

The literature should be gone over not only for facts regarding the cultivation and distribution of the particular plant in view but also of some of the related plants.

At the same time that these preliminary studies are made, a careful survey should be taken of the plants which are indigenous and in cultivation in the particular locality where one is proposing to locate the farm.

Then, of course, everything should be done on a small scale at first. If there is no information available then he must, on the basis of the general principles laid down for the cultivation of medicinal plants, proceed with their culture, conducting parallel experiments with propagation by both seeds and cuttings.

When the crop is harvested he must by analytical and other means satisfy himself as to the value of his product compared with the commercial article, and with these facts in hand submit specimens and request quotations from the dealer in crude drugs and from the wholesale druggist. On this basis he will arrange for all future crops with some certainty as to their market value. Experience has shown that cultivated crops command a higher price than the drugs obtained from wild plants even though their superiority cannot always be demonstrated by analytical means. For instance, no one is trying to determine by an analytical process whether any given lot of tobacco, tea, or coffee is of superior value, and yet the competent dealer and the discriminating public even recognize the qualities of the grades that are offered. This is even more marked with the products that have been derived thus far from cultivated medicinal plants and are appreciated by some pharmacists and physicians.

WINDOW DRESSING.*

IRA B. CLARK.

It would seem, in looking at the drug store windows of our fair city, that most of them could not be used for any other purpose than the admission of light and as a repository for various kinds of drug store junk that could not find a resting place in any other part of the store. In some of them, we see nothing but accumulated dust and flies, with a few sunburned packages of some patent medicine, or a set-up display of one of the numerous products of the tobacco trust, which is allowed to remain in the window week after week, and in still others, nothing at all.

To the majority of druggists, dressing a window is a big bugaboo with long horns and you frequently hear such expressions as this: "I know nothing about dressing a window" or, "It takes an artist to make a good window display," or "It takes too much time." Now I insist that no special artistic ability is required to arrange a window display that will pull trade right into your store. What is needed, however, is sufficient energy to do the work, a little application of gray matter, and judgment in the selection of seasonable and profitable articles of merchandise. The time required to do the work will be well and profitably spent.

*Read before the Nashville Branch, Dec. 11, 1913.

In order to dress a trade pulling window, it is necessary of course, to select a seasonable article. Cough remedies do not sell well in July, neither will a perspiration killer have much sale in zero weather. No matter how much publicity may be given these worthy preparations, they will not sell out of season. As previously stated, the application of some thought is necessary in arranging a window and it is essential to begin planning your window a week or longer, beforehand, in order to get all the details worked out, and when the times comes for placing the display it will be found to be comparatively easy work.

In beginning your display, cover the floor of the window with some material, crepe paper is generally very acceptable, that will either harmonize in color or be in sharp contrast with the general color of the article to be displayed; that is, do not use a combination of red and yellow, or brown and blue and so on. Colors that will produce a harmonious blending are red and green, or blue and white, or orange and black, etc. Begin at the front of the window with arrangement of display and elevate toward the back. The elevation being dependent on the depth and length of window. Be careful not to leave any wide openings or breaks in the display, to convey the impression that something had been taken out or had been omitted.

In order to make a pleasing display of merchandise, it is necessary to have the arrangement well balanced; that is, do not have one side high and the other low. If you build a pyramid on one side of the window, be certain to make a counterpart on the other side.

It is not always necessary to have a large stock of goods to make a creditable display. A very attractive window may be made by covering a number of small boxes with the same material that is used in covering the window floor and arranging them in steps, pyramids or otherwise, and placing on them the articles to be displayed, and a very harmonious effect is produced. I have seen a very attractive window with only a twelfth of a dozen of the exploited article in the display. This and a price card, with a small amount of text matter, constituted the trim.

While a large stock is not necessary for window display, it is often desirable to make as much on display as possible, in order to impress the buying public that you sell the article in no small quantities. For the past several years, the writer has been putting up a chapped hands lotion, which has been exploited to the public through the medium of package inserts and window displays. Recently, during the present season, a display of two gross was placed in the window and during the week we had a sale of forty-eight bottles of the preparation. While this article has some general sale in a general way, over my own counter, the demand is always stimulated by a window display and one of the windows is given over to this article about every four weeks during the season.

A window may be well arranged and prove attractive, but from a merchandising standpoint it is incomplete without a price card or cards; without the price being made known, the story is only half told. Your display may impel the prospective purchaser up to the buying point, but he or she, not knowing the price will come to a dead stand still and the sale is lost. The importance and value of a price card in connection with a window display was impressed on the mind of the writer several years ago and before rubber goods had advanced to the

present high prices, when we had a window, consisting of one dozen fountain syringes and a card with this legend, "\$1.00, Guaranteed for one year." A lady, who was not a regular customer of the store and lived eleven blocks away, ordered, by phone, one of the syringes we had in the window, saying she had seen it in passing on the street car.

