

it up inside the store with a portion of his space devoted to the display of drugs on the basis of health needs and preservation.

A store carrying out such a program is, eliminating legal definitions, rightfully entitled to call itself a "pharmacy." Others are better described merely as "drug stores," with emphasis on the "store."

SOME USES FOR COLOR IN THE DRUG STORE.*

BY GEORGE F. ARCHAMBAULT.¹

The pharmacist's own use of color in the average store has been, up to the present, mostly confined to window and show-case displays. It is true that manufacturer's lithographs and the myriads of patent and proprietary medicines have created kaleidoscopic views upon our drug store shelves, but the truth still remains—more color could be used. The purpose of this paper is to point out some salient facts concerning color, both from the physical and psychological angle, and methods whereby color may be utilized to increase sales volume and good-will, at a trifling expense.

Color still remains one of the strongest optic attention-getting factors. Before many commodities are released to the public, they are "sales tested" in several different colored combination packages and dress, to ascertain exactly which combination of colors will produce the greatest sales appeal. Many brands of cotton are now packaged in blue with a blue inner wrapper since white cotton against the blue background appears still whiter. Comet rice packages are lined with blue at an extra cost of thousands of dollars annually. The increased sales, however, prove well the point that color is an invaluable selling aid.

Before attempting to give any actual applications of "color selling" several key facts that must be observed in producing proper color harmonies are here pointed out.

1. Materials react differently to light on account of their "surface quality" or texture. This phenomena is called "specular reflection" or "mirror action," and is due to the fact that some materials are flat and others are deep piled, some are dull and others shiny. These physical characteristics cause materials to catch or reflect light rays differently. Velvets, for example, contain thousands of little pockets which trap the light and prevent it from being reflected. For this reason, two different textured fabrics may appear to have different shades or tints when in reality they have been dipped in the same dye.

2. Electric and other artificial lights by comparison with daylight usually contain considerably more yellow or orange and less blue rays, and under such illumination blue objects have a tendency to appear green. Other colors are also affected. Therefore two colors which harmonize in daylight when viewed under artificial light may conflict. Test your color combination before using.

3. In building a monochrome harmony (several colors of the same hue) con-

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siderable care must be exercised in picking the proper shades or tints lest one appear to be faded.

4. Colors have a physiological influence. Generally speaking the colors which are at the red (orange, yellow) end of the spectrum are warm, active, stimulating, and sometimes, if overdone, irritating, while the colors at the purple (blue, green) end of the spectrum are cold, passive, quieting, and sometimes, when overdone, depressing.

Red increases the activities in the nervous system, while blue inhibits. Changes in the heart beat and respiration are caused by various colors.

5. Each color is capable of evoking definite mental impressions, referred to as the color's "feeling tone," due to the psychological effect created by the color through association of ideas. A color may therefore have either a pleasant or unpleasant feeling tone or both. The following list is not original with the author, but is included here because it covers the topic quite thoroughly, and will greatly aid pharmacists in selecting proper colors for feeling tone in selling.

"FEELING TONE" OR COLOR LANGUAGE.

Positive Feeling.	Color.	Negative Feeling.
Purity	White	Pallor
Innocence		Winter
Light		Blankness
Joy		Weakness
		Bleakness
		Paleness
	Black (opposite to white)	Sadness
		Contamination
Sunlight	Yellow	Treason
Metal gold		Cowardice
Happiness		Deceit
Cheerfulness		
Masculinity	Blue	Melancholy
Truth		
Coolness		
Reserve		
Honesty		
Adventure	Red	Cruelty
Femininity		Anger
Warmth		Danger
Fire		Ire
Passion		Sin
Vitality		
Health		
Royalty	Purple	Mourning
Luxury		Death
Dignity		Age
Wealth		
Reverence		
Religion		

6. In displaying men's goods, the colors red; second, green; third, orange, are the most effective, providing they harmonize with the color of the item being

displayed. Colors at the blue end of the spectrum are said to have less sales appeal to the average man.

7. Cellophane, glassine and like materials increase the sales ability of an item because they reflect light, creating a brightness and newness that customers attribute to the products wrapped in them. The pharmacist should use this truth often and generously.

8. By actual tests* under certain artificial lights, the following colors have been found to have the greatest sales appeal.

