

## THE NEW URGE OF ADVERTISING.\*

BY FAYETTA H. PHILIP.

For the independent retail druggist, especially with just one store, there is an imperative *need* to keep pace with the times for he is very prone to lag behind. He needs an urge. Perhaps for him there is no time to analyze and therefore it is proposed to offer a few examples of some new developments, in a concrete form.

In *modern advertising*, the blocks which are used to build advertisements are fact-finding statements, descriptions of principles and the reasons for usage. To-day we are writing fact-finding advertisements. Producers are telling *facts* about their wares in order to establish values and it is observed that so many manufacturers have been accentuating facts that ordinary buyers are already educated to ask for *facts* about merchandise in order that they may buy wisely.

Once upon a time a soap advertisement might have said, "It floats," but that is not enough for the public to-day, because it does not tell why it floats nor what good floating does.

Another soap advertisement might say "99% pure," but that is insufficient. The ad must tell *why* it is pure and the *reason* purity has a value. Pick up a Sunday paper to-day and you will probably see for yourself—a picture of a particular cake of soap. You will see a life-size test-tube with 3 ounces of olive oil, measured in it, and a statement that just so much olive oil goes into each and every cake of that soap.

In the face of this fact-telling national advertising, will the druggist persist in telling customers, or in writing advertisements for local papers, or in printing labels for Cod Liver Oil for an instance, which extoll only its virtues for making thin people fat? Such is not modern advertising nor is it good sales talk, nor is it convincing to the public. Rather must the vitamin content be established and then explained. That is the kind of urge to put in advertisements. Make people *need* what you have to sell for some reason of health, beauty, style, of *some* thing.

The price-minded public is no longer attracted by the mere figure of 19 cents on an article. Many want to know why it is sold, or why it can be sold for 19 cents. People want to know how they will get even 19 cents worth of value out of it. One store manager advertised that he had been able to buy a whole car-load of goods from a manufacturer at a lower price than any one else. That was his reason for being able to offer the merchandise at such a low price for the genuine article. His reason was sufficient and he sold out.

Facts are building all sorts of new ads, and as the druggist is better educated than any other merchant to know of what his wares are made, let him exploit the *facts* of his merchandise. The least he can do is to follow the lead of national advertisers and use the facts.

## WINDOWS ARE ADVERTISING MEDIUMS.

Are druggists decorating their windows to take advantage of the new urge in advertising? Are they meeting competition in window displays? Many do not seem to realize the possibilities that the window affords. Inasmuch as the drug

---

\* Section on Commercial Interests, A. P. H. A., Toronto meeting, 1932.

store window is in competition with every other show window on the block, it, therefore, should be made the most attractive.

Windows to be attractive must be up with times, *First*, displays should advertise facts. *Secondly*, the color scheme should be correct. *Thirdly*, the displays ought to be placed in accordance with the modern mode of alignment.

If the *fact* advertised is the price, remember that price appeal cheapens merchandise and beware of that sort of window. Be wise enough to use the window space to display goods which you really want to sell. Goods that have a living profit in them, goods that invite customers into the store for further examination, and goods which will stimulate buying in *your* store.

COLOR IS A KEYNOTE OF THE DAY. IT IS INFLUENCING BUYING OF EVERY COMMODITY.

Does the color of your window display make much difference? It does, fully as much as any other factor. The color of the age is silver. Have you noticed that far and wide the new architecture is using silver for trimmings of buildings? Have you noticed that everywhere gilt and gold are being replaced with aluminum, platinum and chromium? Therefore use, silver in the drug store window decoration, or suggest it. If need be, use white with just a touch of black to set it off. For a hue or color use blue, and for variation use the gradations of blue progressing from the deeper dark shades to the lighter more delicate tints. Do not mix your colors, use only one color in a window, vary *it* by its different shades to give it mass and to hold the display together. White may be used with any color.

After color consideration comes the principle to be used in aligning the window. Lines are not curves and dashes; a going in a straight line as far as possible to a vanishing point. Modern lines in decorating are as pyramids and triangles with all lines moving toward the vanishing point.

