and promotional literature with the rainbow arc. In its window



posters this rainbow appears in four colors. Two rhyming slogans are a part of the mast-head illustrated here: "Be Rainbow Wise and Economize," and "When You Stop in Savings Begin."

We were indeed pleased to receive so many tear sheets and proofs of ads, handbills and window posters from chain store advertising managers in response to our suggestion last month. Keep sending them in—the best ones will be reviewed in this department.—Editor

Winner

Joe Williams, manager of Acme Store No. 51, Manchester, Ohio, was the happy winner in the July sales contest conducted by the Fred W. Albrecht Grocery Co., operators of 104 Acme Stores in Akron and vicinity.



Joe Williams

The store showing the largest percentage of gain during July over the previous month was declared the winner. The prize, known as the Fred C. Pockrandt Sales Contest Cup, in honor of Fred C. Pockrandt, buyer and sales manager, was presented to Mr. Williams at the end of July.

The contest stimulated a great deal of interest among store managers, supervisors and clerks. A similar contest will be held each month of the year.

Safeway Not in Drug Business

The "Payless" Drug Stores, recently opened in Salt Lake City, Ogden, Portland, Oakland, Seattle and Tacoma are not in any way affiliated with Safeway Stores, Inc., according to L. A. Warren, president of Safeway Stores, Inc.

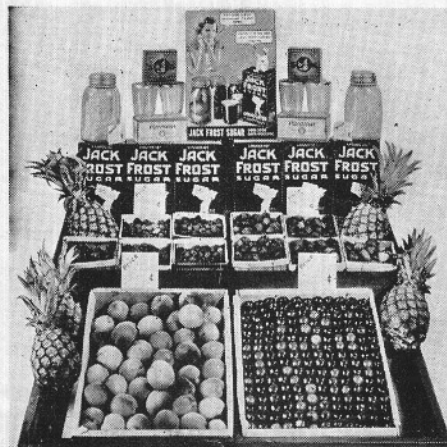
Mr. Warren issued his emphatic ownership denial for Safeway to silence rumors, published in various business magazines and trade journals during the past few weeks, which sought to create a business relationship between the food distributing company and the drug concern.

"I wish to state most emphatically," Mr. Warren said, "that Safeway Stores, Inc., has no financial interest, either direct or indirect, in these new Payless Drug Stores, or in any other drug stores."

Related Selling

A counter display card to be used during the home preserving season for featuring sugar and related items such as fruits, berries, Mason jars and paraffin is being distributed by the National Sugar Refining Company, makers of Jack Frost sugar.

The accompanying illustration shows how the card can be used in a display of fruits and berries and supplies every housewife needs for canning her own foods. This related selling plan has been designed to tie in with the company's national advertising to consumers, which will feature novel preserving recipes.



CHAIN STORE MANAGEMENT