

## THE RIGHT SIDE OF THE SHOW CASE.\*

BY W. BRUCE PHILIP.

I take it our drug organizations and colleges are largely supported by the independent drug store, rather than the chain store. If that is so, we naturally approach our subjects with the idea of bringing out ideas of real value to the independent or small store. I think I can truthfully say that anything that builds up the small stores builds up the chain stores, because the chain store absorbs anything that is good just as fast as it is put out. The chain stores take ideas and use them for their own value.

In most department stores, and other stores of competitive type, there is somebody out in front to greet you, make you feel at home, and to look out to see that you do not leave without being satisfied. The clerks in the chain stores are on the other side of the counter, or on the other side of the show case.

I believe that there is a right side and a wrong side of the show case on which to meet the customer. In the smaller store I believe that the right side of the show case is the same side with the customer. I do not believe in staying in the aisle between the show case and the wall fixtures all the time. I do not mean that I am always out in the center of the store, but I believe that the independent store has an opportunity to greet the customer, because he can be on the outside of the counter, or show case, which is the right side for greeting the customers.

On the right side of the show case you will see all that the customer sees, because he is standing right beside you. If you stay behind the show case you are allowing a wall of sales resistance to stand between you and your customer. By coming out from behind the show case, standing next to your customer, and observing everything just as he sees it, besides being better able to make the customer feel at home, you are paving the way for the additional sale. Doesn't this seem more appealing to you?

You will learn, or have learned, that if you keep your customer talking instead of doing all the talking yourself, the opportunities for the additional sale will continually grow, and it is the continued growth of sales that will raise the average of sales, and make the day more profitable. Therefore, I believe that the right side of the show case is the side upon which you are to greet the customer, and upon which the sales are to be made.

We must also know what is in the show case, around the case, and knowing the merchandise sold, and where it is located so that the customer will readily grasp the conclusion that we know what we are selling.

That chain stores are losing business in some cities is due to the fact that their clerks have not that individuality and personality that the proprietor of a drug store possesses, and ignorance on the part of the chain store clerks of the right methods of greeting the customers.

The knowledge that the druggist gains of the needs of his community, and also from his every-day dealing with men, and understanding of human nature, are some of the added advantages that the independent druggist has over the chain store.

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\* Section on Commercial Interests, A. PH. A., Portland meeting, 1928.

## ABSTRACT OF DISCUSSION.

The presentation of the paper by Mr. Philip was followed by a general, interesting discussion and brought out the views of the members on the subject—"The Right Side of the Show Case"—these are in part reported in the statements which follow; the subject statement—"The right side of the show case"—is omitted from that of most speakers, thereby avoiding repetition. In a number of instances the reporter failed to get the names of the speakers, hence, omitted.

**Robert J. Ruth:** "Psychologically speaking, you must always be on the right side of the counter, plus knowing the store and what is in it. You must greet the customer with that peculiar smile, which after you have once given to the customer, you must continue to give him because he is going to expect it from you."

**C. W. Holton:** "The same side on which the customer is, because there is a greater opportunity for personal contact, friendly atmosphere and better salesmanship."

\_\_\_\_\_ : "The right side of the counter is the customer's side, so the salesman can see with the customer's eyes."

**C. H. Packard:** "In front of the show case—if you have a clerk to call to your assistance."

**B. Olive Cole:** "The right side of the showcase is the one the customer first approaches. The pharmacist has opportunity to make the customer feel at home, has opportunity to talk to the customer and also has the opportunity to more easily make a companion sale."

**W. E. Chapman:** "The right side is in front to greet the customer when he comes in; and the salesman can see the goods from the same point of view as the customer. The floor should be clean; a clerk can notice dirt or other things out of order if behind the counter. Contact as near to the customer as possible."

**B. M. Keene:** "The side on which the customer is on; the psychology of this situation makes the customer feel more at ease."

**Aquilla Jackson:** "The right side of the show case is the side on which we find the customer, so that we see ourselves as the customer sees us."

**R. B. Rothrock:** "The right side of the show case is that which is the most convenient to hold your customer's attention, and that is best adapted to the proper display of the merchandise intended for sale."

**C. O'Connell:** "The customer's side of the show case is the only side of the show case from the sales point, as the efficient salesman must look with the eyes of his customer."

**L. D. Havenhill:** "The one on which the customer is, because of the personal contact and the personal interest that it engenders."

**J. H. Wurdack:** "The front side. Closer contact, influence inversely as the square of the distance."

**S. L. Antonow:** "The salesman should stand in front of the case where each customer can be faced, ready to greet him when he comes in and make him pleased to buy."

**P. Henry Utech:** "Outside, because of opportunity for more personal contact—thereby maintaining interest."

**Leonard A. Seltzer:** "The great problem of relationship between customer and salesman is to establish sympathy. The front side is symbolical of being *with* the customer."

\_\_\_\_\_ : "The side the customer is on, because you are closer to the customer physically and mentally, and better able to convince him."

\_\_\_\_\_ : "Back for routine selling of called-for articles. Front for proprietor, and sales in which increase is possible."

**Charles J. Clayton:** "The right side of the show case is the customer's side, because there the customer's viewpoint may be had and a more intimate contact with him or her."

**C. E. Reed:** "The center aisle side is the right side; the personal contact thus attained is of inestimable value."

**Leo. G. Penn:** "To sum matters up, you must know the store; must know where the desired goods are located; and not take up the time of the customer; in other words, give service."

The following gave expression that the salesman should be on the side with the customer, because it gives closer contact: C. L. Cox, Bernard F. Daubert, Edwin E. Taiber, F. W. Meissner, W. H. Brown, John A. J. Funk, Percy S. Walker, F. M. McCullough and others whose names the reporter failed to record. It is very evident that the subject proved a most interesting one, and profitable to the participants.