

## A Successful Store Controls Expense

### *By Watching the Fuel and Light Bills*

#### Letter Number 23

**W**E must begin with a word of caution. We don't want cold stores or dark stores. Both of these conditions will drive out customers and lose trade.

You can keep your store at a comfortable temperature and still save money. Just as you study your heating and your furnace at home, study it in your store. Appoint one man fireman. Give him no assistants because assistants are expensive in coal. Hold him responsible. Give him facts and figures. Tell him you want a comfortable store and you want the furnace run economically. Hold him to results. He will surprise you.

As for light, a dark, gloomy store is not saving you money. It is wasting your business, but you can study your window lights and see that they are only on when they should be. Watch your stockroom lights. Are your men constantly checking up the girls? Glance at your meter when the master switch is pulled. Is it still? The secret of a low lighting bill is to burn all the lights needed but not a single one that is not needed. By that combination you will get light and a reasonable light bill.

