

A Successful Store Sells Red Stars

By Reducing Freight and Cartage

Letter Number 22

CERTAIN items by their nature must come by parcel post. We will pass them.

Certain items from the east in small quantities are cheaper by parcel post, in larger quantities by express. Do you know where to draw the line?

Certain items, if bought on a three-months' turnover, can come by freight. Do you know which ones they are?

Many items come in cases weighing about fifty pounds. Do you order one case by express or two cases by freight?

Saving on freight and cartage results only from intensive study of weight, package quantities, rates, and turnover.

We believe in turning a stock rapidly but not so rapidly that express and parcel post charges mount rapidly.

Is it cheaper for you to buy from Kalamazoo or Midwest? Brooks or Economy? Chicago or St. Louis? Are you placing all of your orders with a firm in the same week?

All freight and cartage comes out of your gross profit and every tenth of a per cent saved goes directly into your *Net*.

Are you using the Jobbing Department plan enthusiastically and intelligently?

REMEMBER—Every dollar you save on transportation is *NET PROFIT*.