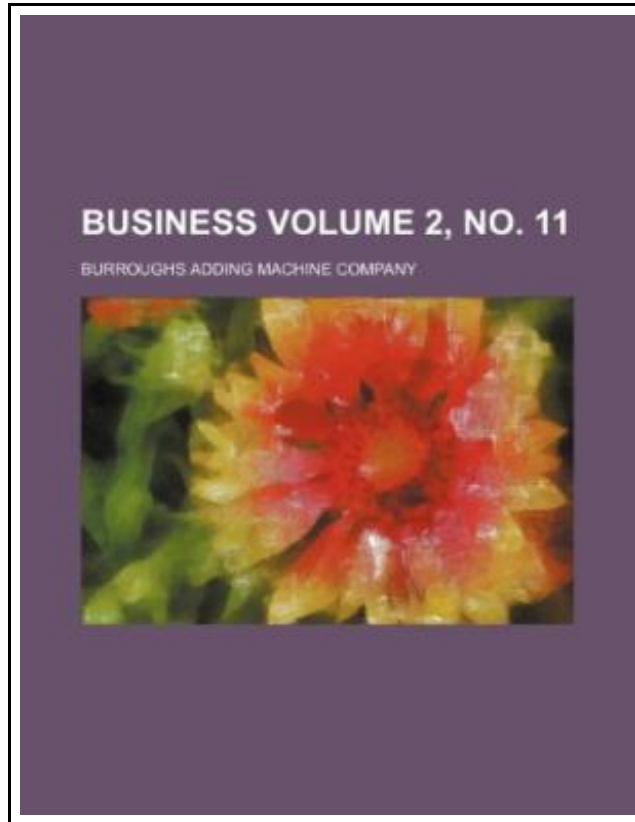


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Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1921 Excerpt: .latter district provided the markets were inherently the same. He made it his business to find out whether there really was enough difference in the buying power to account for the discrepancy of purchases; and this very study of itself led him into markets he never had explored. In this work he was assisted by his brother, who took charge of statistics. The owner of a large chain of retail grocery stores got his start as a youth by going out with a horse and buggy in his home community and building up a tea and coffee route in one such district that was lagging far behind its apparent per capita possibilities Haller found a foreign settlement with singularly primitive ideas, although for the most part remarkably thrifty and prosperous. Here was a community of several hundred families who clung in many respects to European customs, and upon whom no psychological sales efforts had ever been used. These people were prone to red flannel shirts, and few of the men ever wore any head covering except rough caps. Many used oxen, homemade sleighs and the crudest of agricultural implements; the mothers, to Haller's astonishment, were getting a European type of cradle from an American mail order house. He reasoned that his first move was to get their interest by catering to their own customs, so he bought a small lot of goods like cradles and red flannel shirts, and then went after these people with special...



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