

COOL PROPOSITION SETS A WARM PACE

Ice and Why It Should be
In General Use

BIG NATIONAL MOVEMENT

A National Movement to Present the Advantages of Pure Ice and Maintain the Value of Ice as a Household Economy and Convenience.

Exceptional circumstances have been in evidence and have been especially noted in the past few years. The people have a different view of things. Profiteers are everywhere. The interests have appealed to the public through advertising campaigns. Even governments have used prepared publicists to great general advantage. Now comes the ice man with his love to the public.

In national advertising — and through local newspaper advertising conducted by two thousand members of the National Association of Ice Industries — the ice man is telling the public how his industry is organized for better serving the public.

The ice man now has been misunderstood; that few people realize the real service he renders.

He says not one man in a hundred, and one woman in a thousand, appreciate that he has to carry a heavy load of ice for eight or nine months of the year in order to make his actual sales cover three or four months of that same year.

In other words, the ice man is the mercenary who must, to take the place of his own customers.

The first advertisement used in national advertising was headed: "Two Thousand Ice Dealers Organized to Protect the Public." The word company which is a member of this association is understood through the printed word, and by talking it over with their customers in person, just why they belong to this organization.

Mr. Fuller, manager of the Dental Products Company, says this: "Our organization is trying to do just one thing — deliver the standards of the ice business all over the country. This is a big movement and the public has to help before we can accomplish what we are after."

"Our Company has always tried to level best to supply pure ice to give the housewife full weight for one — all of the national demands for service which always comes with the actual sales volume."

"That we know full well that some of our customers do get mistakes done that we fill as if we were in better position from the same standpoint than the dry goods store, or the druggist from whom the housewife buys her food."

"This is a mistake. A mistake that we want everybody to know — that their business just as much as the merchant in a more cooperative line appreciate his business."

"We want the housewife of this city to know that we are absolutely trying to improve our service in every possible way and want the cooperation of these housewives in making this improvement practical."

"We feel that by having active members of the National Association of Ice Industries we are helping in our mission to make the local price into our entire confidence."

"We believe the housewife who reads your newspaper and sees what we are trying to accomplish will come up more than half-way."

"This is what we are hoping for — and this is the real reason why the members of this association, scattered from coast to coast, exchange ideas with each other for the improvement of service."

No doubt our readers will see in the local ice man even further than the half way requested, and the entire program for public good will, so much going to meet with genuine success. Good!

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