

manship are of a great value. The store rule book could be made a textbook of great helpfulness to salespeople if properly written and its study emphasized. When buyers make their trips to the market, they sometimes pick up a number of valuable ideas for the store. Each buying trip should be of educational value. Whenever possible, the store should send assistant buyers and salesmen along with the buyer so that they may also gain some of the help that comes to every man that travels with his eyes open. These trips could be made of value, not only to the salesmen who take them, but also to the rest of the salesmen, by requiring the ones who have taken the trip to make a report to the entire group. Educational trips could be offered to the salespeople as a form of premium for efficient service. They should be a means of increasing results in any retail store.

The trade papers.— There is another means of education for salespeople, which should not be neglected, and which has grown in importance with every year. We refer to the trade papers and magazines and the books written on business subjects. There is now no general retail business without its trade papers. These vary in quality and usefulness to the store employes, but, on the whole, they present the facts and suggestions which no good progressive salesman can afford to be without. That some of the material in these trade papers is addressed to the managers and higher officials of the store will not do the salesman a bit of harm; for it is the salesman's failure to understand the problems of the man up above that is often the reason for his being inefficient. Modern business is moving swiftly and there are conditions which must be grappled with almost at the moment that they appear, or failure will result. There is nothing so well fitted and so able to furnish knowledge of these things as the trade papers. Every store should be a subscriber to the papers that deal with its special needs,