

MR. GRAY:—"Store labels are improved by adding the dose, use and, in case of poisons, the antidote for same to the labels."

PROF. LASCOFF:—"I would suggest that the labels which are put on preparations of a poisonous nature should be carefully reviewed by pharmacists before accepting them from the printer, as one cannot be too careful in such matters. No abbreviations should be allowed on any labels. All names should be printed in full. For preparations intended for external use, it would be advisable to use a red label, on which is printed the words, 'For External Use.' For instance, Salt of Tartar is frequently confounded with Cream of Tartar, but if the former is labeled in red and marked 'For External Use' no misunderstanding will occur."

MR FERTÉ:—"To the first question I would answer 'No' and to the second one I would reply that it is unfortunate that so many of our profession do not differentiate between the singular and the plural. It would be as proper to label a bottle Tinctures Arnica, or a jar Zinc Ointments. Such ignorance is a disgrace. It is also inexcusable to write either carelessly or ignorantly of 'bromide of soda' or of 'permanganate of potash.'"

PROF. RAUBENHEIMER:—"The ordinary labels supplied by printing-houses need very careful supervision, especially as to directions for use and antidotes for poisons. Such labels as 'Rochelle Salts,' 'Spirits of Camphor,' are good illustrations as to the little care printers use in wording the labels. It is very desirable that the nomenclature of the U. S. P. and the N. F. should be used. The correct wording of a label may appear trifling, but, in my opinion it carries much weight with the intelligent public."

Question 5:—How would you advertise your prescription department?

HOW WOULD YOU ADVERTISE YOUR PRESCRIPTION DEPARTMENT?

JACOB DINER, PH. G.

Theoretically a prescription department should require no advertising. Just as all men are supposed to be equal before the Law in this greatest of all countries, but are not, just so should all pharmacists be equally qualified to properly compound prescriptions, and just so should pharmacy be a proper place and properly equipped for the compounding of prescriptions, and they are not.

While this is deplorable in one way, yet it has its advantages. For this very inequality of fitness and equipment gives an opportunity to the properly equipped pharmacist to bid for the patronage of the physician and the public, in the matter of prescription business.

Assuming then that you are educationally well-equipped, and that your laboratory and prescription-department are provided with all the paraphernalia necessary for the proper and scientific handlings of physicians' prescriptions it becomes your duty to yourself, to your physicians, and to the public to set before the last two, your reasons why they should patronize you in preference to "Tom, Dick and Harry." This can be done in a perfectly legitimate way without sacrificing one iota of your professionalism. Let us take it up *seriatim*:

Advertising to the Physician:—If your prescription-department is properly equipped and properly kept, invite the physicians of your vicinity to visit it as often as opportunity offers itself. Make it your business to let them see you and your clerks at work. Show them that the drugs and preparations entering into prescription-compounds are properly analyzed and carefully standardized. Have a good reference library and put it at the disposal of the prescriber. Perfect your checking system and show your physician how you safeguard his patient's health. Make accuracy, carefulness and cleanliness, your motto and show him that that motto is being lived up to and is not merely for ornamental purposes.

Experiment! Try to improve the appearance and palatability of the pet formula of your physicians and guardedly call their attention to it. Do not attempt to teach them, but submit your improved product for their consideration and approval. Be informed on vehicles and correctives for the drugs most generally used and discuss with your physician orally and by pamphlets the advantages of certain vehicles in the administration of certain drugs.

Take an active interest in your local, state, and national pharmaceutical associations and invite your doctors occasionally to your local meetings. Never, under any consideration, allow a physician to see another's prescription, except by consent of the prescriber; and lastly, rigidly put down counter-prescribing. Briefly stated:—Know your profession and let your physicians know that you know it.

Advertising to the Public:—This is even more difficult, at first sight, than advertising to the physician, yet it is comparatively easily accomplished. You may not take the public into your back room, but you can, figuratively speaking, take your back room to the public. Have photographs of your prescription-department reproduced in neat pamphlets telling as much as possible about the arrangement, uses, etc., of the various things appearing in the picture. Show, by photograph, your method of compounding and checking, and describe in detail how it is done. Let the prescription be an advertisement for you from the moment it is brought into your store to the time the medicine reaches the patient's hands, and even beyond that.

