

SELLING YOUR OWN PREPARATIONS.*

BY F. W. CONNOLLY.

Salesmanship is such an important factor in the consideration of the subject before us, "Your own non-secrets as compared with other lines," that I shall ask your indulgence for one or two illustrations before concluding my paper.

Like all questions, there are two sides to it, each possessing its advantages.

The ready-made line economizes time and original investment, also whatever advertising may accrue to them by being handled in other stores.

These apparent advantages are offset by a good profit to the manufacturer; your store and energy devoted to building a business for the aforesaid manufacturer, and your protection is insured only by a bond or an agreement, with damages if broken.

On the other hand, our own preparations afford an opportunity for individuality and excellence, both of which should be improved to the fullest extent. By so doing we are constantly building a reputation for ourselves, instead of developing an adversary to bind us hand and foot at some subsequent period.

The perfecting of a preparation of our own is a delight to the man who loves his business. A line of such good preparations assists our business directly and indirectly.

Our initial investment is greater, but we will save from one hundred to two hundred percent on manufacturers' prices.

The store can recommend with more confidence goods which they know all about than they can goods which can be changed at the will of the manufacturer.

Have all preparations bearing your name of such high efficiency that it will be difficult to substitute against them.

Have the appearance of both the preparation and the package or container such as will appeal to a customer.

Your guarantee of satisfaction should enable you to make sales in most instances.

Have several preparations of the good sellers. We have a "Little Folks' Cough Syrup" for children, and four others, besides our emulsions; some contain both chloroform and an opiate, others have neither of the above, and we try to assist a customer to select from our line, instead of comparing our one kind *versus* the one advertised in the newspaper. Our smallest bottle, which we guarantee, sells for fifty cents.

The suggestion "take both" often sells our preparation as well as the advertised article and has the advantage of the customer having what he went after, and if you recommend trying yours first and if it proves effective tell the customer that you will be glad to return the price paid for the other (which you probably sold at the wholesale price).

We sold both toothache drops and toothache gum to so many persons that we were ashamed of ourselves, as we knew that either one would probably relieve the pain, so we prepared a toothache jelly, two drachms to sell for twenty-five cents, and it frequently sells against the ten-cent drops or gum.

Considerable business can be done by having one preparation where there is

a limited demand, such as a canker cure for thirty-five cents, a gargle for the same price, a black-eye remedy, etc.

In ointments, however, we have three of our own adapted for various conditions.

It is pleasant and profitable to sell your own goods.

It is the process which develops a Hudnut and Grove and many others.

Note the long list of drug preparations which require to be physiologically tested.

The Stevens bill will help the advertised goods, as druggists will not be so particular to replace them when they show a profit.

INEFFICIENT EFFICIENCY.

Efficiency experts are telling manufacturers, merchants and railroad operators that they display business efficiency of only fifty to seventy-five percent. Their criticisms are absurd in the light of the experience of New York City. What manufacturer or contractor, though only fifty percent efficient in his methods, would neglect to provide for the prompt payment of casual labor? The city of New York has been bossed for several years by the most noted efficiency experts in the country, but they have been unable to devise a means of paying casual laborers for shovelling snow.

It is always a source of wonder why professors of economics and other efficiency experts do not become rich, but the man who writes books and magazine articles on making money seldom makes much. When an efficiency expert tries to run a factory he usually strangles it with red tape. He tries to account for everything and it usually costs more to prevent waste than the loss would amount to in practice. Efficiency experts are useful in their proper sphere. An outsider often sees leaks which those who have fallen into a rut do not suspect.

Every business man whose affairs are complicated or large should periodically have his plant, his stock and his system inspected by an outsider. The bank with which he does business often has a man well fitted to advise. He should also have his books audited regularly by a skilled accountant. Neither the accountant nor the efficiency expert is likely to possess the broad view and other qualities that go to make a man successful in business, but they can help the business man just as good tools assist a mechanic. It is an old saying that successful men make mistakes and those who do not make any keep books for them. The efficiency expert or trained accountant holds up his hands in horror when the boss puts money in his pocket to pay off casual labor before the accounts are audited. New York City cannot clean its streets of snow because its efficiency experts insist on paying casual labor after auditing the pay roll—and after the men have starved.—*New York Commercial*.