

**HOW TO DEVELOP AND EXPAND A
RETAIL BUSINESS: TESTING WAYS TO
GET MORE TRADE, PLUGGING LEAKS
IN OVERHEAD EXPENSE, KNOWING
WHERE YOUR BUSINESS STANDS**

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How to Develop and Expand a Retail Business: Testing Ways to Get More Trade, Plugging
Leaks in Overhead Expense, Knowing Where Your Business Stands by Various

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VARIOUS

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WHERE YOUR BUSINESS STANDS**

HOW TO DEVELOP AND EXPAND A RETAIL BUSINESS

TESTING WAYS TO GET MORE TRADE—PLUGGING
LEAKS IN OVERHEAD EXPENSE—KNOWING
WHERE YOUR BUSINESS STANDS

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NEW YORK CHICAGO LONDON

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○ Small hand planes #2 ○

James B. Jepperson R. F. D. 1.
(says cheaper at B's)

Knowing "why" a sale was not made often may point need for improvement to the retailer. In one hustling store salesmen must report promptly why the customer did not buy, and corrective action is taken at once, where it is possible. This plan has worked well for 10 years.

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HOW TO GET THE GREATEST VALUE FROM THIS BOOK

THERE are scores of store management plans and methods in this little book, but each of them was selected only after many similar plans had been discarded. Several hundred plans and methods were carefully inspected to secure those printed in this book.

"Where did they all come from?" you will probably ask. They have been furnished by a group of unusually successful retailers with which the editorial organization of the A. W. Shaw Company has built up a confidential contact. So the book really not only contains the very best plans from among several hundred merchants, but also the best plans worked out by the men with the best records for perfecting plans, whom the A. W. Shaw Company has been able to discover after a country-wide search extending over a number of years.

This explains why the book covers so many lines of retailing. But this only increases its value, of course, for it is a demonstrated fact that nine out of every ten plans and methods that succeed with one type of proposition can be used for almost all other types. Furthermore, the ever-increasing intensity of the competition which business men face nowadays makes it necessary for them to draw their ideas from more than one type of proposition if they are to keep up to date.

Just try out one or two of the plans or methods that appeal to you most if you want a first-hand proof of

PREFACE

this assertion that ideas can be transferred from one field to another. As a matter of fact, there are many classic incidents illustrating this truth—the cash register is said to have come from a device for recording the revolutions of a ship's engines, for example. These incidents all go to illustrate the important fundamental truth that the various types of businesses are, after all, very much alike.

The A. W. Shaw Company has on file records of hundreds of letters which demonstrate the practicability of using the other man's idea. There is even a department "How I Used Another Man's Idea" in its magazine, *SYSTEM*, which you will receive in connection with your purchase of this book.

Here's an example which proves the point:

SYSTEM for March 1917 showed a form that the Ford Motor Company's welfare department uses to keep track of the outside lives of the company's employees. George N. Imel, who sells furniture and house furnishings at retail in Columbus, Indiana, is a long way removed—commercially—from the Ford welfare department. Mr. Imel writes:

Of course I couldn't use the Ford welfare card exactly as it stood, but the principle is the same. In our credit business what we desire is information about our customers.

Our card is based on the Ford card. We enter each payment on the customer's card, and when the account is closed file away the card for future reference. The reference system we build up will be very valuable. Meanwhile the cards are helping us keep track of our customers.

Be sure to read each issue of *SYSTEM* carefully, for it will describe to you month after month tested plans for saving time, new and practical methods for increasing your sales, for advertising, training salesmen, keeping records, holding down expenses, and carrying on all the other activities of your business in the most effective way.

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