

terest has been aroused in the direction of volatile oil production and the trade may be relied upon to take an active part in any rational attempts at developing such an industry with the usual innovation of new methods and economies so characteristic of American ingenuity and enterprise.

During the past summer, the American manufacturers of toilet articles, as an association, pledged a fund of \$10,000 to be placed at the disposal of Prof. G. A. Russell, biologist, Federal Department of Agriculture, to promote research and coöperation in the cultivation of floral raw materials with the ultimate expectation of creating an important domestic industry. A course in perfume chemistry is also now offered by Columbia University, beginning in 1925. A bibliography or compilation of articles in pamphlet literature or trade journals concerning the newer products of the perfume industry is also urgently needed as none of the modern books on organic chemistry outside of "Parry's Monographs on Essential Oils and Synthetic Perfumes" and Poucher's work on "Perfumes and Cosmetics" afford information on the great numbers of new chemicals on the market. Perhaps this deficiency will soon be remedied by the publication giving chemical and physical constants of essential oils, and odorous materials in general in the forthcoming book which is being prepared by the U. S. Research Council, Washington, D. C., to be called "International Critical Tables of Numerical Data of Chemistry and Technology."

APRIL 25, 1924.

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### THE DRUG STORE AS AN ADVERTISING POTENTIALITY.\*

THE PHARMACIST'S COÖPERATION OR LACK OF IT CONTROLS THE DESTINY OF EVERY  
ADVERTISING CAMPAIGN IN HIS LINE.

BY F. H. PECK.

Much can be said and truthfully both in favor of and against advertising as applied to pharmacy. However, whatever our belief, we must admit that advertising has become so potent a factor in our daily life that the business man, in any line, must understand it more intimately than in the past, if he is to succeed.

A few years ago, advertising seemed remote from professional medicine and pharmacy. It was the tool of the charlatan, the vendor of proprietaries and of the large commercial chain stores perhaps, but it was of no interest to the professional man.

Then came the World War with the upsetting of many traditions and precedents. We saw advertising successfully employed to reach the minds and the heartstrings of this great people. We saw our Government call into its service the great advertising minds of America, and launch the most gigantic advertising campaign in history. We witnessed the conflict between the advertising campaigns of two great groups of nations for the moral support of the world; one to succeed—the other to ignominiously fail through a failure to understand the psychology of the masses.

Since that struggle we have watched our great banking institutions, our transportation companies, our life insurance organizations, and even our churches

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\* Section on Commercial Interests, A. Ph. A., Buffalo meeting, 1924.

join the great company of National Advertisers with their institutional and human interest appeals to the minds of the public. It was not entirely a surprise, with such precedents, to see that our old co-workers, the medical profession, were being slowly forced into advertising to preserve their place as the guardians of the public health, and to uphold the noble traditions of professional medicine against the publicity onslaughts of the faddists and the cultists.

The medical profession has come to realize that removed from its evil companions of the past, advertising is but the science of suggestion that, based as it is on mass psychology, is capable of playing an important rôle in the education of the public.

In our modern merchandising, advertising in some form is essential. Its function is to create that desire of possession on which every sale depends. But modern merchandising differs from the barter and sale of the past in that the desire for possession is now created in the mind far removed from the point of sale.

Selling is a compelling art, but between the creation of the desire and the actual consummation of the sale lies that broad gap of time and place that enables the inhibiting reactions, reason and judgment and procrastination, to outweigh the first impulse.

Think of the countless thousands of people in this country who are inspired by a desire of possession created through reading the advertisements appearing in our magazines and newspapers! Think of the countless thousands who daily pass the drug stores of this country who have had a desire of possession created in their minds and who need but a reminder at the point of sale to crystallize that desire into action! This is sleeping business that needs but the awakening touch of the merchant to develop into profitable business.

Such a large proportion of the business of the modern pharmacy is with advertised products that this sleeping business becomes too important a subject to the pharmacist to be disregarded. He of all others should endeavor to bridge the gap between advertising and selling and to crystallize the desire that is being created for advertised goods into sales. In an endeavor to bring advertising to the point of sale, advertisers have created reminder copy, bill boards, street car cards—but as Dobbs has so truthfully said, the only one hundred per cent. effective advertising medium is that which advertises at the point of sale.

