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A STUDY OF
 THE AMERICAN DRUGGIST
 THE DRY GOODS ECONOMIST AND
 THE MERCHANDISE MANAGER MAGAZINES

The American Druggist magazine	March,	1934
	April,	"
	May,	"
	June,	"
	July,	"
	August,	"
	November,	"
	December,	"

by

Eugene H. Dailey

The Merchandise Manager magazine	April,	1932
	May,	"
	June,	"
	August,	"

The Dry Goods Economist magazine	March,	1933
	May,	"
	October,	"
	April,	1934
	June,	"

A Thesis Submitted To The College Of
 Journalism, Marquette Universi-
 ty, In Partial Fulfillment
 Of The Requirements For
 A Degree Of Bachelor
 Of Philosophy

1935

BIBLIOGRAPHY

The purpose of this study was to make a study of three quality store publications in order to learn just what some of their differences are and the various ways in which they gain and hold reader interest.

The magazines surveyed were The American Druggist, The Merchandise Manager and The Dry Goods Economist.

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	December,	"
The Merchandise Manager magazine	April,	1932
	May,	"
	June,	"
	August,	"
The Dry Goods Economist magazine	March,	1933
	May,	"
	October,	"
	April,	1934
	June,	"

PURPOSE

The purpose of this thesis was to make a study of three quality trade publications in order to learn just what type of material each one uses, what some of their differences are and the various ways in which they attempt to gain and hold reader interest.

The magazines surveyed were the American Druggist, the Merchandise Manager and the Dry Goods Economist. of practical "helps" for the reader, the amount and type of advertising and other material.

It was impossible to make this study perfectly accurate due to the fact that so few issues of each magazine were examined.

CHAPTER METHOD

A study was made of eight issues of the American Druggist, four issues of the Merchandise Manager and five issues of the Dry Goods Economist. Each magazine was surveyed with the object in view of discovering the variety of contents which these trade publications carry. An attempt was made to observe the number and variety of feature articles in the average issue, the number of practical "helps" for the reader, the amount and type of advertising and other material.

It was impossible to make this study perfectly accurate due to the fact that so few issues of each magazine were examined.

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Usually at least one half of the total number of pages in each issue is devoted to advertisements. In one issue, for example, there were about 85 pages of advertising out of a total of 160 pages.¹ In another issue totaling 125 pages approximately 65 were given over to advertising.²

The American Druggist magazine does not have a regular staff of writers. A few staff members do conduct special monthly departments, but the majority of the material--feature articles, short stories, etc.--is contributed by men and women who are not regularly employed.

This publication endeavors to build up an appeal that is directed to the individual druggist. It attempts to give

1. American Druggist, March, 1934.

2. Ibid., August, 1934.

the druggist good workable ideas and suggestions for making his business a little more easy and successful. This is done largely by showing him how other drug store owners throughout the country are solving their problems and are building up their trade. CHAPTER I

The human interest element is the outstanding thing about the American THE AMERICAN DRUGGIST contains from

five The American Druggist is a monthly pharmaceutical business magazine published by William Randolph Hearst's International Publications, Inc. It is 8 1/2 x 11 1/4 inches in size and the average issue contains approximately 132 pages.

There is a great deal of advertising in this trade publication. Usually at least one half of the total number of pages in each issue is devoted to advertisements. In one issue, for example, there were about 85 pages of advertising out of a total of 150 pages.¹ In another issue totaling 125 pages approximately 65 were given over to advertising.²

The American Druggist magazine does not have a regular staff of writers. A few staff members do conduct special monthly departments, but the majority of the material--feature articles, short stories, etc.--is contributed by men and women who are not regularly employed.

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the druggist good workable ideas and suggestions for making his business a little more easy and successful. This is done largely by showing him how other drug store owners throughout the country are solving their problems and are building up their trade.

The human interest element is the outstanding thing about the American Druggist. Every issue contains from five to seven success feature stories about some pharmacist whose ideas are bringing results. The tone of these articles is usually very informal and the style throughout is exceedingly chatty, as the following leads taken from a few of them will illustrate.

A feature story in the March, 1934, issue bearing the title, "The Drug Store Where SOMETHING ALWAYS HAPPENS", has, for example, the following lead:

"Everybody and his dog feels at home at Harrington's Pharmacy. That is why "Ned" (Edward H.) Harrington, Columbus, Ohio, not only does an enviable business in drugs, but sells more dog food than any other drug store in the city." ¹

The following article is carried in the May, 1934, issue under the heading "Do You Think Just Because Banks Close And Morale Is Down, That A TOWN MUST GO TO PIECES?",

"At last a druggist has been found who puts the nuisance and convenience services which go with running a drug store to practical account. He sells stamps like other druggists. He cashes checks like other druggists. He accepts the money for telephone, light, gas, and water bills, as a great many other druggists do.

