

Chamber of Commerce Gives Warning To Stores on Coupon Book Promotions

Local businessmen considering "Coupon Book Promotions" should take careful evaluation of the obligations involved, according to Michael L. Peduto, executive manager of the Auburn Chamber of Commerce. Coupon books are new in this area, but have been used in other localities.

Any merchant who uses coupon book promotion agrees to provide certain merchandise, or services, for less money than the individual services would add up to. It can be compared roughly to a magazine subscription, where generally speaking a subscription for 12 issues is cheaper than the same issues bought singly. Coupon books can be issued for many kinds of services, from greasing a car to a permanent wave.

According to Mr. Peduto, merchants interested in coupon book

promotion, should observe the following precautionary measures:

1. How many books will be printed.
2. At what price they will sell.
3. The method and area of distribution.
4. Are your facilities adequate to meet the demands of thousands of coupon holders?
5. Will this promotion interfere with service to your regular customers?
6. When will coupon offer expire?

Mr. Peduto noted that when the business firm signs the contract they are obligating themselves to redeem coupons in the future.

If a contract is signed the business firm should know the reputation of the other firms who are included in the plan, and whether their business conflicts with their own. He said that written into the contract should be how many books will be printed, the selling price, area of distribution and expiration date of offer.

He also urged that the promoter sign the contract, giving his legal name and address, and adding in some instances this type promotion results in serious disruption of the operations of restaurants, service stations and beauty shops. These merchants find it necessary to either limit the use of the coupons or renege completely on their item, thus creating much ill-will instead of the good will intended.

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20 State St.
Serving
CLAMS EVERY FRIDAY

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IF YOU NEED A LOAN
WHY PAY MORE THAN THE BANK RATE?
Compare These Rates With Others

You Borrow	EXAMPLE PERSONAL LOANS		
	12 Pys.	18 Pys.	24 Pys.
\$150	\$13.27	\$9.30	
200	17.78	12.17	
250	22.23	15.34	
300	26.68	18.40	
400	35.58	24.54	\$19.07
500	44.47	30.68	23.23
1000	88.95	61.34	47.57
1500	133.43	92.04	71.51
2000	177.91	122.78	95.35

Larger amounts on request. Amounts borrowed in excess of \$1000, longer terms are available when qualified. Personal loans include Credit - Life Insurance for your protection.

Consumer Credit Dept. - 1st Floor, National Bank Building

The National BANK OF AUBURN

Auburn, N. Y. - Tel. AL 8-0041
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NO MONKEY SHINES IN HER CLASSROOM—"Sue," the pet chimp of the Fairyland Zoo in Tampa, Fla., prepares to open school at the zoo yesterday. Sue's textbook, "The Secret Museum of Man-kind," deals, naturally with the study of human behavior. (AP Wire-photo)

Sinclair Reports \$35,224 in Receipts

Receipts at the Cayuga County Clerk's Office during August came to \$35,224, according to County Clerk Hokkredge M. Sinclair. By far the largest source of income was from the Motor Vehicle Bureau, accounting for \$25,539.

Other sources of revenue were: Recording of deeds, \$723; recording of mortgages, \$657; and recording of other documents, \$507.

Received from mortgage taxes were \$4,851, from filing chattels and contracts, \$240, from certificates, \$8, from copies, \$36, from searches, \$63, from passports, \$28, from naturalization, \$10, from notes issued, \$14, from docketing of judgements, \$63, and from other services, \$2,374.

Bridge Winners

Leo Claus and Paul Chaurcher of Ithaca were the winners of the weekly matches of the Auburn Bridge Club Sunday at the Auburn Inn.

Mr. and Mrs. John Turner of Skaneateles were second and third place went to Richard Clapp of Auburn and J. Frederick Benedict of Syracuse.

Hanley Rites Set for Friday

PERRY, N.Y. (AP)—Funeral services for former Lt. Gov. Joe R. Hanley will be conducted Friday at the church where he served as pastor 28 years ago.

Hanley, a Republican, died Monday in a nursing home in this Wyoming village at the age of 85. His wife, the former Henrietta V. Robertson, was at his side.

The cause of death was not revealed, but the former lieutenant governor had been in poor health for several years.

