PRICE LIST

PYREX BRAND OF INTERPRETATION OF THE PROPERTY OF THE PROPERTY

CORNING GLASS WORKS
CORNING · NEW YORK





CASSEROLES-ROUND

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
*164 621	8 oz. ½ qt.	41/8x17/8 6 x21/4	12 12	12 26	\$.40 .65	\$.75 1.10
622 623	1 qt. 1½ qt.	67/8×23/4 77/8×3	12 12	34 43	.75 .95	1.25 1.50
624 626	2 qt. 3 qt.	87/8×31/4 103/8×31/2	12	56 40	1.15	1.85 2.25
*No h	andles					



CASSEROLES-OVAL

No.	U. S.	Outside	Pieces	Weight	Retail	Price
	Trade	Dimensions	in	Case	Price	Engraved
	Size	in Inches	Case	Lbs.	Each	Each
632	1 qt.	8 x51/8x21/8	12	36	\$1.00	2.25
633	1½ qt.	91/8x65/8x3	12	45	1.25	
634	2 qt.	101/8x71/2x31/4	12	57	1.50	
	CAS	SSEROLES—	OVAL	—SHA	LLOV	V
641	34 pt.	534x378x218	12	17	\$.50	\$.85
642	1 qt.	918x658x218	12	41	1.00	1.50
643	1½ qt.	1018x712x214	12	53	1.25	1.85
644	2 qt.	1178x858x212	6	36	1.50	2.25



NEW CASSEROLE—UTILITY COVER

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
683	11/2 qt.	77/8×3	12	49	\$1.00	\$1.60



CASSEROLE—SOUARE

CITODELLO DE CITILE						
	U. S. Trade	Outside Dimensions	Pieces	Weight		
No.	Size	in Inches	Case	Case Lbs.	Each	Engraved Each
		III Alienes	Cuso	Add S	Laci	Lacu
653	11/2 qt.	71/8×27/8	12	48	\$1.25	\$1.85



OPEN BAKERS-ROUND

					_	
No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
064 021	8 oz.	4½x1½ 6 x2¼	12 12	10 17	\$.30 .45	\$.50 .75
022	1 qt.	67/8×23/4	12	25	.50	.80
023	1 1/2 qt.	77/8x3	12	29	.65	1.00
024	2 qt.	87/8×31/4	12	38	.75	1.15
026	3 qt.	103/8x31/2	6	28	1.00	1.40

These puddings are bottom parts of corresponding casseroles shown on left.



OPEN BAKERS-OVAL

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Engraved
032 033	1 qt 1½ qt	8 x57/8x27/8 91/8x65/8x3	12 12	26 29	\$.65 .75	
034	2 qt.	101/8x71/2x31/4	12	39	.95	1.35

These puddings are bottom parts of corresponding casserole shown on left.



OPEN BAKERS-OVAL-SHALLOW

				~ ~~~		
No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
041 042 043 044	34 pt. 1 qt. 1½ qt. 2 qt.	5¾x378x218 918x658x218 1018x712x214 1178x858x212	12 12 12 6	11 27 35 24	\$.40 .65 .75 .95	\$.60 1.00 1.10 1.35



OPEN BAKER-SQUARE

			rwit -	COLL	1	
No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Engraved
	1½ qt.	71/8×27/8	12	30	\$.75	\$1.10
Th	is pudding n on left.	g is bottom	part of	corresp	onding	casserole

CORNING GLASS WORKS



CASSEROLES OR BEAN POTS—ROUND—DEEP

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	16-5 U 13-3 V	Retail	Price Engraved Each
502	14 oz.	4½x3½	6	17	\$.50	\$.85
504	1 qt.	5¾x4½	6	20	1.00	1.50
506	2 qt.	7¼x5¾	6	30	1.50	2.25



COVERED BAKING DISH-TWO PIECE-OVAL

No.	Outside	Pieces	Weight	Retail	Price
	Dimensions	in	Case	Price	Engraved
	in Inches	Case	Lbs.	Each	Each
110 Cov 110 Bot		6	24	\$1.50 .85 .65	\$2.25 1.25 1.00



DOUBLE COMPARTMENT VEGETABLE-

		HOUND				
	Outside Dimensions	Pieces	Weight Case	Retail Price	Price Engraved	
No.	in Inches	Case	Lbs.	Each	Each	
130	93/x17/6	6	20	\$1.00	\$1.50	



