

BIBLIOGRAPHY  
OF  
WINDOW DISPLAYS FOR PHARMACY WEEK  
BY  
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A THESIS SUBMITTED FOR THE DEGREE OF  
BACHELOR OF SCIENCE  
( PHARMACY )

UNIVERSITY OF WISCONSIN

1936

(Editor)

1884

Red and Green Colors for Show Bottles.

West. Drugg., 6, p. 186.

Alizarine gives a stable brilliant red color when dissolved in ammonia water.

Dissolving copper in nitric acid gives a permanent green color.

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W. M.

1885

Colors for Show Bottles.

West. Drugg., 7, p. 187

Blue: Ammonia water and Paris Green.

Green: Add acetic acid to the blue color obtained above.

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R. \_

1886

Alum and Blue Vitriol Crystals for Show Windows.

West. Drugg., 8, p. 341

These chemicals make a very good crystal display for windows. A hogshed of liquid is made and the chemical crystallizes out on a wire immersed in the solution.

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Augsburger, M.

1887

Colors for Show Bottles.

West. Drugg., 9, p. 124.

Red: Compound Tincture of Iodine and metallic iodine in water make a permanent red color.

Yellow: Picric Acid in water makes a permanent yellow color.

Green: A solution of picric acid added to a solution of copper sulphate. This makes a stable green color.

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C. R. D.

1887

Colors for Show Bottles.

West. Drugg., 9, p. 89.

Good clear, clean show bottles with an attractive color are very essential to a drug store.

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(Editor)

1888

Show Tablets for Windows.

West. Drugg., 10, p. 63.

Show tablets for windows to be effective are opal glass with black lettering. Being translucent as they are, they look as well by gas as by daylight.

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A. D.

1891

## Red Show Globe Color.

West. Drugg., 13, p. 60.

To obtain a red color, add Compound Tincture of Iodine to water until the desired color is reached, then throw in a few crystals of Iodine to stabilize the color.

H., W. M.

1893

## Hints About Window Displays.

Drugg., Circ., 37, p. 99. (Am. Pharm. Assoc. Proc., 41, p. 549)

Use steps with various gradations in the sizes of the bottles placed upon them. Dress the window two or three feet from the glass. When changing the window make the change radical. Bring novelty and color into the window.

A man displayed horse medicines by having a pony with medicines around it in the window.

Transparent soap stacked like a castle with a light in it was very attractive.

A cord wood stick with an axe stuck in it was shown with the placard "The way our forefathers cut sticks for their teeth."

Hay, E. A.

1893

## Tips on Advertising.

Am. Drugg., 22, p. 146. (Am. Pharm. Assoc. Proc., 41, p. 549)

Windows must keep pace with the "ads".

Have a card in the center of the window define the purpose of the display.

Crude drugs make a good display as well as crude drug preparations.

Wilson, J. A.

1893

Tips on Advertising.

Am. Drugg., 22., p. 127.; (Am. Pharm. Assoc. Proc., 41., p. 549.)

A druggist's tact and judgement is displayed nowhere any better than in the window. the window must be changed often and be varied to avoid monotony.

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(Editor)

1894

A Freezing Mixture Window.

New Eng. Drugg., 6., p. 323.

Using ether, carbon disulphide air is forced through and the liquid solidifies.

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(Editor)

1894

A Pretty Window Experiment .

New Eng. Drugg., 6., p. 253.; (Bull. Pharm., 8., p. 422.)

Prepare a small beaker of cold saturated solution of Glauber's salt and into this solution suspend by means of threads a kidney bean and a non-porous body such as glass. Then cover the jar, and in a short time there will be seen radiating from the bean small crystals of sodium sulphate which will increase in size and give the appearance of a sea urchin. The bean absorbs the water but not the salt, a supersaturated solution is formed in the immediate neighborhood of the bean and the crystals in forming attach themselves to the bean.

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Foster, L. H.

1894

## Another Chapter of Tasteful Advertising.

Bull. Pharm., 8., p. 499.

The public is interested in knowing how many things that the druggist makes are made. Let the druggist make of his show window an elementary school of pharmacy by displaying familiar pharmaceuticals in process of manufacture. Take the C. C. Pill of the U.S.P. for instance. Display each separate drug that enters into its composition, as well as the mass, excipient, mass rolled into pipes, uncoated pills, and uncoated pills. A fluidextract could be made with displays of the crude drugs, powdered drugs, drugs ready for percolation finished product. A mortar and scales may be used for center pieces in this style show. this attracts physicians.

Tillosten, L.

1896

## Advertising the Retail Drug Store Window Displays.

West. Drugg., 18., p. 273 &amp; 317

Perfume and toilet goods make an attractive display. Then the various different odors and sizes of bottles are placed in the window.

Have an object or educational lesson in professional pharmacy window.

Take ~~C~~Cinchona, Nux-Vomica, Opium, Sarsaparilla, Cubebs, and Cascara Sagrada and display in the crude form, and all the galenical and chemical derivatives of the particular drug exhibited.

A second class of exhibits of educational nature that may be used is the apparatus of distillation and extraction, showing the process of percolation and the purification of water by filtration and precipitation.

Rocky, W. S.

1897

A Successful Window Display.

Bull. Pharm., 11, p. 181.

A large forty-six gallon barrel filled with Rocky's Cough Cure was placed in the window. The barrel was surrounded by three sizes of bottles complete in cartons, ready to sell. A man was seated at a table filling up the bottles and putting up samples.

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Baalmann, J.

1889

A Fresh Huckleberry Window.

Drugg. Circ., 43, p. 145. (Bull. Pharm., 14, p. 145)

Large huckleberry bushes were extended on twine and preparations displayed with it.

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Bowman & Co.

1889

A Prescription Window.

Drugg. Circ., 43, p. 145. (Bull. Pharm. 14, p. 65)

A pile of old and new prescription books were put in the window. An old book was opened showing prescriptions written by doctors who long before had passed away.

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Hostelley, J. F.

1889

A Percolation Window.

Am. Drugg., 34, p. 99. (Bull. Pharm., 14, p. 519)

Have a setup of cold percolation of a syrup, and a percolation of tincture of ginger and one of tincture of grass. There are then three distinct colors. Then have a

filter apparatus to filter the material and then a separatory funnel to separate the immiscible material.

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Larkin, L. D.

1889

A Brush Window.

Drugg. Circ., 43, p. 114. (New Idea, 22, p. 121; Bull. Pharm., 14, p. 345)

Toothbrushes, nailbrushes, hair and other kinds of brushes were displayed.

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Sprock, E.

1889

A Rubber Goods Window.

Drugg. Circ., 43, p. 145. (Bull. Pharm. 14, p. 169)

A rubber plant in a pot was placed on a box in the window. Around this were scattered rubber goods such as teething rings, pads, nipples etc. while at the bottom were placed hot water bottles, fountain syringes, and air cushions.

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Clark, C. H.

1900

A Display of the Right Sort.

New Idea, 22, p. 220. (Bull. Pharm., 15, p. 76)

A percolator was packed with vanilla beans and suspended from a wire, while tubes were attached to three Woulff bottles about one-fourth full. The percolate flows through the Woulff bottles and up about twelve inches to fill the receiver.

Also graduates, funnels, beakers, capsule fillers, percolators, water still, cachet boards, hydrometers in use, burettes, glass rods, suppository machine, pill apparatus, and a rack of test tubes supplemented the display

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(Editor)

1900

## Mortar and Pestle Makes a Good Window Attraction.

Bull. Pharm., 14, p. 213.

An ancient mortar and pestle was displayed, a relic of the primitive utensils of two centuries ago. The old mortar and pestle were brought from Holland about one hundred and twenty-five years ago.

(Editor)

1900

## Advertising the Prescription Department

Bull. Pharm., 14, p. 168.

One hundred and three thousand prescriptions were displayed in scrap books as well as modern balances which weighed accurately one sixtyfourth of a grain.

(Editor)

1900

## An Interesting Window

Bull. Pharm., 14, p. 169.

White Pine Expectorant was being made in Knowlton's window and was called Knowlton's White Pine Expectorant. The process was being carried on by the use of florence flasks, thistle tubes, stills retorts, and percolators which were turning the ingredients into a sterling remedy.

(Editor)

1900

## One Hundred and Nine Thousand Five Hundred Prescriptions

Bull. Pharm., 14, p. 169.

The books containing these prescriptions were

displayed. A collection of pharmaceutical instruments were put in the window as well as a century old mortar and pestle.

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(Editor)

1900

Window Display of Writing Paper.

Bull. pharm., 14, p. 212.

Describes a window display of stationery.

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(Editor)

1900

An Idea Anent Toothpicks.

Bull. Pharm., 14, p. 213.

A glass Egyptian show jar is used as a container for toothpicks which are sold by the ounce.

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(Editor)

1900

An Attractive Window.

New Idea, 22, p. 119.

Fresh fruits were displayed and a placard read "this is what we serve in our sodas".

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(Editor)

1900

Mr. Palmer's Pleasantries.

New Idea, 22, p. 119.

Soap was stacked with black squares between to represent a checker board.

A ladder was leaned against the window at the top

of the ladder was Palmer's White Pine Expectorant. A placard read "The ladder of quality"  
 "Palmer's White Pine Expectorant is at the top"

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(Editor)

1900

Reputation Made by Percolator.

New Idea, 22, p. 120.

A percolator makes the public think a druggist is well informed when they see one in action in a window.

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(Editor)

1900

A Baseball Window.

New Idea, 22, p. 121.

Baseball equipment was displayed.

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Hostelley, J. F.

1900

Successful Window Displays.

Bull. Pharm., 14, p. 151.

Appretty violet ammonia trim;:

Have a distilling apparatus set up in a complicated manner and have violet ammonia in the tubes with the placard which reads "Violet Ammonia Factory".

Cough Drop Displays:

Set up a bench in the window, display containers filled with horehound, licorice, wild cherry, tar, squills, tolu, honey, glycerin, and sugar. then display some of the preparations of each. Atroche moulder and a tablet machine should also be shown.

House Cleaning Aids Displayed:

Place in a small bag with whiting at the base. Put a circular pile of sponges around it. Put some bottles of ammonia water beside the sponges. On the left place a bottle of water labeled "Benzine". To the right of the bag place a similar bottle labeled "Turpentine". Along the back on a wire hang chamois skins. A placacard which reads "House Cleaning Helps".

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Newman, R. L.

1900

Window Displays That Have Paid.

Bull. Pharm., 14, p. 106.

Easter and cold cure remedy displays have been very profitable.

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Cooban, B. S.

1901

A Window Idea.

Bull. Pharm., 15, p. 364.

Celery compound was placed in the window and a pile of old boots and shoes were stacked up with a sign "Worn out in the rush for celerycompound".

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(Editor)

1901

A Good Window .

Bull. Pharm., 15, p. 210.

Abbalance with a weight covered with gold foil and Headache Powders were put on opposite arms and a sign which read "B's Headache Powders are Worth Their Weight in Gold".

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(Editor)

1901

The Very Best Kind of a Window Display.

Bull. Pharm., 15, p. 252.

One million prescriptions were displayed showing those written by the foremost physicians since 1850.

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Higby, E. P.

1901

A Few Practical Suggestions on Windows.

West. Drugg., 23, p. 348.

To show malt extract decorate the window with hopvines in flowering stage. Run several wires from the bottom of the window to the ceiling having the wires of good size and drawn as tightly as possible. Put a bottle on the floor and close in front of each wire. Put bottles one on top of another fastening each bottle with a fine wire. The wires being invisible will puzzle the people who will wonder what keeps the bottles from falling.

A card as follows tells the story: "An upright honest article at a reasonable price. It will build you up".

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Hostelley, J. F.

1901

Window Display.

Drugg. Circ., 45, p. 138. (Bull. Pharm. 16, p. 78)

Prescription files were strung across the window. The smallest one first and largest one last all arranged according to size. A placard stated, "Our yearly prescription files. Look how they grow 1885-1900".

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Bayes, J. A.

1902

An English Window.

A pyramid of Bayes' own Nervoid tablets were in

the center with placards detailing it were placed around it.

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(Editor)

1902

A Prescription Case Display.

Bull. Pharm., 16, p. 12.

A miniature prescription case is placed in the window On the counter put test tubes, small flasks, beakers, small mortars, hydrometers, Florence flasks, and other apparatus used in putting up prescriptions.

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(Editor)

1902

A Professional Display.

Bull. Pharm., 16, p. 102.

The certificate of the state board examination was hung in the background. The proprietor's picture was below the certificate. Then practically all the apparatus of a drug store was displayed as well as a good deal of chemical apparatus.

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(Editor)

1902

A Humorous Display.

Bull. Pharm., 16, p. 125.

The display was made up of brushes, and two dolls representing allady and her son. The lady held her son over her lap. She held a hairbrush above her. Over this was the legend "I find your hairbrush good for raising the heir".

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(Editor)

1902

## Window Display of Paints and Brushes.

Bull. Pharm., 16, p. 125.

Describes a display of paints and brushes.

(Editor)

1902

## A Window Display of Cascara Sagrada Tablets.

Bull. Pharm., 16, p. 423.

Cascara Sagrada is displayed in artistic form, with its uses noted on placards.

Miller, C. A.

1902

## A Cold Knock-Out Window.

Bull. Pharm., 16, p. 156.

A box labeled Knock-Out tablets was placed on top of a box labeled 25¢ which rests on still another box labeled "Breaks up that cold".

In front is a checker board with checkers on it. A sign above stated, "Its your move".

Rogers, F. E.

1902

## A Novel Prescription Window.

Bull. Pharm., 16, p. 366.

The prescription files were placed in the window stacked one on top of another in several rows. A card in the window stated, "This store has been established eight years. These are the prescriptions we have filled."

Thayer, Mrs. W. N.

1902

An Unusually Clever Window.

Bull. Pharm., 16, p. 209.

A patient made of sponges looked very sick while a physician also made of sponges was helping him. A sponge nurse was taking out some medicine. A sign said, "The patient is very low, but not half so low as the prices in Jackson's drug store".

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Hostelley, J. F.

1903

Three Spring Windows.

Bull. Pharm., 17, p. 150.

Rock candy for a cough syrup.

A spring tonic.

Camphor ice with a legend: "Camphor ice relieves the skin of the blemishes of winter."

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Wangemann, A.

1903

Advertising a Drug Store.

West. Drugg., 25, p. 176.

As a window display rig up a percolator and have the arnica tincture run through the flowers continuously.

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(Editor)

1904

Sarsaparilla Display.

Bull. Pharm., 18, p. 106.

Sarsaparilla was placed in a bucket. then placards about the use of Sarsaparilla making the blood cool were shown. A sign that 33605 prescriptions had been filled without an error was hung in the window.

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(Editor)

1904

## An Ingenious Window Display.

Bull. Pharm., 18, p. 433.

A map was hung in the background. The ingredients used in a dentifrice were tied by a ribbon to indicate where they came from to a map. Finished products were also shown.

