

## A Successful Store Sells Red Stars

*By Buying Them*

Letter Number 21

**M**ANY of you may think that this letter should precede the others in this chapter but there are reasons why it should not.

Too many managers have filled their stockrooms with Red Stars only to inventory them at the end of the year. Along all lines, *BUY AS YOU SELL*. Red Stars are worthless until sold, so keep your emphasis on the selling. But what a shame it is to be out of screws. It is safe to say that half of our stores are out of screws four times a year. It is equally true that carpet tacks and doilies are often missing.

Few men know the selling merit of these and similar items because they have never bought enough to really find out. Tintex is a wonder, but how many are pushing it to the limit?

Go through your list books and find 25 similar Red Stars that have been good for years that you are frequently out of, and give them a *real* trial. Study your Red Star turnover. Get your salesladies enthused. Ask them to try to sell six dozen next month instead of four and watch the results.

How many times in the last year have you been out of 5c white envelopes? Why?

**RED STARS—KNOW THEM, DISPLAY THEM, SUGGEST THEM, BUY THEM (THEN *SELL* THEM).**

