

## WHEN CHEMISTS PROCESSED YOUR SNAPS

The product range of your local chemist has changed in many ways over the years.

19-23, The Corso, now occupied by the Manly Beach Pharmacy, has had a chemist's shop on the site for over 100 years.

Charles J Carroll opened his pharmacy in 1896. His advertisement in the Australian Town and Country Journal stated that Mr Carroll as well as being a skilled druggist, was also a mechanical dentist. In the 1 February 1909 edition of the Manly Daily, Mr Carroll proclaimed that there was an American soda fountain on the premises ( "All Thirsts are Quenched " ).

However Mr Carroll sold the business during WW1 to W G Fegent Ltd. and the range of products and services changed again. The chemist had become the venue to have your photographs developed. A Photographers Wallet accompanied the photographs as they were delivered back to the excited customer. You may note that Mr Carroll's reputation was such, that despite him selling the business the trade name was proudly detailed on the front of the wallet.

Inside the wallet, there was further promotion of the goods and services available. "We have a complete stock of exclusive Perfumes and Toilet Requisites."

"We specialise in Amateur Enlarging" was detailed inside the wallet as well as the promotion of a whole range of albums at various prices.

"We Have: Stationery, Sweets and an Up-to-date Lending and Circulating Library"

The Manly Beach Pharmacy has ably continued on the tradition at 19-23, The Corso, but the photographs are a thing of the past as is the lending library and soda fountain.

The major change has been the Dispensary, which from the late 1930s has become the hallmark of a professional chemist and the movement away from general merchandise more akin to a general store.