

time, and the other is by reading texts that deal with these subjects. Our drug journals carry very excellent articles on business management, salesmanship, accounting, etc., and these are certainly within reach of every pharmacist.

---

### ADVERTISING PROFESSIONAL PHARMACY.\*

BY LIEUTENANT JOSEPH A. ORTOLAN.<sup>1,2</sup>

Economic conditions have arisen in pharmacy during the past twenty-five years making it very difficult for the average pharmacist to eke out a living in keeping with his education, training and responsibility.

In a majority of instances these economic conditions have been brought about not by any one particular cause but a number of different reasons: Advancement in Medicine, a greater number of students taking up the profession of Pharmacy, depressions and unemployment.

Slowly, but surely, the pharmacist has had to increase the already large and overwhelming number of items in his pharmacy in an effort to meet competition with the merchants in his locality. These items, most of them entirely foreign to a professional pharmacy, were a means toward an end. These goods and the luncheonette were used as a method to have people come to his pharmacy (which was in reality more of a store than a pharmacy). So-called customers came only in an emergency, usually when the merchants really having a right to sell these goods had their places closed because of the late hour, Sundays and holidays. Then the customer had no alternative except to go to the neighborhood pharmacy and reluctantly pay the price charged for the item.

In this the average pharmacist believed he was making a profit, whereas in reality he was making a scanty living, if he was really making a living at all. His success, if any, was problematical. However, this is just so much water over the dam.

The thing that annoys the professional, thinking and intelligent pharmacist to-day is that, granted for the sake of argument that he ekes out an existence, he has had to pocket his pride, lose his prestige and finally lose the professional attitude which is his rightful heritage and which heritage belongs to all thinking, deserving and intelligent pharmacists who do their work well and conscientiously. These men are proud of the fact that they belong to an ancient and honorable profession allied with medicine and dentistry.

The dawn of a new day is coming for the pharmacist, however. To my way of thinking, the pharmacy of to-morrow will not be located, as it is in many instances at present, on the corner of a building occupying perhaps the most expensive piece of real estate on the block.

Rather I want you thinking pharmacists, both men and women, to visualize, if you will, the ideal as well as the practical professional pharmacy of the future, situated either on the first, second, third and even fourth floor of an up-to-date building. Here we would have better light and ventilation, even though we have

---

\* Presented before the Section on Commercial Interests, A. Ph. A., New York meeting, 1937.

<sup>1</sup> Medical Corps, U. S. Navy, retired.

<sup>2</sup> Instructor, Brooklyn College of Pharmacy.

air conditioning of buildings. The rent would be lower, the overhead less, and what is more important, there would be a professional atmosphere not ordinarily found in the corner pharmacy.

We are creatures of custom. It has been brought to my attention that a few teachers of economics in schools of pharmacy try to instil in the minds of the embryonic pharmacists that the corner is the logical and most profitable location for a pharmacy. However, if pharmacy wishes to emerge from the doldrums and lethargy it has been placed in, it must rise (figuratively and literally) above its present location or level.

Why work for the landlord? Why pay him several hundreds of dollars a month for the privilege of having your pharmacy on the corner, next to and on the same level as the butcher shop, grocery store, saloon, millinery store or some other shop? Haven't you any professional standing or are you just a shop-keeper like the butcher or grocer, who has never seen the inside of a college? My dear pharmacists, haven't you any respect for yourselves to place yourselves on the same plane as the storekeeper?

There is no more reason why the professional pharmacy should be on the ground floor, at or near the corner with its expensive and almost prohibitive rent, than it is for a physician, dentist and/or attorney to have his office on the corner.

Bear in mind that the pharmacist of to-day is supposed to be an intelligent individual, well learned and well educated along academic and professional lines.

If this is true, and we have every reason to believe it is, then the pharmacist must create a favorable, professional atmosphere and conduct himself along professional lines and abandon those old, worn-out fallacies given him by well-meaning but ill-advised individuals lacking foresight.

You may ask how will physicians and the public (especially the latter) know where I am located? By ethical advertising in the same professional way that physicians, dentists and lawyers make known their location. By the simple and expedient way of mailing neat, professional cards to families and individuals in the locality where you are going to establish your pharmacy.

Why in heaven's name practice pharmacy if, after having spent your time and money studying this art, you open up a lunch room or a vest pocket edition of a general store as many pharmacists have done in the past and are doing to-day? If you had this in mind it would have been far more advantageous if you had majored in merchandising in a university and come out as a merchant.

Pharmacy must divorce itself of those items not properly belonging to an ethical and professional pharmacy. When this is accomplished by concentrated action on the part of the pharmacists all over the country, the medical and dental professions as well as the public will then recognize and acknowledge pharmacy as a profession and place the pharmacist on a professional standing where he rightfully belongs.

You may make the statement that physicians and dentists sell services. So does a pharmacist. If you do not believe a pharmacist sells his services then you have failed to learn the first elementary principles of economics.

Instead of cluttering up his place with non-professional items, costly, and with a tremendous outlay of capital, including a vast space allotted to a luncheonette, let the pharmacist learn the selling of hospital equipment and appliances, the

fitting of trusses, abdominal belts, elastic hosiery and such other items as are required in the sick room and hospital and then equip his pharmacy with these items. In addition let him enlarge his present stock of biologicals, such as vaccines, serums, antitoxins, et cetera. Let the pharmacist impress the physicians of his ample stock of these biologicals. These items belong in a well-equipped and properly conducted professional pharmacy—not alarm clocks, books, magazines, candies, tobaccos, cigarettes and cosmetics.

