

\$10 each. The cost of a first-class orchard outfit should not exceed \$25. Some kinds, in fact, may be fitted up for \$10 or \$12.

There are many farmers and many others who grow a miscellaneous line of fruits, such as a few grapes, pears, apples, etc.; in such cases it is desirable to have an inexpensive and effective apparatus that will answer for the various crops. The hand-pump which consists of a small force pump provided with a long piece of discharge hose and a cyclone nozzle. The whole outfit can be purchased and put together for \$5, and will be found in every way superior to the many forms of syringes on the market. The pump is strong and durable and although small, it will throw a solid stream, the size of a lead pencil, for more than thirty feet. It may be used for trees of all kinds, as well as for vines and low growing crops.

I have clearly shown the preparation, use and cost of some of the most important insecticides. We know that insects do untold damage to the fruit and vegetable crops of practically every farmer in the country. Having shown that the cost is practically nothing and if insecticides are used they will save the farmers of the country a vast amount of money each year, it clearly follows that insecticides should be put within the reach of every farmer, and it seems to me that the druggists as a side-line and almost a part of his business is the one man above all others to supply this vitally needed remedy for the farmer. This naturally falls within the scope of the druggist and if he will avail himself of the opportunity of thus aiding the agriculturist, he will receive an abundant return.

THE ADVERTISING METHODS I USE.

HAROLD N. BRUUN.

It has been said, "the merchant or manufacturer who fails to advertise is very much like the bashful beau who throws his best girl silent kisses in the dark. He may know what he is doing, but no one else does." To know what one is doing is necessary, but to know why one is doing a certain thing, is of great importance.

In discussing my advertising methods, I will not dwell long upon the methods themselves as they are neither new nor original, but will endeavor to tell you my reasons for using them, which I believe will be of more interest to you.

I am located in a foreign neighborhood in a large city. A large percentage of my customers are illiterate. They are working people, employed in shops, factories and in heavy work. The average income of the family, according to J. W. Jenks and W. J. Lauck, in "*The Immigration Problem in the United States*," is about eight hundred dollars a year. Their needs are simple.

The Problem.—What kind of goods are these people using now? What class of goods do they not use, but should use? How can I command their attention and interest them in my wares?

The Drug Store Paper.—This I use for the following reasons: The children of the foreigner attend school and the older people are eager to advance their

knowledge of the English language. These people do not subscribe for magazines and will more carefully peruse the drug-store paper, than the average American who devotes his time to reading the weekly or monthly publications containing stories by highly paid authors.

Window Displays:—These that attract attention require considerable thought and study. The average person goes along engrossed with his own thoughts and it takes something unusual to divert his mind from himself to the windows. We spend considerable time on this feature of our advertising.

Gifts:—At regular intervals we give away, with every purchase of twenty-five cents or over, a gift of some sort, usually a small bottle of perfume. This creates a feeling of friendliness and good-will.

Personal Advertising:—The biggest factor in dealing with this class, is what I would term, personal advertising. By this I mean the treatment of the customer while in the store. People who are ignorant and often poorly-clad, seldom receive courteous attention, therefore they appreciate it all the more when they do. We try to make our customers feel at home and treat them with consideration. I have impressed upon my clerks, that it is the customer who pays their salaries, the rent and my profits.

Special Methods:—One of the things my customers need, but few use, is a good tooth brush and a tooth powder. To acquaint them with their needs in this direction, I have printed small slips of paper in three languages, English, Polish and Italian. I dwell upon the necessity of keeping the teeth clean in order to preserve them, and save dental bills. By this means I am rendering them a real service and at the same time promoting the sale of my goods.

I believe in specializing on one preparation or product. In having something a little better than any one else, if possible. I give special care to the handling of cod liver oil, importing it direct from Norway. I see to it that it is always fresh and sweet. This I advertise as a leader, not in price but in quality, in the Scandinavian papers.

As you see my methods are neither new or startling, but I trust that my paper will be of interest to those engaged in the drug business under similar conditions, or to those engaged in the drug business under different conditions who have made a study of their possibilities.

WHAT IS YOUR BEST PAYING SIDE LINE?

FRANK RICHARDSON.

My best paying side line was for a long time taken as a matter of course and not much attention paid to it.

But after a time my attention was called to the possibilities in the cigar department, and I began to take notice, purchased a first class case with lots of moistening surface and a hygrometer, to keep me informed as to the condition of the atmosphere in the case.

Care was taken in selecting first-class brands at the various prices, and then we got behind the goods and began to "boost."