

"The expenses of the retail druggists in this country will show between 26 and 27 percent of their sales and this does not include the question of investment and interest charges which we take into consideration in the chain stores. It does not include depreciation. One percent per month of the investment should be charged to depreciation and unless this is done the merchant is fooling himself. The retail merchant should speed up turnovers as fast as volume goes up. One of our drug stores turns its investment fifty-two times a year. Everyone should have a schedule of turn-overs for each department in the store.

"In the question of buying, more men go broke when over-buying than those who under-buy. It does not pay any man to buy any more than is necessary to operate his store. Four times a year is the least number of turn-overs you should consider.

"It pays you to take care of windows well and never put in a window display without the price on every article of merchandise."

Mr. Liggett explained that the chain stores did a great deal in bringing back the sundry and toilet goods business to the drug store, which had been gradually slipping away from them.

Mr. Liggett said, "that the one-cent-sale idea was started in 1914 during a period of business depression, and was the result of efforts to hold volume; that there is nothing in the world that will add to the inventory like a one-cent-sale and at the same time it is one of the biggest business boosters he had ever come in contact with, and productive of good returns if run occasionally."

MODERN DRUG STORE ADVERTISING.

BY H. P. HYNSON.

The following address was delivered before North Carolina Pharmaceutical Association several years ago. It is just as applicable to-day as then and presents the subject of Modern Drug Store Advertising from a pharmacist's viewpoint and valuation. While it has been the intention to print the address before now, the opportunity did not present itself as it does for this issue of the JOURNAL, wherein an article on a related subject appears.—EDITOR.

"The shortest comprehensive definition of the word 'advertise' is: 'To divert or direct the attention.' The calling and holding of favorable attention is good advertising. The calling and holding of unfavorable attention is bad advertising; many of us are doing both unconsciously.

"Let me assure you that the very best advertising, especially in the retail drug business, is done without a trace of color or a drop of printer's ink. I believe that great harm may be done and much money wasted by the injudicious use of illustration and printing. Practicing cleanliness, order, system, true aesthetics, consideration, truth and honesty is the kind of advertising in the drug business that brings best results at the smallest cost. I could better tell you what I mean, I believe, by quoting freely from a recent address on this subject by Mr. J. Thomas Lyons, Advertising Manager of the *Baltimore News*, one of the leading dailies of this country. I was greatly encouraged to find that Mr. Lyons set forth my exact views upon this subject, as can be shown by the agreement of

his expressions with my own policies and practices during my business career, including now some thirty-four years. I read from Mr. Lyons' address as follows:

“Advertising does not necessarily mean bill boards, street cars, newspapers, blank walls, circulars, programs, letters, or any one specific thing, but advertising means anything that attracts the attention of one person or of a million people to your business or to you personally as the proprietor of that business, and if the retail druggist could only realize that almost every waking hour he is advertising or mis-advertising his business, he would pay some attention to the importance of correct advertising.

“If an efficient man were to be called by a neighborhood druggist and told to do what he could to increase the profits of the business, the first step, no doubt, would be to see if three or four dollars in white paint would not be a good advertisement in the druggist's window. If there was anything about the exterior of the building that might create the impression in the mind of the passer-by that carelessness and slipshod methods prevailed within, that condition would have to be corrected.

“The interior of your store often has an unconscious influence, either favorable or unfavorable, on the prospective customer, and you can not get correct store atmosphere unless the things therein are right.”

“Advertising begins with the personnel of any business enterprise, beginning with the proprietor and his assistants, then all down the line to the porter and errand boy. In a recent address on the teaching of commercial pharmacy, I tried to set forth what a commercialist should present in his person and I had in mind such a person as would at once and most effectively advertise the enterprise with which he might be connected. One so equipped could render attractive service and service is what is desired by the world to-day, as I have styled it in a late advertisement of my own: Satisfying supply service—service you need, to secure Antitoxins, Vaccines, Serums, Bacterines, Oxygen, Normal Salt Solution, Infusion Apparatus, Camphorated Oil Ampules and other emergency requirements.

“I will take the liberty of reading some extracts which will describe the personal qualification of the pharmacist that makes the very best advertising matter, taken from the address to which I have just referred:

“The personality of the pharmacist, or of one who purposes to become a pharmacist, is of much importance. While pharmacy is a vocation requiring no great physical strength or power, it does require a considerable amount of endurance and, because the hours of attendance upon duty are comparatively long and because most of the time devoted to business is, necessarily, spent indoors, it is not the proper engagement for those predisposed to tubercular trouble or those with anemic tendencies. It is a business suited neither to a deformed nor to a crippled person; quick, well-ordered movements are required and extraordinary control and use of the hands and fingers are necessary.

