

WINDOW DISPLAYS FOR DRUGGISTS

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Window Displays for Druggists by Harry B. Mason

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HARRY B. MASON

**WINDOW DISPLAYS
FOR DRUGGISTS**

WINDOW DISPLAYS

FOR

DRUGGISTS

COMPRISING FOR THE MOST PART ENGRAVINGS AND DESCRIPTIONS OF
OVER A HUNDRED ATTRACTIVE DISPLAYS WHICH HAVE BEEN DESIGNED
AND USED WITH SUCCESS BY DRUGGISTS THROUGHOUT THE COUNTRY,
TOGETHER WITH SOME USEFUL SUGGESTIONS ON THE SUBJECT OF
WINDOW DRESSING IN GENERAL.

Edited by HARRY B. MASON
Editor of the "BULLETIN OF PHARMACY"

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DETROIT, MICHIGAN

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INTRODUCTION.

During the writer's connection with the BULLETIN OF PHARMACY, which now embraces a period of ten years, a regular feature has been made of illustrating and describing attractive window displays, and this service has been highly appreciated by subscribers of the journal generally. So much interest has been expressed in window advertising, indeed, that readers have frequently asked us if we knew of any book on the subject which would prove pertinent to the particular needs of the druggist. No book of the kind, however, has ever appeared, and under the circumstances it occurred to us that such a volume as the present one represents would meet with the appreciation of thousands of druggists who, having caught hold of the vital fact that the window affords at once the best and the cheapest advertising medium at their disposal, are anxious to make the most of the opportunity.

The chief purpose of this book is to reproduce the greater number of displays which have appeared in the BULLETIN OF PHARMACY during the last decade. Every description of a display is accompanied by a photograph or a drawing; all of the displays were designed and actually used in the regular course of business by different druggists; there are something over one hundred of them altogether, and they represent practically every class of goods in which the pharmacist is professionally and commercially interested.

The displays are arranged alphabetically for purposes of ready convenience. It ought to be pointed out, however, that many of the designs are interchangeable in character and can be used for the exploitation of other goods than those specially employed. Thus there are several trims given under the general title of "specialty" windows

which could be utilized for exhibiting almost any preparation intended for self-medication. The "toilet cream" group of displays could with modification be employed for other classes of toilet products, and in general it might be said that almost every design is capable of adaptation to other requirements. When desiring to get up a trim for any particular product one should therefore look the illustrations over pretty carefully before he concludes that the book contains nothing which serves his purpose. In the index in the rear of the volume many cross-references are given, and we suggest that it be consulted when a design for a given article is desired.

So much for the descriptions and illustrations of the individual window displays themselves. These all appear in Part II of the book, and we now desire to say a word regarding Part I. In this section we have reproduced from the BULLETIN several papers discussing the general subject of window advertising in a practical spirit and giving suggestions of a valuable nature. Mr. Buchanan's article will be found full of meat to those who desire to make the most of the advertising advantages presented by the window. The "Calendar of Window Displays" designed by Mr. Pepper will prove of great service both in advising seasonable subjects for exploitation and in suggesting how one's window advertising may be properly systematized throughout the year. Mr. Dorn's six pointers are worthy of being memorized by the window trimmer, while, finally, the collection of pithy sentences given at the end of Part I will prove of practical service in the preparation of window placards.

THE EDITOR.

Detroit, March 1, 1908.

PART I.

GENERAL CONSIDERATIONS.

1. TRIMMING THE WINDOW.

By C. G. BUCHANAN.

The value of window displays for advertising purposes has been proved for so long a time that it is hard to believe there are any amongst retail druggists who are neglectful of their opportunities in this direction, yet it is a fact. One can pass along the streets of almost any city or town and pick out a good percentage of drug-store show windows which are for trade-drawing purposes practically worthless. The chief cause for all the poor windows is either carelessness, neglect, or laziness, and sometimes a mixture of all three.

One should have his displays planned out days and even weeks ahead, and have all the necessary material gathered and arranged for a display before the former display is torn out. He should not expect to throw a few things in the window and call it a display, for there are few articles in the druggist's stock so attractive that they alone will draw attention. It therefore becomes necessary to so arrange the display—to so ornament the window—that the passing public will be drawn to the articles it is desired to advertise.

SOME OF THE NECESSARIES.

A week is about the right length of time to run a display, and it is usually found best to do the work on a certain day, say Friday. The previous display should be taken out either the night before or the first thing in the morning. The windows should then be washed, and the trimmer,