Currier, W. M.

1905

## A Malt Extract Window.

Bull. Pharm., 19, p. 161.

A large display of Pabst Malt Extract was arranged in the window with a placard which said, "A calendar given with each one-half dozen bottles."

Curry, H.M.

1905

## A Soda Window.

Bull. Pharm., 19, p. 328.

Fruit syrups with pictures of the plant from which it was obtained were displayed along with placards of health.

(Editor)

1905

## A Prescription Display.

Bull. Pharm., 19, p. 33.

Several prescription displays were made by opening prescription books in the back of the window and in front of these were placed some test tubes, pill tiles, ointment slabs, graduates, mortars, percolators, funnels, and suppository moulds. Also a mortar one hundred years old was displayed.

(Editor)

1905

## Higher Pharmacy.

Bull. Pharm., 19, p. 73.

Assay goods for minerals were sold to miners in Leadville, Col. as well as chemical apparatus, so their local dealer had a display of these items in his windows.

(Editor)

1905

## Barbed Wire Liniment.

Bull. Pharm., 19, p. 343.

A barn was made of the liniment and a barbed wire fence surrounded it. The liniment was made up of:

Pine Tar	2 ounces
Turpentine	1 ounce
Carbolic Acid	$\frac{1}{2}$ ounce
Fish Oil	q. s.

(Editor)

1905

## Window Dressing With a Small Stock.

West. Drugg., 27, p. 738.

Cater to foreigners in the windows. Fix up a German window by placing in it some of the german favorites such as yellow wax, coriander seed, fennel seed, juniper berries, Epsom salt, German chamomile, zinc salve, and mullein flowers. Place a sign written in German on each pile, telling wat each one is.

Figgen, A. H.

1905

## A Prescription Window.

Bull. Pharm., 19, p. 378.

Chemicals from Merck and pharmaceuticals from

Parke Davis & Co. were displayed in the form of a pyramid. In front were utensils such as mortars and pestles, figuring devices, graduates, tset tubes, and percolators.

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Hostelley, J. F.

1905

Ideas Concerning Window Displays.

West. Drugg., 27, p. 412.

1. Prescription Department

Two immense mortars support one another as well as the pyramid of books made up of prescriptions. The lower half of the background of light boards is covered with cheese cloth. The diploma and state board certificate were prominently displayed. Graduates, spindles, on which filled prescriptions are placed, and balances were exhibited.

2. Prescription Department

The diploma and the state board certificate of the proprietor hung on one side and the clerk's on the opposite side. Pharnaceutical books and journals occupied shelves in the center of the window. Large crystals of some of the common salts such as copper sulphate and alum, and iron sulphate were in very conspicuous places.

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Bamford, M. W.

1906

A Window Display of Charcoal Tablets.

Bull. Pharm., 20, p. 252.

Pieces of charcoal were placed in the window with with placards about there medicinal use such as " For Heartburn", "For indigestion", "For bad breath", And " For sour stomach".

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Hoffman, H. H.

1906

## Window Displays.

West. Drugg., 28, p. 640.

Seasonal goods should be displayed with large quantities of merchandise, signs, and price tickets. Novel displays are also attractive.

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 Hostalley, J. F.

1906

## A Window Display.

West. Drugg., 28, p. 305.

Place in the window some cold cream. Then make some cheese cloth flags with "cold cream" printed on them. Also at end of the flag place an artificial rose.

---

 Hostalley, J. F.

1906

## Window Displays.

West. Drugg., 28, p. 431.

Toilet soaps, school supplies, photo supplies, chamois skins, sponges, headache powders and stationery make good displays at various times of the year.

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 Whiteman, H. E.

1906

## Window Display from the Laboratory.

Bull. Pharm., 20, p. 148.

A retort was connected by glass tubes to bottles with different colored liquids. In one bottle nitric acid and ammonia fumes met and a cloudy appearance was observed. The front of the window had mortars, graduates, funnels, percolators and pharmaceutical literature.

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Bakkus, A.

1907

## A Window Display That Proved Successful.

West. Drugg., 29, p. 722.

A laboratory window was made to show how the cough syrup was made. The first week necessary utensils and apparatus were displayed in one window while the sacks of crude drugs were shown in the other one, with suitable cards.

After the first week the drugs were prepared for percolation, weighed, mixed, moistened, macerated, and packed in a large percolator. The percolate was siphoned into a container through glass tubing, the clear bright red liquid passed up and out of the tube with an occasional air bubble to add to the mystery. As soon as the preparation was finished it was bottled, labeled, wrapped, and stacked in pyramids.

This display allowed for complete display of prescription utensils as graduates and mortars.

The third week the whole stock was placed in the window with the following sign: "Your Season's Supply of Bakkus' Pine Tar Cough Syrup Is Ready".

Benenschn, S.

1907

## A Corn-Cure Window.

Bull. Pharm., 21, p. 294.

Describes a display of a corn remedy.

Buxton, H. C.

1907

## A Display of Flavoring Essences.

Bull. Pharm., 21, p. 21.

Whole lemons, oil of lemon, vanilla beans, peppermint plants, oil of peppermint, and oil of wintergreen were displayed in a window.

Chombeau, B. A.

1907

Two Novel Window Displays.

Bull. Pharm., 21, p. 202.

A flag window display for Decoration day.

A "Rough-House" window display is good for mass display on the floor of the window in a college town.

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Cooban, B.S.

1907

A Window of Castile Soap.

Bull. Pharm., 21, p. 509.

Long bars as well as sawed-off cakes of castile soap were scattered about the window in hit and miss style with price tickets.

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Curry, H. M.

1907

A smoker's Window.

Bull. Pharm., 21, p. 154.

Indian trinkets and clothing were used to attract attention to a tobacco window.

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Curry, H. M.

1907

A Fourth of July Window.

Bull. Pharm., 21, p. 247.

Surgical dressings were exhibited with American flags as a background.

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(Editor)

1907

**The Easter Window.**

Bull. Pharm., 21, p. 126.

Live rabbits in the window were used to attract people to the store.

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(Editor)

1907

**Two Novel Window Displays.**

Bull. Pharm., 21, p. 257.

A stuffed crane was used to advertise baby foods. A placard stated "This is not a stork, but we keep all the foods".

Field daisies were used as decoration in a Colgate toothpaste and soap window.

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(Editor)

1907

**Chemicals and Pharmaceuticals in the Window.**

Bull. Pharm., 21, p. 258.

Pure chemicals, sealed containers of elixirs, syrups, solutions, pepsin products, fluid extracts, ointments, suppositories, capsules and hypodermic tablets were exhibited.

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(Editor)

1907

**Effective Window Decoration.**

West. Drugg., 29, p. 410.

Window decorating to be effective must follow rules of amount and type of goods displayed as well as the color schemes which are very important.

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Eindress, J. C.

1907

Tooth-Brushes by the Bushel.

Bull. Pharm., 21, p. 209.

A bushel basket of tooth-brushes was placed in a window.

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Fulkerson, R.

1907

The Art of Dressing the Retailer's Window.

West. Drugg., 29, 29.

The art of dressing the window is very important in order to make an attractive window.

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Gag, A. J.

1907

A Corn-Cure Window.

Bull. Pharm., 21, p. 209.

A corn-cure window was made up of some corn-cure and a corn-sheller with the following legend: "The two best corn-shellers in the world".

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Gillespie, T. P.

1907

A Corn-Plaster Window.

Bull. Pharm., 21, p. 344.

Corn stalks were used as a background to advertise corn-plaster.

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Hostelley, J.F.

1907

Seasonable Window Displays.

West. Drugg., 29, p. 147.

Scholl supplies, licorice sticks, cough cures, hot water bottles, olive oil, photographic goods, and sponges make good windows at various times of the year.

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Lebowich, L.A.

1907

A Cough-Cure Window for March.

Bull. Pharm., 21, p. 127.

Olagine was displayed with the sign: "Quit barking with Olagine".

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Lovett, J.

1907

A Novel Window Idea.

Bull. Pharm., 21, p. 207.

A fan was used to keep a balloon floating in the window.

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Merfield, P.W.

1907

A Christmas Window.

Bull. Pharm., 21, p. 518.

An Austrian store window used wheat and barley stalks as well as corn and flowers to trim a Christmas Window of toiletries and perfumes.

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Mitchell, J.W.

1907

An Easter Window Display.

Bull., Pharm., 21, p. 110.

Live rabbits and floating swans in a basin of water placed in the window were used to attract attention to egg dyes in the window.

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O'Connor, D. C.

1907

A Laboratory Window.

Bull. Pharm., 21, p. 290.

The back of the window was made up of rows of bottles of preparations. The front and sides had equipment displayed among which were pill tile, pill roller, culture tubes, ointment jars, suppository mold, konseal machine, round-bottom flasks, glass funnels, Bunsen burner, mortar and pestle, and evaporating dishes.

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Pepper, J.T.

1907

A Window Display of Cigars.

Bull. Pharm., 21, p. 116.

Boxes of cigars were stacked to represent a fire place.

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Pepper, J. T.

1907

A Window Display of Soap.

Bull. Pharm., 21, p. 431.

Witch Hazel and castile soap were displayed in pyramid form.

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Ritz, E. O.

1907

Corn Cure in the Window.

Bull. Pharm., 21, p. 477.

Kernels of corn, cobs of corn, and corn stalks were used as decorations for a corn plaster window.

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Schumm, H. J.

1907

A Marine Scene in the Window.

Bull. Pharm., 21, p. 386.

A miniature lighthouse was placed in the window along with sponges, cuttlefish-bone, Irish Moss, and Iceland Moss.

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Simnacher, J.

1907

A Novel Window.

Bull. Pharm., 21, p. 377.

A window scene of the Pompeian theatre was used to attract attention to Pompeian toiletries.

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Strong & Co.

1907

A Cough-Syrup Window.

Bull. Pharm., 21, p. 81.

A miniature house made of cough syrup boxes with a winter scene as a background was exhibited.

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Taylor, J. E.

1907

A Successful School Window.

Bull. Pharm., 21, p. 336.

A contest was run to form the most words out of "Taylor's Drug Store". The details were exhibited in the window.

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Taylor, J. E.

1907

A Magazine Window.

Bull. Pharm., 21, p. 385.

Describes and illustrates a window display of magazines.

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Vance, C. B.

1907

A Device for the Window.

Bull. Pharm., 21, p. 39.

An electric fan was used to keep a balloon suspended in the window which proved a large attraction.

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Wettstein, T. B.

1907

A Mechanical Window Arrangement.

Bull. Pharm., 21, p. 36.

A display of a Sanitol tooth-powder girl with a moving hand pointed to various drugs in the window and many people stopped to look at it.

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Wilson, W. F.

1907

A Window Display Idea.

Bull. Pharm., 21, p. 515.

Souvenir cards were exhibited in an orderly manner.

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Camburn, W. B.

1908

A Window Display Suggested by the Long Trip of our Pacific Fleet.

Bull. Pharm., 22, p. 166.

A battleship was used as an attraction for Rexall remedies.

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Cooban, B. S.

1908

An Easter Perfume Display.

Bull. Pharm., 22, p. 161.

Easter perfumes in the window were decorated with lilies.

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Curry, H. M.

1908

An Artistic Easter Window.

Bull. Pharm., 22, p. 115.

A sign "Easter Greeting" draped with lilies made up a background of toiletries for Easter.

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(Editor)

1908

## A Novel Surgical Window.

Bull. Pharm., 22, p. 29.

A dummy surgeon and nurse were shown operating on a dummy patient with all the requisites in bandages, and surgical implements.

(Editor)

1908

## A Pharmaceutical Window.

Bull. Pharm., 22, p. 39.

Equipment for compounding of prescriptions are displayed with a number of Parke Davis pharmaceuticals.

(Editor)

1908

## A Novel Display of Olive Oil.

Bull. Pharm., 22, p. 78.

A display of olive oil is used to show its purity. On one side have apparatus, racks of test tubes filled with colored liquid, a hydrometer containing water colored olive green, a burette or two and a couple of beakers.

Perform the Nitric acid test on olive and cotton-seed oils.

Hogg, J. D.

1908

## An Attractive Easter Display.

Bull. Pharm., 22, p. 110.

Live chickens and rabbits in a window made an attractive display.

Hörn, A. M.

1908

A Sick-Room Window.

Bull. Pharm., 22, p. 162.

Wax figures of a nurse and a doctor were shown at the bedside of a sick person.

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Kahnweiler, B.

1908

Several Window Schemes.

Bull. Pharm., 22, p. 321.

Dog remedies, prescriptions, brushes of all kinds, or baby windows make good displays at anytime of the year.

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Kahnweiler, B.

1908

Six Window Schemes.

Bull. Pharm., 22, p. 497.

Cold cream, shaving requisites, smoking supplies, stationery, accident, and school supplies are very good materials for window displays.

---

Kiedaisch, J. A.

1908

A Clever Baby-Food Display.

Bull. Pharm., 22, p. 375.

Nursing bottles with large tubes led to pictures of the various members of the "Dam family" including the pet dog. This was supplemented by baby foods.

---

Kiedaisch, J. A.

1908

## A Window Trimmed with Magazine Ads.

Bull. Pharm., 22, p. 437.

A large window was made up of various ads found in different magazines.

Lebowich, L. A.

1908

## A Striking Window Display.

Bull. Pharm., 22, p. 26.

Two flasks side by side are filled with two liquids which go into two bulbs through tubes and then both into one bulb. This gives color and also a nice set up.

<u>Solution</u>	<u>Color</u>
Sodium Salicylate and Ferric Chloride	Red
Tannin and Ferric Chloride	Black
Tannin, Ferric Chloride, and Sulphuric Acid	Colorless
Phenolphthalein and Hydrochloric Acid	Colorless

Mason, H. B.

1908

Window Displays for Druggists, 1 ed.; Ibid., 3 ed., 1915.

Discusses Window Display as follows:

1. Trimming the window.
2. A Calendar of the window.
3. Points to observe in Window Dressing.
4. Some Window Placards.
5. Description of 115 Window Displays.

with a general index.

Mc Connell, W.A.

Mc Connell, W. A.

1908

A Clever Window Trim.

Bull. Pharm., 22, p. 434.

A guessing contest on the number of pint and quart jar rings displayed in a window was described.

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Mears, S.

1908

Honoring the American Fleet.

Bull. Pharm., 22, p. 511.

Euthymol toothpaste was placed in the window with a battleship, American flags, and a golden eagle.

---

Morris, D. W.

1908

A Window Display of Olive Oil.

Bull. Pharm., 22, p. 436.

Olive oil in very fancy bottles made a nice display.

---

O'Connor, D. C.

1908

St. Patrick's Day Window.

Bull. Pharm., 22, p. 119.

A display of green boxes, novelties, snakes, post cards, shamrocks, and shamrock vines made an attractive window.

---

Pappill, H. A.

1908

An Attractive Corn-Cure Window.

Bull. Pharm., 22, p. 344.

Corn stalks were used as a background for a display of a corn-cure.