Hanley, an ordained Protestant minister, was elected to the state's second highest post in a special election in 1943. He served under then-Gov. Thomas E. Dewey until 1950.

Hanley was a native of Davenport, Iowa.

The Rev. A. Walker Hepler, pastor of the Brick Presbyterian Church, where Hanley once was pastor will conduct the services. Burial will be in Glenwood Cemetery here.

Princess Studies Japanese

LONDON (AP)—Princess Alexandra, 24, is studying Japanese in preparation for her trip to the Far East in November. Her visit to Tokyo will be the first to Japan by a member of Britain's royal family since before World War II.

The British Embassy in Tokyo has sent books with simple everyday expressions in Japanese to Queen Elizabeth's pretty first cousin.

Four Convicted

MOSCOW (AP)—Four men convicted of attacking police headquarters in the town of Aleksandrov have been sentenced to die before a firing squad, the newspaper Evening Moscow reported.

Five accomplices received 15-year prison terms.

The report said the nine men attacked the police station in Aleksandrov, about 50 miles northeast of Moscow, after "interfer-

Motorists Urged to Get Licenses Here

Cayuga County motorists who had been carried on all through August, with several persons at the county almost all the time. She has urged motorists to have their licenses renewed within the next three weeks to avoid the usual last minute rush just before Sept. 30, the final day for renewal.

The local office can handle mail applications as promptly if not more promptly than the Albany office, which is reported swamped with mailed applications. As a final advice Mrs. Dewey urges all motorists to sign their license triplicate before submitting it to the office, twice on the front and once on the reverse side.

Newberry
FRI. ONLY
DOORBUSTER
36" PRINTED
Suede Flannel
27^c yd
regular 49c yard

J.J. Newberry Co., Auburn, N.Y.

ALL THE CHILDREN ON THE WHIRLIGIG ARE WEARING

Health-tex

1. BOYS' LONGIE SUITS. Narrow-wale corduroy bozars team up with 2-ply combed cotton knit shirts. Wide sweep of new colors. Washable.
Sizes: 3, 4, 5, 6, 7
\$2.99

2. BOYS' SLACKS SETS. Zipper front slacks of narrow wale corduroy. 2-button tab closing, slash pockets, elastic backs. 2-ply combed cotton knit shirts. Tab or soft roll collars. Stripes, solids, patterns. Washable.
[Size: 3, 4, 5, 6, 7.]
3.99

3. GIRLS' KNOT SHIRTS. Cuddly 2-ply combed cotton. Tab front buttons up to Peter pan collar. Gay solids, patterns. Washable.
[Sizes: 3, 4, 5, 6, 6X.]
1.79
Toddlers' 8 to 4 - 3 to 7 to 2.00
1.19 & 1.69

4. GIRLS' TAPERED SLACKS. Narrow-wale corduroy, slimly tapered. Elastic backs, flat fronts. New fall plaids, patterns, checks, solids. Washable.
Sizes: 3, 4, 5, 6, 6X
2.00
Toddlers' 2 to 4 - 3 to 2: 1.50 to 2.00

5. GIRLS' TAPERED SLACKS-AND-SHIRT SETS. Fine-wale corduroy slacks. Elastic backs, flat front. 2-ply combed cotton knit shirts. Mock turtle or ruffled necks. Embroidery. Patterns, solids, plaids. Washable.
Size: 3, 4, 5, 6, 6X
3.99

6. BOYS' ZIPPER SLACKS. Hardy wash-and-wear flannel. Elastic backs, all-around self belts, slash pockets, cuffs. Solids, stripes, checks.
Sizes: 3, 4, 5, 6, 7, 8
2.99

7. BOYS' WOVEN SHIRTS. Tailored shirts of fine woven cotton. Button-up collars, patch pockets. Fall patterns, plaids, solids. Wash-and-wear.
Sizes: 3, 4, 5, 6, 7, 8
2.00 and 2.49
Toddlers' long sleeve, white only
1.79

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Come to O'Brien's for the
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IN TOWN!

whirlpool The Finest in REFRIGERATORS

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(with trade)

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BUY ON OUR
METER PLAN

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