No. 200

PIE PLA	TE-H	EXAGO	MAL	
Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.	Retail Price Each	Price Engraved Each
03/ +11/	12	31	\$.75	\$1.15



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PIE PLATES-ROUND

No.	Outside	Pieces	Weight	Retail	Price
	Dimensions	in	Case	Price	Engraved
	in Inches	Case	Lbs.	Each	Each
205 208	47/8×11/8	48	25	\$.15	\$.25
209	8 ½x1 ½ 9 ½x1 ½	24 24	45 58	.40	.65 .75
210	10½x1½	12	35	.50	.85
211	11½x1½	12	42		1.00



BREAD OR LOAF PANS-OBLONG

No.	Outside	Pieces	Weight	Retail	Price
	Dimensions	in	Case	Price	Engraved
	in Inches	Case	Lbs.	Each	Each
212	9½x5½x2½	12	29	\$.65	\$1.00
213	4½x3 x1½	48	29	.20	.35
214	105%x55%x3¾	12	49	1.00	1.50



CAKE DISH-ROUND

No.	Outside	Pieces	Weight	Retail	Price
	Dimensions	in	Case	Price	Engraved
	in Inches	Case	Lbs.	Each	Each
221	91/8×11/4	12	26	\$.50	\$.75



OTILITI DISHES—OBLONG								
No.	Outside	Pieces	Weight	Retail	Price			
	Dimensions	in	Case	Price	Engraved			
	in Inches	Case	Lbs.	Each	Each			
230	5 x9 x2	12	24	\$.50	\$.75			
231	10½x6½x2	12	34	.75	1.15			
232	125%x8½x2	12	47	1.00	1.50			

PYREX BRAND OVENWARE

No. 372



BISCUIT PAN-OBLONG

	Outside Dimensions	Pieces	Weight Case	Retail Price	Price Engraved
No.	in Inches	Case	Lbs.	Each	Engraved
235	111/8x85/8x11/4	12	37	\$.75	\$1.15



MUSHROOM DISH AND BELL COVER OR SHIRRED EGG DISH

Outside Dimensions No. in Inches 302 Dish 6 ½ 952 Bell Cover 4 ½ 152 Dish and Cover	Pieces	Weight	Retail	Price
	in	Case	Price	Engraved
	Case	Lbs.	Each	Each
	24	27	\$.35	\$.60
	24	24	.65	.90
	12	28	1.00	1.50



