

Whether it is the only factor, or even the main factor we do not know. We cannot fairly compare the emulsifying powers of different salts by use of dissimilar strengths of solution, yet if we are to judge of the value of surface tension in making emulsions of this type we cannot use salts in corresponding strengths.

The question has two aspects. The theoretical one, which is interesting from the purely scientific standpoint, and which would, if solved, lead to a better understanding of emulsions in general. Then there is a practical aspect. Borax, being alkaline and also forming insoluble salts with metallic elements, prevents the use of Cold Cream as a general base for medicinal application. Acids or acid salts will quickly destroy the creamy quality, and salts will, less quickly, act similarly, as well as form insoluble borates. Borax greatly restricts the use of Cold Cream as a vehicle.

This present paper is offered, not as a practical paper or as a solution of the question, but in the hope that some one will become interested in the question and solve it.

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WHAT SHOULD A PRESCRIPTION MAN EXPECT FROM A PROFESSIONAL SERVICEMAN?*

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Throughout the length and breadth of this country, not only in the largest cities but in the smaller towns, day after day and week after week, there is a veritable army of men and women representing many different manufacturing pharmaceutical houses, and presenting to the physicians and dentists new products from their respective laboratories.

These professional service people have succeeded in performing for the medical and dental professions a very signal service, in that they not only bring to their attention the best efforts of research men, but place in their hands the best preparations that can be utilized for the good of mankind.

It is no simple task to convince the medical or the dental profession that the preparations which they are introducing have medicinal values or are superior in any way to those older products which the doctor has been prescribing all during his professional career.

After the professional service man has succeeded in convincing the doctor of the value of his new medicinal agents, it is of utmost importance that he place them in such a position that they can be readily obtained by both physicians and their patients, and at that point the prescription pharmacist supplies his greatest service.

It is my earnest desire that before any physician or dentist has had introduced to him a new product, that the professional service man will call upon one or more leading pharmacists of the community and explain to them just as he would to the medical man everything in reference to these products. It is well nigh im-

* Section on Commercial Interests, A. Ph. A., Baltimore meeting, 1930.

possible for the pharmacist of to-day to gather information of an authentic nature about the numerous preparations placed on the market, unless some one takes a direct interest in them and presents the full details to him. In very simple language, the desirable way to have a new product marketed, is to have the professional service man first call upon the retail pharmacist and explain to him that during the next few weeks it is his purpose to call upon physicians and dentists in his neighborhood and then explain all about the preparations he is endeavoring to sell.

The professional service man will find that the prescription man can supply him with information about the office hours of physicians and dentists in the neighborhood of his store, thereby saving him much time. Since there are a great many physicians who are doing special work, information could be obtained which would place the professional service man in a better position to talk to his prospect about some item of his line which would be of the most interest to the physician.

It is not necessary for the pharmacist to put in a large stock of the preparations about to be introduced, but it is highly essential that he have them available when the prescriptions arrive. When a person comes to your store with a prescription for some unusual item, and you recognize immediately what it is and can give him the price of the prescription, and have him wait (if he cares to) you can rest assured that you have made an impression upon him that will be lasting, and you have created in his mind that which every real pharmacist endeavors to obtain, namely, the confidence of the public in his pharmaceutical proficiency.

On the other hand it is a very difficult thing to say just how much of the new preparations one should put in stock, because it is always very difficult to anticipate a demand for any new product. If the professional service man is introducing an entirely new line embracing more than two or three items, it presents a still different problem. If there is an agent or distributing depot in or near your city where you may obtain these items quickly, it is best to place in stock not more than a quarter dozen of each item, and then only with the understanding that they may be returned if the professional service man cannot create a demand for them within a reasonable time.

After the physician or dentist has been given information about a new product, it might be well for the professional service man to mention the names of the stores that have already stocked his product, and tell the doctor that he will have no difficulty in getting it immediately if he so desires.

Another suggestion which might be well heeded, is that the leading wholesale house or houses of the city be stocked with the products so that they may be obtained, not only by a few pharmacists, but by all those who in time will receive prescriptions for the new preparations. This also applies to the introduction of a full line of items numbering more than five or six.

During the past few years the writer has had the misfortune to have had presented to him prescriptions for a number of items about which little or nothing was known, because of the failure of the professional service man to call at his establishment and explain the dosage, action, name and price of the various preparations which have been introduced to the medical profession.

In conclusion all that a prescription man could and should expect from a professional service man is intelligent coöperation.