

The drug trade in itself being so limited in our rural districts, it is necessary to combine with it the stationery business. In my own case I devote fully as much of the space in my store, and of my attention, to the stationery as the drug department. While I cannot advise all druggists to put in a line of stationery, yet I believe it well repays those whose time and space is not altogether taken up with the strict drug trade.

It is not my purpose to inflict upon you a treatise on the stationery business, but there are a few pointers which it is well to notice.

1st. Let the stationery stock be kept neat and attractive. Have a place for everything, and have everything in its place. You will find that moveable tables are much better than counters upon which to display your stationery stock. You can change the display frequently, and also change the arrangement of your store occasionally.

2nd. Keep the stock well assorted without going into those specialties which only large stationers have call for. Study the local demand and cater to it.

3rd. Do not buy too much of any one line, especially in fancy goods. At Christmas time be careful not to stock too large a range of doubtful and perishable goods. Nothing deteriorates in value so quickly as this class of merchandise.

4th. If you carry novels at all, carry a good assortment. Buy in one hundred lots and get the best prices. Keep up with the times. Take a journal devoted to the book and stationery business. You cannot invest a dollar that will multiply as quickly as the one you pay for such a paper. Study it carefully and buy the latest novels by popular authors. Buy one for a sample: if the trade warrants it, you can re-order. Should you not sell your sample you will at least have the reading of all the good things in the current literature of the day. Occasionally fill the window with novels, and once in a while advertise that such a book, by such an author, is for sale at your store. I have found it pay to establish a "circu-

lating library" under these regulations, member to buy first book at retail price. He will then be entitled to exchange it for another for 10 cents, and so on, each reading will cost him 10 cents. I find that nearly all of the books will stand four readings. Try this plan; it will pay you.

Other side line which I have found successful are:—Smokers' articles, wall papers, jewellery, silverware and house plants.

1st. Smokers' Supplies.—I have found it pay to handle only cut tobaccos, pipes, pouches, cigars and cigarettes. The great temptation in smokers' supplies is to overstock. Nearly every commercial traveller has a side line of cigars. The first thing you know you will have four times as many cigars as you need for your trade. Two brands of cigars to sell at three for a quarter is just as good as ten. Buy no cigars as cheap as \$40 or \$50 a thousand. A line at \$60 will prove to be the most satisfactory for a three for 25c. cigar. Be sure to handle a line of imported cigars. Select a good brand to retail at two for 25c. Stick to that brand. You will find that travellers will get to know and like that brand and connect it with your store. In this way every time they visit your town they will remember that they can get a good cigar at your store, and will be sure to give you a call.

2nd. Wall Papers.—My experience has been that it is best to start with a good large range of papers, display and advertise it well. Have a 5-cent leader. After once putting in a good line of papers, it is not necessary each spring and fall to buy so much. You will always have remnants left which will make your stock appear very extensive. A sample book is of great assistance in making sales. Have a good large-sized book, with the borders to match each book attached to the same. Mark the cost and selling price on the back of each sample. Also label each sample A, B, C, D, etc., and your stock the same. In this way you can find the pattern you want without unrolling the pieces, which soon gives