SECTIONAL PLATE

	~~~.			
	Outside	Pieces	Weight	Retail
	Dimensions	in	Case	Price
No.	in Inches	Case	Lbs.	Each
311	103/4	12	36	\$ .95



		PLATT.	ERS		
No.	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.	Retail Price Each	Price Engraved Each
312	12 x 91/4x7/8	6	16	\$ .85	1.35
316	15%x113%x7%	6	28	1.65	\$2.50



#### WELL AND TREE PLATTER

Outside Dimensions	Pieces	Weight Case	Retail Price	Price Engraved
in Inches	Case	Lbs.	Each	Engraved
155/8x113/8x7/8	6	30	\$1.85	\$2.35



#### AU GRATIN DISH

No.	Outside Dimensions	Pieces	in Case		Price Engraved	
NO.	in Inches	Case	Lbs.	Each	Each	
331	9x57/8x1 1/2	24	40	\$ .75	\$1.15	



#### OVAL DISHES

		OVAL	DISH	LES		
No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Engraved
*400 *401 *402	8 oz. 12 oz. 16 oz.	61/4 x 41/8 x 1 1/2 7 x 47/8 x 1 1/2 8 x 5 5/8 x 1 1/2	36 36 36	25 32 40	\$ .25 .30 .35	\$ .40 .45 .50
102	10 02.	6 10 0 car				





414 416

#### CUSTARD CUPS—ROUND

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Engraved
414	4 oz.	31/2x11/4	144	38	\$ .05	8 .15
416	6 oz.		72	33	.15	.25
425	5 oz.	31/8×23/8	72	29	.10	.20
426	6 oz.	33/8×25/8	72	37	.15	.25
Note	· Na	410 discontinued	and la	IL - N	T- 414	

No. 424 discontinued and replaced by No. 425 with 5 oz. capacity.

No. 422—Number changed to No. 416.

### CORNING GLASS WORKS



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#### BAKED APPLE DISH

	Outside Dimensions	Pieces	Weight Case	Retail Price	Price
No.	in Inches	Case	Lbs.	Each	Each
435	43/4	24	22	\$ .25	\$ .40



#### INDIVIDUAL BAKER-RAMEKIN-ROUND-WIDE RIM

No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
*442	4 oz.	33/4 x 1 1/2	72	30	\$ .15	\$ .25



#### INDIVIDUAL DEED DIE DISHES-ROLIND

-	TADIATI	OHL DELL	TIL D	IDITED	110	OIL
No.	U. S. Trade Size	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.		Price Engraved Each
*452 *453 *455		41/4 x15/8 41/2 x13/4 51/8 x17/8	72 48 48	36 29 38	\$ .15 .20 .25	\$ .30 .35 .40
		6 to	a Carlon			



#### MEASURING CUP-ROUND

	THILL OUTTIN	a cor moone	
No.	Pieces in Case	Weight Case Lbs.	Retail Price Each
8	12	11	\$ .25
	Cel	l packing	





Round and Squat

Chromium cover and handle

#### PYREX RESISTANT GLASS TEAPOTS

R		

No.	Size	Pieces in Case	Weight Case Lbs.	Retail Price Each	Price Engraved Each
11	1 Cup	12	15	\$2.00	\$3.00
12	2 Cups	12	20	2.50	3.75
14	4 Cups	12	25	3.00	4.50
16	6 Cups	12	31	3.50	5.25
44	4 Cups	12	20	2.50	2.95
44	Bowl Only	12	16		1.20

#### SQUAT

No.	Size -	Pieces in Case	Weight Case Lbs.	Retail Price Each	Price Engraved Each
22 24 26	2 Cups 4 Cups 6 Cups	12 12 12	21 25 33	\$2.50 3.00 3.50	\$ 3.75 4.50 5.25

TEAPOT TILE

706 6 x 3/4 23 24 .50 .75



#### No. 515 GIFT SET 10 PIECES



1 No. 212 Bread or Loaf Pan

1 No. 623 Casserole 1 No. 209 Pie Plate 1 No. 231 Utility Dish 6 No. 414 Custard Cups

Sets per Case Weight Each Pieces 10 14 lbs. 515 4 Retail Price Each \$2.95 Price Engraved Each \$5.15

#### PYREX RESISTANT GLASS No. 555 HOUSEHOLD SET-13 PIECES

1 No. 683 Casserole—1 No. 209 and 1 No. 210 Pie Plate 6 No. 426 Custard Cups—1 No. 231 Utility Dish 1 No. 212 Bread or Loaf Pan—1 No. 44 Teapot 1 No. 706 Tea Tile

Pieces Sets per Case Weight Each No. 13 1 22 lbs. 555

Retail Price Each \$6.95 Price Engraved Each \$9.95

#### » » PYREX BRAND OVENWARE « « «



#### REFRIGERATOR DISHES

Outside	Weight	Pieces	Retail
Dimensions	Case	in	Price
in Inches	Lbs.	Case	Each
5x9x2	36	12	\$ .75
5x9x3	41	12	.95
51/2x101/2x31/2	54	12	1.50
6x6x2	28	12	.65
6x6x3	33	12	.75
Set	13	1 Set	2.95

Set includes Nos. 592, 593, 662, 663 *Not included in set



#### CAKE DISH-SQUARE

			\$100 Big 150 April 50 Sept.			
	Outside	Pieces	Weight	Retail	Price	
	Dimensions	in	Case	Price	Engraved	
No.	in Inches	Case	Lbs.	Each	Each	
809	91/x11/6	12	38	\$ .75	\$1.15	



#### MIXING BOWL

No.	U. S.	Outside	Pieces	Weight	Retail
	Trade	Dimensions	in	Case	Price
	Size	in Inches	Case	Lbs.	Each
824	2 qt.	9x43/8	12	40	\$ .75



#### PERCOLATOR TOPS

	PERC	COLATOR	LOPS	
No.	Outside Dimensions in Inches	Pieces in Case	Weight Case Lbs.	Retail Price Each
853 Diameter, 21/8		144	25	\$ .05
		Bulk Packi	ng	



## PYREX RESISTANT GLASS NURSING BOTTLES—NARROW NECK

No.	Size	Pieces in Case	Weight Case Lbs.	Retail Price Each
54N 58N	4 oz. 8 oz.	72 72	20 33	\$ .15 .25
		WIDE	MOUTH	
48W	8 oz.	72	35	.25



#### STYLE E-2—ENGRAVED WARE



STYLE E-7—COVER ONLY ENGRAVED

#### **PACKING**

PYREX Brand Ware is packed in individual cartons—except items marked with *, which carry six to a carton. Nos. 205 and 213, which carry 48 per case, and Nos. 414 and 853 which carry 144 to a shipping case, are rough packed. Measurements do not include handles. 416, 425, 426 packed in bulk of 72 to shipping case.

