

A Successful Store Controls Shrinkage

By Eliminating Under-Charges and Over-Charges

Letter Number 15

WE come now to a source of shrinkage which is much more serious and *costly* than most of us imagine. To understand what is meant, recall the situation on any busy Saturday. The customers are standing around the counter with hands full of assorted merchandise. The saleslady comes, glances over the goods, and calls out the total of the sale. She depends upon memory for prices. She adds, multiplies and divides in her head. Is her total right?

The customer, too, has kept a running total of her purchases as she has selected her goods, and if the sales girl's total is higher than hers, she immediately protests and the sale is carefully refigured. But if the amount asked for is less than the customer's total, what is said?

If you doubt that this is a source of serious loss, have some person come into your store and buy miscellaneous assortments of merchandise during the busy hour. Have them test your extra girls and your older girls. You will get a surprise. It is impossible for the average girl to add, subtract, multiply, divide and know prices in a way to compute these assorted sales accurately in the time that is usually taken.

The remedy lies in instructing the girls. Teach them to figure the sales carefully and slowly. Teach them to check up prices with the signs. Teach them to use pencil and scratch paper (placed conveniently near the cash registers) in computing totals. Teach them to recheck their sales. A careful campaign along this line pays big dividends.

As for over-charges, there aren't any.