Pyramid every display in some way. Forget the old balanced form of one on the right and a like one on the left. That is out of date. Customers sense it as they pass and automatically will move on to a modern, line-pointed window. Pyramid can be made by starting a tower of goods in cartons with 7 packages as a base, then a second row of 5 cartons, then 3 and topping with 1, or it may be done by placing individual packages on triangular cards and in many other ways. Pyramids, effects may be formed with just 3 articles. Place the first and largest article nearest the windowpane, then place a second one midway in the window space and slightly elevate it above the first article and then finally, put a smaller one further back and still higher than the second article. This gives the illusion of perspective.

Large spaces may separate pyramided masses or an entire display may be packs of small pyramids. When numerous small units are used then the entire display of the units must step up as a unit to the apex of a pyramid. Every one feels the substantial base of the triangle and sees that the direction in which it points is upward. So much for the modern form of alignment.

The only real virtue that the crêpe paper backgrounds have is that they really carry out this form. To-day this kind of background is usually a tint of blue, yellow or green. It is very seldom red, brown or orange as these latter colors are obsolete. Those who hold places in decorating for the tobacco firms are up-to-date and the window forms which they use are correct. Do not hesitate to copy

them for drug displays but do not fill your windows with cigarette cartons and look like a cigar or grocery store. Be a *drug store* in the eyes of the world.

Let the eyes of the passing world look into the windows of your drug store, the windows which have been termed the eyes of the store and see the soul of your business portrayed there with modern up-to-date displays, decorations and wares. Let the eyes of passers-by be arrested by drug store windows so compelling in attractiveness that passers-by will become buyers.

Modern windows are especially well lighted. Have the best lighted windows in your particular block and remember that your forerunners, the old-time druggists with their show globes, were the first to put lights in store windows. Light attracts people as well as moths. It is important to have enough light in a store window even in the daytime to keep the glass from acting as a mirror. This happens when the window is dimmer than the light outside on the street. There are ways to overcome this difficulty and any electric light company will give reliable advice on lighting which may be trusted. Get some such utility company to give you points on modern reflectors, spot lights, color screens and filters, and blue daylight globes. This service is usually free, and you do not have to buy from the utility company, in fact, most of them do not sell merchandise. It will profit you to ask advice about your window lighting.

It is easy to have modern windows, if goods are displayed with the right colors, pyramided in line and well lighted. Displays of merchandise are another form of advertising which are made for the customer to both look at and feel of.

Displays on the inside of stores follow the same trend as the windows. It has been found advisable in building interior displays to make them simulate a loose and careless sort of pyramid. Pyramid piles of goods within reach of customers, so that the customer feels at liberty to pick up an article without disturbing the display or making it fall over.

The new urge in advertising from an emotional standpoint is *fear*. No merchant has the chance to capitalize more on this stimulus for buying than has the druggist. All national advertisers are making the consumer afraid *not* to buy—so buy he does—a mouth wash is to be bought, because of the fear of halitosis, presented as the unforgiveable fault; a dental preparation is to be bought because of the fear of the dentist; another preparation is bought because of the fear of athlete's foot, etc. Stimulate fear and you will create action. People will find a way to get that which they need and fear. They need to spend first, for protection from that which they fear most. As human ills are more feared than anything else they are an ever-present urge. If ills are latent, to present them and represent them as possibilities is modern.

Advertisements are telling facts about every sort of medicine and urging the public to buy in order that it may prevent something dire which is to be feared.

Follow the trend of the day in your own advertisements. Be modern. Tell facts. Stimulate fear. Sell preventatives for every ill and urge with light, color and line.

## NATIONAL PLANT SCIENCE SEMINAR.

## MINUTES OF THE MEETING AND CONSTITUTION AND BY-LAWS.

The tenth annual meeting of the Plant Science Seminar was held at the University of Toronto, Toronto, Canada, the week of August 15, 1932. The attendance was the largest in the history of the Seminar, with representatives from eighteen colleges of Pharmacy of the United States and Canada, representatives from the Departments of Agriculture of both countries and a number of visitors. All sessions of the Seminar were held in the new Botany Building of the University of Toronto.