“As successful salesmanship is an important qualification of the pharmacist and since the personality of the salesman has much to do with his success, appearance, or address, as it is more politely called, must be seriously thought about, much thought about. One can not, of course, change his features, neither can he materially alter his size, but there are some defects which may be overcome, by thoughtful and determined effort; rounded shoulders may be corrected by similar effort, assisted by braces; an awkward, ungainly gait or slovenly carriage may be easily changed.”

“Much of the same character might be said regarding personal cleanliness, dressing, manner and style of speech, and the proper training of the mind for commercial purposes. If a proprietor appreciates the value of personal attractiveness and possesses this strong advertising power, he will, naturally, seek such at-

tractions in his assistants. Much good money spent in advertising goes to waste, because of the fact that customers brought to the store are not pleased and held as customers because of the character of clerk that waits upon them. It may be thought by some of you that this is foreign to the subject under consideration, but I believe that many pharmacists fail to win success largely because they are not careful enough regarding the appearance, intellectuality and dispositions of their employees. Again, I repeat that attractive, pleasing personalities rendering efficient, satisfying service, are the most profitable advertisements a drug store can use. Service is the key-note of good business to-day. Service is the real inspiration of Rotary, that remarkable and fast-growing organization now numbering more than twenty-five thousand alert commercialists, who unite in believing that golden rule practice is the best advertising and that following the motto, 'He profits most who serves best,' will sell the goods.

"It is an old story that I bring you regarding directly-unpaid-for service as an advertising feature, but I would fail in my duty toward my audience if I did not emphasize the help it has been to me in establishing and maintaining a fairly profitable business. This directly-unpaid-for service must be rendered with as much grace and good feeling as that which wins the highest remuneration, otherwise it will be the veriest boomerang. If you sell stamps, keep all that will be called for and of every variety on hand and sell them with eagerness. It will pay you, even if you have to borrow the money, to use one or two hundred dollars, or as much as is required, for the purpose of keeping change for the accommodation of all who seek the favor. No expense should be spared in supplying directories and all such other appliances as will be helpful to those who may become or are your customers. Beginning with an ordinary pair of scales on which people could weight themselves, we have developed this feature until we now have a pair of scales which cost us \$210.00 and we believe this is the best advertising investment we have ever made. Not only do people come in and appreciate the character of these scales, but physicians from many parts of the town send their patients to our store to be weighed. There are, in different neighborhoods, many other services that may be rendered. The suggestion of Mr. Lyons that a rolling chair be kept to be loaned, for short periods, to invalids in the neighborhood, and especially to be used in the removal of patients, is an unusually good opportunity to make an impression both upon physicians and the laity.

"No matter how attractive and efficient the personality of an establishment may be, it cannot, however, render the service that will make particularly fine advertising, unless it has the proper place in which to give such service. It must also have ample equipment.

"Often before a possible customer can ascertain what service you have to offer or see those who are to supply it, the possible customer is advertised away from both by the uninviting exterior or surroundings of the store. How is a stranger to know that you are the most capable and intelligent pharmacist in town or that you have the best and largest stock and employ the most attractive and agreeable assistants, if the building, the show windows and the signs, all positively tell him that such is not the case? How is he to know that you conduct your business in a serious and dignified manner when your windows and signs tell him that you are catering only to the frivolous, the gay and the ignorant? Does

he read that yours is a high class pharmacy carrying dignified side lines and, incidentally, supplying 'thirst quenchers?' Look at your signs, my good friends, and see what you are most prominently advertising, generally in impressive green or glaring red. Thousands and thousands of pharmacists in this country have sold their most valuable birthright in advertising for a very poor mess of pottage.

"Infrequent circulars, small spaces in the newspapers, counting these as good advertising, are as nothing compared with the very extensive space you are giving on the exterior walls of your building, in your show windows, on the interior walls of your store, in your fixtures, by the disarranged aspect of your stock, by the unkept, uncleanly condition of your store, to very, very bad advertising.

"Ruskin has given the world the seven great lamps of architecture, and architecture is most serviceable, and most enduring, when these seven lamps are allowed to brightly burn. As leading to the proper construction, arrangement and appearance of a drug store, I would use four of Ruskin's lamps, the lamp of 'Truth,' the lamp of 'Beauty,' the lamp of 'Power' (scope), and the lamp of 'Life' (energy). To these, I would add a lamp of Appropriateness, a lamp of Consistency and a lamp of Modesty. With these seven lamps leading me, I would have a store, in truth, just what it pretends to be; it would be truly beautiful, it would be large enough in which to do business acceptably, it would be a lively, fresh-looking place, and it would be well suited for such a business; it would be consistent in all parts; the prescription department and equipment would be quite as complete and as attractive as the soda fountain and its ceiling would not be more ornate than its floor covering. With all, it would be modest and not over-pretentious for the neighborhood in which it was located or for the customers who would patronize it. It would not make me, my clerks, and my little stock look like thirty cents. A store so conforming to the lamps mentioned would, of itself, be worth all it cost as an advertisement; I mean, it would do more and better advertising than could be possibly done by the expenditure, annually, of six percent of its cost, a fair interest on the investment, if such an amount were spent, even judiciously, in printer's ink.

