

Section on Commercial Interests

Papers Presented at the Sixty-Second Annual Convention

HIGH GRADE CANDY: AS A SIDE LINE OF THE RETAIL DRUGGIST.

J. W. PEYTON.

In these days the patient who is really sick is hurried off to the sanitarium or hospital, where every thing is furnished the patient, and our business suffers thereby.

Department stores are taking a large share of the toilet-article and drug-sundry business and the price-cutter is found on nearly every hand. It's up to us to hustle other lines to make up the loss.

Then the cost of doing business is increasing all the time. Clerks must have more money to meet the high cost of living and the landlord wants more rent. More goods must be sold to meet this increase.

I know of no more attractive or profitable side than high-grade candy in attractive packages.

The first consideration is the brand to handle. Of course, any one already in the game has his own pet brand, but it is only fair to state that there are many good ones.

The one best known in your community, every thing else being equal, is the one to handle, if it can be had.

However, if your competitor has this one don't feel badly, for with any good candy and plenty of hard work you will be sure to get your share of the business. Right here I might add that the candy business is growing very rapidly and there seems to be no limit to its possibilities.

The experience of the writer was to take a comparatively unknown brand, selling at that time for 60 cents the pound retail, changed in a few months to 80 cents, and for a long time nearly every customer would say, "I won't pay you 80 cents; I will go to Blank's and get Blank's at 80 cents." (He carried a well-known brand.)

By the methods I will now take up in detail we made ours the best-known brand in this community.

Now for sale methods and publicity. Keep your candy well displayed in a nice candy case, and if in the summer, in a candy-refrigerator case. Have the case located in a prominent part of the store, near the door, if possible, so that every customer will see it coming in and going out. Keep a complete assortment of packages and keep them well displayed. Have plenty of signs telling both of quality and freshness.

If in summer, and kept in a refrigerator case, lay great stress on this fact. The

fresh story must be one of actual fact, as success depends greatly on always offering fresh goods. Far better lose some candy occasionally than sell stale candy. However hard you may try, a stale box may get out at some time, and when this occurs make it good with a fresh one without a word, unless it is to say that it affords you pleasure to adjust the matter in this way. In most cases the manufacturer will make this good.

Make orders small and often in the hot season and always by express. It is a find ad. to have a customer call for a certain package and find it out of stock, for in this way as in no other can you convince him you actually sell fresh candy. When a shipment is received take every package out of the case and put it in the case in such a way that the candy on hand will be sure to be passed out first. With this method there is practically no chance for stale candy. The brand we handle always comes by express, even in December, when the shipment amounts to more than two tons.

The fact that the goods come in original packages prevents any loss of weight and enables you to tell just what you make on the line.

Advertising.—We advertise in almost every conceivable way,—in the daily papers, writing our own copy and use frequently that furnished by the manufacturer; with signs on the store wall and on the show window; on our statement heads and the C. O. D. slips we send out, and in the theater program. Several times a year we make special candy windows, two of which we try to make especially attractive,—Christmas and Easter. We received the prize offered by our candy people for the most attractive Easter window.

One of our most successful methods has been to have a letter gotten out whenever a new and attractive package came out, telling the people that we would have a supply of this new candy on sale on the following Saturday.

For this we would get up a list of the people whom we know are either buyers of high-priced candy or should be, and have the manufacturer mail the letter mentioned above so as to be received not later than Friday. Be sure to have him say you will deliver the package if not convenient to call in person.

This letter has never failed to sell every package ordered for us.

Sending out a personal representative to solicit orders at such times as St. Valentine's Day, Easter or Christmas has been a great success. We have him call on all society people and on all firms and corporations, and from the firms and corporations we get some very large orders for the people they want to remember in a small way.

From the society people we get orders in advance for the handsomer holiday packages and many times orders for these are received after they are sold.

Many times when the order is not secured at the time the party will get an unexpected gift on Christmas morning and something must be done at once, and what is better on the spur of the moment than candy, so we get the order. In fact, we frequently carry an ad. on Christmas morning to this effect. Don't be afraid to suggest large packages as many times a one-pound buyer can be changed to a five or a three.

At certain times our two-pound sales nearly equal our one-pound sales. Buy-

ers of this candy are splendid customers in other lines and many of our best ones started in this way.

From a business of practically nothing in 1906 to nearly \$10,000 in 1913 and 1914 showing a healthy gain over 1913 is what the methods outlined have done for my firm.

From this you can easily see why I am enthusiastic over candy as a side line. I am anxious to do more and welcome any criticism or new ideas you may offer. I thank you.

To-day I find nearly as much candy sold at \$1.00 a pound as is sold at 80 cents.

CALENDARS AS AN ADVERTISING MEDIUM FOR RETAIL PHARMACISTS.

FRANKLIN M. APPLE, PHAR. D.

Business has been designated by some authors to be a *friendly* warfare, but the conditions that confront us to-day in mercantile transactions force us to believe that it can be more appropriately termed *fierce* warfare for the almighty dollar.

It is almost obligatory that merchants resort to some form of advertising in order to give due publicity to their establishments and wares. Incidentally it may be stated that many professional men are not averse to having the attention of the public directed to their talents by divers methods other than the usual manner of attracting the notice of the public, demonstrating an universally acknowledged necessity for advertising of some character or description, in accordance with one's code of ethics or business principles.

A great multiplicity of mediums for giving publicity to one's wares and mental equipment are available to-day, and one is frequently perplexed when endeavoring to arrive at a decision as to the most appropriate and the most effective one to employ—taking into consideration the very vital question of cost of said form of publicity.

Having experimented with various advertising mediums years ago, I found that calendars gave me the most desirable and effective method of appealing in a dignified manner to my neighbors for their support and patronage.

Calendars have the advantage of being up-to-date each day of the entire year, making a daily appeal for the consideration of those who may gaze upon them, and we well know that no home is too humble or too aristocratic to welcome the presence of a fitting, valuable and attractive calendar of proper size and color, clearly printed.

You will kindly observe that I have stated several qualifications for the model calendar, all of which I deem essential to its effectiveness, through continued use in the homes of one's patrons.

The size I have chosen (5½ in. x 9 in.) is one that can with propriety and pleas-