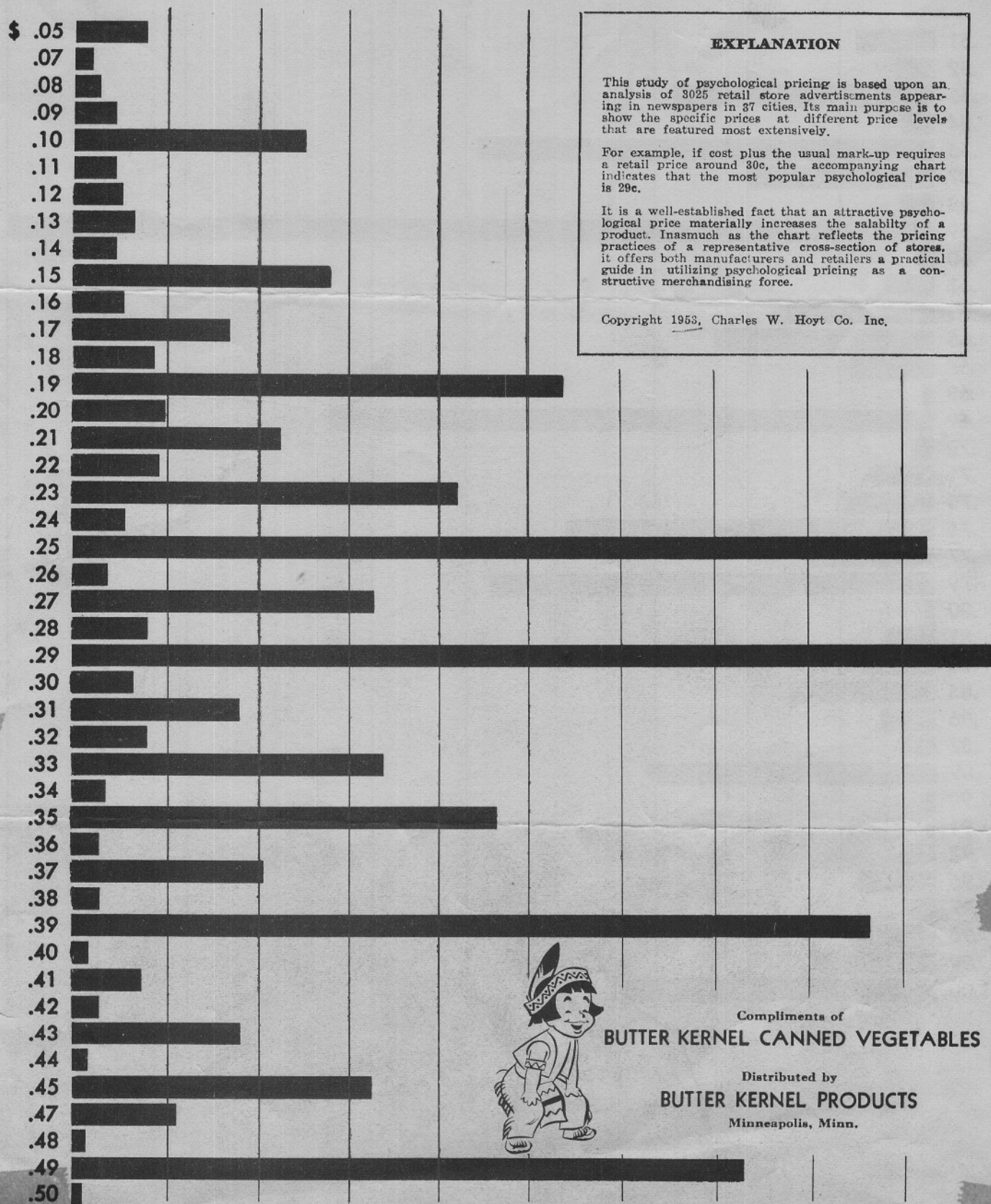


PSYCHOLOGICAL PRICING

FOOD STORES



EXPLANATION

This study of psychological pricing is based upon an analysis of 3025 retail store advertisements appearing in newspapers in 37 cities. Its main purpose is to show the specific prices at different price levels that are featured most extensively.

For example, if cost plus the usual mark-up requires a retail price around 30c, the accompanying chart indicates that the most popular psychological price is 29c.

It is a well-established fact that an attractive psychological price materially increases the salability of a product. Inasmuch as the chart reflects the pricing practices of a representative cross-section of stores, it offers both manufacturers and retailers a practical guide in utilizing psychological pricing as a constructive merchandising force.

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