

Conclusion

A Successful Store Is a Real Kresge Store

Letter Number 30

SINCE its organization, the Kresge Company has held and cherished the highest possible rating for courtesy, fair dealing and business integrity. Its highest officials and executives are constantly striving to raise this standard if possible and to keep the Company far out in front of its competitors.

Each manager has in his hands the reputation of the Kresge Company in his community. By his own work as store manager, by his conduct in the community, by his influence upon his own organization and upon local groups of men, he gives the Kresge Company its standing in his city.

The successful manager seriously and earnestly studies this question and at all times is found hard at work building up the standing of the Kresge Company. He established a local reputation for honesty, truthfulness, uprightness, and places himself squarely among those who believe in high ideals for business.

He is courteous and fair at all times, open to suggestions, and enjoys the name of being a "real Kresge man" running a "successful Kresge store."

