

Vermont.—The annual meeting of the Board was held at the State House, Montpelier, on February 1st. The following officers were reelected for the coming year: *President*, Fred W. Churchill; *Secretary*, Fred D. Pierce; *Treasurer*, Harris W. Alexander.

An examination was held at that time and eight out of the twenty-one candidates who appeared passed.

Secretary Pierce has been spending the last two months at his winter home in Oneco, Florida, and Ralph C. Root of Brattleboro has been serving as Acting Secretary.

Virginia.—The annual meeting of the Board of Pharmacy was held at Richmond on April 24th, but the results of the election were not received at the time of going to press.

The Spring examination will be held in June this year, exact date to be announced later.

W. L. Lyle, of Bedford, was re-appointed to the Board for a term of five years dating from March 1, 1928. Mr. Lyle is at present Vice-President and Chairman of N. A. B. P. District 5.

Wisconsin.—The Board concluded its examination on April 21st, with 55 out of 210 candidates passing. Seventeen of these passed the examination for full registration and thirty-eight passed as "assistants."

The next meeting will be held in Madison on Monday, July 16th, and all applications must be in the hands of the Secretary on or before July 6, 1928.

The following officers were elected at the annual meeting: *President*, Edwin J. Boberg of Eau Claire; *Secretary*, Henry G. Ruenzel of Milwaukee.

ADVERTISING A NEIGHBORHOOD RETAIL DRUG STORE.*

BY W. H. LAMONT.

Advertising is the greatest force in American business life.

President Coolidge said in an address before the American Association of Advertising Agencies, "Advertising is the life of trade and the foundation for enlarged production."

In our own language, advertising is the I. Q. & S., the Syrup of Hypophosphites Compound, to a declining or stationary business. It's the Malted Milk to the infant industry. It's the Castor Oil to the wheels of commerce that drive big business along the highway of progress.

Advertising is as flexible in its adjustments to meet the needs of all classes of merchants as is electricity in the mechanical world. That wonderful force can be harnessed up to move the wheels of the giant rock crusher or speed the purring motor or the barber's hair clipper. Advertising can be made to fit the demands of the million-dollar concern or the corner drug store.

The retail drug store affords a greater variety of methods of advertising than any other business. It has more avenues of reaching its trade, and gives one more opportunities of making the appeal to buy. The retail druggist can reach the whole family; he has something to sell the baby and the grandfather, the young and the old, the rich and the poor. Every man, woman and child is a potential drug store customer, and all you have to do is to cultivate the customer.

BUT, HOW? THAT'S THE GREAT QUESTION.

Of course when you say "Advertising" you immediately visualize the newspaper. You know and I know that the world believes that the newspaper is the most productive medium in the world. It reaches the masses, and your message can be changed for every issue.

* Section on Commercial Interests, A. Ph. A., St. Louis meeting, 1927.

But, there's the cost. It is prohibitive and out of the question for the neighborhood drug store. It has been tried time and again and usually without gain—because your limited territory is only partially covered by the big daily paper and not every one who buys a newspaper reads the “ads.” It is estimated that 25% of the newspaper readers read the ads and 10% of the 25% buy.

We had a store in a residential district of St. Louis whose progress was not satisfactory to the owner, and he ran a half-page in one of the big dailies at a cost of about \$450.00. He followed the down prices; in some instances he was a cent or two lower; in four specific cases, below cost. The net increase in business for the three sale days was less than \$50.00 a day. He spent \$450.00 to increase his business \$150.00 in three days, and committed the crime of selling goods below cost.

It is a crime to sell goods below cost. It demoralizes trade—inspires the customer's mind with that old skeleton in the closet “those drug store profits”—and it's terribly hard on the bank account. When a druggist spends his good money to advertise that he is giving away his profits, he is a fit candidate for some sanitarium where they treat the feeble-minded.

When a retail druggist tries to ape the chain store—the cutter—the big downtown store idea of using the nationally known items as a bait to draw the customer in and depending upon the high-powered switch-sale artist to convert the call for the well-known Home Remedy as a “Come on” at cost price to his controlled line unless he is fortified with all the superlative salesmanship of the front-end man, he will soon be standing off the jobber.

YOU MUST ADVERTISE—THE BUSINESS WORLD TO-DAY DEMANDS IT.

Advertising does not consist solely of newspaper copy. “Printer's Ink,” while it is the accepted weapon of the Ad man, is not the one and only method. Just remember that advertising does not consist only of printed matter and printed matter is not always good advertising. A goodly portion of printed messages is—*Sadvertising*.

Sad because it tells the story poorly, and
 Sad because it does not produce, and
 Sad because it lists a few “bargain-hunter” prices without any relation to season or sale and uses the “time-worn hackneyed phrases” where one-time value has been destroyed by constant usage.

