

Do you remember these?

Businesses now history

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I know you all get at least two per day of these emails that start out "you are old if you remember such-and-such." Well try these on for size:

Burdines	Circuit City
Eckerd Drug	Gold Triangle
Hi Fi Associates	Hopkins Smith
Jeffersons	Jordan Marsh
Kaufman & Roberts	Kennedy & Cohen
Lurias	Montgomery Ward
Richards	Sound Advice

These are all people that I used to sell to when I was in the Manufacturer's Rep business.

How many new names will be added to this list in the next few years? Scary, huh? The ones listed died through natural attrition in the retail business. I

don't know why, other than the fact that markets and products change and the methods of selling as well.

Some time ago, I had a small chain of Hi Fi stores when the only place you could buy a high fidelity or stereo set was from a specialized store. There was no such thing as discounting or huge discount stores selling the same products at much lower prices than you, an independent merchant could offer.

The failures that are happening now are a different story.

There simply are no customers buying stuff now. I'll always remember one of the last days as being a manufacturers rep. I was standing in the hallway of my home, sample cases in hand but not moving towards my car. My wife came by and asked why I was just standing there. I replied that I simply had no one left to call on. I truly felt like Willy Loeman for a few minutes.

"I killed 'em in Miami," to paraphrase from the play *Death of a Salesman*.