

its triradiate jaw which pierces the patient's skin and sucks out the patient's blood.

#### HOW TO APPLY LEECHES.

It is essential that the surface of the skin where the leech is to be applied is perfectly clean. All medicine, even such a simple preparation as witch hazel, must be thoroughly washed off. Even soap odor or taste is objectionable, and the leech will persistently refuse to take hold. After all, such a little leech is mighty particular! Before applying the leech in the test-tube it is best to rinse him off with a little water. This water douche will stimulate and refresh the leech so that he will be anxious to bite. Should he, however, refuse to do so, then place a drop of milk or blood on the very spot where you want him to suck, and the leech will invariably "fall" for such a decoy.

#### ADVANTAGES OF THE TEST-TUBE METHOD.

1. Clean, sanitary method of supplying leeches to patients.
2. The leech can live in the test-tube with water for some time, thereby facilitating transportation.
3. Ready for use.
4. Can be applied to the *exact spot where the leech is* required to suck. This is perhaps the greatest of all advantages and my idea based upon the old leech glass.
5. A better compensation can be derived.
6. Customers appreciate this service and convenience.

After all, at the price of \$1.00 per leech the pharmacist can well afford to "throw in" a test-tube.

BROOKLYN, N. Y.,  
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### KEEPING ETHICS ALIVE IN A MODERN DRUG STORE.\*

BY S. W. LEIDICH.

Sixty-five years ago Llewellyn's Drug Store was started in Philadelphia.

From the first, the aim of its founder was to conduct the business in such a way as to make consideration for the ethics of the medical profession a cardinal point in the conduct of the establishment. At the same time, it was of course recognized that the rights of the general public constitute the bedrock foundation upon which all commercial or professional transactions, as well as those of a social nature, must be based.

To nail such a purpose to the mast-head of a drug business in 1857 was not such a difficult task. At that time the average pharmacy was nothing more nor less than a pharmacy. Its stock was composed entirely of drugs, chemicals and such medical and surgical appliances as were in common favor.

No one ever thought of going to a druggist's for anything which did not, in some way, have to do with the tendency of the human machine to get out of order. In those "good old days" there were some pharmacists who would not even sell eau de cologne except on the doctor's order.

Those of us who happen to have been unborn at that particular period of the passage of time can hardly begin to appreciate the vast distance that separates 1857 from 1922, when measured by what has taken place in our line of activity—

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\* Section on Commercial Interests, A. Ph. A., Cleveland meeting, 1922.

or any other line, for that matter. And unless Heinz or some one else preserves us from a riot of revolutionary methods, another decade or two may so change the identity of the present-day drug store as to make even our contemporary ideal a real curiosity to the young pharmacist of 1950.

Meantime, it is interesting to note, in passing, that despite the radical changes which have come to pass within the last half century, it still is possible to maintain in a modern drug store a reasonable measure of regard for those standards of the medical profession which stand with the firmness of the laws of the Medes and Persians.

The revolution that has taken place in the methods and scope of the drug store smacks of fairy-tale stuff.

The modest little shop, with its gilded mortar and pestle swinging from over the entrance and its multi-colored globes serving as sole decoration of the front windows, has given way, in our so-called march of progress, to a veritable jazz palace in many instances.

To-day we have many drug stores in which drugs appear to play so small a part as to be almost negligible, and one is tempted to wonder why they are tolerated. Some of these institutions seem to emphasize everything but drugs—I have in mind a "drug store" in a popular English sea-coast resort where more than half of the very large floor space is given over to a restaurant department, and where the prescription counter looks like a canary's cage lost in the glowing wilderness of a world's fair.

The object of this brief paper, however, is neither to blame nor bless anyone, but to remind those in the retail drug business that there is such a thing possible as keeping step with advancing times without losing step with certain firm-set principles which are almost as old as the hills, and which none of us can well afford to ignore.

Doubtless the new kind of drug store—the sort which stresses everything but drugs—has come as an answer to a public demand. That is the real reason behind many of our ultra-modern developments, and so long as the people seem to want them, we give them to the people. At the same time, we must remember that there rests on us a responsibility to give the people what they need as well as what they may want.

As many of you know, even in this day of an entirely new kind of drug store, we can steer between the Scylla of a notion shop and the Charybdis of a laboratory, and produce a place where ordinary human beings may be made to feel quite at home and where members of the medical profession may, at the same time, find high and constant regard for their time-honored code.

To do this it is necessary to modernize in many directions, but the wise druggist is the one who sees to it that such improvements do not entirely cover up the basic purpose and meaning of the business he is conducting.

The key-note in this sane policy is to keep the prescription counter the heart of the business, to look upon it as the most important feature of the store and to guard its efficiency and reliability as he guards his personal honor and integrity.

Naturally, toilet articles and accessories have a proper place in the drug store, for in many instances they not only play a large part in the prevention of disease, but likewise in its treatment and relief. Cleanliness is the real first aid to health,

and anything which helps people to keep clean helps to lower the incidence of disease and keep the mortality rate below the danger line.

This point is emphasized because there seems to be a tendency on the part of many druggists to play up other departments of the modern drug store in preference to the prescription counter. Undoubtedly, this is a mistake. In the long run—and the long run is what counts—the people are going to depend for drug accessories on those drug stores which most promptly and dependably supply their needs when sickness menaces individual or family happiness and prosperity.

Now as to publicity.

Of course, in this day and age, a drug store, like any other business, must meet competition in part by keeping itself before the public in the newspapers and other mediums of publicity. And where drug store advertising is done with regard for both sides of the army of supporters—the public and the profession—it can never offend either, and in time will benefit both.

Personal experience has proved that large results may be obtained from persistent use of comparatively small space in leading newspapers, and use of such space in telling, simply and without any touch of sensationalism, the story of service which must be at the root of any drug store which is to lastingly succeed.

This service must always assume as much of a personal side as possible. The druggist, more than any other business man, comes into close confidential touch with his customers—or with many of them—and he must inspire their confidence not only by giving them dependable service, but also by exhibiting, and feeling, some measure of real interest in their behalf.

The best type of modern drug store does not eschew the soda fountain and handsome or even showy equipment, but at the same time, it does not depend upon these attributes to give it place and standing in the community. It remains faithful first to the health needs of those who patronize it, and never is unmindful of the fact that the reputable physician is its best and most valuable ally.

If it enjoys the advantages of a laboratory department in which certain preparations are skillfully compounded, it sees to it that such of these as appertain to the treatment of involved conditions requiring skilled diagnosis are put up and sold for prescription use and not indiscriminately passed out to everyone who details what may or may not be a leading symptom. This is a feature which never can fail to secure the confidence of the medical profession.

The best and most useful type of drug store does not have to do with any but the most competent pharmacists in its prescription department, and it demands trained and even skilled help in its other selling departments. With so many mediums for help or harm within its scope, it cannot afford to take any risks.

It aims, first of all, to serve as a medical service station, and whatever else it may seek to become must be attuned to this purpose. It must, by its equipment and the attitude of its staff, impress those who come in with the seriousness of its attempt to minister to the needs of its patrons, and at the same time, to have regard for their wants and their fancies. But to reverse this order, and play first to the fancies, is not the goal that should be sought.

Long experience, attended by a constantly increasing harvest of success, has taught at least one drug store that it pays to consider such principles.

And in this lesson it does not stand alone.