

REMARKS BY HUBERT H. HUMPHREY, MAYOR OF MINNEAPOLIS, BEFORE THE

National Association of Retail Druggists - Chicago

DRUG STORE MERCHANDISING

Oct 14, 1957

Merchandising is self-expression. The design, arrangement, and the facilities of your business are indicative of your character, your training, and your regard for your profession.

It has often been stated that your display windows are the eyes of your store. Sound merchandising demands that the neatness and attractiveness of a window display be fortified by a similar character of neatness and orderliness within the store itself. There is no set pattern of drug store arrangement that is 100% adaptable to each and every location. One of the great assets of drug store merchandising is its versatility and the diversity of products and the methods in which they are displayed. There are, however, some rules which serve as basic principles in all fields of competition where selling is essential. These can be stated in rather broad terms.

First of all, it is important to have a knowledge of your product, of confidence in its quality, and a thorough understanding of its utility.

Second, successful merchandising is based upon injecting a quality of your own personality into the selling process.

Third, effective merchandising necessitates a knowledge of your community and the buying habits of your customers.

Fourth, drug store merchandising, because of the professional nature of the business, is one that requires an honest approach in all transactions and business procedure which is based on ethical standards.

Modern merchandising cannot be so modern and streamlined that it loses touch with some of the more commonplace and ordinary aspects of human relations. There is no substitute for a friendly association with those with whom you do business. In other words, there is no synthetic approach to genuine friendliness and an attitude of good nature to your customers. On the other hand, drug store merchandising requires the closest teamwork on the part of all employees and a unity of understanding between employer and employees. A drug store is in many ways like a home. It is not big business in the sense that it is impersonal and cold. It is plain American enterprise, friendly in every aspect, that embodies within it a harmonious relationship between employer, employee, and the public.

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The heart of a drug store, or better to say, a pharmacy is its Prescription Department. This, too, can be merchandised. Ethical standards must be sold. A profession is not something that is automatically recognized but is accepted because it is needed, and through filling the need, a selective job of selling is accomplished. All too often Prescription Departments have become the blighted area, the sore spot, the slum district of a modern pharmacy. A high standard of drug store merchandising demands that the professional aspect of the business be brought to public attention and that the whole store evolve around the Pharmacy Department. Once that pharmacy as a profession is recognized in the individual drug store, then it becomes possible to branch out into numerous and sundry lines of merchandise without

any loss of professional status. There is nothing incompatible between a Prescription Department, well managed, attended by a trained pharmacist, and a restaurant, clean, neat and efficiently operated. High standards apply to all lines of endeavor and these same high standards can be maintained in every field of goods or commodity.

5-7-46

REMARKS BY HUBERT H. HUMPHREY, MAYOR OF MINNEAPOLIS, BEFORE THE MINNESOTA STATE PHARMACEUTICAL ASSOCIATION 62ND ANNUAL MEETING

DRUG STORE MERCHANDISING

File ~~Abstract~~ Speech to Pharmacists

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Minnesota State Pharmaceutical
Assoc. - Hotel St. Paul
62'd annual meeting - m Keller
m moen.

"Drug Store Merchandising"

{ Cannabis Concretes of the Dried flowering
tops of the Pet. late Plants of Cannabis Sativa
Hashis, Ganyah, marijuana

Tinctures, fld Extracts, Pastes,
Syrups, powders, Elixirs - Emulsions
Materna medica, Pharmacopoeia etc

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- Competition - renewed -
- new Products - new Times
- Drug Store - Free Enterprise
- Typical American Business
Initiative - Work!

Merchandising:

1. Know product
2. confident of quality
3. understand its utility

no. Set pattern - versatility
+ diversity - our assets

Merchandising = Self Expression

no Substitute for Hard work -

Team work in Store.

Respect for customer

Send Rules (4) of them

Prescription = center -
focal Point

Build around your Prescription
self

art = Doing better than needs to.

then snap - neatness - change
Display - new merchandise
Salesmen



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