LET US LIST A FEW OF THE MOST PRODUCTIVE ADVERTISING PLANS.

First comes Printer's Ink. That includes Newspapers, Magazines, Circulars, Booklets, Leaflets, Folders, Letters, Cards and all forms of direct-by-mail advertising.

Second—your Show Window—one of the greatest assets and yet the most abused. Do you know that the Woolworth Company does not spend one cent in newspaper advertising—But look at their windows! The windows sell the goods, and there isn't a druggist in this room who is unable to arrange a window display that will help pay for that most valuable front-end space.

My continual contact with the retail drug trade gives me a wonderful opportunity for observation and study. Just a few weeks ago a large mid-city store

had a tooth-paste display in the front window and the proprietor was asked to keep a record of the daily sales of the item. The week totaled 18 tubes that could be traced to the window, and—it was sold at 33c and the profit *did not pay for the light*. After some persuasion he had his clerk put in the window one case of Alarm Clocks and a pyramid of Creolyptus, a cough remedy, with a sign:

It's time to take Creolyptus
The Clocks are \$1.19.

Each clock was running and the alarm set on each clock fifteen minutes apart. Did the window pay? He sold 3 cases of Alarm Clocks and 49 bottles of Creolyptus! That druggist to-day is making his windows do the work intended.

Third—Service: Not the cringing servile service. Not the public-door-mat kind—but real, dignified service—Intelligent selling—Prompt delivery—Perfect workmanship.

Fourth—Courtesy:

One of the sweetest and most trade-pulling attributes in a merchant or his clerk is courtesy. Even in these days of equal suffrage, sex equality, the polite clerk, the suave, attentive merchant is the man who is talked about most favorably in the homes. When you can get your customers extolling your courtesy, your manners, your good treatment, you have arrived, and dull times, a Wall Street panic, a chain store, will not relieve you of a single customer. Courtesy must be genuine, must be uniform and regular; and then it will return big dividends.

Just a few months ago a chain store opened a beautiful store in one of the business sections of South St. Louis and on the opening day gave away a well-filled bag of samples. The store was crowded. It seemed as if every one in South St. Louis was on Cherokee Street that day. Some time later I had occasion to visit a family of German people who lived in the neighborhood and made inquiry as to how they liked the new store.

The mother replied, "Oh, well, we went after the samples, but we trade at Graul's. He is so nice, and we know him."

That's the keynote. Know your trade. Attend to your business. Quit worrying about the chain store and Advertise, and your business will grow.

Fifth—Cleanliness:

The first duty of a retail druggist is to keep his store clean and be well groomed himself. I do not intend to convey the idea that a man must be a fashion plate. However poor he may be, he doesn't have to allow his finger nails to go in mourning for the patch on his trousers.

Clean linen—clean hands and face—from the porter to the proprietor—is a mark of good store keeping.

Halitosis isn't one-two-three with a Jimmy pipe breath.

A clean mind, a clean body, a clean store will make a clean sweep of the good trade in your neighborhood.

Sixth—Knowledge of your business:

Know thy business, and know it well. That certificate on the wall isn't a stop signal for you to quit reading. It's the pass word to future study. Keep posted! Read your drug journals. Be ready to tell the doctor about the new things in medicine and pharmacy. And, you'll make more money if you'll pay

as much attention to the patent medicine ads as you do to Babe Ruth's batting average.

Be just one step ahead of the customers; and you'll serve your pocket book a good turn to stock $1/12$ dozen, because you can bet your bottom dollar that if it's advertised in the daily paper some one is going to want it, and you, the progressive, up-to-date pharmacist should build up a reputation of "We've got the goods."

Seventh—Floor-case display:

If you dress your show windows in lavish style, follow the decorative idea clear through the store; don't have a Queen Anne front and a Mary Ann back. Dress your show cases with the same care as you handle your windows, and let a *price ticket* adorn the package displayed.

Eighth—Novelty advertising:

Consists of any fair, honest and legitimate trade-building plan. This is indulged in by many of our druggists to their profit and satisfaction.

Now, there are the "8" methods of advertising, and that isn't all. I've hardly scratched the surface.

Let us return for a moment only to Printer's Ink. When you "Advertise," advertise over your own name; create a personal identity; build up a real asset. Let it be "Jones," "Brown," or "Smith." Cut out the "City," "Palace," or "People's" Drug Store.

The Big Daily is within your reach. The New Orleans retail druggists put on a "Truth Campaign." One hundred retail druggists bought a full page and ran some excellent copy in the center of the page, and the 100 druggists had their names and addresses bordered around the sheet. Louisville, Kentucky, tried the same method, and it went over. The time isn't far distant when the druggists of a community, of a city, are going to take up collective advertising and advertise the profession.