1. Op. Cit. March, 1934, p.44

3. Ibid., June, 1934, p.58.

And he goes a bit further in making his drug store a town service bureau. The grocer, the hardware man, the plumber, the dry goods merchant, the butcher, the baker, the filling station operator-- every one of them comes into the drug store at least once a day to get change for carrying on the days business." 1

Another feature, also appearing in May, has this lead:

"When Father Coughlin, Detroit's famous-priest was taken ill recently and was forced to miss his Sunday afternoon "Golden Hour" broadcast, over 10,000 anxious Americans, of all shades of religious belief made hasty inquiry as to the state of his health.

Father Coughlin was all right in just a little while. His secretary hastened across the street from the Shrine of the Little Flower, a Detroit Suburb, where the priest officiates, to the drug store conducted by Mrs. Nellie Davis, registered pharmacist. There he purchased some milk of magnesia at a physician's direction. The slight attack of indigestion from which Father Coughlin had suffered passed rapidly." 2

The following lead begins an article in the June issue. The title of the article is, "ROBERT FENTON Who Thinks It Is Part of a Druggist's Job To Keep His NAME BEFORE THE PUBLIC",

"Mind readers, prison convicts, baseball players and babies, just babies-- they've all helped to advertise the Robert E. Fenton drug stores in Lincoln, Nebraska." 3

Articles describing unusual drug stores throughout the country are carried regularly by the American Druggist magazine. In the March, 1934, issue, for example, there is a feature story entitled, "The Drug Store Where

1. Op. Cit., May, 1934, p.60.
2. Ibid., p.62.
3. Ibid., June, 1934, p.62.

Something Always Happens¹ and another, "John R. Leath Who Runs A Club Room for Women Customers".² April, 1934, has a story headed, "A Drug Store That Thrives in a Mexican Palace".³ May carries an article entitled, "A Good Drug Store Saved Our Town".⁴ Each issue of this publication usually has an article or two of this nature.

Every month there are in the American Druggist several informative articles on widely varying subjects. In the March, 1934, issue there is an attempt made to describe new developments in the field of cancer study;⁵ an article on Podiatry or the care of the feet⁶ and a feature story headed "Death of a Child" which warns druggists to use care in administering drugs.⁷ April brings an unusual feature story bearing the title, "Here You All Are!". It begins as follows:

"The average American druggist has blue eyes and brown hair and doesn't think 13 is an unlucky number. He's been pounding a pestle in a mortar for the past 20 years, two months and 11 days. His avoirdupois has increased steadily as he began to become slightly bald or gray on top, and now he tips the scales at 174 pounds, a weight which he could cut down somewhat with more exercise."⁸

The information around which the feature article for the above lead was built was based on information obtained by the American Druggist from 8,631 retail druggists

1. Op. Cit., March, 1934, p.44.

2. Ibid., p.54.

3. Ibid., April, 1934, p.56.

4. Ibid., May, 1934, p.44.

5. Ibid., March, 1934, p.42.

6. Ibid., p.61.

7. Ibid., p.68.

8. Ibid., April, 1934, p.38.

throughout the country.

Another article in the April issue demonstrates one of the many unusual slants that the American Druggist manages to get on the drug store business. "Look at Your LIBERTY NICKELS," states the headline, "...Those dated 1913 are worth a fortune says Howard Stephenson who tells also of other coins for which druggists should watch when counting the day's receipts".¹

This trade publication does not seem to spare time nor expense in order to get a good story. In the April issue, for example, there is an article, "SINCE REPEAL Has Fountain Volume Gone Up Or Down?".² In order to get a true answer to this question the American Druggist interviewed more than 6000 pharmacists and asked them just what repeal had meant to their own businesses. These 6000 included druggists in every size city, in every type of store and in every section of the country.

There is another type of informative article carried regularly in each issue of the American Druggist. This is the sales promotion article wherein many helpful ideas--novel campaigns, catchy sales letters, clever sales promotion stunts, etc.--are offered for the advantage of the individual pharmacist.

"The TIME is NOW!," says a headline in the March, 1934, issue. "FOUNTAIN TRADE? It's going to be greater than ever

1. Op. Cit., April, 1934, p.58.

2. Ibid., p.66.

before for those druggists who have the courage to experiment and the determination to build...Brought Together Here From Smart Drug Stores Around the Country Are a Number of Ideas--To Be Tried Now." 1

One idea "to be tried now" among the nine or ten offered is the following:

"A couple of times a week--oftener when I can get flowers that are cheap enough--I put a bowl of flowers on the fountain, offer one to each woman customer as she gets through with lunch." 2

Every month brings new sales promotion stunts carefully calculated to help the druggist clear his shelves. March, 1934, for instance, has "A Complete Course in Toilet Goods Merchandising"; 3 April carries "A Medicine Cabinet Shower For the Bride"; 4 May brings back the course in toilet goods merchandising and both of these programs are carried through the June and July issues.

