

# YOUNG PHARMACIST MAKING A SUCCESS

How Live, Up-to-Date Business  
Methods Won Out for One  
Superior Firm.

When I was working in a Tower avenue drug store, people laughed at me when I spoke my belief that an up-to-date drug store would flourish on a street off Tower avenue, if conducted on new methods of doing drug business. They told me that not only would it not do on a side street but it would ruin the business on the best corner on Tower avenue. They, being in the drug business, ought to know; but, nevertheless, having a fixed idea, I determined to carry it out.

My idea was to obtain a store; a corner one if possible, on Fifth street, and instead of catering much to transient trade, to obtain customers and by right goods, and right prices, hold them! I knew that if my idea could be carried out, that if people could only be induced to come into my store once they would come again and again. The place I obtained is on the corner of Fifth street and Ogden avenue and I am proud of the roominess and cheerful look of the store. It was no easy matter to get things started, but I determined before I began that I would have everything up to date or not at all. But when all my fixtures and stock were in, the looks of the place repaid me for all the trouble and expense I had gone to to make my place the most attractive in the city. After having the store shining with bright floor show cases, an illuminated marble fountain, and a stock of the best drugs on the market, my problem was to get people to come and get acquainted and see for themselves the advantage of trading where they can obtain what they want and not be overcharged.

I early adopted a policy and have stuck to it since, to give my customers the benefit of my rent saving in being off Tower avenue. I also reasoned out that by cutting my profit in half I would get people to come from longer distance and thus keep goods moving off the shelves, have more money to discount my bills and most important of all make friends of people who do not like to be "held up" when they have a prescription to fill or other goods to buy, that can not be obtained at the department stores. I also figured that in this manner I would get the confidence of the people and thus sell many articles outside of drugs, which do not amount to much money, but help keep the "pot boiling" when sold extensively. My idea all along was that confidence is the main thing in business success. And the result of my inventory after eight months in business, plainly bears me out that I was right.

To introduce people to my store I gave a grand opening May 1. I made many friends who have not deserted me since; nor have the large number of others who have become acquainted with me since and who appreciate a square deal. I meet customers person-

ally and when better acquainted can cater to individual wants in a strictly confidential manner. The telephone system in my store is the quickest in town to get deliveries started, as promptness is another hobby of mine. The store is well lighted and gives quite a metropolitan appearance to the corner of Fifth and Ogden. I am saying the above in all sincerity, as I have made my investment to stay and in order to do it I must carry my policy out to the letter in order to keep the friends I have made and to get as many new ones as I expect in 1913. My only hope and desire has been not to use discrimination, and that no one that has traded here should regret it.

A. B. AVERBOOK,  
Proprietor of Abby's Pharmacy, corner Fifth and Ogden avenue, Superior, Wis.