#### GUARANTEE

GUARANTEE. Any PYREX Brand dish or part which breaks from oven-heat within two years from date of purchase may be replaced by any dealer in PYREX Brand Ware in exchange for the broken piece or part.

"PYREX" is a trade-mark and indicates manufacture by CORNING GLASS WORKS, Corning, New York.

# DEALER HELPS

# PYREX" VENWARE and the prices are exceptionally LOW

#### ENVELOPE ENCLOSURE

These are for use in your monthly statements and other mail to your customers. Space is provided for you to stamp your name on the back. They are light and do not add to mailing cost. Use them in quantities—Form No. F.78

#### COUNTER PRICE CARD

For quick reference and convenience of your sales people. If your copy becomes lost or soiled we will gladly replace it. Order Form No. S-16.



# DYREX ovenware for BAKING SERVING

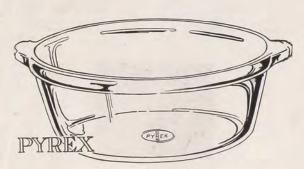
# CONSUMER PRICE LIST BOOKLET

A sixteen page illustrated booklet with prices and suggestions for the use of PYREX brand Ovenware. Keep a few near your PYREX Ovenware for customers to pick up. Order Form No. F-76.





Single Column Size



Double Column Size

#### NEWSPAPER CUTS

We will supply promptly newspaper matrices or electrotypes for any PYREX dish. Order by dish number and size as shown above. Window and counter display material also available on request.

CORNING GLASS WORKS,

PYREX HOUSEWARES DIVISION

CORNING, N.Y.



# PYREX BRAND COVERS



# Offer Added Opportunity for Profit

Your customers will welcome the suggestion that they buy PYREX covers for their saucepans. The progress of cooking can be watched without removing the cover—tests show that steam clouds the glass for only a minute or two. Display PYREX brand covers on your pans and ring up extra sales and profits.

Cover for	Diameter Flange to Flange	Retail Price Plain	Retail Price Engraved		
164 (502)	$3\frac{1}{2}$ in.	\$ .10	\$ .25		
621 (504)	$5\frac{3}{8}$ in.	.20	.35		
622 (506)	$6\frac{1}{4}$ in.	.25	.45		
623	$7\frac{\hat{1}}{8}$ in.	.30	.50		
624	$8\frac{1}{8}$ in.	.40	.70		
626	$9\frac{1}{2}$ in.	.50	.85		

#### OTHER PYREX COVERS

No.	Price Plain	Price Engraved	No.	Price Plain	Price Engraved			
683	\$ .35	\$ .60	642	\$ .35	\$ .50			
632	.35	.50	643	.50	.75			
633	.50	.75	644	.55	.90			
634	.55	.90	653	.50	.75			
641	.10	.25						

CORNING GLASS WORKS, CORNING, N. Y., U. S. A.



500 Oct. 10, 1932 "Pyrey Brand Described to
This lasks like 1932 Confidence
Ont. 12/1/71

# New Price and Promotion Plan For PYREX Brand Ovenware.

Naturally, three years research cannot be presented in a compact readable length. Therefore, the many alternatives considered will not be mentioned. The description is confined to the reasons and facts governing the decisions made.

Desiring and expecting the utmost cooperation from our wholesale trade, it is only fair that this explanation be given. Cooperation cannot exist without confidence. Therefore, all pertinent facts are presented.

#### WHAT CORNING GLASS WORKS IS DOING

- 1. Reducing suggested retail prices on October 10th as much as 50% on some items. The ware is exactly of the same high quality as before. It will not be cheapened in any way. The two-year guarantee remains in force.
- 2. Crediting you at the new prices and discounts on all shipments made to you since August 8th, 1932.
- 3. Beginning October 10th, to allow freight via cheapest route, rail and/or water, on orders of a net value of \$25 upward. This, plus discount standardization assures you a fixed gross profit. Shipments will be F. O. B. Corning.
  - 4. Employing missionary salesmen to work with all classes of retail trade reserved for you.

5. Increasing national advertising.

- 6. Delivering 30,000 messages and broadsides on October 10th to your customers and prospects. These inform them of the new prices and offer complete dealer-helps at once. A window streamer is enclosed for their immediate use.
- 7. Placing in your hands today enough catalogue pages with new prices for your entire sales force, as well as complete samples of mats, window signs, etc., available.

#### YOU WILL INCREASE YOUR SALES IF YOU WILL-

- 1. Make immediate effort to get your share of the increased volume which is bound to come from these low prices and increased advertising and promotion expenditures. Act before your competitor does!
- 2. Fill up your stocks at once so that no dealer or consumer may be disappointed during the holiday season. We have built up special stocks so that prompt shipments can be made.

3. Work with us in building for the future.

4. Please read the following detailed description of the new plan.

