

details of the one selected be not overlooked in order to reach the desired end, with the richest harvest as a reward for your efforts.

Lay out your plans for an advertising campaign as a general lays out his plans for a battle and you will not run a very great risk of squandering your appropriation for publicity; and don't overlook the possibilities of the calendar as an advertising medium for retail pharmacists.

"WHAT ADVERTISING METHODS DO WE EMPLOY?"

R. A. LEET, OAKLAND, CAL.

In the first place we employ an advertising expert to advise us as to the mediums to be selected and the extent to which each shall be made use of. We also arrange that he shall attend to all of the details incidental to the carrying out of our advertising program. It is then assured that copy will be changed regularly, and that seasonal advertising will be looked after at the proper period. Regular interviews are arranged for with our advertising manager to furnish him material for copy, and enough matter is always kept ahead so that the change of copy shall occur without interruption, even though an interview or two should be missed. The advertising man is given freedom to consult with certain of the employees in order to get the real local color and atmosphere to his announcements and descriptions.

He is expected to see that a circular, descriptive of the drug store articles that would interest the mother of a very young child, goes each month to the birth list. He is expected to see that vacation suggestions, on a circular that can be checked off and used as a shopper's memorandum, gets into the hands of practically all of the people who take vacations and might use our stores. He is expected to have a circular pertaining to seasonable items ready for each month's statements, and circulars to go out in the packages to boost the sale of our specialties. He is supposed to keep track of the special occasions on the calendar and to have appropriate reference to them in our advertisement when business can be thereby promoted. He is also supposed to supply the copy for the "hold up" publications—those programs and year books, etc., that you don't consider to be worth much of anything to you for advertising mediums, but which, for certain reasons, you can't get out of patronizing. These usually require of the man, who is not an advertising specialist, the making up of extemporaneous copy—copy that must be ground out while the solicitor waits, and while your mind is distracted with other thoughts. But your advertising man will suit the copy to the medium and get some value for you even from this sort of advertising.

The thing that I would like to make the strongest in this paper is the advantage that lies in having an advertising man who has no other duty, so far as your business is concerned, except to look after your advertising. I don't think any business should attempt to do any advertising until it can be safely assured that

there will be no interruption in the regular appearance of copy, and no duplication of copy where it would be more profitable to have it changed.

It has always been a matter of regret to me that we did not make use of an advertising expert earlier in our business career. There is scarcely any business so small that it can not to advantage employ an expert to look after its advertising. This does not mean that he shall give his time exclusively, but that it shall be strictly up to him to see that the advertisements always appear on time and that the copy is as agreed upon.

Employ a local man—or *woman* for that matter. (Some of the best “ad” writers are women nowadays.) Give them the advantage of a subscription to some advertising system applicable to your line of business if you wish; but by all means have your “ads” written specially for your store, and specially for the articles that you wish to promote. This long distance advertising bears about the same relation to real advertising that canned vegetables do to fresh ones, and your customers can detect it quite as readily as they can detect the canned article in the vegetable line.

Be cold blooded in the matter of deciding what you shall spend on your advertising and keep within the limit of your appropriation. The amount that you are justified in spending will vary with the character of the business which you conduct. It is generally considered that the amount that should be spent lies somewhere between one and three percent. of your gross receipts in an ordinary retail business. Advertising certainly pays, but it has to be looked after very carefully.

When you take on an advertising manager, it should not mean that there should be any less of your personality in your advertising. You *could* probably write better advertisements than any advertising man that you can employ if you could side-track everything else and give your “ad” writing right of way; but it is necessary to have him in order that the work shall be done in a regular, orderly fashion, and that you may get the benefit of the observations of a man whose whole business is to keep abreast of the times in the field of advertising. You must, however, dictate for yourself the policy of the advertisements and see to it that their tone and character are the tone and character that you wish your business itself to take on.

BOOSTING THE BIOLOGICAL BUSINESS.

WALTER M. CHASE.

In the effort to build up a profitable “ethical” drug business the druggist finds oftentimes that he has developed a liability rather than an asset. He is obliged to peddle out the preparations of the detail man’s house at almost cost, to sell cigars at cost, and to hand over tablets and pills in lots of a dozen at a time at the 10,000 rate. All this for the sake of saying that he sells the doctor his supplies. But there is a line where the goods sold to the M Ds. pay a reasonable