

profession a more professional standing. The sum of the whole matter therefore is organization and attention to business.

SIDE LINES THAT PAY.

By A. T. Andrews, Gladstone, Man.

Mr. Chairman and Fellow Druggists.

Surrounded as we are, in the present day, by an ever-growing army of competitors, which, a few years ago, was unknown to our profession, we find the grocer selling toilet soaps, infants' foods, castor oil, Epsom salts, saltpetre and patent medicines; the dry goods merchant handling hair brushes, tooth brushes, combs and perfumes; the jeweller practically doing the business of the optician, and the department store—that enemy of all lines of legitimate business—not content with ruining the prices of patent medicines, has actually put in the dispensing counter. Does it not behove us, therefore, to study carefully what lines in our calling best repay our special attention, to look about us, to see what fresh fields we may discover, in which to plant our dimes and cultivate them, till we too may reap the golden crop of dollars?

I will not take up your valuable time this evening in discussing the ordinary departments usually found in the retail drug store. I wish, rather, to bring before your notice some of the outside lines which it will pay us to handle. I will merely touch on two lines found in every drug store—perfumes and toilet soaps.

Perfumes.—In view of the fact that the public can just as easily buy perfumes at the dry goods store as at the drug store, it is necessary to offer some special inducements to keep this trade. Those inducements are cheapness and good value. I would advise every druggist to carry three grades of perfumes.

1st. The same cheap lines usually found in the dry good stores at the same or lower prices. The same markets are open to us that are open to them, and, while the profits are small, it will pay us to have these goods for sale.

2nd. A cheap line put up by ourselves in 1-oz. bottles to retail at 25c. at a cost of about \$1.10 per doz., thus giving us a fair profit. Do not put our firm name on this line of perfume. I add this advisedly. Never allow a bottle to leave our store bearing our firm name, whether filled with perfume, distilled water or goose oil, which can possibly give dissatisfaction.

3rd. The best quality of perfumes. (a) Standard lines manufactured by reliable firms, who sell to druggists only. On these goods we may look for our best profits. (b) The best bulk perfumes we can buy, put up in $\frac{1}{4}$ -oz. and 1-oz. bottles, with neat, attractive labels bearing our firm name. These are the goods to push—they warrant our recommending them, and we will have no difficulty in getting 50c. per oz. for them.

Toilet Soaps.—The day is past when the druggist can sell any large quantity of expensive toilet soaps. We must take the trade as we find it. Let us sell the cheap as well as the dear. Is it not better to sell a large quantity of cheap soaps and a small quantity of expensive soaps, than to sell only a small quantity of the latter, and allow the grocer to supply the bulk of the people with the former? What matter it, if this cheap soap ruins the complexion? What if it reddens and chaps the skin? Does it not create a demand for our "Complexion Balm" and "Winter Lotion?" We can get a big attractive cake to sell for 5 cents. Fill the window with them, advertise them, placard them with plainly-printed price cards, and our sales of toilet soaps will be doubled.

Passing now to the second part of my subject—those lines not usually carried by the chemist and druggist, you will notice that my paper takes the form, more or less, of a personal experience. Living, as I do, in a country town, I will naturally speak of those lines which may, with propriety and profit, be offered for sale by the country druggist, I suppose that three-fourths of the druggists in the province of Manitoba are known, not so much by the title of "Chemist and Druggist," as by "Druggist and Stationer."