

KEEP ON TIME.

An exchange is of the opinion that if all the money lost through delays in giving orders could be gotten together in one pile, the aggregate would make a good round sum. We all know full well that tardiness in purchasing stock has cost us much money, and yet, somehow or other, we never manage to keep on time in this respect.

Travelling salesmen say it is an every-day occurrence to find some of their customers so nearly out of a certain article that it is impossible to get a fresh supply in on time to meet the requirements of the consumers. A salesman tells of an instance that aptly illustrates this point. "My customer," said the salesman, "had quite a run on a certain brand of goods. I never called upon him when his stock was full. I urged upon him to always send in his order when he saw he was running short, and even went to the trouble of writing out blank orders. It did no good. His customers would call only to be disappointed, and would therefore go some place else for the next desirable brand. The last time I called there he complained bitterly about the loss of some of his best trade."

There is more in this than may appear at first sight. Buyers are sensitive, and when they think that the dealer is ignoring them they hasten to some other store. The dealer himself would not long patronize a house that did not look after his interests. A little promptness always saves trouble, even if it don't retain a customer. Every dealer understands that it is not always possible to fill an unusual order the day it is received, yet some of them seem to work upon the plan that to keep a customer waiting several days would indicate to him that they are doing a rushing business. The customer don't regard it in that light, however. It works against the interest of both wholesaler and retailer to keep a customer waiting when it is possible to be prompt. Only the houses that are regular in their methods do a large business for any length of time.

The trader who pays his way must sell at a profit and cannot afford to cut below others in the same line.

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