

**WHERE HAVE MY
PROFITS GONE?**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649243761

Where have my profits gone? by M. P. Gould

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

M. P. GOULD

**WHERE HAVE MY
PROFITS GONE?**

Where Have My Profits Gone??

AN EXAMINATION OF VARIOUS WAYS BY WHICH
PROFITS ARE LOST; WITH AN EXPLANATION
OF MODERN METHODS OF PREVENT-
ING SUCH LOSSES.

BY
M. P. GOULD



ELMIRA, NEW YORK
AMERICAN SALES BOOK COMPANY, Limited
1912

HF5500
.G7

COPYRIGHT, 1911, BY
AMERICAN SALES BOOK COMPANY, Limited
ELMIRA, NEW YORK

FOR SALE
APPROXIMATE

PUBLISHERS' FOREWORD

(Second Edition)

For many years, and at the cost of hundreds of thousands of dollars, the publishers, as pioneers in this country, have developed methods and perfected machinery for the manufacture of business systems and the necessary supplies for their successful operation.

The use of these systems has resulted in the saving of millions of dollars for the business men and the merchants of the United States.

Without such systems it would have been impossible for a great part of modern business to have been developed to its present magnitude.

In arranging for the writing of this book, the publishers consider themselves fortunate to have secured the services of one of the best qualified business experts in the United States, Mr. M. P. Gould. The facts which he states and so successfully elucidates are of inestimable value.

The various chapters touch so many different sides of commercial life that every retail merchant in every line of trade, of every condition and location, as well as the jobber, hotel and restaurant proprie-

4 PUBLISHERS' FOREWORD

tor, manufacturer, shipper, public service corporation, banker, travelling salesman, sales manager, auditor, and every business man, will here find an interesting array of useful facts presented in such a clear and powerful style as to be revolutionary in effect.

Within three months after the First Edition of this book appeared, considerably over fifty thousand merchants and manufacturers have written to us in regard to it, showing how accurately we had estimated its value. Many have asked us to originate special systems for handling the details of their business. We are always glad to receive such communications from business men.

AMERICAN SALES BOOK COMPANY, LTD.
ELMIRA, NEW YORK,
April, 1912.

AUTHOR'S PREFACE

Before attempting to write this volume, the author took advantage of the exceptional opportunities, placed at his command, of interviewing the many business experts associated with the American Sales Book Company, Ltd.

He wishes to acknowledge his indebtedness, in particular, to Messrs. Dickson, Phillips, Doughty, O'Hara, Wishart, Tatnall, Abell, Foster, De Young and Graham, veteran experts in modern store methods, and to Messrs. Vaughn, Fletcher, Breese, Miller, Liebman, Schuetz and Blampied, besides Messrs. Bottle, Boodger, Updegraff, Flaacke, Sawyer and others, connected with the publishers, to whom it is a pleasure to give due credit.

The author counts it a rare privilege to have been so closely associated with such able men who are devoting their efforts, with such conspicuous success, to originating and perfecting business systems.

In his relations with the Officers and Directors of the American Sales Book Company, Ltd., the author has been inspired by their breadth of mind, sincerity of purpose and far-reaching plans for correctly solving, in the most economical, accurate and successful ways, the multitude of intricate business problems

constantly arising in the commercial progress of America.

Since writing the above, the American Sales Book Company, Ltd., has held a National Convention of all of its travelling representatives, at which the book was studied, analyzed, indexed and discussed in the most thorough manner. This second edition contains all of the revisions and improvements brought out at this Convention. The writer is authorized to say that these representatives, who are expert systematizers, will be glad to call on any merchant or other business man in their respective fields and offer their services, provided request is made to the Executive Offices at Elmira, New York.

M. P. GOULD.

NEW YORK,
April, 1912.

CONTENTS

CHAPTER	PAGE
I. WHERE HAVE MY PROFITS GONE?	9
II. THIRTY-THREE RETAIL LOSSES	27
III. BIG STORE METHODS	68
IV. THE PLANNER VS. THE PLUGGER	129
V. CASH OR CREDIT—WHICH?	141
VI. RETAIL ADVERTISING FOR ANY STORE	154
VII. THE FIGHT FOR MORE BUSINESS.	182
VIII. HOTELS, CAFES AND RESTAURANTS	189
IX. CREATING PUBLIC CONFIDENCE	196
X. THE GENERAL STORE AND GROCER	201
XI. HOW EVERY BUSINESS IS BUILT UP	209
XII. THE WEAKEST LINK	218
XIII. A FACTOR IN COMMERCIAL PROGRESS	224
XIV. THE BUSINESS DETECTIVE	229
XV. THE NEW PRINCIPLE IN BUSINESS	237
XVI. THE STORE OF TO-MORROW	247
INDEX TO SUBJECTS	254-256