The value of the drug store window as an advertising medium should be so self evident that no argument is needed, but as remarked at the outset, this valuable asset is not made use of by the majority of druggists as it should be. There is no drug store so small, or its location so isolated, but what would be benefited by a systematic use of the windows for displaying merchandise. Prospective buyers of your wares are constantly passing your store in greater or smaller numbers and any one of this number may be made a permanent customer by an appeal through a window display. It is a generally conceded fact, that, getting the customer across the door sill is half the battle. If your store service is of the proper kind and stock well kept, you can then call this customer your own.

It is important, and I may say necessary, that window advertising, to be effective, must be changed regularly and frequently the same as any other form of publicity. Again I hear the pharmacist say, "That will take too much time and be a great deal of trouble." But this is not true, after the start is once made. Have a stated time for changing the windows and do not let any thing interfere with this arrangement, except sickness or death. A display should not remain in the window a great length of time, I would say, not longer than a week, as after that time it begins to grow stale and loses its power to draw trade. I repeat, the windows must be changed regularly and frequently, and if a specified time is set aside for this work, it will prove a pleasure and be as easy of accomplishment as any other store routine.

What is the best class of merchandise to display in the windows must be determined by conditions and the location of the store. The present day drug store carries such a variety of stock that no difficulty should be experienced in selecting something every week for a window display. Frequent changes could be made from a list something like this: Toilet goods of a general character, a combination of tooth brushes, powder and paste, own make preparations. Olive oil has recently become a staple drug store seller, make an occasional display of this; stationery is a profitable side line and an effective window may be made with box paper. Rubber goods, such as hot water bags and fountain syringes can be arranged in an attractive manner and is sure to bring dollars into the cash register; cotton, gauzes, bandages and surgical dressings could be used frequently and with good returns. A window that invariably excites interest and comment is made with old prescription files, and utensils used in prescription work; a percolator in operation adds interest to the display.

It is rarely ever good policy to make a display of patent medicines as they are unprofitable and may be bought at any drug store and at some places that are not drug stores. If you must display patent medicines, make the proprietor pay you for the space and make him pay you well for it.

Never use in your window but one kind of goods or goods of an allied character as a conglomerate of stuff stacked in the window will not make a very deep impression on the minds of the passers by.

We are frequently urged by the proprietors of nationally advertised goods to "connect up" with their advertising and reap the benefits from their publicity campaign. The advertising man is a wily individual and knows the value of your windows, but it is not good policy to use your window space for the exploitation of merchandise that does not pay a good profit and may be procured any place. However, this matter should be treated with some discretion. The store with a considerable transient trade, may with advantage, give valuable space to "nationally advertised" goods, but the neighborhood store had better stick to the profit makers. Persistent publicity in his small world will be to the advantage of the retailer in the same ratio that it is to the big fellow in a wider field.

A word again on the regularity of changes of display. By frequent and regular changes in the window, the public will learn to look for something new in your window and will respond liberally, in the exchange of their dollars for your wares. The effect of publicity through the show window is, in most instances, immediate. The desire of the buying public is aroused to the purchasing point by an attractive window and it is then a simple matter to step in the store and complete the trade. Then too, the effect of window advertising is cumulative. It has been the frequent experience of the writer to have demand for some article the customer describing it, by saying they had "seen it in the window week before last."

In conclusion, I would advise every druggist to form the window display habit. It is both interesting and profitable, and don't forget the price card with a brief descriptive text.

PHARMACEUTICAL ADVERTISING.*

JEROME A. WILKERSON, ST. LOUIS.

What a vast subject and how little appreciated by my colleagues in the profession! I have talked to quite a few pharmacists on this subject, with the same expressions—that I was crazy, it was a losing game, it didn't pay, or it was unethical.

Just as we would be seriously handicapped by resorting to the sail boat in the days of high powered steam vessels, so too is the merchant who prefers sail-boat methods seriously handicapped in his business voyage on the high sea of commerce.

I shall endeavor to convince you as best I can in the limited time, the essential value of advertising, not advertising in general but in particular; advertising in the pharmaceutical world, and will start by taking the more common pessimistic remarks against it.

The most common is, "It doesn't pay." Right here I want to emphatically state that it does pay. But that the results cannot always be determined directly be-

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