Prof. E. B. Fischer, University of Minnesota, Chairman of the Seminar, Prof. A. B. Lemon, University of Buffalo, and Prof. H. B. Sifton, University of Toronto arranged the program for the 1932 Seminar. Prof. R. B. Thomson, Head of the Department of Botany, University of Toronto, and his Associate, Professor Sifton, directed a number of excellent field trips. The entire staff of the Botany Department of the University accompanied the members of the Seminar on all these trips and much of the success of this year's meeting was due to the fine spirit of coöperation exhibited by Professor Thomson and his associates.

Botanizing trips were made to Kelly Lake, The Holland River Marsh, The Toronto Water Front, Scarborough Heights and Rockwood. Professor Thomson also conducted the members of the Seminar and their friends on tours of inspection through Hart House, the famous student center of the University of Toronto; Toronto Agricultural College; Connaught Biological Farm; a Toronto Paper Mill; the new Botany Building of the University of Toronto and the Banting Institute. At the latter institution members of the Seminar met Dr. Banting, the discoverer of Insulin. Dr. Banting explained the purpose of the institute and described some of the work now in progress. He personally conducted the members through his research laboratories.

Chairman E. B. Fischer presided at the regular sessions of the Seminar, the features of which were the adoption of a new constitution and by-laws; a round table discussion on the "Four-Year Syllabus in Pharmacognosy," led by Prof. B. V. Christensen; a "Symposium on Microscopic Quantitative Analysis," led by Prof. H. W. Youngken, assisted by Professors Christensen and Fischer. Practical demonstrations of Microscopic Quantitative Analysis were conducted by a number of the members in the Microscopical Laboratory of the Botany Department. The following excellent papers were also presented at the session: "Coptis Occidentalis," by Dean Chas. E. F. Mollett; "Studies on Commercial Psyllium Seed," by H. W. Youngken; "Poison Ivy," by W. J. Stoneback; "A Preliminary Report on the Therapeutic Action of *Pyricularia Oleifera* and the Laxative Properties of *Rhamnus Alnifolia*," by L. K. Darbaker. The features of the evening sessions were: "A Historical Report of Activities of the Plant Science Seminar," by Prof. O. P. M-Canis, secretary of the Seminar; "An Illustrated Lecture of the Paper Pulp Industry," by T. Lindsay Crossley, of the University of Toronto; an illustrated lecture "A Trip to Egypt in Search of a New Drug (*Ammi Visnaga*)," by F. A. Upsher Smith. A very enjoyable evening was spent viewing the motion pictures of Prof. L. K. Darbaker, who has a valuable collection of pictures showing the activities of the members at the various Seminars during the last several years.

The Mint Symposium Program was directed by Prof. F. J. Bacon. A portion of the program was devoted to the presentation of a paper on "*Chrysanthemum Balsamita*," by Prof. E. B. Fischer. Professor Bacon described and by means of lantern slides illustrated the work now conducted in the drug garden of the Western Reserve University, School of Pharmacy. Professor Bacon was again elected to direct the work of the symposium for 1933.

The officers elected for the 1933 seminar follow: *Chairman*, W. B. Day; *Vice-Chairman*, Frank H. Eby; *Secretary-Treasurer*, O. P. M-Canis; *Executive Committee*, C. E. F. Mollett and E. B. Fischer.

Members and guests who attended the Seminar in Toronto follow: F. J. Bacon, Western Reserve University; Mrs. F. J. Bacon; L. B. Barrett, Connecticut College of Pharmacy; Mrs. L. B. Barrett; E. C. Beck, University of Toronto; Mrs. E. C. Beck; Ralph Bienfang, University of Oklahoma; O. P. M-Canis, Rutgers University; P. D. Carpenter, University of Illinois; B. V. Christensen, University of Florida; Mrs. B. V. Christensen; T. Lindsey Crossley, University of Toronto; L. K. Darbaker, Pittsburgh College of Pharmacy; Mrs. L. K. Darbaker; W. B. Day, University of Illinois; Mrs. W. B. Day; G. H. Duff, University of Toronto; Mrs. G. H.