---

Pepper, J. T.

1908

A Display of Sarsaparilla.

Bull. Pharm., 22, p. 67.

Sarsaparilla and sarsaparilla compound were displayed with a map of the North and South America. A sign said, "The world is full of people who should use Pepper's Sarsaparilla!"

---

Pepper, J. T.

1908

A Clever Shaving Soap Window.

Bull. Pharm., 22, p. 248.

Many different kinds of soaps and talcums made a good display.

---

Pepper, J. T.

1908

A Talcum Powder Display.

Bull. Pharm., 22, p. 284.

A huge display of talcum powder with its various uses mentioned on signs was exhibited.

---

Pepper, J. T.

1908

A Cork Window for the Pickling Season.

Bull. Pharm., 22, p. 330.

Various sizes of corks were made into a large display.

---

Pitts, C. H.

1908

A Thanksgiving Candy Display.

Bull. Pharm., 22, p. 457.

Box candy was placed in a nicely trimmed window.

---

Rutter & Son

1908

A Rural Scene in the Window.

Bull. Pharm., 22, p. 478.

A rural scene was used as a background for a White Pine Syrup display.

---

Stroup, F. P.

1908

Chemistry in the Store Window.

Bull. Pharm., 22, p. 259.

Silver Tree:

Dissolve a silver coin in nitric acid . Then drive off the acid and put the crystals of silver nitrate with a drop of mercury which will form a tree over night.

Lead Tree:

Dissolve four ounces of lead acetate in one quart of water. Suspend a strip of zinc in the solution. Lead crystals will grow on the zinc in forty-eight hours.

Tin Tree:

Made in a similar manner as the lead tree using a tin salt.

---

Taylor, J. T.

1908

Featuring the Presidential Election in the Window.

Bull. Pharm., 22, p. 520.

The Ladies Home Journal was displayed along with Taft's and Bryan's pictures.

---

Walker, A. C.

1908

A Display of Hot-Water Bottles.

Bull. Pharm., 22, p. 124.

A massive display of various types of hot-water bottles was put in the window.

---

Carpenter, H. S.

1909

An Annual Shoe Polish Display.

Bull. Pharm., 23, p. 339.

Shoe polish was demonstrated on a pair of old shoes which were put in a window.

---

Cueny, B. A.

1909

A Moving Window Display.

Bull. Pharm., 23, p. 76.

A moving display of a northern logging camp is shown.

---

Curry, H. M.

1909

A Spice Window.

Bull. Pharm., 23, p. 291.

Bottles of white pepper, powdered cucumber seed, red pepper, cinnamon, nutmeg, cloves, ginger, mustard, allspice, turmeric, mace, powdered sweet majoran and mixed spices were displayed in the window.

---

Curry, H. M.

1909

A Christmas Window Display.

Bull. Pharm., 23, p. 504.

The title speaks for itself.

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(Editor)

1909

A Perfume Display.

Bull. Pharm., 23, p. 24.

All kinds of colors and odors of perfume were displayed.

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(Editor)

1909

A Clever Candy Window.

Bull. Pharm., 23, p. 70.

Real kisses are advertised by having a small girl and boy kissing each other in the window.

---

(Editor)

1909

A Striking Window Display.

Bull. Pharm., 23, p.76.

Liquid dentrifice is displayed in number three glass tubing about four feet long. The reflection of light through the tubing was attractive.

---

(Editor)

1909

A Fourth of July Window.

Bull. Pharm., 23, p. 257.

Cigars, soda water, and guaze were displayed.

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(Editor)

1909

A Soda Beverage Window.

Bull. Pharm., 23, p. 393.

A description of a window displaying beverages of the above type.

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(Editor)

1909

A Coca-Cola Window.

Bull. Pharm., 23, p.478.

Two glasses of coca cola are placed in a window with arrows from all parts in the window pointing to them.

---

(Editor)

1909

Something Novel in a Window Display.

Bull. Pharm., 23, p. 479.

A peach contest was held by G. T. Chamberlain of Hartford, Mich. to see who in the surrounding country could bring in the best grade of peaches, and the best lots were displayed.

(Editor)

1909

A Toth Paste Window.

Bull. Pharm., 23, p. 481.

Euthymol tooth paste is displayed with Euthymol girl cut-outs.

(Editor)

1909

A Tooth Paste Window.

Bull. Pharm., 23, p. 523.

Euthymol tooth paste was displayed with ribbon, crepe, and tissue paper.

(Editor)

1909

Window Displays.

West. Drugg., 31, p. 434.

Windows should be seasonable and specific. They should be changed often and be well decorated.

Holzhauser, C. W.

1909

A Clever Spring Window.

Bull. Pharm., 23, p. 119.

Sulphur and cream of tartar in tablet form are advised. There is a representation of Mt. Vesuvius shown which indicates where sulphur is obtained.

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Rahl, C. D.

1909

A North-Pole Window.

Bull. Pharm., 23, p. 475.

The window had a cold cure remedy using icebergs of cardboard as a place to put slogans. The one Placard was "What Peary and Clark found at the North Pole!"

---

Soest, H. W.

1909

An Attractive Soap Window.

Bull. Pharm., 23, p. 345.

A large doll is shown taking a bath and holding a bar of soap.

---

Taylor, J. E.

1909

A Cold-Cure Window.

Bull. Pharm., 23, p. 104.

Many packages of the proprietor's cold cure were displayed.

---

Taylor, J. E.

1909

School Supplies in the Window.

Bull. Pharm., 23, p. 337.

All kinds of school supplies are displayed with tissue paper trimmings,

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Taylor, J. E.

1909

A Neat Journal Window.

Bull. Pharm., 23, p. 388.

Magazines are displayed.

---

Taylor, J. E.

1909

A Stock Display.

Bull. Pharm., 23, p. 426.

Kreso dip was shown with usual crepe and tissue paper trimmings.

---

Armor, A.

1910

A Corn Cure Window.

Bull. Pharm., 24, p. 298.

Corn stalks were placed in the window and a placard "Keep your mind off your feet" and "Use Armor's Corn Salve". Price 15 cents.

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(Clerk, Poughkeepsie, N. Y.)

1910

A Clever Window.

Bull. Pharm., 24, p. 35.

During the Hudson-Fulton celebration the Hudson river in miniature with the "Half Moon" was displayed in the window with a few souvenirs and cards.

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Curry, H. M.

1910

A Neat Stationery Window.

Bull. Pharm., 24, p. 335.

Describes a nicely displayed stationery window.

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Curry, H. M.

1910

A Window Display of Magazine Ads.

Bull. Pharm., 24, 380.

Ads of various magazines were shown in the window with a placard "If these are advertised we have them".

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(Editor)

1910

An Artistic Window.

Bull. Pharm., 24, p. 37.

Pine tree lozenges were advertised by this window by having a log cabin in a canyon and then snow all around amongst the pine trees.

---

(Editor)

1910

## A Tasteful Euthymol Window.

Bull. Pharm., 24, p. 38.

A package of toothpaste with lines or ribbons radiating from it was placed in the center and the Euthymol toothpaste arranged all around it.

(Editor)

1910

## An Easter Candy Display.

Bull. Pharm., 24, p. 116.

A cross was made and all around the cross and attached to it were different kinds of candy.

(Editor)

1910

## Holzhauer's Farewell Forever Fluid Exterminator.

Bull. Pharm., 24, p. 162&amp;217.

Several bottles of the exterminator "Farewell Forever" were displayed with a zeppelin to which hanging were bugs. On the dirigible there was a sign which said "Farewell Forever for we never return".

(Editor)

1910

## Castles in the Window.

Bull. Pharm., 24, p. 173.

Castles were built in each window. One had post cards on it and the other flower seeds.

(Editor)

1910

Soda Window Displays.

Bull. Pharm., 24, p. 214.

Soda waters were neatly displayed.

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(Editor)

1910

A Clever Camera Window.

Bull. Pharm., 24, p. 254.

A picture of a boy fishing with many cameras placed about and a placard "Summer Time is Kodak Time".

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(Editor)

1910

An Orangeade Window.

Bull. Pharm., 24, p. 300.

Fresh orangeade was displayed in the window.

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(Editor)

1910

A Prescription Window.

Bull. Pharm., 24, p. 434.

Prescriptions and pharmaceuticals and pharmaceutical apparatus were shown. this drew a great deal of attention.

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(Editor)

1910

An Artistic Christmas Window.

Bull. Pharm., 24, p. 522.

A background of the northern regions of ice and snow is pictured and a few boxes of stationery arranged in front of it.

(Editor)

1910

Window Displays That Sell Goods.

West. Drugg., 32, p. 263.

Well decorated windows and sales tags on merchandise aid sales. Also prescription windows are profitable.

(Editor)

1910

A Profitable Show Window.

West. Drugg., 32, p. 266.

Flaming red crepe paper decorated the window. Then a contractor's wheelbarrow loaded chock-full with horehound candy and dumped on one side was placed in the window.

(Editor)

1910

Window Advertising for Cigars.

West. Drugg., 32, p. 528.

Window advertising aids in the sale of cigars.

(Editor)

1910

## Window Displays of Confectionery.

West. Drugg., 32, p. 595.

Confectionery windows have been found very profitable where correctly displayed.

(Editor)

1910

## Window Displays.

West. Drugg., 32, p. 699.

There are two classes of windows.

1. Those which attract people and cause them to talk about their beauty and thus advertise the store.
2. Those in which the merchandise attracts and causes the people to buy some of that very article.

Ferguson, A. D.

1910

## A Story in the Window.

Bull. Pharm., 24, p. 35.

A book was displayed with the various opinions of other people about it.

Hottel, F. C.

1910

## To Display Magazines.

Bull. Pharm., 24, p. 175.

To display magazines the arrangement should be watched very closely.

Kennedy, C. C.

1910

## A Moving Window Display.

Bull. Pharm., 24, p. 118.

Toothbrushes were placed on a wheel and a fan creating a current of air was placed behind it. This kept the wheel turning which created much interest.

Lawton, H.

1910

## A Prize-Winning Window.

Bull. Pharm., 24, p. 508.

Virol, a Cod Liver Oil compound, was displayed. A bust of a king was placed in the window with a placard "King of Foods". A lifebuoy was shown with S. S. Virol on it. Other placards were shown.

Leet, R. A.

1910

## A Geographical Trim.

Bull. Pharm., 24, p.72.

On a tray specimens of drugs were shown among which were ginger, tonka bean, cascara, sarsaparilla root, cardamom, talcum, sulphur, senna, tragacanth, gum myrrh, lavender, gum arabic, orris root and others. A map showing the country from which each came by means of ribbons. The botanical name, principal uses, and history of the drug were given.

Minton, P. I.

1910

## A Good Window Advertisement.

Bull. Pharm., 24, p. 166.

Moth balls were placed in a bottle and beside it a bottle of perfume. On the bottle of moth balls was a sign guess the number of moth balls and this will be yours.

Neblett, W. E.

1910

Something Unique in a Window Display.

Bull. Pharm., 24, p. 302.

Clothes and many other things which the drug store did not handle were displayed. Then a placard said, "We do not sell any of these goods but if you do your drug store trading here you will save money and be able to buy from those who do sell clothes".

---

Schroeder, C. H.

1910

A Window Display of Bug Poison.

Bull. Pharm., 24, p. 298.

"Kill-Ded" bug poison was displayed with skulls and cross bones to show the effects of the poison on the bugs. A placard in the window read:

In Memoriam  
 Sacred to the memory of  
 150,000,000 bugs  
 Killed by  
 Kill-Ded  
 1908 -, 1910

---

Spongberg, H. S.

1910

A moving Window Display.

Bull. Pharm., 24, p. 205.

Alabastine was displayed with a Dutch wind mill in operation to attract attention.

---

Taylor, J. E.

1910

A Magazine Window.

Bull. Pharm., 24, p. 291.

A description of the above window is given in a brief manner.

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Taylor, J. E.

1910

A Euthymol Window.

Bull. Pharm., 24, p. 427.

Much toothpaste was arranged in the window and pictures of Euthymol girls were hung on the green colored background.

---

Utech, P. H.

1910

The Sale of Olive Oil.

Bull. Pharm., 24, 21.

A table covered with pure olive oil was placed in a window with the sign, "The Table of-Pure Olive Oil-For The Table".

---

Bennett, B. L.

1911

Window Displays of Post Cards.

Bull. Pharm., 25, p. 423.

A dirigible with post cards streaming around it with a couple of dolls in the basket.

A large display card in the window helps sell post cards.

---

Curry, H. M.

1911

A Tooth-Paste Window.

Bull. Pharm., 25, p. 513.

Euthymol tooth-paste with pictures of Euthymol girls and free samples made an attractive display.

---

Dunlap, W. J.

1911

A Hallowe'en Window of Cough Syrup.

Bull. Pharm., 25, p. 420.

A wind mill was shown which ground the drug, a witch was stirring the cough syrup. Muriatic acid and ammonia were placed close together which formed fumes. Charcoal and a red light were placed under the pot which looked as though it was brewing. The background was trimmed with corn stalks and pumpkins.

---

(Editor)

1911

A Neat Cigar Window.

Bull. Pharm., 25, p. 77.

Henry George and Tom Moore cigars were advertised in the window with dummy cigar boxes and a few signs.

---

(Editor)

1911

A Pretty Euthymol Window.

Bull. Pharm., 25, p. 161.

Euthymol tooth-paste and pictures of Euthymol girls were placed in the window which drew quite a bit of attention at John von Rohr's store at Winona, Minn.

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(Editor)

1911

A window Display of Dip.

Bull. Pharm., 25, p. 205.

Kreso dip was displayed and all the parasites which it claims to kill were pictured.

---

(Editor)

1911

An Immense Talcum Window.

Bull. Pharm., 293.

Thirty-five different brands and seven hundred packages of talc were displayed in a window which was well lighted.

---

(Editor)

1911

Baby Supplies in the Window.

Bull. Pharm., 25, p. 304.

In the center of the window was a stork which held a string carrying a doll in its beak. Around the stork was arranged talcum powder, castoria, nipples, milk bottles, and other baby supplies.

---

(Editor)

1911

Two Interesting Window Displays.

Bull. Pharm., 25, p. 304

Stationery and Euthymol tooth-paste were displayed in separate windows. The trimming of the window was the essential thing in each case in the thought of Jas. L. Mc Amlis.

---

(Editor)

1911

A Window Display of Drugs.

Bull. Pharm., 25, p. 335.

Many crude vegetable drugs and chemicals were displayed. Mr. Lascoff tried to show that he was a prescription pharmacist.

---

(Editor)

1911

Paints and Brushes in the Window.

Bull. Pharm., 25, 384.

Paints and brushes were displayed by J. Earl Taylor in the spring and fall. Many different kinds of brushes and colors of paint were shown.

---

(Editor)

1911

A Euthymol Display.

Bull. Pharm., 25, 393.

Euthymol tooth-paste and many other Euthymol products were displayed.

