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ARE YOU THE MAN AT THE HELM? ?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store the following is a synopsis of one of the chapters.

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cultivates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Re-bating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

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