The value of an advertising medium is based on its circulation: A *Saturday Evening Post* page costs the advertiser from \$6000 to \$7000. It is worth it because of the millions of potential readers. That is circulation.

A poster board in New York City costs the advertiser from \$2000 to \$3000. It is worth it because of the thousands of people who daily pass and see that poster. That is its circulation.

An electric sign opposite the Hotel Astor is said to have cost Wrigley \$100,000 a year, because of the millions who daily, or nightly, pass along Broadway and are forced to see that sign.

If these did not more than repay the advertisers, they would not be used as continuously as they are used. Their tremendous circulation makes them successful advertising mediums.

But hasn't the drug store window a "circulation" just as definite? And, being directly at the point of sale, hasn't it a value to its owner more tangible than any of them?

Thousands of people pass within a few feet of the drug windows every day. According to the survey of A. T. Fischer for the Association of National Advertisers:

*In small towns* (2500-25,000) 372 persons per hour, 4464 per day pass the average store window.

*In medium sized towns* (50,000 to 250,000) 1791 persons per hour, 21,492 per day pass.

*In cities* (250,000 and up) the average circulation is: Uptown 556 per hour—6672 per day; downtown 3505 per hour—42,060 per day.

Fischer further on shows the value of counter displays by a series of drug store tests, as follows:

The sales of a well-advertised tooth paste were carefully tabulated in 20 stores for a period of three weeks to determine the normal demand, without display help—165 tubes were sold. During the succeeding 3 weeks, the same paste was placed on the show case in display cartons in the same 20 stores—412 tubes were sold, being an increase of 257 tubes, or 165%.

Two similar tests with slow selling proprietary medicines showed increases of 142 and 137%.

In a quite recent intensive sales campaign through the metropolitan drug stores of New York, ten window displays were installed in various sections of the city to test their effect on sales. The increased sales of general line products not displayed in the window, but affected by the display of the line, varied from 25 to 150%, with an average of 37%.

The increased sales of products actually displayed in the windows varied from 50 to 150%, with an average of almost 100%.

But the most striking example of the power of the window came through the testing of a novelty display in a Broadway store in the financial district of New York, a few weeks ago. This display required the placing of a diagonal 8-inch strip across the window which had peep-holes at regular intervals. Unfortunately the total number of passersby was not checked, but in the course of one hour, between 10 and 11 A.M., 1044 persons actually endeavored to see this window. Estimating the total number from this would give an average of about 18,000 during a single day. The increased sales of tooth paste resulting from this display amounted to 900%.

In all, 106,000,000 people see the drug store windows of the country on an average of every 24 hours, 365 days in the year.

Instead of a magazine space 9 × 12 inches, the average dimensions of the drug store window are 7 × 7 ft., 20 inches deep. You have light, color, the actual goods to supplement the illustrations—all the elements so sought after by advertising men. You have every means at your disposal to dramatize your appeal and make that appeal effective. You have locations on the best corners, the busiest thoroughfares, the best-lighted streets. In the drug store windows of the United States you have 8400 square miles of the best advertising space in the world—taken together, a Peacock Alley that would extend from Buffalo to New York City.

A recent investigation of 100 average sales of underwear made by the Robert Reis organization showed that 42 of the 100 purchased through window display; 21 purchased through the selling effort of clerks; 20 were inspired to buy through magazine and newspaper advertising; 17 purchased as a result of recommendations of friends.

Did it ever occur to you that the Woolworth Building is a monument to the lure of display? You enter a Ten Cent Store to buy a tack hammer. You see and purchase because they are in plain sight before you, a tack claw, a paper of tacks—and before you leave that store, you find that instead of one article which you intended to purchase, you have bought a half-dozen. It is a recognized fact that the Ten Cent Stores of to-day could not exist if the purchases of each customer were limited to one ten cent sale. Their success is due to the lure of display.

The United Cigar Stores are another classic example. For several years after the organization of their company, the plan was a loss. Not until the permanent marker was adopted—the bright red band that makes them so distinctive—were they a success. But for the vision that saw the importance of that characteristic, the United Cigars Corporation would have failed.

In the window you have an advertising medium capable of focusing every dollar, spent by advertisers, on the dealer's store. And yet in spite of this fact, by far the greater part of the space is being wasted through lack of appreciation of its value and ignorance of the principles of advertising and of display.

