

MEAT

JUNE,
1936

MERCHANDISING

The Business Paper of the Retail Meat Industry



Thru the Door



to Genetti's

By D. J. HORNER

FROM a horse and wagon meat business in 1901 to a chain of eighteen complete food markets, a bakery, a restaurant, and a farm is quite a jump. But that is the jump the Genetti family made and how they did it should make encouraging reading to any food dealer who feels there aren't any opportunities in the food business.

In 1901, D. Genetti, founder of the business, peddled meat from his wagon to the housewives in and around Hazleton, Pa. In 1904, he opened his first store which he operated until 1913, when he opened a branch store in a new section of Hazleton. In 1921, he decided that it was time for him to retire, so he left his business to his four sons, August, Leon, Albert, and Stanley. Here was the turning point in the history of the Genetti Food Markets.

Up until 1921, the two stores of D. Genetti had furnished a good

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»» You are invited to step through the door to Genetti's. Herein a staff member of MEAT MERCHANDISING relates the successful basis of operation employed by the Genetti Brothers of Hazleton, Pa., as told to him and viewed by him.

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living, but the boys had visions of something bigger and better in the way of food stores and food store merchandising. It was because of this vision that the Genetti brothers can now boast of seventeen complete food markets besides their main market at the corner of Broad and Pine streets in Hazleton, an up-to-date bakery, a money-making restaurant, and a farm any real farmer would be glad to own.

The store at Broad and Pine streets is their crowning achievement. In it is incorporated thirty-five years' experience in serving the housewives of Hazleton—truly it is the Food Market of TOMORROW.

Its modernistically designed store

front; spacious, well illuminated windows and the ever-fresh appearance of the displays in the windows present a constant invitation to Hazleton housewives to come into Genetti's and shop.

Separate Departments

Inside the store nothing has been left to chance as you will note from the photographs shown here. The store is completely departmentalized. Even the meat department in which the last word in attractive, sales compelling equipment has been installed is divided into departments for the sale and display of various types of meat. The fruit and vegetable department is particularly inviting for here again equipment has been instrumental in presenting to the shopper a display which is not alone appealing to the eye, but exceedingly easy to buy from. The same scheme has been followed out in the grocery and bakery departments so that shopping in Genetti's instead of being a disagreeable task is really a pleasure and somewhat of an adventure to Hazleton housewives. The color scheme for the ceiling, walls and wood trims immediately give the shopper a feeling of cleanliness and even the floor which is covered with durable linoleum carries out this impression.

Such a store layout denotes one



can best be told by one of the Genetti brothers with whom we spent a delightful afternoon, so we'll let Mr. Stanley Genetti give you the real facts behind their success.

"Our success can, I believe, be attributed largely to the foresight and business ability of our brother Gus, who is the present head of the firm," said Stanley. "Up until our father retired in 1921, we operated our two stores along the usual lines as Father was of the old school and was inclined to treat lightly the newer ideas in food merchandising even as they were practiced in 1919 and 1920. There were, however, two fundamentals which he drilled into all of us and I don't believe that a continual disregard of these two fun-



thing—SUCCESS. Therefore, let's see if we can uncover a few of the factors behind the success of the Genetti brothers in the food business. Perhaps this part of the story

damentals will bring success to any retailer be he large or small. These fundamentals were, first, give your customers the quality they pay for,

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Genetti

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and second, given them the quantity they pay for.

"Operating eighteen stores will, I'll admit, give us the appearance of a chain store system. Furthermore I'll admit that we do enjoy some of the advantages of chain organizations as well as one or two of the disadvantages. On the whole, however, we make each unit stand on its own feet and in that way each unit is in reality an independent store.

"There are two things which we do now which we would have to do even if we only operated one store and I know that no successful retailer can get along and not do them. First, we find out what it costs us to do business, and second, we mark our merchandise so that it will bring for us not only enough money to operate on but to show us a profit besides. Too many retailers today are operating without knowing where they are going. They try to meet chain store competition by featuring cost or loss leaders or by meeting chain prices on nationally advertised brands of merchandise. Without knowing what to do after you've met chain prices or even beaten them, any retailer is headed for eventual bankruptcy.

"Here is what we do when we have to meet a chain's price. We meet their price, then on an allied product we adjust our prices upward enough to make up for what we've reduced the price on the competitive item. In addition we instruct our sales help to push the items on which we have adjusted the price so as to offset the increased sale of the item which is priced in competition with the chain store. Too many dealers after they have reduced their prices forget that unless they add this reduction to some other item they are just inviting the sheriff into their stores.

"Another practice which has enabled us to meet and beat chain competition here in Hazleton, and I don't know of a city or town in

Pennsylvania where it is any tougher than here, is the featuring of our own brands. We have our own brand of canned goods which we call Sky Top. We have trademarked our hams and flour by calling them Gold Standard and we have three different brands of coffee.