Another exceedingly helpful department for the retail druggist is the regular monthly group of sales letters. The American Druggist selects these on the basis of advertising appeal and then offers them to the pharmacist as an aid for clearing his shelves of merchandise which he wishes sold. The following, for example, is typical.

A photograph above the letter shows three ferocious-looking cannibals preparing to toss a shivering white-clad

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1. Op Cit., March, 1934, p.67.
 2. Ibid., p.67.
 3. Ibid., p.70.
 4. Ibid., April, 1934, p.54.

figure into a simmering pot. "NEXT!," says the headline and the letter follows this statement up with:

"Dear Mrs. Buchley:

The cannibal chief says "Next" and another victim is put on the spot, or, more accurately, in the stew. Fortunately for us, we got an idea from the cannibal custom and we think it will please you. It has to do with more than 20 lines of merchandise which are all well known but which, in order that we may specialize on other lines, we are discontinuing. More than 20 lines of excellent, in-perfect-condition merchandise, are to be put on the spot. In cannibal parlance, they're next..."¹

These groups of sales letters appear each month but there is another type of letter which, while not a regular monthly feature, appears at least once during the course of the year. This is the collection letter wherein a polite attempt is made to induce certain customers to pay up overdue accounts. In the April American Druggist there is presented a group of the seven best collection letters of the year.

The first letter the American Druggist recommends in cases where sincere and polite efforts to collect have been unavailing and where it seems that court action will be called for. Above the letter, and covering three-fourths of the double page, is a photograph of three huge, horrified human faces. Superimposed upon these are the figures of two trapeze artists, one of whom has just launched himself, arms outstretched, into space. "IF HE SHOULD MISS!,"

1. Op. Cit., May, 1934, p.46.

states the headline and this statement is followed by:

"Dear Mrs. Dorland:

Most people who are devotees of the circus are fairly well agreed that there is no act more dangerous than that of the trapeze artists who go swirling from bar to bar in midair. Fascinated in a morbid sort of way the audience glues its eyes to the man who, arms outstretched is sailing through space and must--simply MUST--catch the wrists of his partner.

If that white clad figure should miss! It is a gruesome thought, but present nevertheless in the mind of every person sitting beneath the big tent.

If he should miss--what would happen?

As soon as you saw this letterhead, Mrs. Dorland, you knew of course that the chief subject of this letter would be the bill of \$37.90 which is now four months past due and about which we have written you six times already.

We have been pleasant (haven't we?) in our requests for payment. We have been courteous (haven't we?). We have been generous with our patience (haven't we?). Trying to behave like good neighbors we have assumed that temporary financial difficulties kept you from paying your bill; and we took for granted that an understandable embarrassment kept you from responding to our earlier letters.

The time has come (don't you agree?) when we must place our interests as a drug store serving the community above your personal interests. A drug store has a community responsibility. Unless it collects the monies due it, it may become necessary for service to be curtailed. Service by this drug store cannot be curtailed! Too many people depend on it; too many physicians depend on it; the neighborhood would be definitely hurt without it.

Now we are making a last effort, in kindly fashion, to have you pay us \$37.90 in

order that your account with us be settled. We are obliged to specify a date by which payment has to be made, and that date is April 24th. If your account is not paid in full at that time--if this letter should miss--

If this should miss, then what do you suppose will happen? As a public service institution we shall be obliged to protect ourselves and the people who rely upon us. Please remember the date. It is April 24th.

Very truly yours," 1

The "Notes and Queries" department is another practical section for the pharmacist. Herein are solved all manner of difficulties which confront druggists throughout the country. In the April American Druggist one man in Long Island wishes to know how much lead may be used with safety in lead-sulphur hair dye; another druggist in Tennessee desires information on making saturated solutions of potassium iodide and of boric acid. "Massachusetts" wants a recipe for something that will prevent the odor of smokers from being so noticeable.

Sometimes an issue will carry a section devoted to the solution of difficult pharmaceutical questions and chemical equations. March, 1934, brings problems centered around "State Board Questions And Answers", 2 April carries "State Board Questions on Pharmaceutical Latin and Math", 3 May has "A New State Board Exam in Pharmacy", 4 July solves "The Month's Most Difficult Prescriptions" 5 and August does the

1. Op. Cit., April, 1934, p.52.
2. Ibid., March, 1934, p.60.
3. Ibid., April, 1934, p.74.
4. Ibid., May, 1934, p.74.
5. Ibid., July, 1934, p.56.

same with "Prescription Forum Offers Help on Hard Problems".¹

Other data is made available to the druggist in the form of charts. There are two groups of these in the issues from March through November, 1934, one a tabulation of the ethical proprietaries introduced since July, 1932 and the other a compilation of the communicable diseases. The object of the first chart is to acquaint pharmacists with the new medicinal proprietaries and their properties so that they can give intelligent information regarding them to their neighborhood physicians. The second chart is based upon information obtained from the United States Public Health service, the American Public Health association and State Departments of Health.

