

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.

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### PHARMACEUTICAL ADVERTISING.\*

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JEROME A. WILKERSON, ST. LOUIS.

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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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cause the indirect returns are speculative and sometimes more effective than the direct ones. Let me illustrate.

Suppose you sell a certain cough syrup that the manufactureres advertise extensively and for which you pay from both ends of the game; 1st, because you pay a long price 2-4 and 8 for the article, which is made so cheaply that regardless of their heavy expenses, the manufacturers make thousands of dollars on it each year; 2nd, being a popular article, it is most likely to be sold at a cut price. Some one will try to convey the impression he sells for less than you, and consequently you rebate the customer off the prescribed price.

Now if you will manufacture and advertise your own preparation and charge the cost of advertising upon the cost of production, your own article will still cost you less and sell for more, as you can govern the price. The impression conveyed that you are capable of formulating medicines, will indirectly sell your hair tonics, cold creams and other goods of your own manufacture. The trouble is that the average druggist thinks that if he advertises he must follow out the expensive way employed by the larger manufacturer, which is entirely wrong. A cough syrup of your own make need not be advertised on bill boards or newspapers. A more effective way for you will be to use counter inserts, stickers, rubber stamp, or program advertising. You will be surprised at the results.

To illustrate this. During a certain month last year we sold a gross increase of cough syrup which cost us to manufacture 94 cents a dozen or \$11.28 per gross, plus \$2.00 for counter inserts (which we know were the direct cause of the increased sales, and we never will be able to estimate the indirect results), making a total cost of \$13.28 a gross, which retailed for \$36.00 leaving a profit of \$22.72. The possible sale of an advertised brand which would have cost \$24.00 less 5 percent or \$22.80 net and retailed for \$33.12 at 23 cents per bottle, would leave a gross profit of \$10.32. The difference between the two being \$12.40 or over 100 percent better profit for your own product. It is profit and not sales that count.

Well, I think I have showed you how it paid in one particular way and here is another.

Granting, which is most essential, that your preparation has virtue, it is bound to create friends, who will recommend others to your store and who will send miles to get it if they move from your neighborhood; and once you have them as a friend you enjoy the advantage of restricted sale and the profit on their possible other purchases.

You might state here, that you are not convinced of any advantage, because if you had sold the same preparation over the counter by recommendation, the result would be the same. True, but you cannot reach everybody who wants a cough syrup at the particular time he needs it; he might live next door to your competitor and yet be reminded by your advertisement that you have a special cough remedy and go blocks to give it a trial.

The next common argument, is that it is unethical. It is not any more unethical to advertise and to sell your own article than it is to sell an article nationally advertised. The only point of ethics is to know what and how to advertise. Advertise and push articles that do not conflict with any physician's practice. Advertise your cough syrup, cold creams, lotions, hair tonics, liniments.

tooth preparations, plasters, bird seed, corn remedies, toothache drops and cathartics.—Do not advertise that which might conflict with the practice of a physician or that which will encourage “self medication,” which is oftentimes dangerous, as for instance, kidney and stomach remedies, nervines, female tonics, and many others with equally disastrous effects.

With these suggestions as to “What to advertise,” let me show you “How” and to “whom to advertise.”

It is necessary in order to become a successful advertiser, to not only advertise a preparation or a line of preparations to the buying public, but you should at the same time popularize your store, calling attention to some special way you have of doing things or of your efficiency and accuracy.

You might cater to the prescription end and state your advantages, such as the fact that you are a graduate of a recognized college of pharmacy, a member of various pharmaceutical associations, and that you have a well earned standing among your physicians for honesty and efficiency; that your prices are as low as any—quality considered. You might also advertise your soda fountain specials, your cigar department, your line of toilet goods and kodaks.

It seems a pity that so many druggists neglect the advantages offered in advertising to control their own territories. When a man opens up a big down-town kodak store, his overhead and advertising expenses are enormous, yet he meets these and still makes a profit. He draws your customers and those of other localities to constitute a volume of business. He popularizes his store. He has no inducements to offer better than yours. Yet he invariably succeeds without the valuable asset of personality.

People living in your locality, would rather buy of you where they are known and free to ask questions. There is nothing nicer than to trade where they are known, provided you win their confidence, have a fresh stock, low prices and the ability to supply them.

I often have been told that, all things being equal, they would rather purchase this class of goods from us, where they are known and have some recourse in event anything goes wrong, than to buy at a strange place. Hence the most valuable asset a local druggist has is his personality.

Do not lose sight of the fact that you have a professional end which can be helped by advertising. Besides reminding the public of your prescription department, cultivate the good will of your physicians and nurses by supplying them with goods at a discount, whether the physician be a prescriber or dispenser. Don't ever discriminate. If the doctor is a prescriber he might enjoy a closer friendship than the dispenser, which has some advantages. If he be a dispenser, cultivate his good will and business and make a booster for your store which will bring indirect results. By cultivating his business you can make a small profit on biologics, cottons, etc., on a wholesale basis, which will increase your buying capacity and help you to enjoy the discounts from the manufacturer. Effective ways of advertising to your physician I shall treat of a little later on.

The various methods of advertising any particular article or item will best suggest themselves after you have studied the requirements of your immediate neighborhood.