"Too much attention cannot be called to the advertising worth, the pulling power of the appearance of things. This applies to building, to front, to windows, to fixtures, to appointments, to arrangement of stock, to business stationery, labels, and especially to containers, regarding their appropriateness and quality, and to packages and their wrapping. All these can be made most useful in establishing, enlarging and holding business.

"Color and color harmony give so many of us great restlessness, if our state of mind is as much disturbed as is our adjustment of colors. The selection of colors, wherever colors may be used, is a momentous question and, when you are in the least doubt regarding appropriateness of colors, or the blending of these, no matter for what purpose they may be intended, you are solemnly advised to 'play trumps,' that is, use none at all and resort to black and white.

"Considering the good or bad advertising effects, one should never be too sure that his taste, as to the appearance of things, is just what it should be. I have seen labels used by druggists who thought they were particularly attractive, which did violence to every principle of appropriateness and good taste.

"Considering all the advertising I have ever done for our retail business, and I have spent much time, thought and money in this direction, I believe the most profitable and helpful of all has been the attention given to the appearances of packages going out of our stores. No expense or effort has been spared to make them just as attractive and as pleasing as possible. It is a fact that many of the best and most profitable customers of drug stores, after years of patronage, have never seen either the proprietor or the store. These must be favorably influenced by the appearance of the packages and the service that is supplied.

"All advertising, whether the kind I have been describing, or the more generally recognized kind, is of no possible avail, if you do not have in stock the right kind of goods in sufficient quantities, properly marked, and conveniently and attractively arranged. If you ask me what next to the appearance of our packages I think has been the most profitable advertising, I would answer, without hesitation, the use of standardized galenicals. I began using these as soon as they were put on the market, about 1885, and have been using them ever since, and we have never, to my knowledge, had a single complaint about the activity of our alkaloidal preparations, but much more to our gratification, we have had many, many favorable commendations upon the uniform action of these products. And so, with every other class of goods, it is the standard or standardized product that will give most satisfaction to your customer and to yourself. The extra price paid for these goods might very justly be charged to the advertising account. 'The best,' is what the physician and the people want from a drug store. Let them get cheap and unreliable stuff elsewhere. The druggist should not fail to take advantage of the opportunity to advertise himself and in the very best and most lasting manner, by supplying goods that cannot be criticised, no matter what he may be compelled to pay for them.

"Possessing the personality I have indicated, with a store, equipment and stock such as I have described, imbued with the desire to render fair, honest service, do you think you would have any trouble in telling those who might be led to deal with you the advantages of giving you their patronage? Advertising as generally understood, in my opinion, consists of frank, open statements, consists in telling the truth regarding yourself, the service you have to render and the goods you have to sell. In every instance, I believe there should be the stamp of individuality upon the advertisement; it should be characteristic of the man and of his particular business. It is worse than useless to use other people's methods or another's combination of words, because they do not fit your case. Some one who knows, really knows, what is to be advertised, should frame the advertisement. It may be that the text, the wording, should be supervised, yet I believe that a man is not sufficiently well prepared to enter the drug business, in this age, if he is not able, himself, to write profitable advertisements. Should it happen that he does not consider himself personally able to attend to this part of the business, I feel safe in advising him to give to it enough time, study and money to become sufficiently accomplished in this line, to meet his own requirements.

"I would especially warn against the use of those familiar drug store cards, which invariably begin with 'Pure Drugs and Chemicals,' and, as invariably, contain the assurance that 'Prescriptions are accurately compounded.' As a slight

variation, it may read: 'Prescriptions compounded with accuracy and dispatch,' when we all know they should be prepared with mortars and pestles, spatulas and elbow grease. Advertisements, to be helpful, must have some specific purpose and should, if possible, make an impression regarding a specific fact in connection with the business advertised. It is a good principle to begin with a general phrase or heading that will interest almost everyone and then gradually draw the attention to yourself and your business or to some one thing that you wish to present. The funnel illustrates what I mean, you begin with a large opening and gradually draw the attention of the possible customer down to the apex or neck of the funnel and then through it into your store with a definite object in view. For example: 'Some day—Yes! Some day, you may be ill and need a druggist.' 'Decide now, where you will go when you have a prescription to be filled.'