---

(Editor)

1911

A Hallowe'en Corn-Cure Window.

Bull. Pharm., 25, p. 426.

Much corn with the silk still on it, and a Jack-o-lantern placed in a window with Cooban's Corn-Cure worked very well.

---

(Editor)

1911

Teddy in the Window.

Bull. Pharm., 25, p. 437.

A mask showing teeth and eyes which were illuminated was shown in the window. Then a good deal of Euthymol tooth-paste was placed around the mask.

---

(Editor)

1911

A Thanksgiving Window.

Bull. Pharm., 25, p. 464.

A large stuffed turkey was placed at the background with different pharmaceuticals and drugs placed to the forward of the window.

---

Holzhauser, C. W.

1911

My Best Paying Side-Line.

Bull. Pharm., 25, p. 240.

Hair brushes with an enlarged hair brush hung in the window makes a good display. The same plan with combs and tooth brushes also works very well.

---

Holzhauser, C. W.

1911

A Liniment Window Display.

Bull. Pharm., 25, p. 476.

Liniment displayed in a window which is neatly trimmed will create a demand for it at the time and for some time later.

---

Taylor, J. E.

1911

An Effective Rubber Goods Display.

Bull. Pharm., 25, p. 28.

All kinds of rubber goods were displayed such as syringes, hot water bottles, breast pumps, atomizers, teething rings, nipples, bottle cleaners, baby rattles, sponge bags, bath sponges and brushes, ear and ulcer syringes, infant rectals, catheters, colon tubes, pacifiers, eye pipettes and medicine droppers.

---

Taylor, J. E.

1911

An Artistic Magazine Window.

Bull. Pharm., 25, p. 246.

A June window was put in with a picture of a June bride. Many flowers were pinned and strewn about. Then a few Ladies Home Journal magazines were placed in the window.

---

Cooban, B. S.

1912

Bathing Caps in the Window.

Bull. Pharm., 26, p. 291.

Bathing caps over masks were very attractive in a window display with the placards: "Bath Caps", "Keep Your Hair Dry" from 5 to 15 cents.

---

(Editor)

1912

## A Pretty Easter Window.

Bull. Pharm., 26, p. 37.

A window nicely decorated brought out the Easter spirit because of the Easter lilies and other spring foliage.

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(Editor)

1912

## An Attractive Candy Window.

Bull. Pharm., 26, p. 173.

A box candy window was decorated and arranged in such a manner as to be very attractive.

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(Editor)

1912

## Drugs and Chemicals.

Bull. Pharm., 26, p. 216.

Some drugs and chemicals were displayed and two placards read: "Your doctor knows your individual requirements. Bring his prescription here. It will be filled right". "Medicines, no medicine can be good unless the ingredients are full strength. That's the kind you get here."

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(Editor)

1912

## A Euthymol Tooth-Paste Window.

Bull. Pharm., 26, p. 347.

Euthymol girls displayed with Euthymol tooth-paste proved to be an attraction.

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(Editor)

1912

## Perfumery Window.

Bull. Pharm., 26, p. 480.

The window was well decorated giving an artistic touch to the perfume in the window.

---

(Editor)

1912

## Soda Water Window Displays.

West. Drugg., 34, p. 114.

An egg drink, chocolate, vanilla, or a grape juice window are very effective.

---

Raubenheimer, O.

1912

## Pharmaceutical Window Displays.

Journ. Am. Pharm. Assoc., 1, p. 866.

Goods that should not be placed in the window are: hydrogen peroxide, olive oil, perfume, malt extract, and rubber goods.

Goods that make a good window display are: filtration, continuous filtration, percolation, distillation, precipitation, washing, decanting, and siphoning, laboratory apparatus, chemical glassware, prescription utensils, prescription books and files, and a literary display, also a drug display of various crude drugs and prepared drugs and the historical information about the drugs.

---

Tawn, E.

1912

## Window Displays at Special Times.

Bull. Pharm., 26, p. 81.

At Thanksgiving time a Thanksgiving window is put in. The same thing is done at Christmas time.

---

Taylor, J. E.

1912

## An Unusual Window Display.

Bull. Pharm., 26, p. 24.

This was a rubber goods window with syringes, baby pacifiers, hot-water bottles, fountain syringes, ear, ulcer, nasal, and bulb syringes, breast shields, nipples, medicine droppers, throat bags, ice bags, and ice pipettes.

---

Taylor, J. E.

1912

## An Easter Window.

Bull. Pharm., 26, p. 114.

A very nice Easter window was put in and attracted a good many people.

---

Taylor, J. E.

1912

## A Display of Baby Needs.

Bull. Pharm., 26, p. 430.

A picture of a baby was in the center of the window. Then around the picture were placed the baby needs such as nursing-bottle fittings, nipples, pacifiers, brushes,

chamois skins, talcums, soaps, bottles, assorted baby foods, castor oil tasteless, ear and ulcer syringes, vermifuges, antiphlogistine, castoria, and croup remedy.

---

Taylor, J. E.

1912

Catching the Christmas Trade.

Bull. Pharm., 26, p. 454.

A description of Christmas windows which explain themselves.

---

Curry, H. M.

1913

A Fourth of July Window.

Bull. Pharm., 27, p. 245.

An American flag with pictures of Washington, Lincoln, and Uncle Sam made a very nice window display.

---

Curry, H. M.

1913

Insecticides in the Window.

Bull. Pharm., 27, p. 329.

Insecticides for flies, and bugs were displayed to a very great advantage.

---

Curry, H. M.

1913

## Window Displays.

Bull. Pharm., 27, p. 459.

Several Christmas displays were prepared:

1. Toys with a Santa Claus picture hanging in the window were displayed.

2. A castle with a Santa Claus in front with some deer was shown.

3. Christmas tree ornaments, calendars and other goods were displayed.

4. A snow covered mountain scene in which a few houses were scattered about had toys displayed.

---

 Drake, G. C.

1913

## Window Displays.

Bull. Pharm., 27, p. 460.

A snow scene with Santa Claus was shown with gifts rolling out of his bag.

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 (Editor)

1913

## A Pretty Holiday Window.

Bull. Pharm., 27, p. 83.

A snow scene was shown in a window about Christmas time.

---

 (Editor)

1913

## A Display in the Window.

Bull. Pharm., 27, p. 144.

Perfumes, toilet articles and boxes of candy were

displayed with very nice trimmings.

---

(Editor)

1913

A Strictly Pharmaceutical Trim.

Bull. Pharm., 27, p. 385.

A retort and receiver, torsion balance, mortar and pestle, microscope, funnel, hydrometer, graduate, urinometers, measuring flasks, water baths, pipettes, spatulas, and erlenmeyer flasks were displayed in a window.

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(Editor)

1913

A Talcum Powder Window.

Bull. Pharm., 27, p. 418.

Talcum powder of various odors were displayed which attracted much attention.

---

(Editor)

1913

Soda Water Window Displays.

Bull. Pharm., 27, p. 435.

Egg drink, chocolate, grape juice, vanilla, and cidar windows are helpful to the advertising of the soda fountain.

---

(Editor)

1913

Making the Window a Real Salesman.

West. Drugg., 35, p. 132.

A window must attract and stop the passer-by and then create some interest in the person to purchase the article.

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(Editor)

1913

Window Card Advertising for Beginners.

West. Drugg., 35, p. 369.

Window cards are very essential to a good window.

---

(Editor)

1913

Can Your Windows Withstand Competition?

West. Drugg., 35, p. 374.

Windows should be made as complete and variable as the competitors.

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(Editor)

1913

Window Cards that Sell Candies.

West. Drugg., 35, p. 631.

Windows that have window cards attract people to buy candy quicker than those that do not have window cards.

---

Taylor, J. E.

1913

An Exceptional Stationery Window.

Bull. Pharm., 27, p. 122.

A stationery window is described which is very attractive.

---

Taylor, J. E.

1913

Window Displays.

Bull. Pharm., 27, p. 458.

Magazines, Christmas wrapping paper, seals, cards, booklets, dolls, toiletries, cigars, and stationery were displayed during the Christmas shopping period

---

Wood, R. E.

1913

A Striking Kodak Window.

Bull. Pharm., 27, p. 209.

A fishing scene was shown with a few cameras and a placard: "Take a Kodak with you".

---

Ackerman, A. H.

1914

Advertising a Retail Drug Store.

Journ. Am. Pharm. Assoc., 3, p. 976.

Clean windows, and attractive displays attractively decorated with price tags attached to the merchandise are recommended.

---

1914

Clark, I. B.

## Window Dressing.

Journ. Am. Pharm. Assoc., 3, p. 122. (Yr. bk. Am. Pharm. Assoc., 3, p. 203)

Seasonable articles must be selected for display.

Select a covering as crepe paper for the floor which will either harmonize or be in direct contrast to that being advertised as red and green, blue and white, orange and black. Begin at front and elevate toward the back the elevation being dependent on length and width of the window. Leave no wide openings or break in the display to indicate that something has been taken out or omitted. Have the display balanced. Not high on one side and low on the other.

Large masses are needed. Someone little thing with text matter on it furnishes a good display. Large masses of lotion were displayed to show that not small quantities were not sold. A price card is generally very important to the display.

Windows should be changed often, on the average of once a week.

The best material to advertise must be determined by the location of the drug store.

Toilet goods of a general character, a combination of tooth brushes, powder and paste is very good. Olive oil is used as a display. Rubber goods such as hot water bottles and fountain syringes are good material. Cotton guazes, bandages, and surgical dressings bring good returns.

A window which creates interest is made with old prescription files, and utensils used in prescription work: a percolator in operation adds interest to the display.

---

(Editor)

1914

## Cigars in a Fourth of July Window.

Bull. Pharm., 28, p. 241.

American flags and other red white and blue trimmings were used to display cigars in a window.

---

1914

(Editor)

A Fireworks Window.

Bull. Pharm., 28, p. 258.

Fireworks were made into a nice window display by M. C. Hoeffken.

---

1914

(Editor)

An Unusually Attractive Window.

Bull. Pharm., 28, p. 258.

Coca Cola was advertised in an Easter Sunday window.

---

1914

(Editor)

A Bug Exterminator Window.

Bull. Pharm., 28, p. 305.

Mr. Holzhauser put in a window of a bug exterminator which was named Holzhauser's Bug Exterminator.

---

1914

(Editor)

A Special Cigar Display.

Bull. Pharm., 28, p. 524.

On October 12, National Cigar Day, an American flag was used as a background with cigars displayed at the front of it.

---

Fisher, H. E.

1914

A Bewidering Window Display.

Bull. Pharm., 28, p. 330.

A container with a mysterious flow of water excited much attention in a window which was used to display thermos bottles.

---

Hamler, E. C.

1914

Another Prize Window Display.

Bull. Pharm., 28, p. 193.

Freeman's face powder was displayed with a background of a country home where a ravine of trees was shown. "The Pathway of Beauty" was the linking phrase.

---

Schutte, A. C.

1914

Window and Window Dressing.

Journ. Am. Pharm. Assoc., 3, p.440.

Seasonable displays are needed, frequent change in display should be made, prices should be attached; action is good to attract attention, and well designed backgrounds are good.

In spring tonics are good to advertise as well as cream of tartar, sulphur lozenges, or syrup of sarsaparilla with potassium iodide. Some crude sarsaparilla and other herbs might be used in the display.

In June talcum powder is displayed, in fall house cleaning articles, Christmas goods at Christmas time, and in January cough remedies, backache plasters, hand lotions, and face creams. In February Valentine's Day gives opportunity for a good window.

---

1914

Taylor, J. E.

A Magazine Window Display.

Bull. Pharm., 28, p. 33.

"Good Housekeeping" magazine put on a contest for a prize of an automobile so a picture of an automobile was placed at the background of the window and magazines placed in the window with a nice trim.

---

Taylor, J. E.

1914

Featuring Magazines in the Window.

Bull. Pharm., 28, p. 108.

The "Ladies Home Journal" was displayed in the window with a very nice trim.

---

Wilkerson, J. A.

1914

Pharmaceutical Advertising.

Journ. Am. Pharm. Assoc., 3, p. 125.

There is nothing said about window advertisements.

---

Bruun, H. N.

1915

The Advertising Methods I Use.

Journ. Am. Pharm. Assoc., 4, p. 318.

Window displays require considerable thought and study to attract the attention of a person who goes along engrossed with his own thoughts.

---

Bush, M. L.

1915

An Attractive Display of Package Candy.

Bull. Pharm., 29, p. 349.

Candy was beautifully displayed in boxes with a very appropriate trim.

---

Dimitt, A.

1915

Advertising the Prescription Department.

Journ. Am. Pharm. Assoc., 4, p. 1196.

Nothing was said about window advertising.

---

Diner, J.

1915

How Would You Advertise Your Prescription Department.

Journ. Am. Pharm. Assoc., 4, p. 150.

Nothing was said about window advertising.

---

(Editor)

1915

Featuring Telephone Service.

Bull. Pharm., 29, p. 138.

Erwin Thompson of Rugby, North Dakota put in a display with placards and telephone service was what was advertised. Telephones in the window showed that telephone service was in use for prescriptions.

---

1915

(Editor)

Showing Perfume in the Window.

Bull. Pharm., 29, p. 271.

Different qualities, odors, and colors of perfumes were displayed.

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1915

(Editor)

Chinese Novelties in the Window.

Bull. Pharm., 29, p. 317.

Chinese trinkets and novelties for souvenirs and other amusement were neatly displayed in the window.

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1915

(Editor)

A Capsule Window.

Bull. Pharm., 29, p. 358.

Capsules of various shapes and sizes for holding both liquid and solid preparations were displayed.

---

1915

(Editor)

Window Displays for the Holidays.

West. Drugg., 37, p. 352.

A window of very nice gifts can be put in or else useful presents.

---

(Editor)

1915

How to Trim a Window Having a Low Background.

West. Drugg., 37, p. 380.

Directions are given to show how to make a display having a low background.

---

(Editor)

1915

Window Dressing as an Aid to Retail Selling.

West. Drugg., 37, p. 381.

Simplicity and the background are very important in window dressing.

---

Haas, A. A.

1915

A Display of Package Perfume.

Bull. Pharm., 29, p. 480.

A southern palm and lattice work background was arranged in the window to display the perfume.

---

Peterson, A. F.

1915

A Window Display of Package Confectionery.

Bull. Pharm., 29, p. 31.

Box candy, the shape of ballot boxes, was displayed the year of the presidential election.

---

Pooler, E. H.

1915

My Best Paying Sideline -  
Photographic Supplies.

Bull. Pharm., 29, p. 296.

Interest in photography was maintained by a window which was made up of a miniature log cabin made of film spools, and another window had a girl taking the picture of a doll.

---

Sutter, W.

1915

A Hallowe'en Window Display.

Bull. Pharm., 29, p. 437.

A dark tent with witch's kettle and jack-o-lanterns were placed in the window with leaves as trimmings.

---

Wood, R. E.

1915

A Window Display of Empty Camera Spools.