Duff; Frank H. Eby, Temple University; Mrs. Frank H. Eby; W. W. Eggleston, U. S. Bureau of Plant Industry; E. B. Fischer, University of Minnesota; E. N. Gathercoal, University of Illinois; Mrs. E. N. Gathercoal; L. D. Havenhill; E. J. Ireland, University of Wisconsin; Miss V. I. Jones, Department of Agriculture, Ottawa; A. B. Lemon, University of Buffalo; A. J. V. Lehmann, University of Toronto; Mrs. A. J. V. Lehmann; A. W. Matthews, University of Alberta; Mrs. A. W. Matthews; Miss M. V. McCulloch, Department of Agriculture, Ottawa; C. E. F. Mollett, University of Montana; A. J. Schwarz, University of Tennessee; H. B. Sifton, University of Toronto; Mrs. H. B. Sifton; W. J. Stoneback, Philadelphia College of Pharmacy and Science; T. M. C. Taylor, University of Toronto; R. B. Thomson, University of Toronto; Mrs. R. B. Thomson; H. W. Youngken, Massachusetts College of Pharmacy.

FRANK H. EBY, A. J. SCHWARZ  
CHAS. E. MOLLETT, *Chairman*.

(Chairman's Address to be printed—also Constitution and By-Laws.)

#### NEVADA PHARMACEUTICAL ASSOCIATION ORGANIZED.

Nevada has completed the circle of State pharmaceutical associations; its organization meeting was held November 14th and 15th at Reno, under the direction of John Culley, of San Francisco, who delivered the principal address. The officers of the association are: *President*, Clarence Hale, Reno; *First Vice-President*, W. E. Ferron, Las Vegas; *Second Vice-President*, Frank F. Schwartz, Ely; *Secretary-Treasurer*, Lester J. Hilp, Reno; *Board of Directors*: Joseph Wilson, Winnemucca; W. P. Stevenson, Winnemucca; E. B. Loring, Fallon; Ray Fleming, Sparks.

John Culley and President W. Bruce Philip, A. P. H. A., were elected first *honorary members*; the former was also given a rising vote of thanks for his assistance in the organization, and a resolution of same effect was also adopted; his address was ordered printed and distributed to Nevada druggists. The association went on record endorsing the work of the National Association of Retail Druggists, and of the AMERICAN PHARMACEUTICAL ASSOCIATION and the code of ethics of the latter was adopted in substance. Endorsement was given to a 4-year course for graduation in pharmacy. A Public Health and Welfare Committee, representing every county in the state was appointed, as follows: H. M. Skeels, Reno; L. J. Hilp, Reno; Glen D. Kennedy, Las Vegas; E. B. Loring, Fallon; E. L. Peterson, Yerington; W. E. Ferron, Las Vegas; W. R. Englert, Elko; F. F. Schwartz, Ely; John Wilson, Winnemucca; E. Jeremiassen, Lovelock; Mrs. F. A. Todd, Gardnerville; William Saxton, Reno; Sterling Coldren, Tonopah; J. M. Gries, Battle Mountain; Mr. Burt, Caliente; Mr. Coryell, Virginia City, and Ray Fleming, Sparks.

The organization meeting was attended by an enthusiastic group and the charter membership carried about forty names, though there are less than fifty stores in the state. One feature of this meeting was that a part of the affair was broadcast, thus the citizens of the state were let in on the fact that their pharmacists were organizing. John Culley, Prof. N. E. Wilson, of Reno, and Walter Terry, Jr., San Francisco, each took his turn at the "mike" in this broadcasting feature.

Two banquets constituted part of the entertainment program. Las Vegas was selected as the convention city for 1933.

The *Journal de Pharmacie et de Chemie* for October is "memorial number," commemorating the life and work of the late Dr. Leon Grimbert, who died September 25th, aged 72 years. He was an outstanding member of the Commission for the revision of the French Codex. While an active worker in all branches of chemistry and in pharmacy, during more recent years he contributed largely to bacteriological and biological research. Although the deceased has been in poor health for a number of years, he continued in his studies until his enfeebled condition compelled him to discontinue.

The *Journal de Pharmacie et de Chemie* discusses the work of Dr. Grimbert divisionally and concludes with a chronological record of his studies year by year from 1886, and a briefer list of contributions to publications. The list of titles requires nine pages and, taking the character of the work and of this scientist into consideration, speaks for a record seldom surpassed.