

**A BETTER DAY'S PROFITS FOR THE
RETAILER, WHO REALIZES THAT
HE CAN BUILD A BIG BUSINESS
ONLY BY GETTING AND USING
ALL THE SMALL FACTS**

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A Better Day's Profits for the Retailer, Who Realizes That He Can Build a Big Business Only by Getting and Using All the Small Facts by A. M. Burroughs

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A. M. BURROUGHS

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A Better Day's Profits





E. W. Darrell, of Newton Centre, Mass., increased his business 400% within 14 months after he began to get a daily analysis of his efforts. He is now doing a business of over \$4,000 a week, and gives most of the credit to accounts that account.

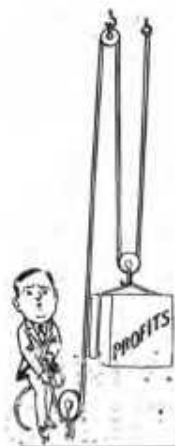
A Better Day's Profits

For The Retailer

Who Realizes that He Can Build
a Big Business Only by Getting
and Using all the
Small Facts

by

A. M. Burroughs



Burroughs Adding Machine Company

Detroit, Michigan, U. S. A.

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TO VINDI
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UNIV. OF
CALIFORNIA

To the Reader:

THE object of this book is to illustrate the necessity of managing the retail store with open eyes. There are several *right* ways of doing most things, but the only *safe* way is to know, not merely *guess*, just what each day's work has produced in profit.

Before the book was sent to the printer, it was submitted to a recognized retail expert for his examination. We wanted outside criticism before we published the book. We wanted to know that it was right before we sent it out to retailers. Here is what he said:

"Referring to the manuscript sent to this office for criticism, I had several of our people go through it with an endeavor to find some place where we could find fault; but it seems as though we are unable to do so, as the several chapters, as you have them, certainly fit the purpose you have in mind in an elegant manner.

"In my opinion, you have touched upon many points that are overlooked in the conduct of the average retail store. Also that these points are forcibly analyzed and illustrated. I refer particularly to such chapters as "Weighing Employees," "What it Costs to Do Business," "Fixing Prices to Get a Profit," and "What a Sales Record Can Teach You."

"The points you have illustrated by sets of figures will not, in many instances, be *new* to retailers, but you have undoubtedly presented some of them in a *new light*. Retailers know a great many of the things you dwell upon; the fault is they don't *do* them."

You may know everything we have put in the following pages. We have reason to believe many retailers don't. Even, however, if you do know all

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TO VISIT
ADDISON LAD

we have told you, we have tried to put it in a new way and illustrated it with stories from actual retail life, that may be *interesting* as well as instructive.

If any part of the book is obscure—if you do not understand it—we may be able to lighten up the dark places. That is a part of our service—for which we make no charge.

Our main purpose is to help retailers find the most efficient way to run their business, conscious that when they have reached a greater efficiency, we as a Company will come into our share of the reward.

Burroughs Adding Machine Company
Detroit, Michigan

May 1, 1912



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