Product.	Color.	Nature of Color.
Perfumes	Yellow and purple	Weak
Soaps	Yellow and green	Saturated
Candy	Yellow and red	Saturated
Summer beverages	Yellow and green	Saturated

* Taken from tests conducted by N. Collins for his thesis at Columbia, 1924.

9. Where manufacturers' lithographs are to be used in a window display or counter unit, a handy general rule in selecting color harmonies, is that a pleasing color combination results from taking as the main background color either the color most prevalent in the lithograph or the one least prevalent. The first creates a blended harmony while the second makes for sharp contrast.

10. The five (5) most legible combinations of colored letters on colored backgrounds arranged in order of their legibility are:

Letter Color.		Background Color.
Black	on	Yellow
Green	on	White
Red	on	White
Blue	on	White
White	on	Blue

COLOR AND COSMETIC SALES.

Selling with color aids has, to the present time, been confined to the use of jewelers, but even here it has not been developed much beyond the basic stages. The sales price of the majority of novelty and luxury items is based upon the value given by the purchaser rather than the true value of the item. The visual appearance, that is, the dress and the manner in which the item is presented in the selling process, are important determinants of the value and selling price in the mind of the customer. Jewelers, in handling a stone or ring, regardless of its true value, never display the article in a mass of others, or hand it to the customer with a short sales talk. Such items are handled individually and with care, as though of great value. They are gently placed on fabrics (black or purple) and the fine features pointed out. The druggist can develop the same technique of selling and even carry the idea further by matching the colors of the item being sold with one of the several available "Selling Fabrics." Because the Cosmetic Department of a drug store contains the more frequently called for luxury and novelty items, detailed illustrations shall be taken as examples. Lipsticks and compacts usually come in two dominant colors: gold and silver. In selling a compact, gold in color, a selling fabric of approximately fifteen by eight inches may be used, preferably of white satin cloth. Besides matching the case, the white satin makes an excellent

background when the compact is opened. The lipstick likewise may be placed upon the "Selling Fabric" while the merits of the product are being pointed out. After the talk, the item is gently pushed, satin and all, toward the customer. It invites inspection of a "valuable item."

If silver should be the main color in the cosmetic container, the counter cloth may be of dark blue velvet. Other colors are of course acceptable if matched to the container and contents. A red color assumes a brilliance on white or pale green and loses intensity on red or brown backgrounds. Other colors also intensify their hue on contrasting colors and appear dull on like colored backgrounds. The druggist who knows this fact, and has a selection of counter cloths, should never get complaints against color once he knows the customer's need.

COLOR IN THE PRESCRIPTION DEPARTMENT.

Color in the Prescription Department is not as far fetched an idea as it might at first appear. Every pharmacist should wish to emphasize the cleanliness and the quality of his establishment and prescriptions. Again color can be used effectively. Packaging pills and capsules in boxes lined with light blue paper will accentuate their whiteness and cleanliness. The same is true for powders folded in white papers. A layer of pale blue cotton in a white lined box makes pills and capsules easy and pleasant to take. Other colors may also be used.

OTHER USES FOR COLOR.

If the druggist manufactures his own preparations the proper choice of coloring agents becomes very important. Blue, or milk-white mouth washes are never popular, no doubt due to the "feeling tone" which suggests "unfitness for internal use." The best selling mouth washes are on the red end of the spectrum. Two of the fastest selling mouth rinses of the day bear out this point. One, a red, is suggestive of health and vitality; and the other, an amber, is likewise suggestive of health, sunlight and cleanliness.

Another possibility is the use of colored caps for prescription bottles. A white cap is never objectionable and caps matching in color the liquids dispensed create favorable impressions upon patients.

The receptive mood of the customer is markedly affected by color in more distant objects, or by color as an abstract phenomenon. For instance, it has been said that green helps sell summer beverages. Doesn't that suggest green light on the fountain backbar, green trimmings on the uniforms of the fountain help? Colored light and color may also be used in the individual show-case to advantage, also in the stationery of the pharmacy, in the wrapping paper, and in the twine or tape. A pleasant harmony will create a store color personality, so to speak, which will automatically bring the particular pharmacy to mind whenever the color or combination of colors is seen in the community.

PAST AND PRESENT OBSERVATIONS OF DRUG STORES.*

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After forty years in the drug business, my great regret is that the drug store, the kind in which I learned to be a pharmacist, has lost its identity and that the

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