"Coffee is, as you know, keenly competitive, but we have had an outstanding success with our three brands. We spent two years in getting just the right blend of coffee for housewives here in Hazleton. We had our city water analyzed and made experiment after experiment to get the perfect blend for use with Hazleton water. This was necessary because water plays a mighty important part in making good coffee. When we had

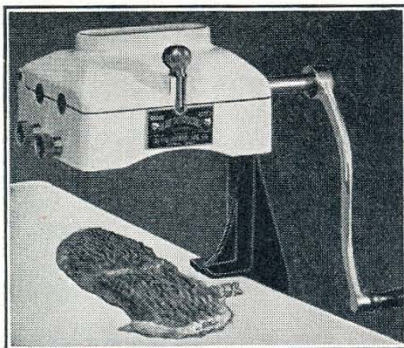


found the blend we felt was the best that could be obtained, we offered every housewife in town a drip-o-lator coffee pot at an attractive price and gave her a pound of our coffee free. The drip-o-lator method of making coffee is fool proof, so we felt absolutely certain that once the housewife used this method with our coffee we had a steady customer. It didn't work out 100%, but considering the fact that we have tripled our tonnage on our own brand of coffee in the past four years so that we are selling more than 13,000 pounds a month in addition to the sales on our regular national brands, you can see that we made a pretty good impression.

"In 1923, when we moved to Broad and Pine streets from our store on Chapel street, Gus said, 'we are going to give Hazleton a

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GENETT'S

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real complete food market.' Naturally the rest of us were a little bit skeptical because we had stuck to our knitting for twenty-two years, which was meats. Anyway, Gus had his way and the rest of us have never been sorry. We found that learning the grocery and produce business was easy compared to the meat business. Frankly, I don't envy any grocer who undertakes the operation of a meat department for the first time. He certainly has plenty of headaches in store for him.

"After the complete food market idea, Gus came up with the idea of operating a restaurant. We carried out the same ideas in the restaurant as we did in our market, which was giving our patrons the quality they paid for and the quantity they paid for. Then, with Gus still the guiding hand, we found ourselves in the bakery business, and so together with the farm, we were set up to get first-hand information on the food business from beginning to end.

"Everything we bake is sold over our counters or through the restaurant. Our farm supplies us with some of our pork, all of the milk for our baked goods, a large portion of our vegetables in season. So you can see that whether the housewife decides to eat out or to cook her own meal, we are in a position to serve her and can see to it that most of her food from beginning to end is handled and served in just the right manner to please her.

"We've made some mistakes as I suppose all business men have, but fortunately we have always been able to find a remedy for those mistakes. I remember when we first opened this store we had five telephones on the sales floor. We soon found that our sales people were spending more time answering

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to 60c without a break and from 2c to 50c without a break.

The Sanitary Scale Company states that the figures on the scale are two-thirds larger than those commonly used in scales by the retail trade.

GENETTI'S

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these telephones than they were in putting up orders or waiting on trade. We immediately took all the telephones out and now all of the incoming calls are handled by three order clerks and on Saturday we employ two additional order clerks.

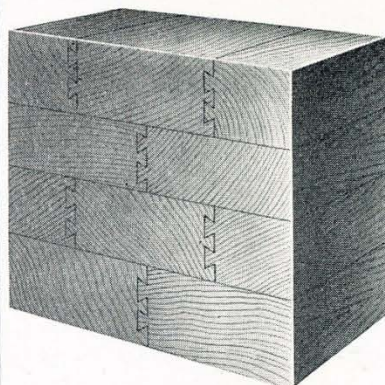
"These are just a few of the reasons why we have been successful and have been able to give to Hazleton one of the finest food markets from the standpoint of service, equipment, and quality of merchandise that can be found in any city in the country. I probably haven't told you all the reasons, but I believe that these few will give you some idea how we operate. Another thing which we feel is important is our quarterly inventory. This inventory helps us keep tab on our business and gives us many facts which help to guide us in our buying and selling. Also each store has a quota to shoot at, which is something that even a single store operator should set up if only as a goal to attain.

"Because we keep a constant check on our overhead, each store has an operating expense which compares favorably with the national operating expense average for similar types of markets. We are able to show a nice net profit on our sales volume which runs well over a million dollars, and which in 1935, showed an increase of more than 20% over the preceding year.

"Thirty-five years in business has taught us the importance of keeping abreast of new methods and ideas. No business stands still. We must continue to strive ahead because success is a journey, not a destination."

JUNE, 1936

LOCK-JOINTED



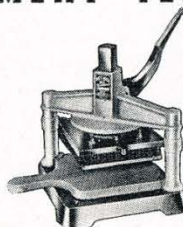
Above is an actual photograph of a section of the BOOS LOCK-JOINTED, DOVE-TAILED BLOCK, which adds to the pleasure of using a BOOS BLOCK because this construction insures a smooth, sanitary working surface during its lifetime of service.

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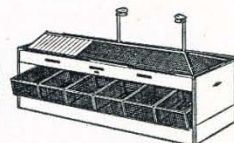
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