Very little space in the American Druggist is given over to social trends and political problems relating to the drug business. Each month there is, however, one editorial devoted to these subjects. This editorial is written, usually, by the editor-in-chief of the publication. The problem which gets most attention in the March through November issues of 1934 is that of price stabilization. An effort is made, through a series of these editorials, to thoroughly explain this new development in the drug trade by pointing out its progress, advantages, disadvantages and the like.

Fiction also has its place in the American Druggist magazine. Frequently they carry short stories concerning some

1. Op. Cit., August, 1934, p.64.

angle of the drug store business. These are usually humorous in nature, as in the case of one entitled "Memoirs of a Drug Store Cat".¹ The escapades of Maxwell Martin, a light-headed young pharmacist college student, also form the basis for a series of short stories.

One thing that is noticeable about this trade publication is the fact that advertising is kept strictly disconnected from the regular reading material. Not one single instance was found where the advertiser was given any favorable publicity through the medium of such material as the short story, the feature article, and the like. The Modess company does present a humorous monthly almanac in each issue but this is always placed on the advertising pages and is easily recognized as an advertisement.

There are three sections, however, in which an attempt is made to bring the advertiser and the reader together. These are the "Free Helps", the "What's New" and the "Recent Remedies" departments. These pages list free samples, free displays, catalogs, booklets, free deals and special offers on new products and recent remedies for the advantage of the druggist. The "Free Helps" page is a cardboard insertion with a business reply card attached to it. All the offers on this insertion are numbered and the numbers are repeated on the postcard. The druggist is asked to check those numbers which interest him, attach his label, and mail the card.

1. Op. Cit., April, 1934, p.60.

1. Op. Cit., April, 1934, p.99.

The "What's New" pages immediately follow the "Free Helps" and they bear the following statement:

"Here they are--the month's new products and displays and deals and packages; the changes, the improvements, the offers and the innovations evolved by the manufacturers who serve you. You owe it to your business to keep yourself well informed regarding the many new trade developments constantly taking place. Use this section of the American Druggist as your monthly catalog and merchandising guide." 1

The products which follow this bit of advice are illustrated and described. Sometimes the reader is advised that elsewhere in the issue appears an advertisement giving further details and asking him to check the number on the postcard for his free samples and other free helps.

Every month the American Druggist gathers together under the "Recent Remedies" heading the new remedies of an ethical character, their chemical formulas, indications and actions, together with new and broader uses for ethical remedies previously marketed. These can also be checked on the card in case samples and booklets are desired by the druggist.

lar writers. Every month there is usually a different group of contributors. These individuals are usually presidents, vice-presidents and directors of manufacturing concerns and department stores; advertising agency people; heads of national wholesale and retail men's associations, and the like.

In its attempt to follow and interpret the various trends in the retail store business, the Merchandise Manager makes

use of a large mass of data and utilizes numerous sources of information. It conducts surveys of its own and studies

those made by other institutions. An especially important source which the publication uses very frequently is the United States Government Statistics. In an article entitled "Beauty Inc.--A Basic Industry", for example, in which the author shows that the beauty products is far from the saturation point, two different sets of statistics are used. I and THE MERCHANDISE MANAGER

192 The Merchandise Manager is a trade publication intended primarily for major executives in department stores. It is a sober magazine, 9 x 12 inches in size, which makes little attempt to gain reader interest by playing up emotional appeal. Very rarely in the Merchandise Manager are found any of the "lighter" type of features. This trade magazine attempts to act as a reporter and interpreter of executive thought and executive action for the retailer. And, in addition to this, it tries to follow the numerous trends which are related to and which influence the retail store business. The Merchandise Manager does not have a staff of regular writers. Every month there is usually a different group of contributors. These individuals are usually presidents, vice-presidents and directors of manufacturing concerns and department stores; advertising agency people; heads of national wholesale and retail men's associations, and the like. In its attempt to follow and interpret the various trends in the retail store business, the Merchandise Manager makes use of a huge mass of data and utilizes numerous sources of information. It conducts surveys of its own and studies

these made by other institutions. An especially important source which the publication uses very frequently is the United States Government Statistics. In an article entitled "Beauty Inc.--A Basic Industry", for example, in which the author shows that the market for beauty products is far from the saturation point, two different sets of statistics are used. ¹ One is the Department of Commerce Reports for 1929 and the other is a survey by Time, Inc. made in Appleton, Wisconsin, as printed in the Drug Trade News. In another article, "Medical Service as an Investment", the author makes use of various reliable studies to illustrate public health figures in connection with the department store. ²

