

How has the Summer Gone, Mr. Druggist? and What have you Learned for Fall?

Two ways for a druggist's summer to go: (1) door shut, latch sticks, window-glass grimy, same old show-bottles and basket of sponges, flies, a lonesome air within, a dunning letter or two in the mail, sad face; (2) door open card in the fresh-looking window makes the passer-by some cheery greeting, tempting things in sight—the nicest tempter in August is splashing water singing: "soda, cold, fresh, strawberries, cream, cherry ripe, chocolate, cool, sit down in the shade, let the world go on without you a minute, rest, refresh, 5 cents," and the sun on the sidewalk burns and helps (all weathers are good for something) Once inside a hundred little wants are awakened by trifles, and big ones—there are no trifles—business is brisk and money is plenty. How has the Summer gone with you, Mr. Druggist?

And what are you learning for Fall? A few mistakes are made a thousand times over by druggists—they don't belong to the business. One man thrives where another dries up and blows away.

Keep your fountain going: be generous to it; indulge it with richness, freshness, coolness cleanliness, daintiness, courtesy, thinnest of glass—it belongs to freshness and coolness and dainty courtesy—nobody offers an honored guest a big, thick tumbler. One man thrives where another dries up and blows away.

We are not telling you how to make business brisk and money plenty without having the goods to do it with; and we deal with our customers as we teach them to deal with theirs. 5 cents is better than 10, and 10 is better than 25; but better than money is quality. If you try to get too much money, you will get too little; and, if you try to be a druggist with poor stuff, worse yet.

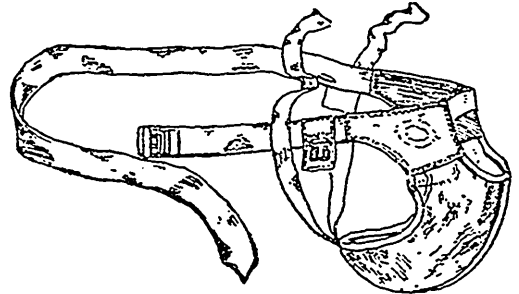
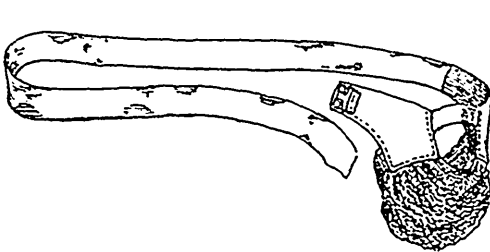
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