Here Mr. Lamont displayed a copy of a Kansas City newspaper running some very good institutional advertising, asking the public to look for the sign of the association on the window. This sign was a safeguard to purity of drugs, accuracy of workmanship, and carried the names and addresses of 250 real druggists.

This ad was followed up with equally good smaller copy; and I tell you, gentlemen, it made some pretty hard sledding for some of the stores owned and conducted for other than the drug business.

If you can't use the Big Daily, take the Neighborhood Association Paper. This sheet reaches about 10,000 people, and this particular ad, at a cost of \$50.00 for one-half page, sold of this line alone over \$400.00 worth of goods and brought a daily increase in other departments of \$25.00 per day.

Here a copy of the Neighborhood News, published by the 39th Street Business Men's Association, was shown.

If you haven't a Neighborhood paper, organize a Business Men's Association and get a paper. Until then, try the Merchants' Mutual idea.

About two years ago this live young druggist opened a drug store in one of our new sub-divisions; and he realized that, with the scarcity of population, he could not afford to pay the entire cost of getting out his message. So he went to the

grocer, the dry goods store, the hardware merchant and suggested a monthly four-page ad. Each party to pay his monthly *pro rata*. Well, it went over big. Increased his and his friends' business, and cost each man about \$15.00. The idea is continued.

If you are unable to interest your neighbors, then go to it alone. Get out a circular at regular intervals. *But*, now begin to be careful. When you write your circular ad or direct-by-mail ad, write it with care. If you were going hunting, you wouldn't use a steel-nosed bullet if you were shooting rabbits, would you?

So, when you advertise, use the correct calibre of English. Don't shoot over the heads of your hoped-for customers. The great middle class like to be talked to in language they can understand. They will not read your stuff if they are compelled to carry a dictionary. Don't use the words, "a most potent remedy recommended by the best practitioners,"—etc., when the words, "a good medicine," will do. Don't overload your ads with a lot of flowery English. Stick to one- and two-syllable words. Don't say "Tremendous," if you mean "Big;" and don't talk about a "Stupendous Sale" in a 2 x 4 drug store. Plain words suit plain people and incidentally are understood by people of culture.

Get a little color in your ads. It will cost more, but it is worth more. Here are two circulars, used in practically the same class of neighborhood, and the red headline procured 35% more business. If you do not care to burden yourself with the cost of two runs through the press to get the two-color job, try using a colored paper. You must get the attention, and a black on white circular is so common that it doesn't get the attention all the time. Here is a nice example of the colored paper effort.

A circular printed on pink paper, another on blue and one on green was offered and some comment made as to type arrangement.

This druggist found by using a paper that could not be crumpled up easily he secured more returns and his increased business more than offset the slight increase in paper cost.

Mr. Lamont held up a 10 x 12 sales circular printed on post-card stock, an idea of O. E. Teuteberg, one of the most enthusiastic and regular advertisers in St. Louis. As a result of his advertising he has built a highly profitable business in a workingmen's neighborhood.

If you don't want to pay the printer, do like G. A. Garver of Strasburg, Ohio, a little town of 1000, about 18 miles from Canton, Ohio. He bought an old press and a lot of type and began, in a crude way, to send out circulars. Then he built up a mailing list; and with a constant improvement in his printed message, is doing a business in his town of 1000 that would make some Broadway merchants sit up and take notice.

Roy Coffin, of Dallas, has a store called the "Midway Pharmacy." He specializes on a letter to every newcomer in the neighborhood. It goes out under a two-cent stamp, and Mr. Coffin tells the world it pays.

Otto Cloud of Macy, Indiana, keeps in such close touch with his home town folks through his card system that he sends out a Birthday Card on the right date to each of his townspeople. If it's a birth, it's a Stork Card. If it's a death, it's a letter of sympathy. And, from the publication of a monthly circular

that carries a few personal items, there has grown a little house organ that is the source of news for the community. Mr. Cloud's yearly profit is growing with his increasing popularity.

M. A. Warner of El Paso, always doing something unusual—and, by the way, a real merchant and real druggist—ran a series of ads in the El Paso papers advertising—What? Not patent medicines—Not free souvenirs—Not straight ten-centers at four for a quarter—But, His Prescription Department, headed “Little Talks about the Drug Business.” They were talks of a good common-sense variety. His prescription business increased and continues to grow, and the doctors' confidence is rating 100%. That's real institutional advertising.

There's *Mottar's Blast*, published by that live Rexall Druggist in the little town of Auburn, Illinois. They read *Mottar's Blast* from Springfield to East St. Louis. Does it pay? Ask Mottar! Look at his store! It would be a credit to St. Louis.

