

6 were made with such quantities. In Sample 5 this amount was increased by one Gm. In each case the excess sugar was not strained out.

The U. S. P. tests both quantitative and qualitative were applied to all six samples and the results are listed in Table I. After five months the same tests were again applied with the results listed in Table II. As will be noticed after comparing the two tables, there was but little change in any of the samples. The percentage strength remained about the same. Sample 4 which was somewhat brown when made had become slightly greener in color after standing. Samples 5 and 6 had a slight brown coloration at the top which disappeared when the bottle was shaken. The green color of Sample 1 seemed to be slightly less.

UNIVERSITY OF WASHINGTON,
COLLEGE OF PHARMACY,
SEATTLE.

ADVERTISING A PRESCRIPTION DEPARTMENT.*

BY JACOB DINER.

The author stated that he had prepared no paper but would present his subject without notes. He prefaced his remarks by saying that advertising a prescription department was not so very different from the advertising of any other department.

"Before advertising is started," he said, "it is necessary to have the merchandise which it is desired to advertise; that means before a prescription practice can be built up the store must have a prescription department and such a development can be put in at a less cost than a soda fountain. Among the things that help to build up a prescription department aside from the stock fixtures, etc., is the personality of the one who conducts the department. A pharmacist must have personality, must know prescriptions, and must have the necessary books of reference. He must have the confidence of his customers and of the physicians. The advertising of a prescription department begins primarily with the physician. He should be invited to the store, personally or by letter, and be informed relative to the qualifications of the pharmacist and of the service which the department can give. He should be informed relative to the stock and that it is the intention to carry a full line of items necessary for a complete prescription department, and that every care is exercised in order to insure safety to the patient."

He stated that physicians should be shown the manufacturing of the prescription department, how emulsions, tablets, wafers, etc., are prepared.

In his own store Dr. Diner gives information to the physicians relative to new preparations and how preparations could be dispensed to better advantage by new processes. He continued by saying that the physician might be detailed with preparations that the physician prescribes and he advised that the physician be given the formula so that he could write his prescriptions accordingly. He found it advantageous to send out letters to physicians relative to the subjects of interest and it is of particular value to have the physician advised of the official preparations, both of the U. S. P. and the N. F. In his opinion such conferences and communications as referred to, with the physicians, strengthen the confidence of pharmacists and physicians in one another.

* Remarks before Section on Commercial Interests, A. Ph. A., St. Louis meeting, 1927.

In his opinion it was held important to have everything that pertains to the prescription department of the highest quality and compounded in such a way that the package itself speaks for the care that is exercised in the prescription department. "It is a good idea," he stated, "to give the physician a little more service than we think he will need." Experience had taught him that his laboratory had been productive of good results not only through direct income but also by instilling confidence in the ability of those connected with the store.

In his opinion when a patient moves away from the neighborhood and a pharmacist of the section to which the patient removes calls up for a prescription it is courtesy to give the prescription, provided the physician consents.

He referred to the work which had been done in his district in making U. S. P. and N. F. preparations better known to physicians. In this work the pharmacists coöperated and the results were very satisfactory and established a closer contact of pharmacists with physicians.

THE DIAMOND OPPORTUNITY FOR PHARMACISTS.*

BY ROBERT J. RUTH,¹ P.D., PH.M.

Henry Ward Beecher wrote, "We should so live and labor in our time that what came to us as seed may go to the next generation as blossom, and that what came to us as blossom may go to them as fruit. This is what we mean by progress."

For seventy-five years the AMERICAN PHARMACEUTICAL ASSOCIATION has functioned in a manner which might be said to be in emulation of Beecher's formula for progress:

"To improve and regulate the drug market by preventing the importation of inferior, adulterated or deteriorated drugs and by detecting and exposing home adulterations; to encourage such proper relations among Pharmacists, Druggists, Physicians and the people at large, as may promote the public welfare, and tend to mutual strength and advantage; to improve the science and art of Pharmacy by diffusing scientific knowledge among Pharmacists and Druggists, fostering pharmaceutical literature, developing talent, stimulating discovery and invention, encouraging home production and manufacture in the several departments of the drug business; to regulate the system of apprenticeship and employment, so as to prevent, as far as practicable, the evils flowing from deficient training in the responsible duties of preparing, dispensing and selling medicines; to suppress empiricism, and to restrict the dispensing and sale of medicines to regularly educated Pharmacists and Druggists; to uphold standards of authority in the Education, Theory and Practice of Pharmacy; to create and maintain a standard of professional honesty equal to the amount of our professional knowledge with a view to the highest good and greatest protection to the public."

"To expedite and render more efficient the work of the Association," the various sections are provided. The Section on Practical Pharmacy and Dispensing has always been one of the most important of the five sections, and of all of them it is perhaps the most closely related to the actual practice of pharmacy. Its sessions have been largely attended by retail pharmacists who are especially interested in the professional practice of pharmacy, by hospital pharmacists who devote their time almost solely to professional practice and by members of the faculties of colleges of pharmacy. The programs of this Section have always

* Section on Practical Pharmacy and Dispensing, A. Ph. A., St. Louis meeting, 1927.

¹ 80 Beekman Street, New York, N. Y.