A regular monthly feature of the Merchandise Manager is the "Trends" section. Here are described the changing fashions in clothing, cosmetics and numerous other commodities. In one issue, for instance, there is shown with illustrations the trends in women's apparel and accessories, perfumes and cosmetics, summer cottage furnishings, and other new merchandise. ³ Another issue carries the trends in ready-to-wear and accessories, junior and girl's apparel, lamps, housewares, electrical appliances, furniture, wallpaper and stationary. ⁴

An idea of how valuable such a section can be to the

1. Merchandise Manager, June, 1932, p.15.

2. Ibid., p.37.

3. Ibid., April, 1932, p.47.

4. Ibid., August, 1932, p.45.

average executive who finds it impossible to follow trends very closely, can be gained from the following advice which begins the "Trends" pages of one issue.

THE NEW SEASON

"This season there are many interesting things ready for early promotions--clothes suitable for the in-between days of September and October. Then, too, the college and school market should be at its height at this time, with the younger generation eagerly seeking to take honors with their new wardrobes. So there is plenty of business to be had and many a dramatic promotion is possible. This year it will be wiser than ever to take things by easy stages; don't force things, show only those types of merchandise appropriate for the immediate wearing season. Don't, for instance, feature elaborate, formal, fur-trimmed coats in August, but play up the simpler sports types or the new swagger suit. These days women old and young are buying clothes as they need them and it is on merchandise with immediate wearing possibilities that the best business will be done. In short, key your stocks not only to the consumer buying demand but to the wearing possibilities of each item." ¹

Observation of business trends is another regular monthly feature of the Merchandise Manager. This special month-to-month survey of the American business scene is a department called "Panorama" and is conducted by the financial writer, Merrylye Stanley Rukeyser. The writer has a close contact with both government and business. In one issue he discusses farm relief, foreign trade, wage cuts and sabotage. ² In another some of the problems which he examines are taxes, self-liquidating public works, and the

1. Op. Cit., August, 1932, p.45

2. Ibid., June, 1932, p.29

fallacy of "soaking the rich".¹ Each one of these subjects he tries to connect up with business as closely as possible.

Additional business trend information is offered in a monthly editorial. One editorial brings "Cheerful News From The Primary Markets",² another warns "Restore Merchandising to the Confidence Level!",³ and still another discusses "Is the Customer Buying Futures?".⁴

The general run of feature stories covers a variety of subjects. Carrying out its policy of helping the department store executive control his job better, the Merchandise Manager tries to give him good workable ideas.

The following, for example, are some of the "idea" stories which are listed on the contents page of one issue.⁵ This page, by the way, is unusual in that after the title of each article there is a short paragraph describing the nature of that article.

1. **Webbly Policies Make Webbly Stores**

A discussion of the fundamental need of the department stores for clear-cut, well-defined policies which enable the public to know where it stands and why it is in business.

2. **Street Traffic vs. Store Traffic.**

Downtown city streets clogged with motor traffic, tend to lessen the accessibility of centrally located stores.

1. Op. Cit., April, 1932, p.38.
 2. Ibid., August, 1932, p.37.
 3. Ibid., April, 1932, p.41.
 4. Ibid., June, 1932, p.33.
 5. Ibid., August, 1932, p.7

This article presents the views of experts concerning the practical value of store-operated garages for customers' cars.

3. Store-Magazine Radio Tie-ups.

A radio shopping service, organized by nationally known women's publication and operated with the cooperation of department stores in nine cities, suggests some interesting promotion possibilities.

4. Customer Types as a Merchandising Guide.

The consumer market for apparel is defined by three basic physical types to which stores can profitably gear their buying, promotion and selling of ready-to-wear and accessories.

5. Not New, but Worth Promoting.

The frenzied search through retail stores for new items to promote often keeps the spotlight away from items which are salable, though not necessarily new. Miss Leigh's article cites a dozen examples of such "neglected items".

6. Pre-Testing Textiles for Washing.

Mr. Johnson, who is director of research of the American Institute of Laundering, tells how the laundry industry is aiding the quality movement, and offers some suggestions on department store-laundry promotions.

7. The College Girl Market.

An article which cites some significant statistics showing the importance of this market and tells how leading department stores cultivate it assiduously.

8. Electric Cookery for Millions.

Now that refrigeration has attained widespread consumer acceptance, the electrical industry is preparing for a powerful sales drive on electric ranges which will help create additional volume for "electrically minded" department store outlets.

9. The Central Records System.

Mr. Clarkson, who is controller of Kaufmann's, Pittsburgh, describes the experiments made by this store with a mechanical system of record-keeping and points

its advantages for merchandisers and buyers.

