

Grocery Merchandising Wins Recognition

TO WHAT EXTENT CAN A MERCHANT PUT HIS PERSONALITY INTO BUSINESS?

A YOUTH, while attending law school, was looking about for some employment to fill in leisure afternoons and Saturdays and, incidentally, to acquire some quite necessary funds for car-fare, etc. Fate sent him to a large grocery store and the desired connection was made. As time went on, however, the law student found himself gradually becoming more interested in the grocery business than in his law books, until finally he decided to forego the plans for a legal profession in favor of the commercial occupation which proved fascinating to him.

Starting at the bottom, doing everything from sweeping floors, gradually advancing, step by step, to the position of assistant to the head of the establishment, and at the death of the proprietor being placed in full charge of the business as general manager. This young man, Raymond J. Lippert, by name, acquired a thorough and varied experience in this line. After, approximately, fourteen years of this affiliation, Mr. Lippert decided to venture into the wholesale and retail grocery business for himself.

After laying his plans carefully, a building of two floors and basement was leased on the east side of Monmouth Street between Sixth and Seventh Streets, and the business was commenced, in June, 1927. After a year a larger building, two doors north, was purchased and the business was moved into its present quarters. This building consists of four floors and basement. The upper floors and basement are used for storing of merchandise. The main floor consists of the retail store itself, and, to the rear of which are the office and receiving, shipping and delivery rooms.

The business, known as "Lippert's" to its thousands of retail patrons, and as "Raymond Lippert & Company" to its hundreds of

wholesale customers, uses for its slogan "Better Groceries — Finest Coffees — Saving Prices." These words indicate the character of business that is conducted. Mr. Lippert has built his business on two equally important foundation stones — quality and price. His years of experience proved to him that in order to satisfy discriminating purchasers of foodstuffs, in order for them to continue to come back again and again, only **good** foods and grocery merchandise of unquestion-



RAYMOND J. LIPPERT

ed quality would suffice. For this reason only "Better Groceries" can pass the test of the purchasing department. In most instances well known and highly advertised products are the best and it is, therefore, this class of merchandise that "Lippert's" specializes in.

Mr. Lippert believes in volume business, small profits and quick turn-over. Having the advantage of being in the wholesale business, this establishment can own its merchandise for sale direct to the con-

sumer, at the very lowest cost, eliminating as it does, the middleman. Buying direct, in large quantities, and selling for cash, for Lippert's is a strictly cash store, enables this establishment, most certainly, to indulge in "Saving Prices."

From the very beginning of the business Mr. Lippert has made a specialty of fine coffees. Knowing from experience the art of selecting and blending the desired types of coffees, enabled him to feature the best in this line. Lippert's Coffees are always selected and tested with the utmost care, they are roasted to order and received fresh every day or two. They are ground to suit any purpose, at the time they are sold; because of the advantage of purchasing in large quantities they are obtained at the very lowest costs; all of which combine to insure the patrons of this store, "Finest Coffees at Saving Prices." The public has come to regard Lippert's as "headquarters" for coffee, as is evidenced by the fact that one can seldom visit this store without hearing the huge coffee-mill, one of the largest grinders of its kind, in operation.

In addition to the large volume of retail sales enjoyed by this establishment, Raymond Lippert, and Company, also do a considerable amount of wholesale business in supplying grocers, institutions, restaurants, etc., with groceries and coffees. Another phase of its operations, is the wholesaling of sugar to the baking trade. This wholesale business enhances the buying power of this organization so that the lowest of costs are obtained.

Lippert's food store is characterized by the element of personal supervision and by the high type of its personnel. Mr. Lippert himself, in addition to handling the purchasing, advertising and general administrative affairs, also keeps in very