

A Business Man's Conception of How To Economize In Richmond

ALL are interested in maintaining their good health, the continued enjoyment of their pleasures and the saving of at least a share of their income for future needs. You can be assisted in these accomplishments by adding your support to the maintenance and further upbuilding of the largest enterprise of its kind in our city. The greater the support, the greater will be the benefits to all. Thousands have been enjoying the pleasure of eating good food at great savings to themselves, meaning so much during these times. The question is often asked: How is it possible to buy the quality of food at the extremely low prices that prevail at all times? A few reasons are:

Only one organization conducts this very large business under one roof, with floor space of over an acre, centrally located with street cars and busses passing to and from every section of the city and suburbs, and with free parking space.

The same local interests owning the property purchased the business about a year ago and are satisfied with a low return on the combined investment. In consequence the rental is nominal.

A large cake and bread bakery located on the third floor delivers by elevator to the sales department fresh cake and bread, while still hot, at the lowest manufacturing costs. Baking only as sold, there is no loss from overproduction and the usual delivery expense and delays are eliminated.

Meats are purchased at the lowest cash price in the best markets in car-load lots and immediately transferred to a refrigerating plant on its second floor. Butchers in heavy clothing cut the meat in this refrigerating plant and then send it by elevator to be displayed in refrigerated showcases.

A smokehouse and curing plant are maintained on the premises, which insures the lowest possible cost of producing freshly smoked meats at all times.

A large variety of fresh and salt water fish as well as other seafoods are supplied in great quantities by trucks daily, direct from the fisheries the day the fish are caught, always purchasing them for cash at the lowest possible price consistent with quality, without a middleman's profit and cost of handling. The fish are displayed on ice manufactured on the premises.

A coffee roasting plant enables the furnishing daily of freshly roasted coffee of the highest quality at very low prices.

A candy kitchen under the management of a long experienced candy maker produces fresh daily the purest high quality candy in large varieties, as well as salted nuts of all kinds selling at extremely low prices.

A kitchen and pantry under a competent chef supplies all the cooked foods and salads for the delicatessen department and lunch counter.

Of equal importance is the selling and buying for cash in large quantities for all departments, giving the benefit to customers of the services they render in carrying their purchases. Should delivery be desired a small charge of ten cents per box of marketing is made to meet this expense.

A large volume of business, with these facilities for conducting it, has insured the lowest prices in our city. They can be further lowered as the sales continue to increase. If you are not a customer of the Old Dutch Market, visit it and be convinced of the advantages to you of becoming one. You will receive courteous treatment and assurance of appreciation of your business. Remember this is a Richmond institution, featuring Virginia products, operated by local employees and management, in consequence the receipts from this business are redistributed in Richmond.

"There is nothing wrong in this territory except that too many of us get up in the morning at the alarm of a Connecticut clock, button on a pair of Ohio suspenders to a pair of New York pants, put on a pair of Massachusetts shoes, wash in a Pittsburgh tin basin with a cake of Cincinnati soap and a cotton towel made in New Hampshire. Then we sit down at a table made of Arkansas pine in a Grand Rapids factory, eat pancakes made from Minneapolis flour, spread with Vermont syrup. We then eat Indiana bacon fried on a Pennsylvania stove, and some fruit put up in California, seasoned with Rhode Island spices and sweetened with Cuba sugar. We put on a hat made in Philadelphia, climb into a Detroit flivver fed with Oklahoma gasoline. At night we crawl under a New Jersey blanket only to be kept awake all night by a Virginia hound—the only home product to be found on the place."

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