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A THOROUGHLY RESPECTABLE ENTERPRISE.

Prescott R. Loveland of Ridgewood, N. J., in a paper of above title read before the Section on Commercial Interests at the Asheville A. Ph. A. meeting, described his home town as a "commuters' town" of less than ten thousand people and located in the metropolitan district. The citizens are principally American born, no mill workers or factory hands—none of them wealthy, some well-to-do, and all of them fairly well educated. These points were brought into the paper so as to account for his success in the "Respectable Enterprise."

The contributor gave his objections to many of the numerous side-lines in drug stores and commended a book department as a source of revenue and a side-line that will attract good patronage. Mr. Loveland had given the subject some consideration, but it was not until after a discussion of sales methods, the kind and quality of books to be stocked—with a friend who represented publishers and dealers in books—that he decided on the venture. Evidently his understanding of prices was not in agreement with the salesman, but he had left the selection to him. When the books came, the prices were far above what had been expected, but he was persuaded to promote the sale of them and found to his surprise that the very books, those of better binding and higher in price, were the best sellers. This department has grown satisfactorily and the further points presented by the author are—that advertising helps to sell books and attract trade; books bring in the kind of customers who give their time to the reading of them—there is a distinctive relation; as with all other items, a knowledge of articles to be sold is of value in making sales and customers.