

RULES GOVERNING EMPLOYEES.

The following rules govern a large retail house in New York, which may be of use to some of the leading houses in this country :

RULE 1. Keep your eyes on the front door. Customers should be waited on promptly and pleasantly.

2. Wait on children as politely as you do on grown people. They are our future customers.

3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.

4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors and customers that trade is dull.

5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys, or new men who are learning the business, while they busy themselves arranging or putting away goods.

6. Don't take a customer away from another salesman until he is through with him.

7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.

8. Go for business in every direction; in the store or out of it, wherever you see a chance to make a sale, work for it with all your might. Rustle!

9. Salesmen will sell at marked prices. Do not go to office for a cut price. It always makes trouble.

10. At retail the dozen price is to be allowed only when the customer takes a half dozen of each kind, or more. Less than half dozen, in all cases, to be at price for each.

11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when a half dozen or more are bought.

12. Clerks of other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.

13. Don't send a customer up stairs or down by himself.

14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.

15. In opening a new account get the business and post-office address of the customer correctly.

16. Salesmen are expected to sell the goods we have, not the goods we have not.

17. Salesmen are responsible for their mistakes and any expense attending their correction.

18. If you have a charge to make, enter it before waiting on another customer; your memory is apt to be defective, and the sale forgotten before it is entered.

19. Clerks receiving change from the desk will count the same and see if correct before handing it to the customer. Always hand the cash men, with the money to the cashier.

20. If you know of an improvement of any kind, suggest it at once to the manager; it will be impartially considered.

21. Keep retail stock full and complete on the shelves, so as to avoid detaining customer. Notify each man in charge of a division, when you find anything short in it.

22. Always put the stock in order when through waiting on customers.

23. Each clerk is expected to see that his department is kept clean and in perfect order.

24. Use the early part of the day and the last hour before closing, in sorting and straightening up.

25. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well known and regular customer, in which case report at once.

26. Do not smoke during business hours, in or about the store.

27. Employees are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.

28. Employees are expected to be on hand promptly at the hour of opening.

29. Do not leave the store by the rear door.

30. Employees will remain until the hour of closing, unless excused by the manager.

31. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a willing and hearty response will be appreciated.

32. If an employee desires to buy anything from stock, he must buy it of the manager; in no case to take anything without doing so.

33. In purchasing for individual use around town, under no circumstances to use the name of the company as a means to buy cheaper.

34. Employees pay for whatever they damage; they are placed on their honor to report and pay for it.

35. Employees using bicycles will keep them in the cellar or in the back yard; they must not be left where they will cause inconvenience.

36. Conversation with the bookkeeper, or the cashier, except on business, interferes materially with the work. Do not forget this.

37. Clerks, when on jury duty, have the privilege of turning in their fees, or having the time absent deducted from their wages. Drawing a salary for their services, the company is entitled to their time or its equivalent.

38. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.

39. Keep mum about your business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.

40. One hour is allowed employees for meals.

41. Read the paper devoted to your particular line of business. Even if it is badly edited the advertisements will well repay a careful perusal.

IT WILL PAY YOU TO LEARN THE FOLLOWING BY HEART.

Towards customers be more than reasonably obliging; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or condition; unless, indeed, you be more obliging and serviceable to the humble and ignorant.

The more self-forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.

Cultivate the habit of doing everything rapidly; do thoroughly what you undertake, and do not undertake more than you can do well.

Serve buyers in their turn. If you can serve two at once very well, but do not let the first one wait for the second.

In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you but whether he becomes a buyer of the house or a talker against.

If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset you have to guess what grade of goods he wants, high priced or low priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly; it is impertinent to insist upon showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.

Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for your advice. The worst blunder that you can make is to indicate in a supercilious manner that we keep better goods than he asks for.

Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.

Sell nothing on an understanding; make no promises that you have any doubt as to fulfilment of, and having made a promise, do more than your share toward its fulfilment, and see that the next after you does his share, if you can.

Never run down your competitors to customers. By so doing you advertise them. It won't pay you to get trade in that way. Competitors can talk back.

To sum up and put this whole matter in a few words: Attend strictly to business when on duty; be invariably polite and obliging to every one, not only for the benefit of the company, but for your own good. Remember that civility, while it may be one of the scarcest articles in the market, is also one of the cheapest, and the net profit on it to you, in the end, will be greater—not only from a social and moral point of view, but in dollars and cents—than on anything else you may have to offer a customer.