Bull. Pharm., 29, p. 526.

A bunch of camera spools were placed in a window and a prize offered for the closest guess as to the number of spools in the window.

---

Bader, J. B.

1916

"Keep Clean" the Dominant Note.

Bull. Pharm., 30, p. 24.

Chamois skins, sponges, and wash cloths made up the greater part of the window. A few vacuum bottles, drinking cups, and rubber lined cases for holding brushes were also displayed.

---

Bader, J. B.

1916

## A Hallowe'en Window Display.

Bull. Pharm., 30, p. 418.

Corn stalks and jack-o-lanterns were placed in the window. Then amongst these were placed choice boxes of candy.

---

 Creutz, E. P.

1916

## Window Decorating in the Small Country Town.

West. Drugg., 38, p. 308.

Windows should have an attractive background with a simple display.

---

 (Editor)

1916

## A Novel and Attractive Window.

Bull. Pharm., 30, p. 211.

The window devoted to the American Oil company had a steel flag with many bulbs to light it up. Then the mineral oil was displayed.

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 (Editor)

1916

## Poultry in the Window.

Bull. Pharm., 30, p. 211.

Two hens and a rooster were displayed in a window with disinfectant sprays for the poultry.

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1916

(Editor)

A Patriotic Window.

Bull. Pharm., 30, p. 339.

Flags were artistically arranged and they made an attractive center piece for the Fourth of July. Germicide soap was displayed around the flags.

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1916

(Editor)

An Artistic Window Display.

Bull. Pharm., 30, p. 486.

Boxes of germicidal soap were stacked up and also single bars ranked up with placards telling of its use.

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1916

(Editor)

Window Displays.

West. Drugg., 38, p. 40.

Directions are given on how to put in the structures of windows such as the making of stands, and rough back-grounds.

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1916

(Editor)

Hints for Vacation Window Displays.

West. Drugg., 38, p. 177.

Sundries are a very profitable thing to be given window display space during vacations.

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(Editor)

1916

The Show Window - An Advertisement.

West. Drugg., 38, p. 178.

Give time and thought to window displays and they will show more direct returns than any other form of store publicity.

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(Editor)

1916

Keep Your Windows Working.

West. Drugg., 38, p. 251.

Windows are kept working by putting in good and profitable displays.

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(Editor)

1916

Much Trade Comes "Through the Window".

West. Drugg., 38, p. 257.

To win attention of the public, the retail merchant must know his goods and study how best to display them.

---

Haas, A. A.

1916

Toilet Accessories Artistically Displayed.

Bull. Pharm., 30, p. 65.

A dressing outfit was rented from a furniture dealer and placed in the window. Then combs, brushes, files, and other manicure implements as well as creams, toilet water, nail polish etc. were displayed.

---

1916

Haas, A. A.

## An Effective Christmas Window.

Bull. Pharm., 30, p. 505.

A house set in a winter scene in the evening, gave a very picturesque window.

Lascoff, J. L.

1916

## Window Displays.

Pract. Drugg., 34, November, p. 34. (Yr. bk. Am. Pharm. assoc., 3, p. 29)

In preparing windows the proprietor should bear in mind he has the rich, middle class, and the poorer class to please and must not offend any.

A clean window is essential. Start with a center piece and build around it. Have some reading matter and a price tag to attract the bargain hunting people. Quality material should be shown. Cold cream made in drug store with utensils used displayed with the sign "Made at home of purest material" gained attention.

Massing prescription books and drug utensils in a window means nothing to a laymen.

Show some preparation that you made yourself like Beef, Iron, and Wine with a toy cow, some clean cut iron wire, and a bottle of wine placed in the center of several bottles labeled and filled with water and colored with caramel and some bottles filled for sale. A card with a slogan "Preparedness"

"Its Time For A Spring Tonic" is very beneficial.

Get up cards with catch phrases, change regularly and show that you are active.

Taylor, J. E.

1916

A Wall Tint Window Display.

Bull., Pharm., 30, p. 115.

A background of clean colored paper was used. Then alabastine was placed in several parts of the window to show that it was very good for wall tinting.

---

Thomas, C. J.

1916

One-Cent Sales Good Advertising.

Bull. Pharm., 30, p. 155.

A big number 1 was placed in the window and numerous articles were shown where by paying one more cent another article could be purchased.

---

Bader, J. B.

1917

Bath Requisites in the Window.

Bull. Pharm., 31, p. 29.

A miniature bath tub with the heads of three dolls showing was placed at the center of the window. Then chamois skins, sponges, wash cloths, soaps, talcums, bath ammonia, and toilet water were displayed in various parts of the window.

---

Berg, C. J.

1917

Increasing Show Window Value.

West. Drugg., 39, p. 183.

Price tags should be placed on the material placed

in the window as well as having definite and simple displays.

---

(Editor)

1917

A Barbados Window.

Bull. Pharm. 31, p. 342.

This window in Barbados, West Indies Displayed an American made germicidal soap.

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(Editor)

1917

A Patriotic Window.

Bull. Pharm., 31, p. 343.

Pictures of Washington and Wilson were shown draped with flags and bunting of red, white, and blue colors.

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(Editor)

1917

Advertise Daily Through Your Windows.

West. Drugg., 39, p. 2.

Windows are the best means of advertising for the druggists and they should not fail to take advantage of them.

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(Editor)

1917

Window Displays for St. Valentine's Day.

West. Drugg., 39, p. 8.

Valentines in the form of hearts or cupids shooting darts are very good displays.

---

(Editor)

1917

The Value of Window Display.

West. Drugg. 39, p. 130.

The customer gains his first impression of a store, the man behind it, and the goods, from the displays in the windows.

---

Humphrey, W. M.

1917

A Poultry Tonic Display.

Bull. Pharm., 31, p. 159.

Poultry tonic was placed in the window with some eggs. The price of eggs of 50¢ a dozen was placed so as to be easily read.

---

Quick, F. R.

1917

A Prescription Department Window.

Bull. Pharm., 31, p. 203.

A prescription counter and shelves were placed in the window. A dummy man with a Pharmacy coat on was at the counter using the balance. Certificates were hung over the shelves. Mortars, graduates, pill tile and spatula, and a telephone were shown as well as many preparations.

---

Suess, E. T.

1917

Fixing Up a Soap Window.

Bull. Pharm., 31, p. 423.

The window was decorated in order to fit the surroundings from which palm and olive oils are obtained. Then palmolive soap was placed in the center.

---

Agry, G.

1918

Fixing Up a Panel Window.

Bull. Pharm., 32, p. 199.

Panels should be arranged right in order to be attractive. Goods on the panels should turn outward and not inward. Goods should be placed between the panel and the window. Flowers in summer liven up a window. Winter scenes may be placed in the window in winter.

---

Agry, G.

1918

More About Windows.

Bull. Pharm., 32, p. 246.

Panel windows are very prominent. They distinguish the chain stores. The color scheme in panel windows is very important and should not be too high. Darker shades of color are very suitable for panel windows.

---

Anderson, H. M.

1918

A Display of Rubber Gloves.

Bull. Pharm., 32, p. 478.

There was placed in a window a rubber glove, tied to the top of a chair and a brick tied to two of the fingers of the glove. This showed how good the rubber was. Then rubber gloves were arranged all about the window.

---

Barlow, J. A.

1918

Our Windows Are Standardized.

Bull. Pharm., 32, p. 196.

Price tickets are a very important thing in the window displays. panel displays area method of standardizing

window displays and of cutting down expense.

---

(Editor)

1918

A Stationery Window.

Bull. Pharm., 32, p. 63.

Stationery was palced in a spacious window and a few green leaves and flowers were also placed about the window.

---

(Editor)

1918

An Easter Window.

Bull. Pharm., 32, p. 113.

J. B. Bader of Williamsport, Pennsylvania put in the window. The background had a lattice work effect which was draped with white cloth and artificial lilies and violets were attached. Then perfumes in bottles of various sizes were placed about the window.

---

(Editor)

1918

A Baby Window.

Bull. Pharm., 32, p. 205.

J. B. Bader of Williamsport, Pennsylvania put in the window. Two large dolls were placed at the ends of the window and then smaller dolls were placed in the window. Then talcum powder, oils, and perfumes were placed among them.

---

1918

(Editor)

## Harmony in the Window.

Bull. Pharm., 32, p. 259.

A single dominating color as a background and for the floor of the window is better than two or more colors.

---

1918

(Editor)

## Two Summer Windows - Bathroom Specialties and Bathing Caps.

Bull. Pharm., 32, p. 293.

F. R. Quick of Fresno, California made up the windows. The bathroom window showed a bathroom in which were displayed sponges, soap, talcums, perfumes, and other toiletries.

The bathing cap window had caps displayed with a dummy woman suspended in a diving position.

---

1918

(Editor)

## The Window Made a Good Impression.

Bull. Pharm., 32, p. 346.

The background was an American flag with a picture of soldiers above it. Then potatoes with faces painted on them were placed in the window. Placards had on them, "Eat Potatoes" and "The Potato is a Good Soldier".

---

(Editor)

1918

Help the Liberty Loan Drive.

Bull. Pharm., 32, p. 431.

The window was put in by J. B. Bader of South Williamsport, Pennsylvania. Flags were placed in the background and a dummy Red Cross nurse was seated at the edge. Guns, bandages, and other medical aids were also placed in the window. A placard read, "The American Red Cross Needs Your Help!"

(Editor)

1918

A Camera Display.

Bull. Pharm., 32, p. 478.

Snapshots of children at various ages and then adults from younger to older years were placed in the window with the placard, "Record the Steps of Life with One of Our Cameras".

(Editor)

1918

Window Displays for the Shortest Month.

West. Drugg., 40, p. 25.

Lincoln's birthday, St. Valentine's Day and Washington's birthday offer opportunity for good window displays.

(Editor)

1918

Window Promises.

West. Drugg., 40, p. 119.

Whatever the window tries to put over the store must carry out the plans.

1918

(Editor)

## Novel Window Advertising.

West. Drugg., 40, p. 127.

A pair of old rubbers and a dilapidated umbrella were put on a box. A sign read: "It's a sad, sad story. It started like this (arrow points to the box) Take Penslar Cold Breakers Now".

Other windows like this were found to be profitable.

(Editor)

1918

## Make Your Windows "Salesmen".

West. Drugg., 40, p. 291.

Windows can be made to be the best "salesman" of the store if only a little effort is made to put in the right kind of displays.

Kiedaisch, J. F.

1918

## Another Bathing Cap Window Display.

Bull. Pharm., 32, p. 339.

Bathing caps and water wings were displayed in an attractive manner.

Nathan, A.

1918

## Value of Advertising to the Pharmacist.

Chem. & Drugg., 90, p. 805. (Yr. bk. Am. Pharm. Assoc., 7, p. 49)

Makes no suggestion as to window advertising but directs the sending out cards and newspapers are methods of advertising as well as promoting good will.

Raubenheimer, O.

1918

A Moving Window Display.

Journ. Am. Pharm. Assoc., 7, p. 261. (Yr. bk. Am. Pharm. Assoc., 7, p. 52)

A Y-tube with a siphon connection to which air was admitted allowed water with a constant flow of air bubbles to flow along. This with much glass tubing connected drew a lot of attention and was a simple apparatus when put in the window as the people had to be chased away by police when they became too crowded.

---

Stovin, H. N.

1918

Art in the Window.

Bull. Pharm., 32, p. 71.

To make a window attractive there must be some touch of art. Many art books can be obtained. Jumbled windows or crowded windows do not attract anyone.

---

Wendel, C. F.

1918

What Windows Ought to Be.

Bull. Pharm., 32, p. 194.

Silk or velvet should be used at the floor of the window instead of crepe paper. Green, red, purple, and black are the most effective colors. Plateaus and plate glass shelves are very useful. Dividers should be used where several types of things are displayed. Fresh flowers often liven up a window. Window and counter displays should be linked together.

---

1919

(Editor)

## Window Cheapest Advertising.

West. Drugg., 41, p. 107.

Clean the windows often, change the display, and have an enclosed window so the people's attention will not be directed to the interior of the store.

1919

(Editor)

## Windows First.

West. Drugg., 41, p. 174.

Windows are the cheapest advertising. The purse strings of the public are loosened more quickly and surely by window advertising than in any other way.

1919

Richards, B. F.

## Window Displays Should Not Be Crowded.

West. Drugg., 41, p. 351.

Windows should not be crowded so as to form a blur and leave no distinct impression.

1919

Richards, B. F.

## Window Lighting Should Be Invisible.

West. Drugg., 41, p. 351.

Lighting of windows should be invisible because a strong light attracts the attention away from the goods.

(Editor)

1920

The Windows in February.

West. Drugg., 42, p. 25.

February offers opportunities for good window displays because of Lincoln's Birthday, St. Valentine's Day, and Washington's Birthday.

---

(Editor)

1920

Make the Background Fit the Season.

West. Drugg., 42, p. 100.

The article gives directions for making appropriate seasonal backgrounds.

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(Editor)

1920

A Drug Store Magazine Window that Paid.

West. Drugg., 42, p. 127.

Maclean's magazines were displayed in an attractable manner.

---

(Editor)

1920

Good Window Displays Pull Business to Poor Locations.

West. Drugg., 42, p. 158.

Well used windows and attractive prices bring business.

---

Jukes, W. L.

1920

A Beautiful Display of Gift Articles Enriched by  
the Use of Flowers and Foliage.

West. Drugg., 42, p. 119.

The gifts were displayed with flowers and foliage  
for adornment.

---

Adkins, W. S.

1921

Keeping Tabs on Window Trims.

West. Drugg., 43, p. 121.

1. Stationery windows make good displays.
  2. Floral trimmings beautify the window.
  3. Seasonable displays should be made.
- 

Baird, D. G.

1921

Putting Over Smoker's Articles.

Bull. Pharm., 35, p. 498.

Pipes, Italian and French briar, were placed in a  
window with a black background.

---

Butcher, J. B.

1921

A Display Idea.

Bull. Pharm., 35, p. 523.

A large sign and a beautifully trimmed window  
stimulated the sales of toilet waters, and perfumes.

---

Byers, W. E.

1921

Appealing to the Girl Graduate.

Bull. Pharm., 35, p. 187.

A room containing a dresser, table, and chairs were placed in a window. On the dresser was placed some ivory articles such as combs, brushes, and files which drew a good deal of attention.

---

Dench, E. A.

1921

Seen in Canadian Windows.

Bull. Pharm., 35, p. 281.

Open displays were used by the Canadians. One Woolworth store had a model of the Wollworth Building of New York in the center of the window. Post cards were displayed and a placard read: "We Can Cover the Highest Building in the World with Our Complete Assortment of Local View Post Cards".

---

Dench, E. A.

1921

Hallowe'en Candy Displays.

Bull. Pharm., 35, p. 428.

Augustine and Ryer of Seattle, Washington had an orange and black trimmed window with boxes of candy distributed about.