10. A Program for Promoting Fabrics.

Mrs. Cookman, who is feature publicity manager of Abraham & Straus, describes the merchandising plan which has resulted in a decided increase in activity in yard goods and allied departments.

Very little space in the Merchandise Manager is devoted to personalities. Occasionally, however, they do carry a short human interest feature story such as "Brigham Young -- Pioneer Merger Man", in a June, 1932, issue. ¹ "How I Licked The Depression", is one of the few rare attempts at humor and wherein, as is stated on the contents page, "Don Herold buys a new outfit of clothes and says 'When I stepped out in these new fixin's, hard times were over for me'". ² A certain amount of humor appears regularly each month, however, in the form of a "Merchandiser's Almanack". This page of material is made up almost entirely of witty sayings, one for each day of the month.

There is another regular monthly section which also differs radically from the usual technical feature material. This is the "After Hours" page which is modeled after the newspaper column. It is an exceedingly informal little section which rambles here and there presenting bits of poetry and humor, offering snatches of description--in fact, anything which might interest a reader "After Hours". The following is one of the snatches of description:

1. Op. Cit., June, 1932, p.17.

2. Ibid., May, 1932, p.21.

"The spring sunshine brings back memories--memories of Paris in May with the tulips blossoming in the Tuilleries, the eager cries of children in the Luxembourg gardens, and the strange, old-world tone of the grey walls and ancient houses.

We have only to hear the honk of a pneumatic auto horn and we see again the demon taxis that throng the Paris streets. The pungent odor of cognac brings back to us the little round tables in front of the sidewalk cafes.

We have been in England in April; we have seen the cherry blossoms in Washington, sunset on the Nile and sunrise on the Acropolis, but our fondest memories of past times is Paris in the Springtime." ¹

Book reviews usually get about two-thirds of a page each month under the heading, "Book Briefs". These are straight-forward, serious little reviews and are limited to the important business books only.

Another monthly feature of the Merchandise Manager is the "Parade" section. This consists of a double page of portraits--usually ten to fifteen of them--presenting men and women prominent in the field of merchandising.

During a national cotton promotion week this trade publication ran an unusual section. ² It consisted of 16 pages of linen finish paper and all material on these pages was devoted exclusively to cotton. There were features on cottons and fashion, new uses for cotton materials in the home and a number of advertisements boosting cotton products.

There is not a great deal of advertising in the Merchandise Manager. The average number of pages in the publication is about 65 and of this usually about 20 are given over to

1. Op. cit., May, 1932, p.66.

2. Ibid., p.35.

advertising and most of these are full-page advertisements. No advertiser is ever allowed to use the feature pages as a medium for his advertising. Thus the dividing line between the regular reading material and the advertisements is very clear-cut.

CHAPTER III

Some advertisers do, however, make an attempt to gain reader interest in their product by printing a sort of editorial letter which is signed, usually, by the president of the concern. Kops Brothers, Inc., for instance, carried a series of monthly articles addressed to store executives wherein they discussed "Merchandising For Profit". The Chatham Manufacturing company is another advertiser who uses this method of advertising. In each case it is always clear that these editorials are advertising and are not in any way connected with the editorial policy of the Merchandise Manager.

"Store Equipment Service Department". The "Retail Services" section usually totals about 80 pages and the other two occupy approximately ten apiece--this includes advertising. These latter two departments each have a special illustrated cover page of the same paper stock as the outside cover.

The Economist is a fairly popular medium for advertisers. In the average issue, which contains about 20 pages, approximately one third of this total is usually given over to advertising. Most of this is derived from the New York area.

The line between the advertisements and the editorial policy is very clear and frequently the Economist carries

articles which "boost" new products. There does not seem to be any tie-up between advertiser and editorial policy, however, for it was noted that the vast majority of the manufacturers whose products were praised and described did not place any advertisements in this publication.

CHAPTER III

A letter written to the Dry Goods Economist by one advertiser points out that this publication is

THE DRY GOODS ECONOMIST

The Dry Goods Economist has by far the largest net paid circulation of any of the publications in the national dry goods and department store field. It is a trade magazine which is aimed to reach alike the largest, the medium size and the smaller retail outlets throughout the country.

The magazine itself is 8 3/4 x 11 3/4 inches in size and is divided into three major departments-- a "Retail Service Department", a "Home Furnishings Department" and a "Store Equipment Service Department". The "Retail Service" section usually totals about 80 pages and the other two occupy approximately ten apiece--this includes advertising. These latter two departments each have a special illustrated cover page of the same paper stock as the outside cover.

The Economist is a fairly popular medium for advertisers. In the average issue, which contains about 80 pages, approximately one third of this total is usually given over to advertising. Most of this is derived from the New York area.

