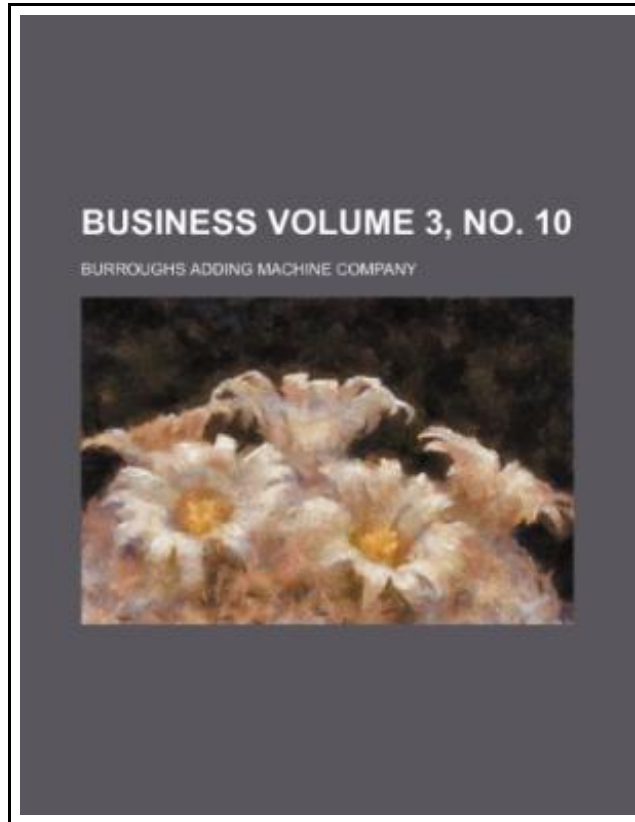


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Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1922 edition. Excerpt: . The claim is made that credit business creates loyalty and assures the merchant a larger share of business. Does it? Have you ever had it happen that one of your credit customers brought a load of hogs to market, came to you to get his usual stock of flour, coffee, tea and maybe a little tobacco, said, Charge it, and then went home to spend the evening with his family poring over a mail-order catalog? The country merchant s strongest competitor is the mail-order house. It has long been argued that credit was a means of meeting mail-order competition; but it is now at least an open question if retail credit, granted by the country merchant, is not the mail-order concern s greatest help. Under the credit system the country merchant supplies what the farmer needs for immediate consumption; and the farmer sends his cash to the mail-order house for things he only half needs. There is a vast difference in results between charging for a sack, of flour and charging for a farm implement; between charging for a sack of sugar and a gas engine; between charging for a pair of shoes and charging for a new silo; between charging for a pound of coffee and charging for a new motor truck. The one is consumed; the other continues to exist as securi ty for the deferred payment. Thus the message as Paul has stated it and reiterated it scores of times and...



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