

SUMMARY.

1. A prescription containing aminoacetic acid, Low Iso-Alcoholic Elixir and water developed a light brown to brown color when exposed over a period of time to ordinary conditions of air, light and temperature.
2. The development of color is explained by the hydrolysis of sucrose to dextrose and levulose, both substances capable of producing color in the solutions studied.
3. The incompatibility may be corrected by the addition of color as a masking agent or the elimination of sugars of any kind as sweetening agents.

REFERENCE.

- (1) Husa and Klotz, *JOUR. A. PH. A.*, 23, 8, 780 (1934).

PRESCRIPTION CASE CONSTRUCTION.*

BY EMIL C. HORN.¹

Unquestionably recognized as the most important department in the drug store, the prescription room is, in many cases, a most inefficiently planned and fixture-equipped component. Perhaps the reason for this noticeable inefficiency is in part due to the fact that at the time of original construction, space was not so vital, type of medicinals were of an entirely different nature and methods of medication were reversed. Also, well-built cabinets do not wear out, save for finish, and it seems so economically unsound to dispose of something still serviceable, that one hesitates to place the old relic into retirement in favor of more modern equipment. We observe in the majority of instances where a new compounding unit is publicized as a boon to building a lucrative prescription practice besides adding prestige to the department, the price is prohibitive to general acceptance and no great degree of storage efficiency is attained. The average fixture house seems to have been obsessed with the belief that a lot of small square drawers, suitable for corks only, which are now seldom used, was all that was necessary for a prescription case. From my experience, I must say no fixture designer knows the requirements for a prescription unit let alone possessing knowledge of requirements of individual stores. I would under no circumstances want to represent myself as a Moses coming out of the bull rushes with a solution to the problem, worthy of general acceptance, but it seems that some advantages have been accomplished, which are worthy of mentioning. As a family's individual requirements and tastes call for special architecture in home construction, so individual requirements necessitate made-to-order prescription cases. In this paper, I am attempting to convey some original features for your consideration in planning your compounding unit. In designing this case, I had in mind definite objectives, namely, maximum efficiency, economical yet durable construction and eye appeal. I felt that more stores possessing outstanding departments, the better it would be for the profession as a whole, but in view of the

* Presented before the Section on Practical Pharmacy and Dispensing, *A. PH. A.*, Minneapolis meeting, 1938.

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existing economic and social conditions, low cost was imperative to general acceptance. Conservation of space was in our instance a primary objective since the area best suited for the prescription room was only 10 x 11 ft. To say we were pitifully cramped for space would be a very conservative statement and it was that predicament which motivated my attempt to solve the problem with some new system for stock arrangement.

I believe all of you present will agree that the old enshrouded and mysterious back room is definitely out in favor of the more revealing type of design where neat stock arrangement is displayed in enamel-finished, glass-inclosed cases, in preference to the old dark or unfinished wood shelving suitable to a back room or stock basement only.

From the foregoing statements, it is self evident that I favor the semi-open design which reveals a neat, orderly and systematically arranged stock, providing a degree of privacy so necessary to present-day methods of medication and permits the dispenser to face the patient while compounding. Specific statements when dealing with generalities complicate matters when writing a paper, so to accomplish my point, I will attempt to enlarge on individual features which may help you in designing your own case. The over-all height of the entire structure best suited is fifty-eight inches. Some facts considered in arriving at that dimension were, maximum storage facilities, customers' eye level and dispensers' height for comfort and visibility. By raising the table height from thirty-six to thirty-eight inches, the man of average height maintains an erect, rather than stooped position while working. The eight four-foot, glass-inclosed shelves accommodate 192 square, 4-oz. chemical bottles which are readily accessible and present an attractive appearance, with ample room for surplus storage of $\frac{1}{4}$ -lb. packers back of bottles. The table top which measures 19 x 96 inches provides liberal working area and was surfaced with a cement-affixed, high-grade linoleum in preference to formica, glass or other costly materials. Various type drawers were designed, each for a specific purpose. The section of twenty-two shallow drawers are for pills, tablets, tube ointments and ounce specialities. The inside depth of $1\frac{11}{16}$ inches makes possible the liberal number of drawers and is the proper depth for storing bottles such as are used for the Caroid tablets, Calcidin, Effervescent tablet cartons, Adrenalin, Neo Synephrin, Digifoline, etc. Unlimited flexibility is provided by a saw-grooved slot every inch of which fits the dividers. To emphasize the efficiency of this drawer I might mention that in seven of these drawers, we house as many pills and tablets as formerly required forty feet of shelving. We store an average of fifty-one bottles per drawer which if arranged in wall cases would require eighty-one inches or nearly seven feet of shelf space. The center panel has a wood slide 14 x 42 inches and a label and spatula drawer with individual partitions. The spacious locked narcotic drawer provides much room and complies with government regulations. The deep drawer below holds graduates and mortars. A divided space is provided for each size graduate from 15 to 500 cc. and all size mortars, pestles and funnels, two utility drawers are used for clean linen, corks, etc. The right-hand sections of 12- $4\frac{1}{4}$ -inch deep drawers are ideal for ample storage of bottles, ointment jars, pill and powder boxes, packers, dropper service, empty capsules, etc.

As to general construction, may I enumerate a few features? Plate glass is entirely eliminated because of its installation cost, time required to maintain clean-

liness so necessary in this department and enclosed effect it creates, which we are particularly desirous of eliminating. Wood-framed doors were selected because of lower building cost. A three-inch counter overhang provides added working area and eliminates the necessity of a recessed toe space which would naturally avail less area for drawers. The shallow drawers in which bottles are flat was preferred to the deeper drawer with standing inserts because of greater flexibility and added storage space. With a clear mental picture of the features which I have attempted to elaborate on, you can easily design a case to conform to your own requirements. After accomplishing many new advantages, and by specific planning to eliminate wasted space, we changed a congested department into a systematic and roomy arranged one. I believe cost of construction would be a natural question and surprising as it may seem you could have this case duplicated to-day at a cost of less than \$200.00.

PRESCRIPTION PROMOTION.*

BY T. D. HALLIDAY.¹

Start by identifying your store as a prescription store by signs, window displays, etc. Within the store, give the prescription department the space and location it deserves and by all means keep it clean, regardless of whether it is open or closed. Above all have sufficient and proper equipment for filling prescriptions and display it occasionally. One of the essentials is an adequate library of reference books.

Coöperate with detail men; give them time to inform you regarding new products before they detail the physician. Then when a doctor phones to you for information and when you receive prescriptions for such new items you will be in a position to give proper service. Being able to answer your doctor when he calls without hesitating or looking up something leaves a good impression. I realize it is impossible to carry all prescription items in stock, but the druggist making a bid for prescriptions must not look at all items carried in terms of turnover. There will always be certain products which will be prescribed very rarely, but which must be kept for emergencies; however, these should be kept as low as possible. Never turn down a prescription because you do not have the ingredients if it is possible to get them. The reputation of always having or getting what is prescribed is an asset to your store.

The package, whether it be a bottle, jar, tube or box, should be the best possible container that can be supplied for the intended use. Each package should be identified as coming from your store and should be neat in appearance, easy to use and safe. Always remember that the container selected should be the one that will be easiest for the customer to use and will best preserve the contents. The package should be attractive, of course, but this is secondary to the other points.

And here enters what I like to think of as the negative phase of merchandising. Perhaps I can best illustrate by telling a little story of what happened a short time

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