#### NEW PRICES

We wanted to know if our retail prices were right. Many wholesalers have asked for a reduction. In 1915 "Pyrex" ware was introduced. In 1920 retail prices were increased 10% to 12½%. This increase was virtually removed in 1922. These prices have been in effect ever since with the exception of those on six items the prices of which were reduced in 1930, 1931, and 1932.

There was no price increase during the years of increasing costs, 1922 to 1930.

In order to learn whether "Pyrex" ware prices were right, a complete survey was made. This included present prices and past trends of all competing wares, semi-competing, foods, housefurnishings and general commodities of many kinds.

Then, a study was conducted to ascertain at what prices the most dollar volume and profit for our customers could be obtained.

Lastly, retail prices were considered from the standpoint of price lines and consumer price preference. Conclusions on this point were difficult—pricing cannot be said to be an exact science. But, there is distinct evidence that consumers do not like to pay 55c for an article, for example.

After this work was completed and costs considered, new prices were made on all baking ware. Nursing bottle and teapot prices, except No. 44, could not be lowered.

The reductions are as high as 50% in six cases. Thirty-one items have been reduced 33 1/3% or more, fifty-eight items 25% or more. Engraved ware prices are reduced in almost the same proportion.

As examples of the greatest reductions:

The No. 209 pie plate is now 45c, retail. The No. 622 casserole is now 75c, retail.

The new price list is enclosed and covers all items.

Suggested retail prices are the same for all parts of the United States.

These put "Pyrex" ware in the volume class-far lower than its pre-war, introductory prices.

These prices are selected because they will obtain for you the most volume and profit.

To indicate price simplification, there were 77 items at 27 prices. Now there are 77 items at 20 prices.

On price lines and popular prices, the following table shows what has been done. No teapot or

nursing bottle prices are included.

2	items at	5c	2	items a	t 30	e 8	items	at	65c	1	item	at	\$1.15
	item "			items "			items	27	75c	3	items	"	1.25
	items "		3	items '	40	c 1	item	27	85c	6	items	"	1.50
	items "			items '			items	22	95c	1	item	"	1.65
	items "			items '			items			1	item	25	1.85

Sixty-five items now have a retail price of \$1.00 or less.

The line is priced to sell,-priced from the merchandising point of view.

#### ANNOUNCEMENT DATE

The suggested retail prices become effective with the consumer on Monday, October 10th, when the first full page magazine announcement appears.

Your trade will be notified Monday morning, October 10th, by messenger service. By notifying you today we wanted to enable you to get word to your sales force before their customers and the consumers have the news.

#### ADJUSTMENT ON TWO MONTHS' PURCHASES

In the past it has been our policy to give 60 days' notice of price revisions before public announcement. This allowed you to clear your stocks. If we had followed such a practice at this time there might have been a chaotic price situation during the transition period, for so many items are involved. This would have harmed everyone. An exception to past policy is made to avoid that.

To protect all classes of trade, the instantaneous announcement policy was adopted, and Corning will send you a credit adjusting to the new prices and discounts on all shipments of "Pyrex" brand ovenware that have been made to you since August 8, 1932, even though part or all may have been sold. No adjustments will be made on floor stock.

#### FREIGHT POLICY

Freight has been a heavy burden of cost to the wholesale trade. The rate increases of December, 1931, added to this burden, and decreased your profits. To some points the rate increase was as much as 33 1/3%.

Such a price reduction as that being made, increases substantially the percentage of freight cost to the cost of the ware. Freight is paid on weight and not value. The jobber's margin of profit would have been reduced still further under the new prices.

We wanted to know how much.

Twelve actual l. c. l. shipments were selected. These had a normal combination of items and ranged in weight from 487 pounds to 3,276 pounds. The freight costs at present rates and at old and new retail prices were figured to 50 cities in all parts of the United States—each of 206 other cities have freight rates virtually the same as some one of those cities selected. Actual carload shipments were also studied. The exact effect on gross margins was obtained. Because of the number of cities involved, the results cannot be shown here.

