

The price should vary with the quality of service given in different stores; it should reflect accurately, and parallel closely, variation in cost of material and quantity of service rendered as indicated by number of doses supplied. These are the factors common to all prescriptions and they are the ones this scheme endeavors to take into account.

For Special Substances.

	10%.	15%.	25%.
1 oz.	50	75	85
2 oz.	95	110	160
3 oz.	135	150	235
4 oz.	175	200	310

Note 1.—Tables for special substances can be prepared as for example percentage solutions of Argyrol, Silvol, etc. The accompanying table illustrates such a one worked out on the cost basis of the table in the body of the list.

See Note 2.

	A.	B.
1	62	75
2	95	110
3	125	150
4	160	190
6	170	210
8	185	225
12	250	300
16	350	375
32	500	600

Note 2.—The same inconsistency occurs at this point of change of rate, and continues until the cost reaches 125% of the schedule, as was mentioned under a similar change of rate in the first group. The accompanying table corrects this: column A represents 125% of the schedule price for the several volumes and column B represents the minimum charge for volumes at that point. The prices in column B rule on all costs

between the point of change of rate (100%) and 125%. After that the new rate is in force.

See Note 3.

	A.	B.
1	125	150
2	155	190
3	165	200
4	190	225
6	225	265
8	250	300
12	310	375
16	500	600

Note 3.—The same correction is necessary in the ointment table as in that of liquids. Here column A represents 125% of the minimum charge for the quantities given and column B represents the minimum charge at that point. This price rules on all costs between 100% and 125% as it does in liquids. At 125% the new rate obtains.

A RESEARCH IN ADVERTISING.*

BY SAMUEL M. WANAMAKER.

The original paper of this title was a thesis, presented to the Faculty of the Philadelphia College of Pharmacy and Science. I was invited by the Chairman to read it at this meeting but it is too long and I have therefore decided to give an abstract of it.

The subject for the paper was suggested to Dean Charles H. LaWall by Mr. Bruce Philip, of California, and he in turn suggested it to me.

The first part of the paper contains five separate sections and a brief description of each will be given.

* Read before the Section on Commercial Interests, A. PH. A., Philadelphia meeting, 1926.

Early Advertising.—This section contains a short history of advertising and traces the advance and growth of advertising in a brief way, from the year 1647 to the present time. Some very old advertisements are quoted and comments made by William Blundell in the *Crosby Records* for 1659 are given. The early form of mouth-to-mouth advertising gradually gave way to large fairs and, finally, when printing was invented something could really be accomplished. The earliest advertisements were mostly either of books or quack remedies.

Reasons for Magazine Advertising.—This section enumerates the following reasons: Creates market where previously none existed; establishes national market; cuts down salesmen and increases sales; prepares market in advance of salesmen; reaches men of high position and intelligence.

To make more forceful the importance of national magazine advertising six so-called advertising stories are told. They are made up of actual facts about large companies and show what an important part national magazine advertising plays in their business. In some cases figures are given showing the increase in the appropriation during the earlier period of the company's advertising campaign. The following is an example of one of these stories:

FIRST STORY.—A certain large company has been advertising a certain face powder, as a leader of its line of toilet articles, for about eight years.

Sales have grown rapidly as a result of the advertising appropriation and this appropriation has grown with equal rapidity as a result of the sales.

When was selected as a leader \$12,000 was appropriated for the first year's advertising campaign. Most of this amount was invested in national magazines. The results were so satisfactory that \$34,000 was appropriated the next year, and all of it was given to magazines. This amount was about 6% of the previous year's sales.

Thereafter the advertising appropriation was fixed at 10% of the sales. The business grew so rapidly that for the period extending from September 1920, to December 1921, the appropriation fixed on the basis of 10% of sales amounted to \$530,000. By this time the advertising was running in twenty-three magazines.

The advertising has consistently featured sample offers which have been most effective in building up distribution. A recent half-page advertisement in a woman's publication, featuring a thirty-cent sample offer, brought in more than 10,000 replies.

This face powder is now sold in practically every drug store in the United States and its popularity with consumers and the trade has also facilitated the distribution of other unadvertised products of the company and the total sales for the entire line are now running over \$8,000,000 annually. While the volume of business has been rapidly extended sales costs have consistently declined.

The Value to the Retailer in Following Magazine or Trade Journal Advertising.—The advertisements are just as important to the retailer as the editorials or professional or scientific articles; in them he finds quoted—his needs both as a professional man and as a merchant, also special offers which yield extra profits and advantage should be taken of this. By reading the advertisements the retailer is in direct communication with the manufacturers and can keep up with the advance.

Advertising Laws and Legitimate Advertising.—The truthfulness and honesty of advertisements is emphasized and a State law of Pennsylvania, bearing on the subject, is quoted. The principles of censorship as published by the Periodical Publishers' Association of America are given.

Advertising Campaigns.—Herein attempt is made to show the importance of a well-thought out and planned campaign and the factors governing it. This

section describes the different methods for the determining of the advertising appropriation and gives some of their advantages and disadvantages.

The second part of this thesis takes up and discusses advertisements appearing in magazines within the past twenty-five years. The purpose was to compare the advertising of, say, twenty-five years ago with that of the present time.

At first difficulty was encountered in the finding of old advertisements, as the many volumes of old magazines inspected were bound without the advertisements. Finally access to the library of the Curtis Publishing Company was obtained where fully bound volumes of the *Saturday Evening Post* with the advertisements were found. Most of the work was confined, therefore, to this one magazine as a very fair representative of what advertising is or should be. The investigation was limited to toilet articles and sundries.

As far as has been investigated it must be truthfully said that advertising has greatly advanced and will continue to advance even further. This is especially true of the working up of color in advertisements and in the printing of more elaborate advertisements; they have changed very little in the actual wording and statement of facts. It is true that some advertisements occupy a larger space than formerly but this is due to the fact that company advertising has grown.

The last few pages of the thesis is made up entirely of a description of actual advertisements selected from magazines. (Advertisements were shown by the author.)

PROFESSIONALIZING COMMERCIALISM.*

BY ROBERT J. RUTH.

Pharmacy is a profession. I make the statement without reservations. If a pharmacist practices pharmacy, then surely he is practicing a profession. The very nature of his work makes this true. If two-thirds of his time is devoted to commercial store-keeping and one-third to the practice of pharmacy, the situation is not altered—he is still a professional man, practicing his profession. If a physician sits in his broker's office all morning manipulating his capital on the stock market, plays golf all afternoon and has office hours in the evening, it does not make him one-third a professional man, nor the practice of medicine one-third a profession. Even if Dr. Charter's survey had not resulted in the substantiation of my statement, I would defy anyone to refute that the unadulterated practice of pharmacy could be classed as other than professional practice.

It follows then that the pharmacist is a professional man, even though he may be surrounded by an atmosphere distinctly commercial in all of the scenes familiar to his patrons, in which he appears in the title rôle. The public is rarely privileged to see the pharmacist when he is engaged in the pursuit of his professional duties. Those who enter his store know, if they think about it, that he is engaged in mysterious and highly scientific practice behind the "no admittance" sign leading to his laboratory, but they devote little time to such speculation, as they are busily engaged in viewing the post cards on the rack, perusing the magazines, or in smelling, in turn, the fragrant perfumes, highly scented soaps and other toilet

* Read before Section on Commercial Interests, A. P. H. A., Philadelphia meeting, 1926.