Counter inserts give the best results on the advertising of any particular article, going right into the hands of the customer. A catchy short explanation of the article, its uses, etc., set up with a prominent display of the name of the article and the price, is all that is necessary. Do not go into details in an advertisement, because it will not be read and very likely on account of the congested appearance of the type, will not be glanced at a second time, but thrown away.

Another valuable method, which most druggists look on with scorn is program advertising. If carefully handled it is bound to prove effective. The reason some druggists never get results from this form of advertising is their own fault. To fill in a space on a program with the words "John Doe—Druggist, Prescriptions a Specialty," is just wasting money, unless you want those interested in the program to know that you have donated, and "Let me alone." It would be just as well to have inserted "This space paid for," for all the effect it has.

The way to get all that is coming from this class of advertising is to advertise one particular article and make it strong. This is especially advantageous in the holiday season. If you plug away on one particular item you are bound to get either direct or indirect results.

To test the effectiveness of program advertising, I ran a 10 cent rebate coupon on a 25 cent box of face powder that cost \$1 a dozen with the results of a sale of 65 boxes @ 15 cents each cash, or \$9.75. Deducting \$5.50 the cost of the powder and \$2.00 the cost of advertisement, I made a net profit of \$2.25 on the powder and an indirect result of an increase of business on other articles.

The rubber stamp and the sticker have little if any value. They have always appealed to me as a half-hearted attempt at advertising unless applied on a 'limited time special.'

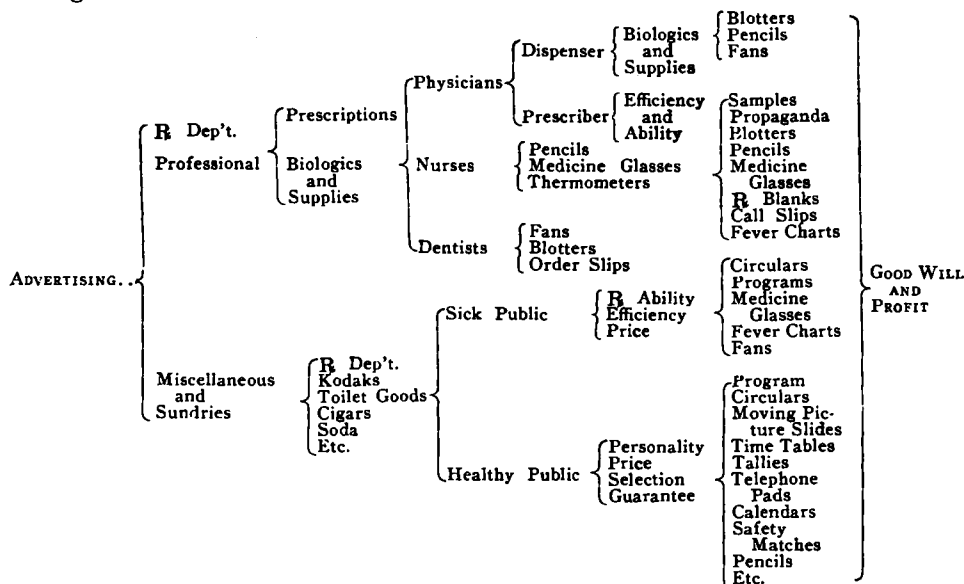
Circular advertising is very effective but a little more expensive than other advertising. It is to the local druggist what the newspaper is to a downtown man, and should never be overlooked if you are in the game. Euchre and bridge tallies having printed on them your advertisement of a special cream or cosmetic and given to private or public euchres are good advertising; also telephone pads, calendars, safety matches and owl car time tables.

The foregoing are all used to advertise to the public. Your physician and your dentist must not be overlooked if you desire to increase your professional end. This is easily accomplished by supplying them with pencils with your business advertisement on them.

Blotters may be given from time to time suggesting the use of U. S. P. and N. F. preparations, with their formulas and therapeutic value printed on one side, which is in itself propaganda work. You might also supply your physicians with prescription blanks, fever charts, and medicine glasses, and the dentists with tooth paste, order slips and palm leaf fans with your imprint thereon for their offices in warm weather.

You can hardly appreciate how this helps. Even though a physician sends you some of his prescriptions, these "live wire" advances will arouse him from a neutral state and make him an enthusiastic booster for your store, so much so, that he will insist that his prescriptions be filled by you.

This chart gives you an outline of what to advertise, to whom to advertise, and through what channel.



In conclusion I would say that these things take time and nursing. You must not look for large returns immediately, but if patiently followed out the remuneration will be worth your while. The longer you follow up advertising the less you will seem to know about it, because things and methods change so rapidly with the introduction of newer and novel ideas. But the game is fascinating and the longer you work the more you will like the work. It may appear deep and intricate at first, but it really is very simple. Master the fundamental rules and you will be as proficient as anybody. My advice is to start now.

“CONSERVATION IN RELATION TO PHARMACEUTICAL CHEMISTRY.”\*

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The conservation question has been before the public to such a large extent during the past few years that in some ways I hesitate to make any remarks on what might be considered a hackneyed subject; but it has an important relation to our particular branch of science, and economic conditions at the present time certainly demand conservation in this field, so it seems important enough to give the subject some slight consideration.

It would not be possible in a few paragraphs to consider the application of this subject to all of the different branches of pharmaceutical chemistry, and I am only going to touch on four of the important points which have come to my

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