Roger's Confectionery of Seattle, Washington had orange and black dolls hanging from the ceiling. A pumpkin was placed on the floor with boxes of candy around it.

Three other stores had similar displays such as jack-o-lantern, and Puss'n Boots.

---

Dench, E. A.

1921

Christmas Window Displays.

West. Drugg., 43, p. 30.

Toys make very good window displays with winter scenes as decorations.

---

Dench, E. A.

1921

Keeping Windows Attractive at Soda Fountain's Busy Period.

West. Drugg., 43, p. 46.

It pays to keep windows attractive even though one is busy because they will attract others.

---

(Editor)

1921

Why Displays Are Necessary.

Bull. Pharm., 35, p. 264.

A research showed that out of one hundred customers eighty-seven percent were attracted to a point of purchasing by the sense of light, seven percent by sound, three and one-half percent by smell, one and one-half percent by touch, and one percent by taste.

---

(Editor)

1921

To Acquaint Customers with the Prescription Department.

Bull. Pharm., 35, p. 293.

Percolators, mortars, medicines, graduates, balance and weights were displayed in this window.

---

(Editor)

1921

## A Fly Swatter Display.

Bull. Pharm., 35, p. 435.

Fly swatters were hung in the window and placed on the floor of the window at about foot intervals.

(Editor)

1921

## How to Spoil a Window.

Bull. Pharm., 35, p. 435.

A good window should have the following points:

- |                             |     |
|-----------------------------|-----|
| 1. Selling power            | 50% |
| 2. Artistic Effect          | 30% |
| 3. Originality of Treatment | 15% |
| 4. Cost                     | 5%  |

(Editor)

1921

## Drapes of Silk and a Valance.

Bull. Pharm., 35, p. 467.

A window with black silk drapes advertised Victor phonograph records. The Victor dog was shown at the side of the window.

Elliot, O.

1921

## A Little Foreign.

Bull. Pharm., 35, p. 349.

Daisies left in the sod were placed in the window. Two dolls each holding a basket of fresh flowers are set among the daisies.

Harrod, J.

1921

Why We Believe in Attractive Window Displays.

Bull. Pharm., 35, p. 454.

A variety of colors is very good and panel back-grounds are used a good deal.

---

Jerome, F. L.

1921

Animated Windows.

Bull. Pharm., 35, p. 523.

A moving object in a window attracts attention and therefore helps to sell merchandise.

---

Metclfe, L. S.

1921

Overcrowding is a Common Fault.

Bull. Pharm., 35, p. 56.

Crammed windows do not pay because only a hazy idea is put across to the shopper. A few articles putting across one idea are much more successful.

---

Novins, J. K.

1921

Windows that Lead to Sales.

West. Drugg., 43, p. 42.

Simple, definite, and suggestive windows are much better than artistic windows which do not sell goods.

---

Preis, R. E. W.

1921

Three Papers on How to Get Results from the Window.

Bull. Pharm., 35, p. 54.

Trimming, cleanliness, changing, and season are all essentials for a good window display.

---

Preis, R. E. W.

1921

A Seasonable Window Trim.

Bull. Pharm., 35, p. 425.

A large jack-o-lantern was placed in the center of the window with corn stalks around it. Then kodaks, cameras, and accessories were distributed about.

---

Preis, R. E. W.

1921

Lining up for the Christmas Drive.

Bull. Pharm. 35, p. 463.

Candy was displayed with a little green and red trimming. In this window, candy was the predominating feature and not the decorations.

---

Rudes, C. H.

1921

Straw-Hat Dyes.

Bull. Pharm., p. 146.

A large display of straw-hat dye and dyed straw-hats was made.

---

Willeear, L.

1921

Linked up with the Movies.

Bull. Pharm., 35, p. 200.

Hooking up the movies with a window display:

Wendel Barry was freckled so a display of Stillman's freckle cream was used as a display with a placard which read: "If Wendel Barry had only used Stillman's Freckle Cream" and a picture of Wendel Barry was shown.

Chester, W.

1922

Merchandising Value of Attractive Window Displays.

West. Drugg., 44, September, p. 37.

Mulsified cocoanut oil was used as an attractive display.

Dack, C. H.

1922

Linking Displays with National Advertising.

Bull. Pharm., 36, p. 294.

Windows advertising goods which are receiving national advertising will sell a great deal of merchandise.

Decker, E. T.

1922

A Cherry Tree in the Window.

Bull. Pharm., 36, p. 76.

On Washington's Birthday a cherry tree was placed in a window. On another occasion a stump of a cherry tree with a hatchet buried in it was placed in the window.

Dench, E. A.

1922

During February and March.

Bull. Pharm., 36, p. 22.

Washington's Birthday, Valentine's Day, and St. Patrick's Day offer there good opportunities to decorate windows and display candy.

---

Dench, E. A.

1922

Stationery Sales in a Small City.

Bull. Pharm., 36, p. 248.

Wedding stationery was placed in the window in June, school supplies in August, and road maps in July.

---

Dench, E. A.

1922

Easter Window Displays.

West. Drugg., 44, March, p. 27.

Several windows for Easter were described. The various trimmings and goods put in them was artistically done.

---

Dench, E. A.

1922

Selling More Books Via the Display Route.

West. Drugg., 44, p. 29.

A display of books for sale was described.

---

Dench, E. A.

1922

Getting Early Start With Your Paint Window Displays.

West. Drugg., 44, April, p. 46 .

The title is self explanatory.

---

Dench, E. A.

1922

Halloe'en Display Ideas.

West. Drugg., 44, October, p. 18.

The title speaks for itself.

---

Dench, E. A.

1922

Why Neglect the Radio Department Window Display?

West. Drugg., 44, November, p. 24.

Radios when given window displys prove to be very profitable and it should not be neglected.

---

Keeney, A. G.

1922

Winning Window Cards.

West. Drugg., 44, September, p. 68.

Different cards with phrases which attracted people were placed in the window.

---

Kinzie, F. X.

1922

Divided into Four Sections.

Bull. Pharm., 36, p. 23.

A window may be divided into four sections very nicely by effective trimming and a difference in the types of merchandise displayed.

---

Dench, E. A.

1923

Window Displays Make or Mar Your Easter Toy Sales.

West. Drugg., 45, January, p. 23.

The window displays for Easter toy sales are very important and the right setting and background must be watched.

---

Dench, E. A.

1923

Fancy Candy Demands the Right Window Setting.

West. Drugg., 45, September, p. 92.

The window must radiate class and distinction for fancy candy. This is important; that the right window display plays as a silent salesman.

---

Dench, E. A.

1923

Making Both Interior and Window Displays of Hallowe'en Candy.

West. Drugg., 45, October, p. 73.

Corn stalks, pumpkins, or scarecrows make good trimmings and decorations for a Hallowe'en candy window.

---

Douglas, E.

1923

## A Stock of Jewelry in a Drug Store.

Bull. Pharm., 37, p. 234.

A window was made up of the various kinds of jewelry such as rings, necklaces, bracelets, pins, ear rings, and buckles.

A placard was placed above which read: "Jewelry Store Quality at Drug Store Prices".

(Editor)

1923

## Brushes in the Window.

Bull. Pharm., 37, p. 304.

Nail brushes, hair brushes, and clothes brushes were placed in the window with the placard which read: "Don't Brush By".

(Editor)

1923

## Handsome Castoria Window Display.

West. Drugg., 45, January, p. 74.

Pictures of babies crying for Castoria made a nice window display.

(Editor)

1923

## A Window Attraction for Druggists.

West. Drugg., 45, April, p. 67.

Dancing matches in the window will attract passers-by and the merchandise displayed will be given attention.

(Editor)

1923

An Artistic Window Display.

West. Drugg., 45, May, p. 62.

E. R. Squibb and Sons put out a giant baby book produced in colors which works good in the store windows while conducting the Squibb Healthy Baby Contest.

---

Ely, C. E.

1923

Fundamentals of Drug Store Window Display.

Bull. Pharm., 37, p. 462.

Sterno, canned heat, was neatly displayed in one window.

At another time kotex was displayed in a very nicely arranged window.

---

Gould, M. P.

1923

"What is the Matter with My Windows"?

West. Drugg., 45, January, p. 61.

The M. P. Gould Co. send out methods for advertising goods in the windows.

---

Mitchell, N. I.

1923

These Windows Will Prove Attractive.

Bull. Pharm., 37, p. 429.

Hallowe'en windows of various types were used at that time and some cough syrup of the proprietor's own make was placed in the window.

---

Reynolds, C. H.

1923

Putting in the Prescription Window.

Bull. Pharm., 37, p. 341.

The background had the United States Pharmacopoeia and National Formulary, Dispensatory, and Remington's Practice of Pharmacy, four certificates, and two explanatory cards.

Powders, liquids, capsules, konseals, ointment jars, and tubes, mortars and pestles, parchment paper for powders, a pill machine, Bunsen burner, filter paper folded for rapid filtration, corks and bottle caps, suppository machine, graduates, and test tubes were displayed.

---

Schoenfeld, P. L.

1923

An Effective Hallowe'en Setting.

Bull. Pharm., 37, p. 465.

A bunch of corn stalks and ears of corn were placed in a window to give a Hallowe'en atmosphere.

---

Stoddard, W. B.

1923

A St. Patrick's Window.

West. Drugg., 45, February, p. 50.

Shamrocks and harps as well as other St. Patrick's merchandise were displayed with a green background which made a nice display.

---

Stoddard, W. B.

1923

A Fourth of July Window.

West. Drugg., 45, June, p. 28.

The background was red, white, and blue bunting

with displays of smaller flags in the window.

---

Stoddard, W. B.

1923

Window of Summer Sellers.

West. Drugg., 45, June, p. 29.

Summer outing equipment made up the window of paper plates and cups, tin and wooden spoons and forks, thermos bottles, sterno outfits, and camp stoves. The background of the window was made up of scenes of the Yosemite Valley.

---

Stoddard, W. B.

1923

Pushing Hallowe'en Novelties.

West. Drugg., 45, October, p. 72.

A window of jack-o-lanterns, witches and cats is very effective when trimmed in black.

Another window is of a Hallowe'en dining room where the table is decorated with witches, cats, and jack-o-lanterns which hang from the light.

---

Stoddard, W. B.

1923

Ice Cream and Hot Drinks for the Holidays.

West. Drugg., 45, November, p. 31.

Dummy ice cream cones and hot drinks made up a good display for Christmas and New Year's Day.

---

Stoddard, W. B.

1923

A Drug Store Coffee Window.

West. Drugg., 45, December, p. 42.

A huge display of cocoa and coffee was placed in the window. Everything was well price marked.

---

Tyson, O. R.

1923

Window Displays Should Center Around a Single Vital Selling Point.

Bull. Pharm., 37, p. 342.

One single article with window cards bring out the good points better than a confused display.

---

Clancy, \_.

1924

Window Displays.

West. Drugg., 46, february, p. 33.

Manufacturer's aids are both helpful and harmful. some are very good and should be used while some should not be used at all.

---

Dench, E. A.

1924

Colorful Summertime Stationery Displays.

Bull. Pharm., 38, p. 299.

Different colors of stationery, such as carnation sweet pea, tea rose, cornflowers, and ginfham, like gingham dresses, were placed in the window.

---

Dench, E. A.

1924

Arranging Gift Goods in the Window.

Bull. Pharm., 38, p. 472.

Gifts were arranged in a case made up to represent a large book or volume with excellent phrases about the toilet goods gifts in the case.

Gifts were displayed in Christmas settings such as snow scenes, and inside Christmas tree scenes.

---

Dench, E. A.

1924

Musical Window Display Links from Valentine's to Easter.

West. Drugg., 46, January, p. 40.

The title speaks for itself.

---

Dench, E. A.

1924

Some Attractive Examples of Tobacco Displays.

West. Drugg., 46, February, p. 44.

Fresh cigars, imported cigars, and Porto Rico cigars made good window displays. A Turkish atmosphere beautifies the window. A kewpie in a character role attracts attention to the window.

---

Dench, E. A.

1924

Some Window Display Ideas for Summer Sports.

West. Drugg., 46, April, p. 41.

The title is self explanatory.

---

(Editor)

1924

Hunter's and Camper's Windows.

Bull. Pharm., 38, p. 64.

An imitation of a hawk was placed in the window which featured vacuum bottles, canned heat, shells, and cartridges.

(Editor)

1924

Telephone Service.

Bull. Pharm., 38, p. 125.

This display pictured a drug clerk answering the telephone in an angry tone of voice. Above there was a sign which read: "The Fable of the Drug Clerk Who Forgot to Remember".

(Editor)

1924

Fountain Pens and Mechanical Pencils.

Bull. Pharm., 38, p. 189.

A dummy girl was dressed in graduation attire and placed in the window. Around her were placed pens and pencils for graduation gifts.

(Editor)

1924

Pipes.

Bull. Pharm., 38, p. 435.

Several cards of pipes of different styles and makes were placed in the window and a placard in large letters had on it: "Do Your Christmas Shopping Early".

(Editor)

1924

## Window Displays.

West. Drugg., 46, February, p. 33.

Toiletries, dentrifice supplies, cigars, and candies make good window displays with price tickets. Panels are also good for window display work.

(Editor)

1924

## Toilet Goods Window.

West. Drugg., 46, March, p. 91.

A dresser was placed in the window arranged to represent a room. Powder, perfume, rouge, and other toiletries were placed at the base of the dresser.

(Editor)

1924

## Use window Displays to Sell Goods.

West. Drugg., 46, March, p. 100.

Fudge candy, sick room supplies, kidney pill booklets prescription, soap, and rubber goods make good displays. Manufacturers material for displays is ideal for the above windows.

(Editor)

1924

## A Show Window.

West. Drugg., 46, April, p. 27.

Oriental goods made up the display.

(Editor)

1924

## Window Displays that Sell.

West. Drugg., April, p. 37.

Manufacturer's displays are the best to catch the eye. Window displays with a message are the kind that make sales. Goods in the window should be margined right and price protected.

The windows should be changed three times a week. Candy and toiletry windows are also advisable.

(Editor)

1924

## A Window Plan.

West. Drugg., June, p. 34.

A display of prescription apparatus, powdered plant drugs, and chemicals made a very good window.

(Editor)

1924

## Fountain Displays.

West. Drugg., 46, October, p. 54.

Windows are very important to the fountain and if they are not up to standard the fountain cannot do a very good business.

Eberle, E. G. (Editor)

1924

## Popularizing the Pharmacist.

Journ. Am. Pharm. Assoc., 13, p. 886. (Ibid., 20, p. 697)

Ruth told in his speech how pharmacy could be brought before the people.

Lindsay, C. M.

1924

A Window Display from California.

Bull. Pharm., 38, p. 67.

The following Squibb's Household Drugs were displayed:

1. Sodium Bicarbonate
2. Epsom Salts
3. Milk of Magnesia Dental Cream
4. Castor Oil
5. Mineral Oil

---

Maupin, J. W. Jr.

1924

Sick Room Supplies.