The tie-up between the manufacturer and the editorial policy is very close and frequently the Economist carries

articles which "boost" new products. There does not seem to be any tie-up between advertiser and editorial policy, however, for it was noted that the vast majority of the manufacturers whose products were praised and described did not place any advertising with this publication.

A letter written to the Dry Goods Economist by one advertiser points out the value of using that publication as an advertising medium. This letter was used by the Economist as the basis for an advertisement of its own. The advertiser states:

"We have long looked upon the Dry Goods Economist as a vital factor in our merchandising and selling program.

Through the Economist as one of our main avenues of contact with wholesalers and retailers we have introduced new lines, paved the way for promotional events, and kept our customers and prospective customers aware of our extensive advertising activities.

The fact that Pequet Sheets and Pillow Cases have been advertised continuously in the Economist for a number of years, is evidence of our opinion.

With its wide coverage and reader interest the Economist offers a natural medium for reaching a national market." 1

This monthly trade magazine constantly sends out a stream of ideas and information. It provides its readers with information on style trends and new merchandise and gives them new methods and new selling ideas. In order to accomplish this the Economist maintains a large fashion

1. Dry Goods Economist, March, 1933, p.19.

organization, a style board, a Paris office, and wide contacts in the New York market. In addition to this, the publication offers numerous services such as the department store service, the women's apparel and accessories service, the shoe and hosiery service, the men's clothing and haberdashery service, the houseware and hardware service, the original-art service, and the like.

Each month the "Retail Service Department" of the Economist is begun with a short, terse article which forecasts the trade of the coming month. In most instances the article has a question for the headline. "What of March Trade?", "What of the State of Trade?", "What of Trade in October?"--are a few of them. Usually a graph, which shows the trend of business over a four year period and up to the present date of the issue, is carried on the page. The following is typical of the "Trade" page:

WHAT OF MARCH TRADE?

"March will miss the Easter business it got last year and show a sales decline of 20% or more. Stocks will show about the same decline. Collection results will show no change from recent months. Construction projects have increased since Feb. 1. Electric power sales are off..."¹

Following this page usually come a number of features, the majority of the material being feature stories. These are of many different kinds, but all of them offer some practical idea and help to the department and dry goods

1. Op. Cit., March, 1933, p.19.

store. Feature stories are carried clear to the end of the "Retail Service Department" but scattered among them is numerous other material, such as advertising, "How to Sell" articles, a regular monthly merchandising calendar, descriptions of new products, fashions in this country and in Europe, a regular "Pick O' The Market for Quick Selling" page, an editorial page, a page devoted to the hosiery trade and many short 50 to 100 word "squibs". Each month usually brings other material of a widely differing nature but the average run is as above.

The Economist offers a big variety of feature articles. In the March, 1934, issue, for example, there are the following feature stories: "If Advertising Should Be Discredited", wherein the author discusses the necessity for advertising in the retail business;¹ "Snoops!", in which the writer answers the question of whether or not comparison shopping has gone beyond its legitimate bounds;² "Back of Fashion What?", an article giving definite laws on which styles must be based;³ "Merchandise Your Items", an article on store management;⁴ "Mount Vernon Had Lost Sales to New York", a local feature story on the "success" type;⁵ "The Wolf At Our Door", an article on taxation;⁶ "Stunts", wherein are offered a number of ideas for boosting store trade;⁷

1. Op. Cit., March, 1933, p.20. merchandise is selected

2. Ibid., p.22.

3. Ibid., p.24. is given showing the best way that max-

4. Ibid., p.26. most quickly and satisfactorily sold.

5. Ibid., p.28.

6. Ibid., p.34.

7. Ibid., p.53.

March, 1933, p.32.

and "Conviction By Demonstration", which is a feature describing how electric ranges should be displayed and sold.¹

The Dry Goods Economist does not depend upon a regular staff of writers for these feature articles. They are written by many different people--advertising men and women, department and dry goods store executives, sales managers, and so on.

There are several different types of "helps" which the Economist offers its readers. Foremost among these is the regular monthly "Merchandising Calendar". This is prepared by the editor, Earnest C. Hastings, and is a day by day reminder of doing and planning for the department and dry goods store. Each working day of the month is planned for the merchant in a manner calculated to keep his goods constantly moving. The following is the advice for the first day of March, 1933:

"As Easter comes this month feature ready-to-wear consistently. Plan for a pre-Easter sale of dresses at popular prices. Check over on-order files and cancel all overdue merchandise. If any departments show that stocks are too high, make plans to reduce them at once."²

Another type of "help" which, however, is not a regular monthly feature, is the "How to Sell" program. In certain issues a particular type of merchandise is selected and a discussion is given showing the best way that merchandise can be most quickly and satisfactorily sold.