Take advantage of every holiday in the calender, and make that day produce business for you. Think what you can do if you try. St. Louis Retail Druggists this year went into the “Take a Picture Week” effort, and many of the 250 who placed the material in their windows sold from one to two dozen cameras and films by the basketful.

Begin with January 1st, New Year's day, and don't miss a single holiday, and ring in every day of any consequence in your town's history. If a circus comes to town, don't let the circus sell all the red lemonade. Sell some yourself. If there is a church picnic, school picnic, corner-stone laying, dedication of park, or what-not—advertise your drug store.

Go after business on Mother's day, and don't forget there's a Father's day also; and then, if you are *real* progressive, create a few days yourself.

Stunt advertising is productive of profit. (Be sure you avoid schemes that have an element of chance, as the hand of the law might reach out and get you.) Here are a few:

CROSS-WORD PUZZLE SALE
KEY TO BOX WITH RADIO SALE
BOY SCOUTS' BUYING CARDS
BALLOON ASCENSION

ASK ME ANOTHER
FISH POND
SURPRISE PACKAGE SALE
CHRISTMAS TREE

TURKEYS ON THANKSGIVING

Good trade-pulling schemes are as many as the sands of the sea. It would require a day to go over all of them.

The St. Louis Wholesale Drug Company maintains a Service Department for the druggists of Missouri. We help them write their ads; we devise ad schemes, trade building ideas.

Now, the “Cross-Word Puzzle Sale” was good while the craze was on. We constructed a Cross-Word Puzzle about the drug store and drug store items; the druggist gave away and distributed 3500 circulars; and when the customer solved the puzzle, the answer was presented and a twenty-five cent purchase was necessary to compete for the ten prizes. This druggist in less than three weeks took in 2798 quarters.

The same idea and plan is incorporated in the “Ask me Another Sale,” and “Key to the Box Sale.”

With the "Boy Scouts' Sale," the druggist had cards printed bearing a special list of goods and the Boy Scouts went from door to door making sales, delivering goods, collecting money; and all the druggist was out was the cost of the cards and his prizes. We have tried this stunt twenty-five times, and it always brings in business. The prizes consisted of Boy Scouts' necessities.

"The Balloon Ascension" was a good one. We advertised a "Big Balloon Ascension" at 3:00 P.M. Of course, everybody expected a great big gas-filled balloon, and we came out with 100 gas-filled toy balloons. Each balloon carried a coupon giving the boy or girl a prize. In this case it was a cake of soap for every balloon and ten other valuable prizes: a camera, candy, cigars, razor, book, thermos bottle, perfume, toilet set, etc., these prizes taken out of stock. At three o'clock there were between eight hundred and a thousand people jammed in the streets and the police department was called out to aid traffic in getting under way. That store took in \$398.00 on that day, and its average had been \$78.00 per day, and the good work was evidenced in the nice growth thereafter.

"The Christmas Tree Sale" is one of the prettiest and also one of the most productive. Last year we had about thirty stores working it. Begin about December 1st to give out sales tickets and descriptive literature on the stunt. About December 15th put up the tree with all the tinsel, toys, lights, etc., that Santa Claus usually brings. Tie fifty wrapped packages of presents on the tree, numbered from one to fifty, and to the person bringing in the greatest total in dollars and cents of sale tickets give first choice of the prizes on the tree. Then follow it down to the fiftieth person—and there will be fifty. Every one of our Christmas Tree sales proved a business getter; and at one store on Christmas Eve the winner of first choice had sales tickets totaling \$79.80, the smallest amount, the fiftieth person, was \$12.75. This druggist took in sales tickets amounting to nearly \$3200.00. Then to every person holding \$10.00 worth of tickets he gave a prize box of Christmas Candy. This store used to do \$16.00 to \$20.00. It's now running around \$78.00 and \$85.00 a day—but, he advertises every week.

The word "Advertising" possesses all the elements of success if put into action:

ACTIVITY	ENERGY	SIMPLICITY
DETERMINATION	RESOURCEFULNESS	INGENUITY
VERACITY	TENACITY	NEIGHBORLINESS
	INTEREST	GINGER

THE PROPER TRAINING FROM A PRACTICAL STANDPOINT, NECESSARY FOR A DISPENSING PHARMACIST.*¹

BY P. H. DIRSTINE.

In presenting for your consideration this paper entitled, "The Proper Training from a Practical Standpoint, Necessary for a Dispensing Pharmacist," I realize I am dealing with a pedagogical subject that might well come before the American Association of Colleges of Pharmacy. My purpose in presenting it here is that we

* Section on Practical Pharmacy and Dispensing, A. Ph. A., St. Louis meeting, 1927.

¹ Dean School of Pharmacy, State College of Washington.