

his sweetness of disposition, and his charity for those who differed with him. Yet he did so, and never, to my knowledge, said an abusive word in return. He firmly maintained his stand in favor of American medicine, the American materia medica, and medical liberty for Americans.

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#### RECOGNIZING CUSTOMERS.

A successful cigar dealer, writing recently of his own methods in the Chicago Tribune, ascribed the remarkable growth of his business in great measure to one little detail of business policy.

"At thirty-eight," he said, "I am the owner of a string of fifteen cigar stores, every one of which is making money. I have my good home and a motor car and a mighty nice income—and I owe most of it to one little detail I determined on when I first started business and to which I have adhered ever since.

"Eight years ago I started in the cigar store business. Before that time I had been a clerk, saving a little out of my wages every week against the time when I could start in for myself, and learning everything I possibly could about the business. I had studied the ways of customers, their likes and their dislikes—and I had discovered one great fact; the usual customer, when he enters a cigar store, likes to be known. He likes to be called by his name. Flattery, it is true, but all men are susceptible to it.

"Therefore, when I went into business I made up my mind that no man was going to come into my store the second time without my knowing his name. I tried the rule and I found it aided me. When I saw that some man was coming to my store two or three times in succession I made it a point to find out his name. Sometimes it meant a little expense and a good deal of trouble, but I did it just the same. And the next time he came I called him by his name and greeted him. I could see that the trouble I had taken pleased. It flattered the man to know that I was interested in him enough to want to know his name, and soon, instead of being just a casual customer, he became a real one. More than that, he became a friend of mine and booster for my business. The result was that when he saw a chance to send trade my way he did it. And as soon as that trade came I found out the name of the new man and used it to advantage."

—Western Druggist.