

Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

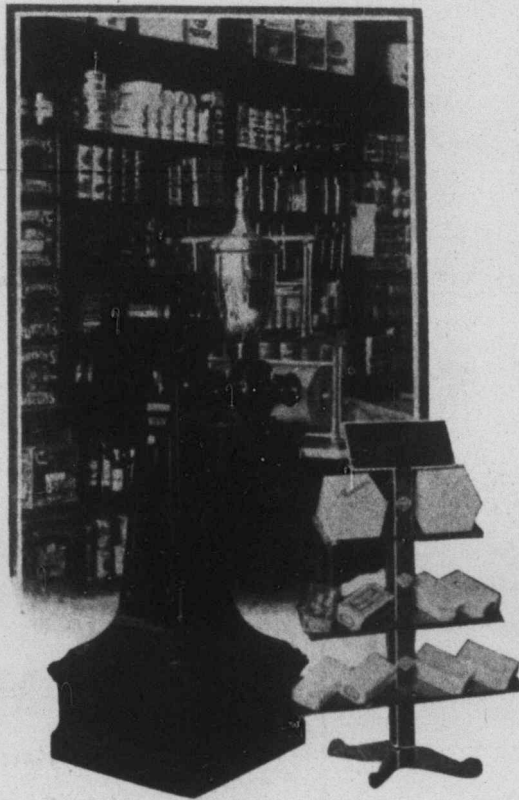
Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit.

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.

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