

the paper a dog-eared appearance. During the season have your sample book placed in a convenient place in your front store, so that while a customer is waiting to have a prescription filled, she may turn over the leaves for entertainment. Being in a prominent place, too, you can often, without offence, ask a lady customer if she would care to look over your samples of wall papers.

3rd. Jewellery.—In this line it is safe to buy only from well established firms. Do not get too much at one time, but buy often. People get tired of looking at the same articles constantly. Handle few, if any, watches. You are not a practical watchmaker, and can give no guarantee with a watch. The people expect it and you are thus handicapped in the competition.

4th. Silverware.—I come now to perhaps the most pleasant and profitable of side lines. The country druggist is often situated in a town where there is no jeweller. In that case he may just as well sell silverware as allow the hardware or some other merchant to reap this profit. In putting in a stock of silverware, buy enough to make a good display. It will make a wonderful difference to the appearance of your store. Buy no low-priced, cheap goods, but quadruple plated silverware from a reliable firm. Stick to that firm and feel safe in recommending the goods. Let those who will, go elsewhere to buy goods that tarnish and show the iron. You cannot afford to have anyone dissatisfied with any article of silverware coming from your store. I was surprised at the amount of silverware that went off at Christmas time. For wedding presents, too, there is a demand off and on the year round, thus placing silver-

ware more desirable to handle than some other classes of fancy goods.

5th. House Plants.—Arrangements can now be made with city greenhouses whereby the druggist can handle house plants and bedding plants to clear from 25 to 35 per cent. While not up to our usual percentage of profit, you will find that no line will draw the public like plants in your window. No one can resist a beautiful flower in full bloom. In our little town in four weeks I sold about \$40 worth of these goods. If you have a taste for gardening, you may just as well raise your own bedding plants, both vegetable and flower. This is nearly all profit. Have a good-sized hotbed and raise early healthy plants, and you will be surprised at the revenue from that source.

The last side line I will mention, and the best paying, is advertising. Keep your business prominently before the public. Advertise in all the ways you can, in all the places you can, whenever you can, to all the people you can. Everyone knows enough to come in when it is raining, or to go to the drug store for a pill to remove the jamb, but everyone doesn't know that they can get toilet soaps as cheap at the drug store as anywhere else, that you have a "lightning renovator" to remove that grease spot, nor that you have an elegant display of silverware for the Christmas trade.

Let us rouse ourselves, and be alive to our possibilities. The successful druggist of to-day is not the man who headed the list at his examination ten years ago, nor the one who can tell you all about the latest discovery in organic chemistry. These are all right, too, but the successful druggist of to-day is the successful merchant.