Imagine if you will, please, an unfortunate individual who has just come from his physician to your pharmacy to have his prescription compounded. He enters your so-called modern pharmacy (the only thing the pharmacist has that is modern is the radio and mechanical refrigerator) and he is lost in the maze of bewildering items foreign to an ethical pharmacy. The patient, though ambulant, has to be piloted as it were to the prescription department. While waiting for the pharmacist to compound his prescription, his olfactory nerves pick up the odors of fried bacon and eggs or hamburger and onions. Cooking odors at best are far from pleasant, and to the majority of patients repulsive and nauseating.

The patient may begin to wonder if he is in a pharmacy or if he has made a mistake and entered a lunch wagon. Do you wonder, brother pharmacists, why the gag man on the vaudeville stage or on the radio uses that old joke, insulting to the intelligence of all thinking pharmacists, that in order to graduate from a college of pharmacy, the candidate must be able to make sandwiches? I do not wonder, rather my blood boils when I hear that gag.

If our great and illustrious pharmacists such as Louis Pasteur, and a great many others, could view the average pharmacy of to-day they would in all probability turn over in their graves and wish to remain there.

A word or two about cleanliness is not out of place. It plays a very important part in advertising your pharmacy. Too many pharmacists, I regret to state, fail to keep their pharmacies spotless. I mention this because I have had many physicians, dentists and laymen ask me if we as teachers in a school of pharmacy teach students cleanliness. The answer is obvious. My answer to you, however, is that some pharmacists are indolent. Soap and water are inexpensive.

When you are sure your place is clean and well organized, invite all of your physicians, dentists and a number of your prominent and influential friends in your neighborhood to visit and inspect your pharmacy. Show them about. Point out different features about your place. These people in turn will tell others about your establishment and in this way advertise it as a pharmacy and not a drug store. This latter term is hackneyed, obsolete and a misnomer. Let us all try to educate the public to call it a pharmacy and not a drug store. Another term which is a misnomer and should be relegated to the sea of oblivion is the term clerk. Let us use the more dignified name of John Doe's assistant; not John Doe's clerk.

The professional pharmacist should be a missionary. He should call on his physicians, dentists, lawyers and church people in the neighborhood. Learn to cultivate their friendship. Let them know you are awake and alive.

Keep your physicians and dentists informed about Pharmacopœial and National Formulary preparations. Suggest to them the new and unofficial remedies. Realize that the busy practitioner has no time to delve into pharmaceutical preparations. Take time out to explain concisely and intelligently any U. S. P. and N. F.

product the physician and dentist may appear interested in or you may wish to interest them in or desire information about. But please, Mr. Pharmacist, be well informed yourself so that you may be able to answer intelligently any questions he may want to ask about a product. In this, as in all matters between physician and pharmacist, be tactful and diplomatic.

Colleges of pharmacy in general, and teachers of economics in particular, will find this topic a never-ending source of interest among students of pharmacy, owners of pharmacies and their assistants.

The colleges are doing their part in elevating pharmacy. It is up to the pharmaceutical organizations and their members to bend all their energies in creating among the medical, dental and legal professions, as well as the public, the professional aspect pharmacy deserves and have them recognize the responsibility placed upon the pharmacist in the community, from a professional angle.

---

#### NO ONE WISHES TO SEE A MORGUE.\*

BY CHARLES E. ELY.<sup>1</sup>

Most of the side windows of independent drug stores can be made interesting and attractive to the communities which they serve, with a little thought and effort. For instance, in a ten-foot window, construct a bill-board of celotex, four by eight feet, with a post at each end, a green lattice at the bottom, a green grass mat cut lengthwise, and if available an artificial shrub or evergreen in front of each post to complete the out-door effect. Effective bill-board lighting should be used and an azure-blue curtain at the back will help. This background arrangement can be changed from time to time.

A weekly display of material should be planned in advance and advantage should be taken of each holiday, particularly New Year's Day, Lincoln's Birthday, Washington's Birthday, Easter, Independence Day, St. Valentine's Day, Armistice Day, Thanksgiving and Christmas. A Fourth of July display, for instance, might have a copy of the Declaration of Independence prominently placed on the bill-board, a stock of picnic supplies arranged on the grass at one side and an American flag at the other side, with a small electric fan at the rear so placed as to keep the flag in motion. Appropriate show-cards will link the merchandise with the holiday and emphasize the importance of its celebration.

The opening of school, safe-driving campaigns, the prevalence of certain diseases, the importance of regular examinations by the physician and the dentist, the observance of public health measures, historical facts about the community, cartoon and other contests by children, prescription and other professional services offered by the drug store, Pharmacy and First Aid Weeks, the work of church, hospital, charitable and civic organizations and local matters and local points of interest can be made the theme of weekly displays.

Special merchandise can also be used for such displays. Each piece of stationery from a box may be pinned at random over the bill-board, the empty box

---

\* Presented before Commercial Interests Section, A. Ph. A., New York meeting, 1937.

<sup>1</sup> Professor, Detroit Institute of Technology.