

The Retail Druggist Should Sell For Cash.

That all retail business should be done on a cash basis there is not the least doubt, and especially should this be the case with the retail druggist. No one will deny that considerable losses are sustained by charging goods to their customers, and it is not only the losses, but also the expenses involved in keeping the accounts. If you charge an item you need a day book and a ledger. The time required in charging and posting is considerable. It is probable that you forget to charge an item occasionally, especially when you are busy. Very few people who have goods charged will come to you at the end of the month and pay their bills, you have to make out a statement and mail it to them or call in person—all of which involves expense and consumes time. While you or your clerk are doing this, your or his services are needed at the store. Then there are many who have to be dunned repeatedly, and some never pay at all.

These losses give you anxiety and you worry over it, which depresses your mind so that you are not in the proper mood to wait upon your customers, to say nothing as to your health and the happiness of you and your family. When a man is in bad health or a depressed spirit he cannot treat his wife and children as he should.

Why is the cash system not generally adopted? The reason is that the credit system has been in vogue from time immemorial, and we think it cannot be abolished, but it is a serious mistake. In every large city and in some smaller ones, there are to-day business firms who have adopted the cash system, and we have yet to learn that any of them have not been very successful. The common argument is that your customers will be offended if refused credit, and that they will trade somewhere else. In reality this is not the case, as most people will see the advantage and the justice of it themselves. It is only those that do not expect to pay at all that will feel offended, and these you can well afford to lose as customers.

If you trust a man and he cannot or does not intend to pay, he will, when you commence to ask him for pay, act as if he were offended, and will then go where he is not known and pay cash, the same money that you ought to have. Indeed, we all know that when men are indebted

to us, whether for goods purchased or even money loaned, they will be apt to avoid us all they can (we will not discuss in this connection how much better it is for everyone to keep out of debt). Thousands of druggists have failed in business owing to the fact that they have too much standing out which they are not able to collect.—*Meyer Brothers' Druggist*.

Practical Hints on Advertising.

Copyrighted, 1897, by CHARLES AUSTIN BATES, New York.

There are many business men who cannot prepare a good advertisement, but who are capable of knowing good work when they see it. They know what they want. They may have it all in mind, but cannot put it down in black and white.

This is because they lack what phrenologists call language of expression.

This faculty is not lacking only in business men. Ask every second man or woman you meet, "Did you ever write a poem, a novel, or any imaginative work?" Nine out of every ten of those who are not writers will answer, "No; I never had the time, but I've thought out better stories and poems than ever were written. If I had the time I'd show folks stories that are stories."

Yes! These "mute" inglorious "il-tions" don't know what they lack besides time. They don't know that if their days were twice as many and their labors decreased by one-half, their leisure would not supply the gift withheld at their creation—the faculty of clothing their thoughts in language.

* * *

A man well-known in the advertising world puts forward this strange proposition in print: "A man who cannot prepare a good advertisement should not spend much money for advertising. After he has demonstrated his own ability, he may avail himself of the services of others, for he will then be competent to judge of the value of the work submitted for his approval and acceptance."

Was there ever anything so crazy put forth by a supposedly hard-headed business man? He might as well say: "Don't buy Shakespeare until you can write fine plays yourself, or Euclid until you can formulate a system of mathematics. You will then be able to know whether or not the poet is deserving of fame and the mathematician is correct."

When a man finds he cannot prepare

his own advertising, the sooner he drops all attempts the better it will be both for his brains and his business.

"Art is long and time is fleeting."

It is only the man of leisure who has time to cultivate a faculty for which he may have a germ. The man of action will discover very soon what his vocation is. It may be to write ads. In that case he will not stand behind a counter and sell goods. And the man who sells the goods will do his work better for not being burdened with furnishing copy for the newspaper space he pays for. It is a fine thing to be versatile, but the "Jack of all trades is master of none."

* * *

The same business man quoted before, says too: "It is not a difficult matter to write a good advertisement, yet most persons fail—mainly, because they attempt too much."

If he had finished that sentence after the word "because" with "they are out of their proper place," he would have struck it right.

Of course, they attempt too much, in the sense that any person who attempts to do what he can't, what he has not the ability for, attempts too much.

* * *

The bane of many would-be ad. writers is imitation. It may be true that "there is nothing new under the sun," but a man's advertisements need not be second-hand by design. They should be as new as he can make them, or if he finds himself helplessly in a groove made by some one else, then let him call for the assistance of a specialist.

In this matter of advertisement writing, the supply came in answer to the demand. It has been a matter of growth, a clear case of evolution—one of the modern improvements in business methods.

* * *

The business man who writes his own advertisements is burdened with many other matters. He most likely falls into the habit of considering the filling of his space one of those small matters; to think that people know that he is in business; they know what lines of goods he carries; they know where to find him. If they want to purchase, won't they come? What does it matter what is said in the newspaper?

So the copy waits until the last minute. It is prepared in a hurry. It is the same old story—"largest stock," "great bargains," "be pleased to see our friends,"