

The Giddings News

October 30, 1931

**ALEXANDER GROCERY CO.
HOLDS OPEN HOUSE**

Quite a number of grocers, clerks and other invited persons from Giddings were guests of the Alexander Grocery Co., in La Grange Sunday afternoon when some 2,000 persons gathered to inspect the cold storage and warehouse of that company. The crowd then went to the fair grounds where supper was served and entertainment was provided.

After the visitors had been welcomed by Mayor Robson, Mr. Alexander stated that the purpose of the meeting was to hold a get-together meeting of the friends of the company, in order that they might know each other better. He said that today the jobber is becoming more important as a distributor for the manufacturer and that on the jobber will depend much of the success of retailing merchandise from now on. He stated that they handle only advertised brands of merchandise, brands where the manufacturer places himself back of his goods by telling the public of its merits, and no cheap grades of merchandise are handled where the cheap price is the only consideration. He also stated that the policy of that company is not to engage in retail merchandising and they have no retail stores, leaving that part of the business to private individuals. The firm prided itself on having served grocers in that part of Texas for more than thirty years and promised the same service in the future as in the past, with any improvement that can be used for better service. Since being in Giddings, the company says it has enjoyed good business and most pleasant relations with the grocers in this territory and is grateful for the many courtesies extended their manager Lee Hausler, of the Giddings branch house.