

A Successful Store Gets the Business

By Maintaining a High Merchandise Check

Letter Number 1

GETTING right down to fundamentals, our business is to sell *merchandise at a profit*. We are in existence for that purpose alone. We are retail merchants.

Every year we are given a list of items that sold well in the different stores throughout the country and we are told how fast these items have sold. Every month we receive an additional list of new items or seasonable items and here, too, we are told how fast they will sell. These lists, or checking sheets, carry the combined experience of all managers, superintendents, and buyers. They are loaded with the best available information.

The alert manager will try at all times to reach the highest possible degree of perfection in keeping these goods flowing to his counters as fast as his customers will take them away. He knows that these goods are sure business-getters and that being out of them is a sure way to lose sales. He knows that the customers want these goods and that he must have them to secure their business.

The checking sheets are the backbone of our business and low checks always mean lost business. You can't sell goods that are not in stock.

We want the business. You need it. What percentage of the business represented by our checking sheets are you getting?