

(B) *For wholesale agents—*

AGREEMENT.

IN consideration of being appointed a wholesale agent of those manufacturers or any of them who are members of the Proprietary Articles Trade Association of New Zealand, and of being supplied with and granted discounts on their goods included from time to time in the protected list of the said association, we hereby agree with the secretary of the said association, as the authorized agent of the said manufacturers—

- (a) That we will not sell or offer for sale the goods or any of them included in the latest published protected list of the said association at prices less than those stated respectively in such list, nor give nor make any rebate, bonus, gift, or allowance on such goods other than the bonus, discount, or allowance as registered by the manufacturers (if any) on the goods sold.
- (b) Further, that we will not supply any of such goods to any person, firm, or company named by the secretary of the said association as selling any of them below the stated prices, or as allowing or giving such cash or other discount, rebate, bonus, coupon, or other allowance on sales as will thereby have the effect of reducing the prices charged below the said prices.
- (c) Further, that we will not sell or supply such goods to any wholesale trader unless and until we ascertain from the secretary of the said association that such trader has signed an agreement similar to this.
- (d) Further, that we will endorse all our invoices of goods as from _____ day of _____, 192____, with the manufacturers' conditions of sale, viz.: "Those goods in this invoice which are included in the current list of the Proprietary Articles Trade Association of New Zealand are sold by us as agent on the conditions that they shall not be resold at prices less than the respective prices fixed by the manufacturer and stated in such list, and no rebate, bonus, coupon, or allowance greater than 2½ per cent. shall be made or given. Acceptance of the goods is acceptance of these conditions."
- (e) And, further, that for the purpose of maintaining the sale conditions as endorsed we will, when requested by the secretary of the said association, give him all reasonable assistance and information in respect of any sale by us of any of the said goods to any named purchaser.

Signature of firm: _____

Date: _____

Witness: _____

(C) *For retailers—*

To the Executive of the P.A.T.A. of New Zealand, 49 Ballance Street, Wellington.

DEAR SIR,—

Please enrol me/us as a member of the retail section of the P.A.T.A. of New Zealand. I/we enclose _____ guineas (being _____ guineas for each of the _____ stores operated by me/us and detailed on the back hereof).

I/we agree not to sell any articles registered with the association below the minimum prices registered with the association by the manufacturer.

I/we agree that when asked for an article on the list of the association I/we will not attempt to influence the customer to purchase any other article in its stead.

I/we agree that in the event of my/our giving a bonus, coupon, or discount on sales of any of the articles registered with the P.A.T.A. the prices charged shall be the minimum retail price, and that I/we will not allow a rebate (in cash or kind) greater than 2½ per cent. for cash over counter or monthly settlement.

I/we agree not to purchase or barter any P.A.T.A. goods at prices below the manufacturers' prices.

I/we understand that any breach of the agreement will involve the withholding from me/us of all articles protected through the agency of the P.A.T.A.

Counsel for P.A.T.A. of New Zealand emphasized two important points not included in the constitution of other P.A.T. Associations: (1) The allowance of a cash discount to the public of 5 per cent. for cash over counter off listed prices, or 2½ per cent. monthly settlement; (ii) non-interference with co-operative societies in the granting of annual bonuses to their shareholders.

TREND OF MARKETING METHODS.

11. The Committee heard a good deal of evidence regarding the evolution of marketing, and was impressed with the rapid changes made in distributive methods, particularly during the last ten years, in the Dominion.

In his work, "Marketing and Merchandising," Mr. R. S. Butler ably sums up the general changes made throughout the world, and, for general information, the following extracts are quoted:—

"For many years many manufactured products passed through a series of trade channels consisting of five stages—(1) manufacturer, (2) commission merchant, (3) wholesaler, (4) retailer,