

# DEL MONTE MERCHANDISE

San Francisco, Calif.

BULLETIN No. 12

Feb. 4, 1935

Dear Member:

There seems to be a price war on Del Monte merchandise throughout the State.

I do not know whether certain wholesalers and chains are getting special prices,

I do not know whether certain wholesalers and chains are over-stocked,

I do not know whether there is going to be much lower prices in the future

BUT I DO KNOW that it is impossible to meet these prices without losing money.

The UNITED GROCERS business is YOUR business; therefore, the more Del Monte merchandise that is sold at headquarters the greater your loss will be when we are forced by competitive conditions to name prices that are not justified.

I had the matter up with the Board of Directors on Thursday evening, January 31st, and after discussing the situation very carefully it was decided to meet all legitimate competition even though it meant a financial loss to the Organization.

I would suggest that you do not buy any more Del Monte merchandise than you absolutely need for your requirements.

Remember, lower prices will be made on this year's pack.

FEATURE BRIARDALE and WESTLAKE merchandise for a living profit not only at wholesale but also retail.

Thanking you for your cooperation, I am

Very truly yours, -

UNITED GROCERS, Ltd.

H.L.Sorensen  
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BY: *H.L.Sorensen*