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(*Motion No. 6*) *Vote on applications for membership in the American Pharmaceutical Association.*

E. F. KELLY, *Secretary.*

MARKETING PRESCRIPTION DEPARTMENT ITEMS.

BY FRANK A. DELGADO.

Manufacturers, dealers, importers and wholesalers of chemicals, botanical drugs, fixed and volatile oils, pharmaceuticals, biologicals and ethical trade-named specialties are or should be interested in the extent to which these items are being prescribed by physicians. Among other questions which drug manufacturers and wholesalers have been asking and the answers to which are now available, it is believed for the first time, are:

1. What percentage of the nation's prescription business is handled by professional pharmacies?
2. To what extent, if any, have specialty type prescriptions grown over the last 20 years?
3. Have prescriptions in liquid form increased?
4. Are prescriptions calling for capsules and tablets decreasing or increasing?
5. What is the average prescription department dollar inventory investment?
6. How is this investment divided between chemicals, botanical drugs, fixed oils, essential oils, biologicals, galenicals and specialties?
7. What does it cost to purchase the basic equipment necessary to stock a prescription department and is a list of the necessary equipment available?
8. What books should the average drug store have in its library, and what would they cost?
9. What type of container is advisable for prescription calling for capsules, pills and tablets?
10. What percentage of total drug store volume consisted of liquor prescriptions?
11. Does prescription volume take a drop in summer months?
12. Are prescription prices lower in professional pharmacies than in the usual commercial type drug store?
13. Have pharmacists increased their prescription prices during the past twenty years?
14. What is the actual cost to the pharmacist of the ingredients in various types of prescriptions?
15. Has the tendency of physicians during the past twenty years been to prescribe specialties more than U. S. P. and N. F. preparations?
16. To what extent do pharmacists detail physicians?
17. Are the physicians who have graduated in recent years inclined to prescribe a different type of ingredients from those who began to practice before the War?
18. How many new drug stores open every year?
19. What is the maximum number of different ingredients required to fill 10,000 prescriptions?
20. How would these be divided between chemicals, galenicals and specialties?
21. How many would be called for as many as 10 times each per 10,000 prescriptions?
22. How many prescription department items distributed judiciously among chemicals, galenicals and manufacturers' specialties should prove to be an adequate opening order, and what would be their cost?
23. How many different ingredients are required to fill the first 500 prescriptions and how many for each succeeding block of 500?
24. How many prescriptions per day does the average drug store fill the first year in business?

25. Does prescription volume become greater as drug stores grow older?
26. What percentage of prescriptions filled are private formula prescriptions?
27. What type of practitioner tends to write the bulk of private formula prescriptions?
28. What percentage of the total number of items stocked in a prescription department have no movements in the course of a year?
29. Of those items without movement, how many were chemicals, galenicals, specialties, etc.?
30. How many new manufacturers' specialties have been introduced in the past few years and what is the extent of their use in prescriptions?
31. To what extent do physicians specify a particular brand when prescribing galenicals?
32. What are the leading chemicals, galenicals, specialties, etc., from the point of view of their demand in prescriptions?

Space will not permit, in an article of this length, the enumeration of more than a few of the facts brought to light in the professional phase of the National Drug Store Survey. Therefore, in this article only those facts which are believed to be of special interest to manufacturers will be mentioned. Answers to all of the above questions, and many more which may come to mind, will be found in "The Professional Pharmacy," the second report on the prescription department phases of the National Drug Store Survey.

We are taking the liberty of quoting from a review in the following:

"The value of the information contained in this report is not believed to be confined to the proprietors of professional pharmacies. It contains much information which should be of practical value to the proprietors of commercial-type drug stores, in increasing their volume of prescription business and the profit possibilities of their prescription departments. Professors and students in colleges of pharmacy may find herein answers to some of the questions about which there has been conjecture. Drug wholesalers and manufacturers of chemicals, galenicals and pharmaceutical specialties should find the list of leading ingredients, which was compiled after an analysis of 20,000 prescriptions, of particular interest. Pharmacists who are contemplating the operation of a professional pharmacy will find certain information particularly directed to them. It is hoped, therefore, that all branches of the drug profession and trade will be in some way aided by the information presented in this report."

Reprints of "Professional Pharmacy" will be bound in paper cover at 25 cents per copy; 10 per cent discount in quantities of 6 or more and 20 per cent discount in quantities of 100 or more; 1000 or more, 25 per cent discount.

It is assumed that every drug store in the United States, as well as in other countries, will want one or more copies; wholesalers and manufacturers will want a larger number. It is assumed the schools of pharmacy will desire the publication for their students. Requests should be made promptly, as it is contemplated to give the order for the reprints as soon as a sufficient number are ordered. If sufficient orders are received to warrant such binding, reprints in buckram will be supplied at \$1 per copy.

COMMERCE DEPARTMENT CONTINUES SERVICES.

Services to the drug trade will be continued in 1934, according to C. C. Concannon, Chief of the Chemical Division, Bureau of Foreign and Domestic Commerce, Washington, D. C. These services include a weekly *bulletin* which gives news of the world affecting the drug trade of the United States. The export publications cover shipments of medicinal oils, biologics, pharmaceuticals, proprietary medicines, toilet preparations, crude drugs, etc. Import publications detail receipts of crude drugs, miscellaneous chemicals and perfumery. All these statements show quantity and value as well as countries of origin and destination.

The statement of imports for consumption covers the entire field of drugs, chemicals, dyes, plastics, etc. The weekly "World Trade Notes," issued each Monday, contains an average of 40 news items gathered from all parts of the world, together with a list of foreign trade opportunities received during the preceding week.

Mr. Concannon will be pleased to forward free sample copies of any of the Division's publications.

Benjamin E. Holsendorf has been appointed and commissioned as Passed Assistant-Pharmacist with the grade of Passed Assistant-Surgeon in the Regular Corps of the U. S. Public Health Service.