If you are interested in the figures for your city, our representative has complete information.

Corning Glass Works, therefore, will carry the freight burden, enabling jobbers to operate with a fixed gross profit uninfluenced by varying freight rates, undisturbed by their fluctuations.

Suggested retail prices will be the same for east and west. Allowed freight eliminates the need for a differential.



Commencing October 10th shipments will be made F.O.B. Corning, N.Y., but freight will be allowed to you on all shipments with a net value of \$25 or more. No allowance will be made on shipments of less value. Your future invoices will show a deduction for freight via cheapest route rail and/or water. Terms remain 2% for payment within 10 days from date of invoice, 30 days net.

A typical order with a net value of \$25 would contain 24 No. 209, 12 No. 683, 12 No. 231, 12 No. 221, 72 No. 425, 12 No. 212.

#### DISCOUNTS

In order to establish profitable discounts, extensive studies were made of wholesalers' operating costs. Many sources were consulted.

The U. S. Department of Commerce report, "Hardware Distribution in the Gulf Southwest", reported average operating expenses for all strictly wholesale firms examined. The figure was 16.15% and was based on 1929 experience in six states plus a portion of one other. Average gross margin for these firms was 18.89%.

Other studies covering different sections of the United States for 1930 and 1931 indicated naturally that operating expenses had risen. Volume had declined before economies could be made. However, the highest figure obtained was well under the new margin. There was evidence that a number of firms were operating at 20% and under during those trying years.

Consequently, wholesale discounts are standardized at 33 1/3% and 25% from retail, with an extra  $2\frac{1}{2}$ % on carload shipments. This supersedes any and all discounts that have been in effect with you. Even case quantities are assumed.

Since your discount from us will be  $33\ 1/3\%$  and 25% from retail, (plus  $2\frac{1}{2}\%$  for carloads), your gross margin on selling price then is 25% on l. c. l. shipments and 26.9% on carload shipments. These you can depend upon for Corning is taking over the freight cost.

The price list enclosed shows only suggested retail prices. Your suggested resale prices to retail dealers will be 33 1/3% from these prices. This standardizes their mark-up at 33 1/3%—previously it has not been exact because trade prices were approximate (see next section).

#### METHOD OF INVOICING

Heretofore your discount has applied to a price which was approximately retail price less 33 1/3%. Beginning at once all discounts will apply to retail prices. Suggested trade prices (retail less approximately 33 1/3%) will not appear on invoices or in catalogues.

#### METHOD OF DISTRIBUTION

"Pyrex" brand ovenware will be sold directly by Corning to wholesalers, premium and mounter accounts, department and departmentized housefurnishings or large specialty stores. This is as before. There will be no drive by Corning to sell directly any accounts in the many retail classifications reserved for jobbers. Every effort will be made to confine our activity as outlined here and under the section, Retail Outlet Coverage. Freight will be allowed to our direct accounts mentioned above on orders with a net value of \$25 or more. But freight will not be allowed by us to the classes of retail trade reserved for wholesalers. Any orders mailed to us by the retail trade reserved for you will be referred to you or shipped direct and billed at retail less 33 1/3% with no freight allowance, regardless of the size of the order.

#### RETAIL OUTLET COVERAGE

One of the earliest investigations made was to determine the consumers' purchases of "Pyrex" ware by counties. Some remarkable discrepancies were found—counties and cities near each other varied greatly. These comparisons were made on a basis of income-tax returns, total population and native white families.

To assist in ascertaining the influence of distribution on such variations, a complete record of every customer on our books of each trade class was compiled. This record covered annual purchases 1915 to 1930. Frankly, this was also done because certain wholesale customers have told us (1) we were selling too many wholesalers, (2) we were selling many retail accounts which should have been theirs—accounts not rightfully classified as department stores or departmentized housefurnishing or specialty stores.