If you must follow the trend of modern commercialism in your store, make an exception with your prescription-department. Have the receiving place for incoming prescriptions in a quiet part of the store. The anxious mother holding a prescription, on which, in her opinion, at least, depends the life of the dearly beloved child, is not greatly cheered by the light and airy persiflage floating between Alphonso at the soda-counter and Marie at the candy-stand across the aisle. Let your receiving man be a well-posted man of somewhat mature age. Twenty-one is not very tolerant with sixty-five or over, nor does twenty-one consider that beneath a ragged cloak may be as tender a heart, or even one more tender, than beats beneath the sable coat. A word of sympathy at the proper moment is worth more than all your trading stamps, souvenirs and coupons combined.

Let the receiving man be on the alert to take the prescription as soon as the customer appears with it. Time passes slowly for the bereaved heart and hope begins to be in the ascendancy with the moment the work on the prescription is under way. Let no noisy conversation, or any conversation for that matter, reach the waiting customer from the prescription-department. Suspicion may arise that all of the necessary attention is not centered upon the compounding. As to the medicine itself, too much cannot be said about containers, labels, wrapping, etc. The public can judge the contents only by the package. It has been my experience that people judge, and justly so, that the man who pays attention to the details of the package is not likely to be careless about the contents. In these modern times of machinery above manual labor, one can hardly justify an illegible handwritten label on a bottle, box or jar of medicine. When a type-writing machine is obtainable for as little as ten dollars, why write by hand?

Expensive containers are not essential, neatness and cleanliness and carefulness are far more important. An expensive prescription-bottle "Adorned" with an illegible handwritten label, made still more illegible by smeary blotting and thrown into as many folds as the modern full-dress shirt, by careless pasting is certainly not a thing of joy to behold.

Lastly—do not delay delivery. It is true the medicine may not have to be taken until bedtime, and here it is only 6 p. m., nevertheless, the patient or those caring for him or her are anxiously waiting for it. It is their anchor of hope, why keep them in suspense?

Summarizing: I might say that in advertising a prescription-department, follow the rules of all good advertising. "Have something worth while to talk about and then talk about it in a manner that is worth while."

DISCUSSION.

MR. JACKMAN:—"In my opinion the most effectual way is to call upon the physicians and exploit the preparations of your own manufacture. Show them your own preparations of Milk of Magnesia, Elixir of Lactated Pepsin and other preparations in which you take pride. Such detail-work pays better than any other form of advertising."

PROF. RAUBENHEIMER:—"Many methods have been suggested for advertising the prescription-department and much money can be spent foolishly without obtaining results. After all is said, it is the physician who will recommend your pharmacy or not for the preparation of his prescriptions. It is therefore necessary to convince them of the reliability, in fact of the superiority of your prescription-department. Advertise or preach to them your pure drugs and chemicals, your reliable preparations, your facilities and ability for manufacturing, your carefulness, conscientiousness and accuracy in the compounding of prescriptions, with no substitution. Have scrupulous cleanliness not only in your prescription-department but in your entire store. Above all do not advertise your prescription-department as being 'cheap.' Cheapness and good medicine are certainly incompatible. I take especial pride in having the reputation of being 'rather expensive on medicines.'"

MR. SCHULZE:—"I think one should modestly call the attention of the public to this department in your various advertisements. In the sale even of stamps we use an envelope about three inches long and one and three-quarters wide, upon which is printed an advertisement of our prescription-department. These are much appreciated when the stamps are not to be used immediately. We, also make window-displays of sick-room requisites among which we intersperse signs calling attention to this particular department."

MR. FERTÉ:—"We advertise mainly to the physicians, sending them circular letters made to appear personal. If this does not appeal to you, write to each of them a personal letter. Your advertising should be high-class, and odd printed matter. Conventional methods do not pay."

PROF. LASCOFF:—"To advertise my prescription-department, I employ the local paper, the church-bulletins, send out circulars and have window-displays, keeping always before the mind of the public that their prescriptions will be accurately dispensed and properly checked."

MR. GRAY:—"Advertise your prescription-department only to physicians. Call their attention to the quality of the drugs you use. Good prescription service is summed up in the following specifications:—A complete outfit of all necessary utensils for dispensing; a system calculated to prevent error; a knowledge of possible deteriorations of stock so as not to dispense any article of lessened or of no value and to be as expeditious as possible consistent with safety, for no one likes to wait long for anything, particularly for medicine."

Question 6:—What constitutes good prescription service?

WHAT CONSTITUTES GOOD PRESCRIPTION-SERVICE?

FRANKLIN M. APPLE, PHAR. D.

According to the definition, given by Webster, of the word service, it means "the performance of labor for the benefit of another, or at another's command;" also "duty performed in, or appropriate to, any office or charge."