

A Successful Store Cooperates

With the Sales Director

Letter Number 29

THE Sales Director and his assistants carefully edit the Sales Bulletin each week. The information contained therein is a summary of experience in all the stores. The new items listed are recommended by the Buyers and have been tried in the key stores. Every manager knows how many outstanding features have developed out of the Sales Bulletins during the last year. Every item recommended should be tried, and tried in such a way that its real value may be brought out.

The Sales Bulletin is not a place for free advertising or press-agenting, and managers who attempt to use it for that purpose are soon "blue penciled." The Sales Directors want and ask for new ideas of merchandise or displays, new methods of operation or training. They are passed on to all of the stores.

The Feature Display Chart is to be used every week, not just when you are expecting your superintendent. If every manager will insist that these feature displays are carefully and attractively put out each week, he will be amazed at the way it compels his whole organization to improve in its merchandising.

The proper use of the lists of feature items has been one of the greatest single contributions to the running of successful stores which has been made in recent years.

