

The manufacture of fluidextracts has long ago been relegated to the manufacturer and as he has better facilities for recovering the alcohol used in their preparation, he can probably prepare and sell them at a price which would be lower than the cost of manufacture by the pharmacist. But here again some manufacturers have taken advantage of the average pharmacist's dislike for the practice of his profession. We see many fluidextract bottles with labels upon their back bearing printed formulas for the preparation of the tincture, the infusion or decoction, and sometimes the syrup of the drug in question. Owing to this circumstance the fluidextract bottle has replaced the Pharmacopœia in a good many stores. How an educated pharmacist can conscientiously prepare an infusion from the fluidextract of a drug which may have been extracted with strong alcohol is more than I can explain; it can hardly be lack of knowledge, so it must be mostly laziness.

Just as soon as the pharmacists as a whole will realize that in order to make the professional side of their calling pay, they must practice "real" pharmacy and let the physician know that they are practicing "real" pharmacy, just so soon will pharmacy come into its own.

I have tried to show in this paper that "real" pharmacy can be practiced to commercial advantage, and have given you proof of this fact by submitting the statistics made by men who are actually engaged in the practice of pharmacy. Furthermore, I have tried to point out how our preparations made in the store can be disposed of to commercial advantage, and if this paper will help in a small way to bring the pharmacists generally to the realization that ethical pharmacy can be put upon an economic basis it will have fulfilled its mission.

PACKAGING AND EXPLOITING COSMETIC PREPARATIONS BY THE RETAIL DRUGGIST.*

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This subject could not be exhaustively treated in a paper forming, as this does, only a part of an evening's work—it requires an evening alone, and so I can treat it only as to the general principles involved. Any one committed to them, however, will be apt to find the way out of any difficulties of detail.

The preparation of cosmetics for the purchaser, following their manufacture, should unquestionably show care for their appearance, wording of label and convenience for use. Assuming that the article itself is attractively prepared and is agreeable to use, it will have poor opportunity for success—or at least its climb up to that desirable point will be over more rugged ground—if it is not attractive in appearance.

And if it is attractive and desirable because of its virtue, it may never be sold a second time to the same customer if not put up conveniently.

Not infrequently an article will sell to one entirely unfamiliar with its virtues,

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solely on its superior appearance—to which both label and container contribute—over another similar article not so attractive, but which may have more merit.

I have long ago given the subject of the label generally more than ordinary attention; indeed, compared with the average druggist, extraordinary. The average druggist, or “some of him,” does not care to know, does not know, or at least doesn’t care what his labels are like and is apt to imagine as artistic what, if large enough, might perhaps make a good circus poster—but label, never! Art is not a splurge of color or colors, nor is it an excess of engraved curves and lines. The best art is simple, color is subdued. So with a label. Appropriateness is as applicable to labels—all labels—as to anything else. There are better ways of showing patriotism than by using a red, white and blue label.

Primarily and always the name of the article should be most prominent; always later, never first, should come the maker’s name, and more appropriately and less conspicuously a description and directions, and last the maker’s name and address.

No more should be put on the label than is necessary to concisely state the *facts*. Enlarging on imaginative properties not possessed by the article, is only another way of prevaricating. Unless an artist, or one with decided artistic taste, designs the label, don’t use colors. A beautiful face or some rich, soft, but never gaudy colors, may appropriately be used for some cosmetics, but if they are not almost perfect leave them off. A soft-toned paper will often give a fine effect as a background to neat printing, in black, brown or other color, and be far superior to any attempt at something artistic or showy which falls short of a high standard, and many of the customers who almost alone use cosmetics will see it very quickly. A neat, appropriate label is just as impressive in its way as good stationery.

Several points must be considered in the container besides the size, whether box, bottle or jar. Its appearance also counts for much. It will often be seen before the label on it, and no matter how good the label, it will detract from effect if not in agreement with it. It is not wise, however, to give too much jar and too little contents. The customer gets tired of paying for jars of no use when empty. Simplicity is appropriate here, too. Occasionally an attempt at originality is highly successful from that point of view—but a failure from every other. Originality along good lines is desirable, of course. The opal jar is justly a favorite, as is the aluminum lid.

The bottle has, probably, more variety given to it than the jar, but the same observations apply to it. A very deeply panelled bottle means charging a good price for a poor bottle and it always seems to me in such cases poor quality. The law should forbid putting out bottles that pretend to hold more than they do. I have rarely seen a handsome panelled bottle. That, of course, is only an opinion, but I do think a bottle entirely without panels, of good glass and either round or square and well proportioned, will show the contents better and present a handsomer appearance than any panelled bottle ever made.

Containers should be convenient. If jars, they should be very wide-mouthed and not too deep, so that all the contents may be reached. If bottles for a thick, creamy substance, narrow necks should be avoided. If corks are used they should be of the best quality as they will be frequently handled before the bottle

is exhausted. It is poor policy to use a poor cork that breaks the first or second time used or to use a short one forced in to level of lip, unless an extra cork is provided. Where possible, a sprinkler top should be used. Where the material is suitable the tube has proved very desirable in many cases, being convenient, and preserving the contents satisfactorily, but it cannot be made as attractive as other containers, this being practically limited to the label.

For the retail druggist who puts up a cosmetic for sale only in his own place, I think a carton is a mistake. He can display the article much better uncovered. It is no doubt common experience that the jar or bottle must often be removed from the carton to show customers, and I think it is a mistake to seal a jar of cream or ointment so that the contents cannot be examined, especially with a new article, the reputation of which has still to be achieved. I have known a choice of another article to be made in consequence. The carton, however, is very convenient and useful in practice for distribution purposes, in large quantities, saving time in handling, and breakage, and space in packing. But all that applies to the label, as to neatness and appropriateness, applies to the carton which is temporarily seen in display in places of the container itself, except, of course, in the cases where it is used only as a packer for protection.