Bull. Pharm., 38, p. 289.

Many different sick room supplies were featured. Among the items shown were rubber goods of various kinds, bandages and absorbent cotton, atomizers, thermometers, feeding cups, and medicated soaps. Each article bore a price tag.

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Ruth, R. J.

1924

Speech (Concerning Practice of Pharmacy and the Plan for National Pharmacy Week)

Journ. Am. Pharm. Assoc., 13, p. 1081. (Ibid., 20, p. 696)

A national pharmacy week should be started to educate people to the fact that pharmacy is beneficial and an aid to public health.

---

Serles, E. R.

1924

Window Displays and Their Practical Application  
in Schools of Pharmacy.

Journ. Am. Pharm. Assoc., 13, p. 553.

Three students at different times would put in a window display. The teaching of window displays is necessary since the old type of window displays do not show the drug as it is at this time.

---

Stoddard, W. B.

1924

Easter Candy and Fountain Goods.

West. Drugg., 46, February, p. 48.

Candy Easter eggs and rabbits with large dummy rabbits as an added attraction drew quite a bit of attention.

---

Stoddard, W. B.

1924

Fountain Goods for Spring.

West. Drugg., 46, March, p. 106.

A Honolulu window is a good display or a picture of a large soda attracts attention.

---

Stoddard, W. B.

1924

Cashing in on Outing Merchandise.

West. Drugg., 46, June, p. 24.

Vacation needs and Fourth of July windows are very profitable.

---

Stoddard, W. B.

1924

Cocoa and Chocolate for May.

West. Drugg., 46, April, p. 46.

Chocolate candies and cocoa made a very nice window which sold quite a bit of candy.

---

Stoddard, W. B.

1924

A Window Help for the Fountain.

West. Drugg., 46, July, p. 25.

Dummy ice cream cones, sodas, and sundaes were put in a neatly trimmed window.

---

Stoddard, W. B.

1924

A Thanksgiving Window.

West. Drugg., 46, September, p. 44.

A winter scene in which a Puritan was walking through the snow made an attractive window.

---

Stoddard, W. B.

1924

Window Advertising for the Fountain.

West. Drugg., 46, November, p. 44.

Dummy ice cream sandwiches carried by a dummy waitress in the window made up a fountain display.

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Wright, A. C.

1924

## Rules for Window Display.

Bull. Pharm., 38, p. 173.

Keep below the level of the eye the part of the display which you wish to give prominence.

Devote the window to one article, or one class of goods, rather than putting in a lot of odds and ends.

Have a strong light on the display at night-time, and the lamps concealed if possible.

Back up the most prominent feature of the display so as to bring it out boldly.

Key the window to the newspaper advertising.

Careful and frequent displays prevent the public from losing interest.

---

 A. Ph. A. Committee on Resolutions

1925

## Report of A. Ph. A. Committee on Resolutions

Journ. Am. Pharm. Assoc., 14, p. 921.

Resolved: Any attempt to capitalize on Pharmacy Week in a commercial way, or to utilize the period for any other than accenuating the professional, scientific, and educational side of Pharmacy, will be in contravention of the spirit and purpose of the movement and should be carefully avoided.

---

 Buchanan, \_\_.

1925

## Pharmacy Week Window.

Bull. Pharm., 39, p. 499.

A show globe with prescription files and some apparatus was placed in the window.

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Cody, A. S.

1925

## Pharmacy Week.

West. Drugg., 47, May, p. 58.

The Mississippi Pharmaceutical Association is planning to suggest that each store use a window display showing some pharmaceutical operation such as percolation, distillation, or crystallization. Also show development of Pharmacy by displaying old operations, preparations, and old books.

Displays could be made of surgical supplies, such as bandages, needles, syringes, and even instruments. Confusion should be avoided.

---

 Cordell, F. A. & Tonn, A. E.

1925

## Prescription Window.

Bull. Pharm., 39, p. 127.

State Board Certificates of four registered men employed in the store were in the window. Many hundred prescriptions were shown. A placard had on it, "424,475 Prescriptions".

---

 Dench, E. A.

1925

## Appealing to Suffering People by Window Display Route.

West. Drugg., 47, May, p. 34.

Cherry bark cough syrup makes a good syrup.

Elixir of cherry bark is used as a tonic.

A globe of the world and samples of drugs used in these preparations with a ribbon attached to the area from which it comes. A card had on it: "Eucalyptus Oil from Australia: Rhubarb root from China: Anise seed from Italy: Soap bark from Chili".

---

Eberle, E. G. (Editor)

1925

Pharmacy Week.

Journ. Am. Pharm. Assoc., 14, p. 469. (Ibid., 20, p. 699)

The show window which is the "outward visible sign" of the store with educational displays that can be comprehended by those who pass, and the inside of the store should also tell the story of pharmacy.

All educational forms should be taken to impress the pharmacist on the people's minds.

---

Eberle, E. G. (Editor)

1925

The Practical Druggist.

Journ. Am. Pharm. Assoc., 14, p. 746. (Ibid., 20, p. 699)

The movement in favor of holding a Pharmacy Week is an excellent one which it is hoped will lead to more intensive attention to pharmacy and drugs, in the displays in drug stores.

---

Eberle, E. G. (Editor)

1925

Editorial.

Journ. Am. Pharm. Assoc., 14, p. 844.

See to it that your store and display windows demonstrate the high type of professional service which you are capable of rendering to the public in the interests of the conservation of public health.

---

Eberle, E. G. (Editor)

1925

Editorial.

Journ. Am. Pharm. Assoc., 14, p. 961. (Ibid., 20, p. 701)

The first pharmacy week enjoyed success as many drug

stores put in windows with drug displays.

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Filer, A. J.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 498.

A manufacturing process of a pharmaceutical preparation was in operation with a few bottles of the finished preparation.

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Godding, J. G.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 499.

State Board certificates and a placard on Pharmacy week were placed in the window with a few preparations.

---

Harper, C. B.

1925

Prescription Window.

Bull. Pharm., 39, p.263.

"Fifty Years Ago and Now" was the placard placed in the window. Apparatus of fifty years ago and of the present were shown in the window.

---

Hausmann, F. W.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 498.

Filters, test tube, triangle stands, flasks, and

graduates were placed in the window in an orderly manner.

---

Heller, C. T.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 499.

A miniature prescription room was placed in the window. Utensils, drugs, and certificates were among the things present. In the center of the window was an ancient mortar and pestle.

---

Higgins, E. H.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 499.

Parke Davis preparations and some apparatus was displayed.

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Higham, W.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 498.

Parke Davis preparations were placed in the window as well as other crude drugs.

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Holton, C. W.

1925

President's Address.

Journ. Am. Pharm. Assoc., 14, p. 804. (Ibid., 20, p. 700)

A pharmacy week is to be held this year in drug stores

accompanied with suitable displays in windows and stores, showing crude drugs, operations, old and famous prescriptions and anything which will bring to public attention the place of pharmacy in the community, more especially its professional aspect. The publicity committee is requested to prepare a special bulletin suitable for the occasion to be placed in the drug store windows.

---

Kilmer, J. B.

1925

Pharmacy Week.

West. Drugg., 47, April, p. 48.

A pharmacy week window with drugs occupying the most prominent places from front to back gives a great deal of publicity to the profession.

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Marwinske, \_\_. & Loebrick, \_\_.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 498.

Parke Davis preparations were displayed.

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Maupin, J. W. Jr.

1925

Everything for the Hair and Face.

Bull. Pharm., 39, p. 77.

Combs, lamps, brushes, shaving brushes, razors, lotions, tonics and other shaving and hair needs and accessories made up a very good window.

---

Mills, \_.

1925

Pharmacy Week Window.

Bull. Pharm., 39, p. 498.

State Board Certificates and prescription apparatus were displayed.

---

Pernick, \_.

1925

A Telephone Hookup.

Bull. Pharm., 39, p. 373.

Several telephones were placed in the window connected with one other telephone which was the store's telephone. There was a placard which read, "Call Us for Service" Our Number is Hemlock 5415.

---

Philip, W. B.

1925

Weekly Information Letter.

Journ. Am. Pharm. Assoc., 14, p. 1507. (Ibid., 20, p. 700)

A window display bulletin:

This is pharmacy week.\* All laws of the city, state, and nation demand that public health be protected. Only trained professional men who are qualified by experience and examination are allowed by law to sell drugs and fill prescriptions. - This drug store complies with these laws. It is a legal service station to assist you and your physician by Filling Prescriptions and selling Pure Drugs.

---

Prager, F.

1925

Pharmacy Week Window.

Bull Pharm., 39, p. 499.

Parke Davis preparations were displayed with a few placards about the preparations.

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Ropes Drug Co.

1925

Prescription Window.

Bull. Pharm., 39, p. 483.

State Board Certificates, and bottles of crude drugs with Latin names were displayed on doilies.

Different placards were placed about as:

"Our Prescription Pharmacy"

"Our Prescription Department is the Department We Take Most Pride in because it is the Professional Side of Our Business"

"No one is Allowed to prepare a Medicine or Fill a Prescription but a Registered Man"

(Secretary)

1925

Minutes of Philadelphia Branch of the A. Ph. A.

Journ. Am. Pharm Assoc., 14, p. 1052. (Ibid., 20, p. 700)

Editorials appeared in five leading newspapers of Philadelphia relative to Pharmacy Week.

A special window of the Botanical Gardens of the Philadelphia College of Pharmacy and Science was put in, in one of the Chestnut St. shop windows. This window was decorated by one of Philadelphia's leading florists and twenty-two different living plant specimens properly labeled; scores of windows in the stores throughout the city were carefully planned for the week.

Stetle, F. J.

1925

"What I Think of Pharmacy Week".

West. Drugg., 47, p. 68.

Pharmacy week will show pharmacy is a profession.

Windows of drugs and chemicals with concise description concerning its purity and identification are good.

Chemical apparatus with description, also mentioning the compounds that are made by the process involved should be on exhibition.

---

Stoddard, W. B.

1925

Turn the Spot Light on the Drug Department.

West, Drugg., 47, August, p. 68.

A seens window works very good. An illustration of the plant with leaflets and preparations of senna. are shown. An Epsom salt display is also used to good advantage.

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Swallow, E.

1925

A Step in the Right Direction.

Journ. Am. Pharm. Assoc., 14, p. 837.

Pharmacy week should be recognized by all druggists by using windows and conducting the store in such a way to impress upon people the value of professionalism in pharmacy.

---

Winne, A. L. I.

1925

Report of Secretary.

Journ. Am. Pharm. Assoc., 14, p. 1057. (Ibid., 20, p. 701)

Some stores went to a great deal of trouble in putting in displays and made most impressive showings. The Virginia Pharmaceutical Association gave prizes of 10, 5, and 2.50 dollars for the best dressed windows.

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Akins, W. S.

1926

Quantity Displays for a Neighborhood Store.

West. Drugg., 48, December, p. 37.

Filling the window frequently helps sales. Goods that perhaps would not sell will sell when put in a mass display window.

---

Dench, E. A.

1926

Shaving Goods Window Displays.

Bull. Pharm., 40, p. 246.

Shaving brushes, soaps, creams, razors, blades, and lotions were displayed in various manners.

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Dench, E. A.

1926

Window Displays of Boxed Chocolates at the Summer's Height.

West. Drugg., 48, May, p. 35.

Several ways of displaying chocolates are:

1. Use kewpie dolls to form a guard around the candy
2. The hat box trim
3. Kewpie dolls as makers of candy
4. One color display
5. Kewpie doll as sampler of candy
6. Emphasizing the well known ingredients used

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 1926

Dench, E. A.

Some Bathing Suit Windows.

West. Drugg., 48, June, p. 33.

Some bathing suit windows are:

1. Bathing tent suiting display

2. Beach comfort window
3. Movie star tie-up window
4. Beach atmosphere window
5. Movie bathing beauties window
6. A bathing cap display
7. An invitation by Neptune's daughters
8. Men's bathing suits

---

Dench, E. A.

1926

Pushing Cameras when Sales are Easy to Make.

West. Drugg., 48, September, p. 31.

Summertime is picture taking time so it should be taken advantage of.

Some displays are:

1. A doll photographer taking a picture
2. "Good Time" settings with a camera
3. At the beach
4. A tennis net for atmosphere
5. Photo album and cameras
6. Fishing trip

---

Eberle, E. G. (Editor)

1926

United States Pharmacopoeia Exhibit at A. M. A. Convention, Dallas Texas, April 19-23, 1926.

Journ. Am. Pharm. Assoc., 15, p. 495. (Ibid., 15, p. 623)

Eighteen prescriptions with all the crude drugs, chemicals, and preparations involved in their preparation were exhibited.

---

Eberle, E. G. (Editor)

1926

Pharmacy Week.

Journ. Am. Pharm. Assoc., 15, p. 623.

Many suggestions for making a drug window are given.

Use the picture of the father of the United States Pharmacopoeia, Dr. Lyman Spalding, picture of the National Formulary revision committee, and a letter to Dr. Lyman Spalding from a wholesale drug house in 1810 are suggested. These may be cut out from reprints and used in a display.

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(Editor)

1926

Cod Liver Oil.

Bull. Pharm., 30, p. 147.

The various types, and sizes of bottles of Parke Davis Cod Liver Oil were placed on display.

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(Editor)

1926

Pharmacy Week Window.

Bull. Pharm., 40, p. 409.

Books of pharmacy, apparatus, and drugs were displayed in the window.

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(Editor)

1926

A Sketch of an English Window Display.

Bull. Pharm., 40, p. 423.

The window was stacked with camera films. Two placards had on them: "We develop films well and quickly" and "Why not yours"?

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(Editor)

1926

The Smash Idea in Displays.

West. Drugg. 48, June, p. 25.

Use two or three windows with a large amount of

merchandise in them.

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(Editor)

1926

A Symposium on Window Display.

West. Drugg., 48, June, p. 31.

Some points on window advertising are:

1. Do not place much merchandise in the windows.

2. "Put articles in the window right handed" so they will be handy for window shoppers to pick up.

3. Place merchandise close to the window pane.

4. Certain windows are better for certain displays than other windows.

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(Editor)

1926

What Window Displays are Best?

West. Drugg., 48, July, p. 25.

It is difficult in some cases impossible to "dope out" for a store in advance the articles which will sell best in its windows. No matter how good the window display, intrinsic selling possibilities in the goods fundamentally influence the results obtained. On some articles in its stock, any average store simply could not obtain any noticeable results through display. Practicall all stores, on the other hand, have items and lines which they can always make a window display sell, but they learn what these lines are.

---

Kiedaisch, J. A.

1926

Circus Window.

Bull. Pharm., 40, p. 259.

A paper clown, tiger, and lion were placed in the window with circus novelties.

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Mulford, R. Jr.

1926

Show Windows the Best Advertisement.

West. Drugg., 48, August, p. 46.

President Coolidge said, "I find shop windows very attractive". This is the opinion of many people and are therefore the best kind of advertisement.