1. Op. Cit., p.63

2. Ibid., March, 1933, p.32.

Fashions and new merchandise are factors which are heavily stressed in the Economist. Here is where there is such a close tie-up with the manufacturer, as mentioned previously. In the May, 1933, issue, for example, there is a short feature story, "And So To Bed With Dress Materials" which describes new dress fabrics offered by a number of manufacturers.¹ The price of each article is given and the use of such words as "lovely", "smart", "novel", "beautiful", and the like, is very frequent. A page or so after this article there is another headed, "Demand Grows for Cotton Cloths".² Here again the same tie-up is noticeable. Every issue contains two, three and sometimes four such articles.

"Tides of Fashion On The Avenue", a regular monthly feature, is a fashion page. It, however, does not have any of the manufacturer alignment mentioned above. This page is a sort of New York fashion news page on which are described new trends in men's, women's and children's styles.

The Paris office of the Dry Goods Economist usually sends in about a page of material each month. A Paris correspondent, Alice Maxwell Appe, is employed regularly and she follows closely the style and fashion trends in that city.

Each issue brings, also, a "Pick O' The Market For Quick Selling" page. It contains an assortment of numbered models. A paragraph in one issue explains the purpose

1. Op. Cit., May, 1933, p.53.

2. Ibid., p.55.

of this page. It states: "These models are all selected for their style and salability by Nina Hallock, who knows these qualities when she sees them. In ordering from the maker, use the stock number given with each description." ¹

Usually the "Retail Service Department" section has an editorial page. Under the heading of "As It Looks To Us" there is discussed all manner of subjects which have a bearing on the department and dry goods store business.

The second main section of the Economist is the "Home Furnishings Department", a ten page section of interest largely to merchandise managers and buyers of floor coverings, draperies and related lines. These pages contain about the same type of material as is found in the "Retail Service Department", with the discussion centering about these materials mentioned above. In one issue, for example, there is an article entitled "Promote Oil Cloth and Pyrexlin Fabrics This Spring" which describes the new fashions and gives the cost of new materials offered by manufacturers. ² Another feature story is headed "There's One Straight Road To Floor Covering Volume" in which the writer outlines the advantages of better buying. ³ Usually about five out of the total ten pages in this section is given over to advertising.

The Final section in the Dry Goods Economist is the "Store Equipment Service Department". Here is described

1. Op. Cit., March, 1933, p.42.

2. Ibid., p.69.

3. Ibid., p.70.

new equipment, novel store layouts and window arrangements, and numerous other ideas and methods for improving the attractiveness and efficiency of the modern department and dry goods store. A small amount of advertising is carried in this section, most of it coming from the New York area and placed largely by hotels.

The second last page of the Economist contains a section of classified advertisements. The advertising here is exactly like that carried in the same section of a newspaper and it usually has the following divisions: "For Lease", "For Sale", "To Lease", "Salesmen Wanted", "Side Line Offerings", "Help Wanted", and "Positions Wanted".

The last page is sometimes a humor section and in other issues it is devoted to various angles of the department and dry goods store business in the city of Chicago. The humor page, called "The Economist Kommentator!", is made up largely of personalities. This liberal use of names gives the section a decidedly personal atmosphere.

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Merchandise Manager 60 pages. 12003

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CONCLUSION

From the standpoint of reader interest the American Druggist is by far the best of the three publications-- that is, if we consider the magazines from the angle of the ordinary reader. It is peppy, it is interesting and it is well-written and, if I can judge from what various druggists have told me, it is also exceedingly practical for the pharmacist. I would place the American Druggist in a class with the American Magazine with, however, the American Druggist having less fiction and more human interest features than does the other publication. The Dry Goods Economist and the Merchandise Manager have a much more sober tone than does the American Druggist, yet they could not be called dull-- again looking at it from the viewpoint of the ordinary reader.

The American Druggist outdistances the field in volume of advertising. It usually has at least one half of the total number of pages given over to advertising. The other two publications carry ordinarily about one-third advertising.

The average issue in the American Druggist usually totals

about 160 pages, in the Economist 80 pages and in the Merchandise Manager 60 pages. T2008

I was surprised when comparing the amount of advertising in the American Druggist and the Dry Goods Economist. Evidently the latter magazine is not as popular a medium for manufacturers and wholesalers as one would think after observing the circulation. A magazine which has the largest Audit Bureau circulation in the department and dry goods store field would seem to make the best medium for that type of advertising. However, it was noticed that about 99 percent of the total amount of advertising in this publication is usually derived from the New York area and that may perhaps explain the situation.

There is no doubt in my mind but what the Dry Goods Economist and the American Druggist could both greatly increase their circulation if they made an attempt to popularize themselves among the mass of reading public outside of their particular trade fields. This should be especially true of the American Druggist. A good field for the Economist would be the many women's clubs throughout the country.

APPROVED

Major Professor Maynard W. Brown

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Date June 4, 1935x