Unquestionably, in my mind, the pharmacist should study *every point* to succeed in replacing the numerous preparations on the market by his own, for they *should* be better, and with good articles, the composition of which he knows, he has talking points in every detail from the purchase of the raw material to the wrapping of the product ready to hand to the customer, and while he is talking with his mouth the articles should be talking and backing him up by their appearance, proving the adage that "deeds are greater than words." The many on the market are made to sell—so are the pharmacist's—but with the difference that he is there to stand back of them and known in his community and his character and his goods should both be on a par—of the highest. No one knows what the ordinary market goods may be, we all know how fraudulent *some* of them are.

Circumstances alter the conditions of exploiting an article of any kind, and every community has its peculiarities which have more or less bearing on what should be done, nevertheless there are general principles to follow, applicable to all cases. The one aim is to reach the desired customers, interest them and get them to make the first purchase, when if the quality—it always comes back to that—is there, future purchases take place automatically and lead to their friends becoming interested.

A good display in the drug store or window—preferably both—is seen by everybody entering. That has a double advantage. It tells that you have it and what it looks like, besides, many see it who have no use for it, but will tell others.

Sampling with exact duplicate of the actual article, except as to size, is an excellent and superior way of advertising it, but it is expensive and will not pay except the community in which it is done is large enough to warrant the double cost of the samples themselves and their delivery, and it is wasteful unless some system is adopted which insures practically all of them being delivered to persons likely to use such an article. Delivery at doors, of unaddressed articles means

much waste through the gross carelessness and indifference of the ordinary messengers used, as well as their being taken by servants or others who may receive them. An article addressed to a person who knows the sender or knows of him, or that he is in the immediate neighborhood, will be more impressive than if it was merely left at the door and got into her hands by chance more than by good management. The parcel post seems an excellent way to overcome this trouble and thus make a direct appeal to the party desired. It is not at all necessary to limit the list to known customers. A little effort constantly kept up for future use, will produce a list sufficiently selected from your neighborhood to make you reachable, and yet not be wasteful to you.

A well-worded, short circular, accompanying the sample and showing why *you* are better able to make such an article and that you stand by it, will greatly help. But a check should be kept on results, showing who do not respond, and later another sample be sent.

Ordinarily it is not advisable to send several kinds of samples at once. Better separate them by short periods, as it makes more impression. If the sample reaches the right party—that is, one likely to use such an article—and is liberal enough in quantity to allow fair trial, this is one of the very best methods of advertising, provided always the article is right from beginning to end.

Sampling can be advantageously done directly to customers by enclosing with other articles, by personally asking them to try it, and by leaving the samples in a convenient place to be taken by any one, but this latter way is apt to be wasteful, as many people will take samples because they cost nothing, not because they want them.

When a customer asks for a certain article give it, but you may also give your sample. When they don't know what they want give yours if you know it is right.

Each one must decide for himself whether he desires to make a special push on such an article and whether newspaper advertising will pay for its cost, which ordinarily is considerable, and unwarranted unless the article has real merit, the advertiser brains and the maker capital, but this takes me outside my limit which confines me to the retail druggist. Local papers in the territory covered by the maker may, however, be used advantageously and at moderate cost.

Many large manufacturers of cosmetics have learned the lessons I am trying to impress and those that have learned it best are among the leaders of the world in their line. The French manufacturers probably lead them all in beauty of labels and packages, as well as quality. But there are a few in this country who are doing most excellent work in beautifying their packages.

The pharmacist cannot assume the expense they do and need not, for local purposes, yet he can turn out packages neat, but not gaudy, attractive and convenient.

It might have been interesting to illustrate with examples, but neither my time for preparation nor yours now would permit this.

I have assumed that few, if any, retail druggists would expect to do a very widely extended business in such preparations, beyond their own territory. If that is done at all successfully it will mean all he can handle in addition to his

other regular business. When he goes beyond that he becomes a wholesale manufacturer and the exploiting is a far different matter. But not a few of the best known manufacturers are realizing the value of the personal appeal referred to above and most druggists must be familiar with the begging appeals made to them for their mailing lists. Since it is noticeable, that the best of them are giving much attention to appearance, size and convenience of their packages, there is little use in a retail druggist undertaking to put out such preparations unless he can equal or surpass the best on the market.

DRAWING POWER OF THE WORDS "DRUG STORE."

Commercialism in pharmacy does not exist to an extent to make public references to it frequent.

This may be a startling declaration, but one, we believe that no one can successfully deny. It should be placed alongside of another unequivocal statement we have made, namely, that pharmacy is a profession. Conducting a drug store is not practicing pharmacy. The over-commercialization of the business carried on under a drug-store sign is the thing that is in the minds of people who inveigh against what they call commercialism in pharmacy. Let us get our basic facts well in mind, and then we shall the better be able to go into an intelligent discussion of side issues.

There are two separate and distinct reasons for the recent very noticeable growth of the commercial side of the drug business. One is the desire of men in the drug business to make more money; the other is the desire of men to make more money by going into the drug business. In the case of druggists already in the business, their commercial trend is the result of a natural growth; with the others it is a wish to take advantage of a situation which has presented itself with a certain degree of suddenness. In other words, men with the commercial instinct highly developed, seeing that druggists who possess that instinct and are guided by it have made a success, have determined to put more of the commercial feature into drug stores and make a larger success. So far as the real drug end of the business opened by some of these commercially minded men is concerned, it might just as well give place to some other line, but for the fact—and this is the point we desire to bring out—that there is something about the words "drug store" which seems to have a magic drawing power with the public.—*Druggists' Circular.*