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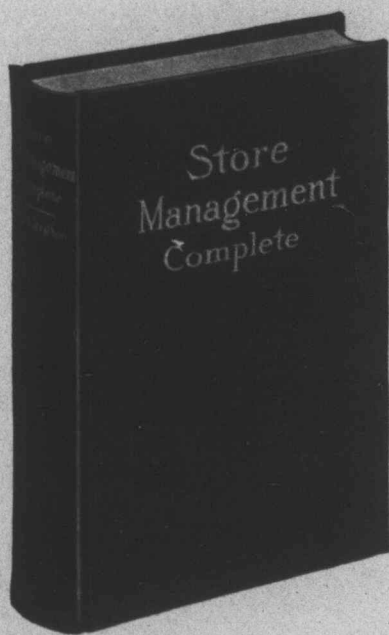
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TO IMPROVE THE MANAGEMENT

the merchant must continually be on the lookout for new thoughts, ideas and schemes to get the maximum trade and profit out of his business.

Store Management—Complete

Another new book by Frank Farrington (a companion book to "Retail Advertising Complete") should be in every dealer's hands. It tells all about the management of a store and how the greatest sales and profits may be realized. "Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations and 13 chapters. The following is a synopsis of one of them.

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

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