"As Mr. Lyons has aptly stated, 'The average neighborhood druggist can not advertise in newspapers profitably because he pays for the total circulation of the paper, and can hardly cash in on more than 5 percent of the circulation.' He also says: 'Many druggists have tried to build up a telephone business, but this has often proved disastrous, because the cost of delivery takes the profit from the sale.' If the drug store is not centrally located, it is unprofitable for it to go after business outside of its own neighborhood, because of the extra cost of delivery. If newspaper advertisements are used, preferred space ought to be selected. It is much more profitable to use a small amount of expensive space than it is to buy a section in a position that will attract no attention. Advertisements, in daily papers, should, in my opinion, be changed each day, and I think in weekly county papers they should be changed with each issue of the paper. Not much should be said; only pointed facts should be brought out.

"The practice of sending out cheap circulars has a tendency to cheapen the store in the estimation of those seeing them lying around. It is much better to get up a small number of expensive circulars and see that they are directly delivered to the possible customer. I am clearly of the opinion that, no matter what the location of the drug store or the character of the customers may be, there must be a certain amount of dignity and tone about its advertisements. All that I have said about appropriateness and colors should be applied to the advertising matter issued by pharmacists. Especially should the construction be grammatically correct and refinement in expression should be, consistently, a characteristic. Catchy phrases are desirable, of course, but these should not be used at the expense of good English or of reasonable dignity. It is a very serious question whether profuse advertising of the drug business to the laity pays or does not pay. I believe that the advertising of some side-line at a time, or the advertising of a special feature, by proper circulars, could be made to pay.

"I have no doubt but that the plan I have used of advertising continually and persistently to physicians is the very best method of building up a real drug business. It is a character of advertising that requires very great care and the possibility of overdoing it or misdoing it should always be kept in mind. There are many things that can be sent physicians which will remind them of the sender; these should, however, frankly appear as advertisements; they should not imply an obligation, but they should be of a character which will insure their use and

preservation. Cheap prescription blanks, unattractive blotters or useless publications are really harmful. One must know the needs of a physician and must try to supply these needs in a manner that will be acceptable to the receiver."

In concluding and summarizing, the speaker said:

"I believe to advertise successfully, one must have something to tell, must have something good to tell, and must really believe he has something to tell that will benefit those he desires to serve. If then, he will tell his story earnestly, enthusiastically, and, above all things, truthfully, he will be able to do advertising that will bring profit to himself and give satisfaction to those upon whom it has had effect."

THE NEED OF QUALIFIED PHARMACEUTICAL SERVICE FOR THE AMERICAN SOLDIERS IN THE UNITED STATES ARMY.*

BY FRANK CAIN, M.D.

As the great war continues we grow increasingly conscious of the enormous task before us in providing for the immediate health and safety of the American soldier, which is equivalent to the ultimate salvation of all of us. For the army and the navy are the bulwarks that stand between us and the horrors of servitude. Democracy must trust everything to her sturdy sons hastening to the field of battle. But if this is so we must do all that lies in our power to keep them sturdy and capable of defending us. Already in a thousand directions keen minds are at work with this end in view and constructive legislation is creating the conditions for its realization.

The movement in favor of Pharmaceutical Army Corps is one phase in this general tendency toward constructive national legislation and achievement. To the expert or careful student of such matters, the value and meaning of qualified pharmaceutical service in winning the war is obvious. To the general public, consisting of laymen, even to the educated laymen, this value is not so clear. There are even members of Congress who oppose the Edmonds bill (which authorizes the creation of such corps) on the plea that they are unnecessary; that medicine in handy tablet form can be dealt out by any one. But their standpoint is still that of the laymen and consists largely of mental snapshots taken at the corner drug store or the village apothecary's.

Their knowledge of the pharmacist and his work is frequently merely impressionistic, and uncritical or rather superficially critical, and it may even be drawn from an acquaintance with the pharmacist's employees; the boy at the soda fountain, for instance. It is always unsafe, however, and likewise unjust to judge the finished product by the raw material alone—to estimate the trained pharmacist by the potential druggist. The public is also liable to misinterpret the motive of the pharmacist, in seeking recognition in the Army, believing this to be selfish personal interest, an error which we trust we may be able to dispel.

* Read by the author at the Lloyd Library, Cincinnati, Ohio, June 18, 1918, before official representatives of the Cincinnati Branch of the American Pharmaceutical Association, Ohio State Medical Association, Ohio Branch of the National Pharmaceutical Service Association, Ohio Valley Druggists' Association, Ohio State Pharmaceutical Association, representative citizens and the Drug Clerks' Association.