The druggist forgets that the rent he pays for his establishment is measured by his store front—that the window in which he displays his merchandise counts more in fixing his rental than the depth of his store does. He fails to realize that failure to use his window effectively is a wastage of two-thirds of his rental. According to a statement made by an officer of the National Lithographers' Association, there are produced annually five times as many displays as are needed to supply every window in the country—that but one out of every five displays produced ever reaches the window. Here is almost unbelievable waste, and waste in advertising means inefficiency in merchandising and excessive overhead added to manufacturing costs that must eventually be paid by the consumer.

But let us forget the National Advertiser and view the Drug Store Window from the broader angle of professional pharmacy. The pharmacist's prestige in the community is in proportion to the public's recognition of his scientific and professional training. The pharmacist and the physician both have great messages to tell the public.

In these days of cults, the doctor's and druggist's stories of their accomplishments in the interest of the public health is an all-important one both to the public and themselves. And in the history of medicine and pharmacy there is a wealth of material—the every-day practice of these professions has a storehouse of human interest stories that the public should know. The drug store window, notwithstanding its merchandising value, is too great an asset to devote solely to the cash register and the national advertiser. A large portion of the window displays should be of the kind that will educate the public to the professional side of pharmacy. For, after all, the window is the one medium that can successfully portray the life of a business.

The motion picture has taught the American people to demand a dramatization of its education and of its merchandise. The window offers us a chance to dramatize our message to the public, and that is just what our calling needs.

Let us realize that we have in the drug store windows of the country one of the most powerful advertising mediums in the world—one capable of wielding a tremendous influence for good. But, first, there is need for a study of the potentialities

of the drug store display and an organized effort to bring about efficiency in such display, not for the national advertiser, but for the druggist.

The national advertiser has his part to play—he by the nature of things will always be a contributor to the dealer's display but the advertiser should be made to understand that he is in the dealer's window or on his counter as a guest occupying the most valuable space in the merchant's possession, and should contribute—not in rental—not in free goods—but in advertising and merchandising service to that store commensurate with his gains.

With the rapid strides being made in advertising methods, it is but a question of time until organization will develop some plan for a nationalized dealer's service, but when that time comes, the pharmacist should realize that he, as the chief contributor, is also entitled to chief consideration. Dealer's display should be what the name implies—display that will serve the pharmacy and the store first; the national advertiser second.

Every pharmacist should realize that he stands like an engineer controlling the main steam valve between a boiler room and the engine it supplies with power—his cooperation or lack of it controls the destiny of every advertising campaign.

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## THE COMPLETE SERVICE JOBBER—A REPLY TO MR. WILLIAMSON.

BY SAUNDERS NORVELL.\*

I have read Mr. Williamson's well-prepared address on "The Purpose of Coöperative Wholesale Drug Companies and What They Are Accomplishing,"<sup>1</sup> with special interest and I wish to say at the outset that I am not opposed to the distribution of drugs through coöperative wholesale drug houses. I can see no good reason why retail druggists, if they think that it will be to their advantage to establish coöperative wholesale houses, also to buy stock in and finance such businesses, should not do so. I make this statement simply because I do not wish to be misunderstood as being opposed to the principle of coöperative wholesaling or coöperative effort of any kind.

Mr. Williamson paints a very black picture of the condition of the retail pharmacist when he turned to coöperative effort as a panacea for his ills. I might be led to inquire here, if this condition is true, *whether the fault was entirely with the wholesale method of distribution*. Was the trouble caused entirely by the fact that the retail merchant was paying too much for his goods? I might inquire whether, on the other hand, it might not be asked if a large part of the retailers' troubles was not the fault of the retailer himself. By this I do not mean to attack the individual retail merchant but to make a calm and judicial inquiry into general retailing conditions.

I am under the impression that the retail drug business is overdone. There are too many retail drug stores. I would like to see the figures as to the increase in retail drug stores in the past five years in proportion to the population of the country. I have not these figures at hand but I should judge, just from my personal obser-

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\* Chairman of the Board, McKesson & Robbins, Inc., New York City.

<sup>1</sup> October JOUR. A. PH. A., pp. 919-922.