

## RETAIL SELLING AND STORE MANAGEMENT

his services during the time his patients are ill, does his level best to get them well as soon as possible. It should not be true of retail merchants that they seek to continue business practices that are an unnecessary expense to the public.

The retail merchant can afford to be frank with the public. If he is doing a square business, no harm can come from his letting people know just what the conditions are under which he is working. To take a single example: There is no other business man who gets so many requests for donations as a retail merchant. He gets a great many more requests than any private individual. In fact, if he were to pay donations out of his own pocket, they would soon put him out of business. So he usually charges the donations to the expenses of the business. The public does not apparently understand that in doing so he simply turns the expense over to the public. It would do no harm for the public to know that donations made by the merchant must be made by the business rather than by the person. It would be fairer and more economical to have the public pay the items directly than to put the expense of collection and distribution upon retail merchants; yet this will never be understood unless merchants themselves educate the public.