Again we wanted facts.

It must be remembered that when "Pyrex" ovenware was brought out in 1915, jobbers did not want to handle it. That was only natural—no demand existed, the product required introduction and promotion. Accordingly, our efforts had to be directed to the retail trade. After the public acceptance, which



came quickly, jobbers wanted the line and we wanted jobbers to have it. It was given to them, and slowly many direct retail accounts which we had started in the early days were turned over to the wholesalers. As time went on we were told repeatedly by jobbers that too many accounts were retained by us—and not of the trade-class which we had reserved for direct sale. Accordingly in three different years more direct accounts were released to jobbers.

By the end of 1930 there were 2,571 retail accounts in 750 cities of 10,000 upward not buying from Corning which had purchased directly at one time. There were 644 direct accounts in 374 cities with a

population of 5,000 to 10,000 which had ceased direct buying by 1930.

We wanted to know what had happened to them. Four large sections of the United States were investigated. Some of the retailers had gone out of business, some had discontinued housewares. Many, we are glad to say, were buying from jobbers as we had hoped. But it was found that many stocks were unbalanced, displays not always attractive, knowledge of the line frequently incomplete. In short, constructive sales effort with and by many of these retailers had virtually disappeared.

It is not the retailers' fault. It is our fault and yours. Here were many stores which had helped us introduce "Pyrex" ware, and which had been turned over to wholesalers after a time—their interest had

been allowed to decline from sheer neglect.

It has been most impressive to see the large number of orders received at the factory direct from the consumer. During each of the last three years these have increased. In 1931 these orders were almost 80% greater than those received in 1930. The conclusion is obvious. The consumer cannot in many cases find what she wants when she wants it.

In order to correct this situation we shall soon have a force of missionary men in the field calling upon the retail hardware and variety trade, helping them with displays and merchandising, and taking orders to be filled through the jobber selected by the store. They will call upon at least 5,741 retail stores in the 641 dominating retail centers of the United States. All of these stores are reserved for you. Of this number 4,005 are retail hardware stores each doing an annual volume of \$30,000 upward. The primary duty of these men will not be to sell. They are to help the retailers and to find out which jobbers are properly covering and selling the trade and which jobbers are not. You and we must see to it that the consumer can find "Pyrex" ware properly displayed and merchandised.

It is not our intention to work with every possible retail outlet. Investigation has shown that too many stores in one city can have the line. Under such circumstances the volume of each is not large enough to get or deserve active merchandising support. Ordinarily, a certain limited number of stores in each city can get 90% of the business. Our missionary men will operate on that basis. Naturally, we do not mean for you to discontinue selling any store desiring to purchase. We want only to make certain that the leading up-to-date stores, which should have the line, stock and merchandise it.

#### RESALE PRICE POLICY

Every bit of evidence indicates that wholesalers and retailers realize more and more the necessity of handling items which are not continually demoralized in price—branded lines of high quality which the manufacturer will stand back of, and which have a good dependable markup and steady market.

We shall continue as in the past.

#### ADVERTISING

To insure the quickest and best results from the new prices and plan we are increasing our advertising this fall almost 40%. For the remainder of the year, full pages in the leading women's magazines, and two full color pages in the American Weekly will tell the housewife of the bargains in "Pyrex" ware. The enclosed broadside outlines the program in detail.

In 1933 our advertising budget will carry another increase.

#### **FUTURE SPECIALS**

There will be no special in January, 1933.

#### PACKING

Please notice some change in packing on the enclosed price list, also three changes in custard cup numbers. Items No. 853, 414, 416, 425, 426, 8, 442, 205, and 555 Set are affected.