

A NOVEL METHOD OF ADVERTISING A DRUG STORE.*

BY FRANKLIN M. APPLE.

In a recent interview with an old customer, whom I chanced to meet on the street car, I was reminded by him of some very interesting and amusing events that occurred some years ago, when I planned to give publicity to my drug store in a novel manner—one that would be remembered for some months with decided advantages to ourselves. As we resided but a short distance from the grounds of the American Baseball Club of Philadelphia, where the famous "Athletics," managed by the skilled tactician "Connie" Mack, had their home grounds; and as the majority of the male members of the households in our vicinity were ardent "fans," I organized a baseball team, which was known as Apple's Tigers (or Pill Rollers). We sought contests with other teams in our immediate vicinity, which we assisted in assembling, with the result that rivalry soon ran very high, and interesting and amusing contests resulted—some of them resulting in very close scores; and very laughable exhibitions were given by some of the talent, which it is needless to say was purely amateur.

Amongst the opposing teams was one organized by the Congregational Church members, whose house of worship was only two squares distant from my drug store. They were known as the Congregational Crows.

I provided the grounds—that of the "Athletics"—the score cards and the paraphernalia needed by my team, and presented the entire proceeds of the games to the treasury of the Church, which was very gratefully received and was the topic of considerable favorable discussion for months after the games were played. Incidentally I will state that I do not attend services at this Church, hence it was appreciated all the more by the members. As the games were announced from the pulpit—prior to the contests, you can see that we received considerable publicity for our efforts. Other games were arranged for and played with teams, captained by merchants in our section, which served to keep my name before the inhabitants of our vicinity, as we had placards printed and exposed in the windows of the stores within a radius of a quarter mile of our place of business.

Aside from the pecuniary benefits we derived from this venture, the exhilarating exercise was very beneficial to one as closely confined as is the average retail druggist, and served as a pleasing hobby to divert one's mind from the exacting duties of the everyday grind.

The games were reported in a local newspaper that was distributed in our homes, which gave further publicity to our store, without any cost whatever—save a few free passes to the games, and as we had an abundance of vacant seats we did not overcrowd the stands by this procedure.

When re-reading the accounts of these games and bringing to mind some of the amusing features of these contests it is a source of great pleasure I can assure you, as my team was the champion one.

Samples of the score cards are here for your scrutiny; and I hope that this brief narrative may prove to be beneficial to some of my hearers, who can adopt this plan of publicity advantageously.

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