

# **HOW TO RUN A STORE**

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How to Run a Store by Harold Whitehead

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**HAROLD WHITEHEAD**

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RUN A STORE**



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# HOW TO RUN A STORE

BY

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ABSTRACT

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TO  
J. C. PENNEY  
A MASTER RETAIL MERCHANT  
A BUILDER OF MEN

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## INTRODUCTION

The importance of retail store management is obvious. The need for a working practical knowledge of the principles and practices of retail merchandising is likewise obvious. When we see so few retail store proprietors making more than a bare living from their investment, in a store, of capital and effort, we realize that it is time to give intensive common sense study to the problems of retailing.

The mortality among retail stores is disturbing to say the least. And when we realize that two thirds of the misfortunes are attributed to incompetency and ignorance of the retail business principles, we appreciate the need for a stimulation of constructive thought and, indeed, often of energy.

There are several excellent books on retailing already on the market. This book is not offered as "something better" but as "something different" and something more directly applicable to the small store needs.

Present works on retailing confine themselves to a large extent to the organization and management of department stores or large retail establishments, to the training of the retail salesman, and the development of the personal equation.

Stores to a great extent are owned by men who themselves do a little of everything. They do much



of their own buying. They trim their own windows, help on the books, receive and mark goods—in fact, take active part in all phases of the business. They are “up front” where their customers and fellow townspeople see and talk with them. They have from two to a dozen or so salespeople perhaps but nevertheless they impress their personality on every angle of the work.

This greatest of all classes of retail merchant is the one which can profit most by this book. It is written specially for its needs. It does not confine itself to one line of merchandise but is planned to help the “small retail merchant” whatever class of goods he sells.

The author has endeavored to keep the contents emphatically practical. Several years experience in small retail stores has given him a background of experience to draw from. Several years teaching retail store management in The College of Business Administration of Boston University has helped him to present the principles of retail store management from the angle of the merchant.

Much that could be said has been omitted. The author has avoided the “text book” form of presentation, believing that this subject can be presented in narrative form with more interest to the reader. “Let us get all the joy and happiness out of our learning as well as out of our earning.” This is the thought which has dictated the form in which this book appears.

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