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Mulford, R. Jr.

1926

Get the Most Out of the Windows.

West. Drugg., 48, p. 40.

Windows are the best place in which to advertise and failure to do this is indirectly a large loss of money.

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Ruth, R. J.

1926

National Pharmacy Week.

Journ. Am. Pharm. Assoc., 15, p. 729.

25,000 window displays in 1925.

A pharmacy exhibit at the sesqui-centennial International Exposition, which occupies 600 square feet in the Medical Science Section in the Palace of Education will have a display banner to tell the people of Pharmacy Week October 10-16.

All stores are expected to put in one or more window displays.

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Staudt, \_\_. & Neumann, \_\_.

1926

Prescription Display.

Bull Pharm ., 40, p. 147.

Old prescription files, apparatus, crude drugs, and certificates were used to make up a display.

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Stoddard, W. B.

1926

A Toilet Goods Window.

Bull. Pharm., 40, p. 285.

Perfumes, and other feminine toiletries were placed on display.

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Stoddard, W. B.

1926

Getting the School Supplies Trade.

West. Drugg., 48, August, p. 32.

School supply windows aid in obtaining the school supply business.

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Stoddard, W. B.

1926

Increasing the Hallowe'en Trade.

West. Drugg., 48, September, p. 34.

A display of Hallowe'en candy increases the candy sales.

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Stoddard, W. B.

1926

Line up with Turkey and Football for Thanksgiving.

West. Drugg., 48, October, p. 48.

Some good windows are:

1. A large Thanksgiving dinner table
  2. Stuffed Turkeys
  3. Several footballs
-

Stoddard, W. B.

1926

Big Christmas Sales from Average Stock.

West. Drugg., 48, November, p. 43.

Good window displays will help the Christmas business.

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Stoele, L.B.

1926

A Christmas Profit Builder for Druggists.

West. Druug., 48, November, p. 32.

Put in a window display 3 or 4 weeks before Christmas of gifts such as toilet sets and toiletries.

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Swallow, E.

1926

Pharmacy Week a Profession Winner.

Journ. Am. Pharm. Assoc., 15, p. 767. (Yr. bk. Am. Pharm. Assoc., 15, p. 22)

Pharmacy week will aid in breaking down the wall between the public and professional pharmacy.

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Walton, L. L.

1926

Pharmacy Week.

Journ. Am. Pharm. Assoc., 15, p. 878.

Pharmacy week helps show professionalism of pharmacy after many people forget pharmacy underlies a professional service.

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Dench, E. A.

1927

St. Valentine and the Windows.

Bull. Pharm., 41, p. 125.

Box candy makes a good display for St. Valentine's Day as well as for Washington's and Lincoln's Birthdays.

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 Dench, E. A.

1927

A Bridal Stationery Display.

Bull. Pharm., 41, p. 447.

Stationery was displayed in a window trimmed with June flowers and other foliage.

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 Eberle, E. G. (Editor)

1927

National Pharmacy Week.  
"Professionalism in Pharmacy".

Journ. Am. Pharm. Assoc., 16, p. 165.

Under direction of C. O. Lee a number of the students aided in making displays in the windows of a number of Pharmacies in La Fayette as part of their school work. All these windows gave publicity to the professional side of pharmacy and of different types. In one prescriptions were used as a basis; in another, products and sources of supply of medicine; in another processes of pharmaceutical manufacture, and books.

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 Olsen, P. C.

1927-28

The Psychology of Effective Display.

Journ. Am. Pharm. Assoa., 16, p. 756, 852, 950, & 1079.  
Ibid., 17, p. 43, 179, & 281.(Yr. bk. Am. Pharm. Assoc., 16, p. 114)

Effective window displays attract people if they are

good. Something large draws attention. Something red also draws attention. Display of goods at opportune times as cough medicine in damp weather when colds are prevalent.

A display with something in motion very often attracts people.

Factors attracting attention are size, contrast, isolation, position, motion, intensity, color, and individuality.

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Ruth, R. J.

1927

Is Pharmacy Week Worth While?

Journ. Am. Pharm. Assoc., 16, p. 1027. (Yr. bk. Am. Pharm. Assoc., 16, p. 38)

Newspapers write about uselessness of pharmacy week but in this editors bring to the mind of people about pharmacy week which is rather important so pharmacy week is worth while.

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Stoddard, W. B.

1927

A Catchy Easter Window.

West. Drugg., 49, February, p. 34.

A dinner table having ostrich eggs on it was placed in the window.

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Stoddard, W. B.

1927

A Window of "Bunnies" and Candies.

West. Drugg., 49, p. 33.

An entire window was made up of Easter rabbits and candies.

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Stoddard, W. B.

1927

Putting Across a Window Display.

West. Drugg., 49, March, p. 24.

A large photograph especially of human figures with a news element are very desirable.

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Stoddard, W. B.

1927

A Mother's Day Window.

West. Drugg., 49, p. 33.

Candies and jewelry were displayed to make a very nice Maother's Daywindow.

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Stoddard, W. B.

1927

A "School" Window.

West, Drugg., 49, August, p. 34.

Fountain pens and ink were displayed.

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Stoddard, W. B.

1927

A Window to Catch the School Cild's Eye.

West. Drugg., 49, August, p. 35.

A board fence with "post no bill" signs on it was placed in the window. This attracted good many school children.

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Stoddard, W. B.

1927

A "Witch Window".

West. Drugg., 49, September, p. 35.

A Hallowe'en window was made up entirely of witches and goblins.

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Stoddard, W. B.

1927

A "Turkey Day " Window.

West. Drugg., 49, October, p. 55.

A large stuffed turkey was placed in the window with candy, for a Thanksgiving window.

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Dench, E. A.

1928

Suggestions for Spring Displays.

Bull. Pharm., 42, p. 590.

Easter perfumes, soaps, toiletries, and many other items make very good window displays.

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Dench, E. A.

1928

Spring Candy Displays.

Bull. Pharm., 42, p. 659.

Mother's Day candy makes a good display which can be puttin a window for a week before Mother's Day with slight modifications.

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Eberle, E. G. (Editor)

1928

## Pharmacy Week Displays Are Ready.

Journ. Am. Pharm. Assoc., 17, p. 945.

20,000 posters prepared by the N. W. D. A. are ready. The displays show aloe, aconite, digitalis, and belladonna plants in their natural colors, and the posters, lithographed in their natural colors, features the professional services of the pharmacist in compounding of prescriptions.

Farrington, F.

1928

## Window Helps for Soda Sales.

Drug Bull., 51, August, p. 48.

The fountain can generally be seen from the window and a neat placard "Quick Fountain Service" in the window usually brings many people into the store.

Ruth, R. J.

1928

## The Diamond Opportunity for Pharmacists.

Journ. Am. Pharm. Assoc., 17, p. 678.

Pharmacy week brings a great chance to the pharmacist to show his professionalism. This spirit is rapidly growing.

Eberle, E. G. (Editor)

1929

## Pharmacy Week.

Journ. Am. Pharm. Assoc., 18, p. 984.

Pharmacy is enjoying a great success in their week. For the next week all English speaking nations are going to unite.

Pharmacy week windows should be free from commercialism.

Eberle, E. G. (Editor)

1929

Pharmacy Week.

Journ. Am. Pharm. Assoc., 18, p. 1223.

Pharmacy week gained the honor of having programs put over two networks of broadcasting stations.

The maps used in window displays attracted attention of teachers and librarians who recognize in them sources of information.

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Hoffman, G. N.

1929

A Profit Building Window of Tempting Flavors of Ice Cream in Brick Form.

Drug Bull., 51, May, p. 51. Drug Bull.

Dummy packages of brick ice cream with jars of flavoring made an attractive window.

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Kremers, E.

1929

Writing Pharmaceutical Biography and History.

Journ. Am. Pharm. Assoc., 18, p. 1032. (Ibid., 20, p. 696)

Wishes to have the pharmacists gather information regarding their profession, and suggests how it might be done.

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Olsen, P. C.

1929

Popularizing the Preparations of the United States Pharmacopoeia and National Formulary.

Journ. Am. Pharm. Assoc., 18, p. 1163.

More pharmacy week windows were used in the United States during the past week than ever before. The windows with world maps showing where drugs came from with examples of the drugs drew particular attention.

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Ruth, R. J.

1929

Pharmacy Week Clicked.

Journ. Am. Pharm. Assoc., 18, p. 190.

Pharmacy week of October 14-20, 1928 enjoyed great success. The Owens Bottle Co., Toledo, Ohio furnished reproductions of their painting "The Druggist" which was exceedingly appropriate for Pharmacy week windows.

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Stoddard, W.B.

1929

Take Advantage of the Opportunities Special Days Afford.

Drug Bull., 51, April, p. 27.

Candy displays on Mother's Day are very profitable.

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Stoddard, W. B.

1929

Making June Days Pay Days.

Drug Bull., 51, May, p. 27.

Graduation, Flag Day, and Children's Day offer opportunities for good windows.

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Eberle, E. G. (Editor)

1930

Pharmacy Week.

Journ. Am. Pharm. Assoc., 19, p. 1148.

The show window which is "the outward visible sign" of the store should be arranged with educational displays that can be comprehended by those who pass.

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Hoover, H.

1930

The President's Estimate of Pharmacy and the Value of Pharmacy Week.

Journ. Am. Pharm. Assoc., 19, p. 1161.

On the development of drugs depends the health of the people. The pharmacists are allies to the doctor. It is fitting to sit aside this week in acknowledgement of the druggist.

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Ruth, R. J.

1930

Report on Pharmacy Week.

Journ. Am. Pharm. Assoc., 19, p. 1031.

The N. W. D. A. is preparing a chemical map for pharmacy week to show where chemicals used in pharmacy come from. Chief household chemical remedies will be shown where they are manufactured.

Window streamers will be used. Plans will be sent out to window displayers.

Many states will offer prizes for the best pharmacy week window.

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Ruth, R. J.

1930

Pharmacy Week Report.

Journ. Am. Pharm. Assoc., 19, p. 1252.

Hundreds of windows were used for displaying articles of professional pharmacy.

Pharmacy week is helping to bring the colored show bottles-ancient symbols of the profession-back to the pharmacies of the nation.

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Eberle, E. G. (Editor)

1931

Pharmacy Week.

Journ. Am. Pharm. Assoc., 20, p. 423.

R. J. Ruth is preparing a map of the United States and southern Canada with all the cities having colleges of pharmacy. A brief history of each will be given. Half tones of the deans will be placed around the map. Pictures of the schools, colleges, campuses, and laboratories will be included.

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Eberle, E. G. (Editor)

1931

Pharmacy Week Window Displays.

Journ. Am. Pharm. Assoc., 20, p. 908.

50,000 window displays will appear. Books on pharmacy, apparatus, illustrations, drug containers, medicinal plants, vegetable drugs, minerals, and chemicals should be used.

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Ruth, R. J.

1931

The History of National Pharmacy Week.

Journ. Am. Pharm. Assoc., 20, p. 696.

Ruth started National Pharmacy Week, at Buffalo, New York in August 1924 at the Am. Pharm. Assoc. meeting.

He prepared a speech for national pharmacy week because a chairman always gave a speech. He was chairman of the Section on Practical Pharmacy and Dispensing.

The last week in October was chosen for National Pharmacy Week in the winter of 1924-5. Dr. Kilmer headed an advisory committee of sixteen.

Second observance of Pharmacy Week was to start on second Sunday in October the first year. Am. Pharm. Assoc. and N. A. R. D. furnished money to finance pharmacy week.

More than 40,000 windows were put in, in 1925. N. W. D. A. supplied 21,270 sets of window display material.

In 1926 thousands of windows had drug maps. In 1926 Canada, Australia, New Zealand started a Pharmacy Week.

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Eberle, E. G. (Editor)

1932

Professional Pharmacy Exhibit at Wis. Pharm Assoc.

Journ. Am. Pharm. Assoc., 21, p. 589.

A professional display in the Hotel Schroeder will consist of compounding, library, doctors, and nurses in attendance. This will lend a professional aspect to meeting.

Eberle, E. G. (Editor)

1932

Pharmacy Week Begins October Ninth.

Journ. Am. Pharm. Assoc., 21, p. 981.

A Medicinal Plant Map is to be used in a window of anise, fennel, ripe orange seed, psyllium seed (Plantago lanceolata yielding French Psyllium is the common buckthorn so troublesome in our lawns) hemp seed, capsicum, caraway, flaxseed American womseed, coriander, castor beans, black and yellow mustard, stramonium seed, celery fruit, hemlock fruit, and annual larkspur or delphinium.

Hogstad, A. Jr.

1932

National Pharmacy Week October 10-14.

Journ. Am. Pharm. Assoc., 21, p. 583.

Prizes are to be awarded on window displays.

Thoughts for a window display are:

1. It is generally advisable to select one subject and stick to it throughout the entire display.
2. A professional window display should not only be attractive in appearance but should carry with it a message.
3. Every display should set forth the title so that the passer-by will know at a glance the story you are to portray.

Philip, F. H.

1932

Windows are Advertising Mediums.

Journ. Am. Pharm. Assoc., 21, p. 1311.

Windows must be decorated. Windows offer many chances. They are in competition with all others in the block.

Windows to be attractive must be correct; the displays ought to be in accordance with the modern mode of alignment.

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(Secretary Am. Pharm. Assoc.)

1932

Window Strips for Pharmacy Week.

Journ. Am. Pharm. Assoc., 21, p. 830.

The A. Ph. A. is donating 250 dollars to match the 250 dollars of the N. A. R. D. for window strips for pharmacy week.

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Eberle E. G. (Editor)

1933

Pharmacy Week.

Journ. Am. Pharm. Assoc., 22, p. 809.

A professional window display in addition to being attractive should stick to one subject. Don't confuse the mind of the public with a heterogenous collection of this and that which is lacking in significance.

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Eberle, E. G. (Editor)

1933

Pharmacy Week.

Journ. Am. Pharm. Assoc., 22, p. 854.

Pharmacy week windows should denote pharmacy and not display cigarettes. Pharmacy week needs the backing of all druggists in order to succeed.

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Hogstad, A. Jr.

1935

Pharmacy Week Window Displays.

Journ. Am. Pharm. Assoc., 24, p. 732.

Select one title for a display and build the entire display or exhibit around this.

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List of Journals Consulted

- American Pharmaceutical Association Proceedings V. 1-59 1851-  
1911
- Western Druggist V. 1-50 1888-1928
- Bulletin of Pharmacy V. 5-42 1891-1928
- Journal American Pharmaceutical Association V. 1-24 1912-1935
- Year book American Pharmaceutical Association V. 1-18 1912-  
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- Drug Bulletin V. 50-55 1928-1933

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- Farrington, F. Making A Drug Store Pay, 1914
- Mason, H. B. Window Displays For Druggists, 3 ed., 1915
- Pearson, C. W. Drug Store Business Methods, 1 ed., 1926
- Hegner, L. G. Retail Selling In The Drug Store, 1931

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