

contemplating a cut in price. A window sends the message, the purchaser interprets it, and the druggist delivers it. That's the system. "System" is the word in the world of business-getters today, and the druggist who is content to sit idly by with his hands folded, complacently waiting for the people to come in to deposit their money with him, is wrong. He is the druggist who will barely exist, or else fail altogether. Such a druggist is wasting his time, and the sooner he finds it out and improves himself, or steps down and out and gives the other fellow a chance, the better off he will be, as interest on money sometimes fails, and at that is a poor excuse for neglect of business.

Before closing there is one item I have overlooked, that comes to my mind, which, however, seems hardly necessary to mention, and that is light. Light in a window is, of course, the main attraction. Use light and lots of it. As moths are attracted by the flame, so are the people attracted by light. Light effects in windows are attractive and easily produced. In a window with lights running around the edge, very pretty light effects are produced by tying squares of colored crepe, alternating the colors, such as purple and gold, or green and red in the Xmas season. This scheme has a very good

effect and will serve to catch the eye whether the individual has time to spare or is hurrying to catch a train. Well lighted windows mean well-lit stores, and well-lit stores mean prosperous stores, and prosperous stores mean new business, satisfied customers and prosperity. Do you see it? It's easy to understand.

The druggist who dresses his windows today is the one who has judgment, good judgment, and uses it; has common sense and employs it, and last but not least, has good business ability and ideas and profits by them. Be up-to-date. The druggist today who is up-to-date, or at least who is thought to be, gets the money, and that, I believe, is one of the main reasons, if not the main one, why he is in business.

I hope this paper has been of benefit to a few or has instilled new thoughts or ideas into the indifferent, but whether you are good, bad or indifferent, you had better get in the band-wagon today and "dress your windows." There is so much to be said and done and so much that can be done that is inexpressible that I will have to leave off and beg to be excused from the floor, hoping that the many points that I have omitted will be brought out in the discussion.

CREDITS AND COLLECTIONS.

This is a good time of year to think about credits. In fact, any time of year is just splendid to think about credits, for like the poor they are always with us. You fellows with definitely formulated retailing policies have already done it, but you might be surprised to learn how many of the brethren just plod along and try to think of the right thing to do when the question comes up. They are easy-going souls who like their neighbors and don't want to have trouble. I used to number among my acquaintances a brindle pup of just that easy-going disposition. He slipped along without ever asserting himself, wagged his tail when kicked at, and seemed to try to apologize when he got stepped on. He was a nice dog in some ways and a good friend; but I always felt I should respect him more and take greater account of him in my calculations if he'd get his bristles up a little. The fellow who tries to get along with the least trouble and yields his business or his moral principles rather than risk giving offense is inviting trouble to hit him right in the eye. It's a pretty good thing to think carefully about what ought to be done in a given case before the case arises. Then when it does come a fellow has something to fall back on.—*Western Druggist*.