

**STORE
MANAGEMENT-
COMPLETE**

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Store management-complete by Frank Farrington

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FRANK FARRINGTON

**STORE
MANAGEMENT-
COMPLETE**



*The big leak keeps one looking after it.—See
page 137.*

STORE MANAGEMENT
—COMPLETE

By FRANK FARRINGTON

Author of

"Retail Advertising—Complete"

"Talks by the Old Storekeeper"

"The Clerks' Book," Etc., Etc.



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CHAPTER I

THE MAN HIMSELF

It is the man himself that makes or mars the business.

The store may be located in the best business section of the town and it may be full of goods properly priced and generously advertised and yet fail because of the man behind it all.

Of course the merchant who is big enough so that he need not appear in person behind his counters and need never meet a customer himself, if he has abundant capital, may succeed though he be not the kind of a man a real merchant should be. The Big Store man is not necessarily a merchant. He is more of a financier in most cases. To me the word merchant means a man who can manage a store successfully without calling in expert help in any of the managing departments.

A merchant needs to be an all around man, a man who knows much about many things, who can himself do any part of the store work if need be, in order to show an employee how it should

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be done, and a man who can make himself agreeable to people and exhibit a high degree of proficiency in salesmanship.

In this chapter I am going to cover the characteristics desirable in a man who would be a successful merchant. This refers to the merchant of ANY size, for the greater merchant must start as a lesser. No business man ever began at the top and stayed there.

The man who has already cultivated the qualities that are needed to make success will find no harm in having their importance impressed upon him, and the man who lacks one or many of them, and I know of no one who possesses all, may be encouraged to work the harder to achieve personal perfection if its financial value is impressed upon him.

Business of all kinds is to-day so strenuous a struggle that the man who expects to win success must make and keep himself as nearly physically fit as possible. The weakling of any kind, physical, mental or moral, cannot win out. The race is to the strong in every instance.

One of the first requisites for a successful merchant is a strong body, a good physique, a constitution that will not break under any amount of work or worry. Both work and worry will come in abundance to the man in