

trade you should cater to, is fifty cents a day. If you should only induce 100 regular customers to your store, that would be a cigar trade of \$50 daily.

But —

You know full well that where the good trade goes the cheaper trade comes without bidding. You could do \$100 a day.

That is true in every line of business.

DISCUSSION.

MR. FRANK H. FREERICKS: "I really do feel that an effort such as has been presented to us by Mr. Berger should not be allowed to go unnoticed. I recall that six years ago, when I presented to the Commercial Section of the A. Ph. A. an outline for a Cooperative Enterprise, and when I found here just one man to give me a little encouragement; that man is here now; he sits at the table there; Mr. Mayo, and I want to express my appreciation for the encouragement he gave me then, and which, I believe, led others on to join in the effort, which I was trying to bring about for the benefit of the drug trade of the country. I am sure that there is in the mind of none of you a doubt, but that such a cooperative effort as here presented can be brought to be for the best interest of the drug trade of this country; something that will be distinctly their own. I believe in all Cooperative enterprises, and the fundamental basis upon which they should be built, is quality. Quality with which no one can compete. In this case, it is a field which, because of the monopolistic tendencies, of the branches of the Tobacco Trade, can be made to benefit the retail drug trade in so many ways, and particularly by making a distinction between the class of goods that they would sell, and the class of goods in the ordinary Cigar Store, and in the United Cigar Stores Stands, which are being distributed throughout the country, and which will not be stopped by any decision of the Supreme Court. Therefore, there is here an opportunity for the retail druggists to secure something unto themselves which will be their own, and which as stated, should be built up on quality.

"I have not the least doubt at all but that this enterprise can be built, and made successful from the start. I only want to suggest to Mr. Berger; with reference to it, and I believe really that because of my experience in that connection, I have a little right to give the expression that I am about to make: If the enterprise is to be carried on, it should be by men, directing it, who will really direct and control the enterprise, so that it will never be in the hands of one man or one set of men, but so that it will truly continue to be a Cooperative enterprise of the retail drug trade of this country. There isn't any trouble at all, to secure that feature, and having secured that feature, I feel that there is not a man in this country now engaged in the drug trade, who should not want to invest a little in such a laudable enterprise."

KNOWING ONE'S STOCK.

Not only the manager, but all employed in a store should know the exact location of the stock. This should be learned so thoroughly that a manager or any one connected with a store should be able to place a hand on any line of goods asked for without the slightest hesitation. Few things create a more unfavorable impression in the mind of the average customer than to have a man behind the counter start out searching expeditions among the shelves and drawers for some particular article that is asked for though it may not be an every day staple. It means much to the reputation of the store if a customer may walk in and call for something a little out of the ordinary; then walk out with the article asked for without any delay. The store that is so stocked that every clerk can immediately place his hand on anything in the stock has a marked advantage over the store where the clerks have to stop and think before they can deliver the article asked for.—*Western Druggist*.