

## A Successful Store Gets the Business

*By Pushing New Merchandise*

Letter Number 2

HOW many times have you heard one of your customers say, "Let's look around and see what's new."

Do you realize that by an actual count in one of our stores, 85% of your customers are regular visitors? These customers get to know your merchandise and your displays and they can pick out your new items nearly as well as you can. Don't forget, too, that these customers visit other stores including your competitors'. They see the new merchandise somewhere. Some store has the reputation for being the first to show the new items.

Do your customers say, "Let's go down to Kresge's, they always have the new items first?"

Since Mr. D. C. Fisher and Mr. Eckwall have been sending us their Weekly Sales Bulletins we know what items are good just as soon as they have been tried. Most of the risk is eliminated. They never recommend until they are sure. Their weekly letters are being cut up into yellow gold certificates by the aggressive managers.

The difference between an increase and a decrease, or the difference between an increase and a wonderful increase, is only a few dollars a week. You can get this business by hitting these new items hard when they are new. Beat your competitor to it. Get the reputation for being the *live* store of your city.

