

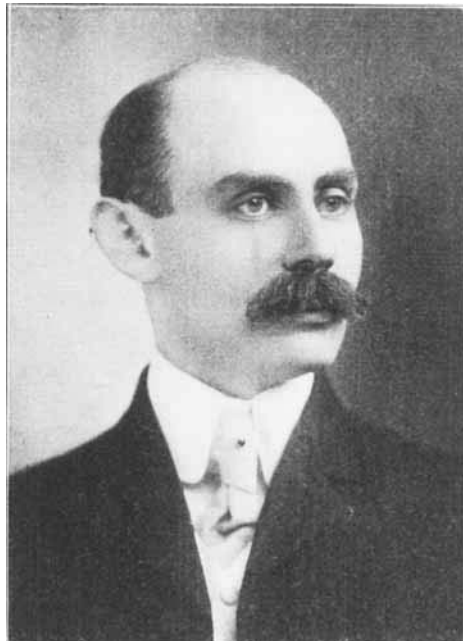
Section on Practical Pharmacy and Dispensing

Papers Presented at the Sixty-First Annual Convention

THE CHAIRMAN'S ADDRESS.

J. LEON LASCOFF, NEW YORK.

Allow me at the outset to thank you for the honor bestowed upon me in electing me chairman of this Section at the Denver meeting, although circumstances beyond my control prevented my attendance at that meeting. More especially do I appreciate this honor, since I served but a short term in the capacity of an associate, and I feel as proud as the school boy who has skipped a class.



J. LEON LASCOFF, New York City,
Chairman Section on Practical Pharmacy
and Dispensing, 1912-1913.

However, when I accepted the honor, I did not realize the enormity of the work on hand, the extreme responsibilities and the strenuous labor required to bring to a successful issue such an important event as the one we are now enjoying.

My earnest requests for papers have been generously responded to, and I cannot properly express my appreciation for the efforts of these worthy members who have contributed so liberally to the success of this occasion.

In past years, the chairmen of this Section have outlined to you the past history and prevailing conditions, and have set forth many suggestions for the future welfare of practical pharmacy. I will not attempt to appear to you in the light of a historian nor assume the role of a prophet, for who knows what destiny has in store for us? But I may add that in the last two decades close observation teaches me that American pharmacy is not going backward; but that on the contrary, it has made rapid strides in the opposite direction. My associate, Mr. Osseward, in reply to the question, "Is American pharmacy going backward?" answered that American pharmacy is not going backward in pharmacies, but in drug stores, and said, "Let us have more pharmacies and fewer drug stores."

During the life of the retail pharmacist, conducting his store for the purpose of making his livelihood, many interesting conditions present themselves from time to time, which awaken in him the desire to assist in the reform of what seems to him to be flaws in his profession. If he has the interest of his calling at heart, he makes note of the so-called errors, profits by them, writes them down and presents them to his fellow pharmacists at the meetings of the local association, or at a general conference like this, where all may share in the benefits of his experiences. For that reason do we meet annually from all parts of the United States to listen to the papers presented, enter into general discussions, and so sum up our ideas regarding the changes that must necessarily take place as civilization progresses. This is the purpose for which this Section on Practical Pharmacy and Dispensing was organized, and we are now celebrating its fifteenth anniversary.

Licensed Pharmacists Owners of Stores. There is no doubt in the mind of every one present the belief that certain radical changes must be effected if the future standard of pharmacy in general shall not be jeopardized. Especially is this true in the large cities, where we have five types of drug store owners:

1. Legitimate licensed pharmacists.
2. Corporation stores.
3. Undergraduate students of pharmacy.
4. Ordinary laymen who invest their capital for money-making.
5. Large department stores.

I need not go into detail; my hearers know only too well what the developments of the last five years have meant to us in these particulars.

In this connection, I have my first suggestion to make as to the means of safeguarding pharmacy against the continuance of what bids fair to assume enormous, and I may say, hazardous proportions. The remedy, to my mind, seems very simple, namely, that by law in every state of the Union, the owner of a pharmacy or of a store where prescriptions are compounded and poisonous drugs sold, be required to *be a registered pharmacist*. In 1912, Dr. Geo. C. Diekman read a very interesting paper on the same subject. A resolution to the same effect was adopted by the New York State Pharmaceutical Association, at the meeting held at Catskill, N. Y., June 24, 1913. It read as follows:

"No one but a licensed pharmacist shall be the owner of a pharmacy."

In small towns or villages, the legislature should eliminate the groceries or general stores from handling poisonous or deleterious drugs and chemicals.

Weights and Measures. Unfortunately, many pharmacists today are not in possession of the most necessary paraphernalia for the conduct of a first-class prescription pharmacy. It is difficult to believe, but true that, while some stores present an elegant appearance, fine fixtures and a most elaborate fountain, it will be found upon examining their prescription departments, that they do not possess the most essential weights and measures. Instead of using an ounce troy weight in the compounding of a prescription, as called for, an ordinary avoirdupois ounce is used. When metric weights are required, they convert one system into the other.

I have called the attention of the New York State Board of Pharmacy to this condition, and a regulation has been adopted to meet the situation. This ruling compels every pharmacist to have at least one *accurate* balance scale and a certain number of accurate certified weights and measures. Before any pharmacy can be registered in New York State, the proprietor must fill out a blank and swear before a notary public that he is in possession of

One (1) base scale capable of weighing one grain or less.

One (1) set of metric weights from 50 mgm. to 20 gm. A set of graduated measures, two or more in number, capable of measuring from 10 minims to 16 fluidounces. A set of glass, graduated measures, from 5 cc. to 500 cc.

One (1) set of accurate troy weights, from one grain to two drachms.

Sanitation of Pharmacy. As it is necessary to have absolutely pure drugs and clean utensils in pharmacy, so it is just as essential to have sanitation in the prescription room. Healthy, pleasant surroundings work wonders in the way of producing perfect results. The prescription room, above everything else, should be kept strictly clean and sanitary, and should have good ventilation. No sleeping accommodations should be allowed in the prescription room.

Separating the Pharmacy from the Drug Store. In the May issue of the Journal of our Association, a Canadian druggist is quoted as making the following statement: "I do not cater to the prescription business. It does not pay at the prices we get and the time required to compound them. I can do more business and make more profit by keeping my clerks busy selling merchandise and my own-make goods."

I do not agree with this pharmacist. I find that prescriptions pay very well, if you take care in compounding them and gain the confidence of your patrons. If the druggist quoted does not care to bother with a prescription department, he should send his prescriptions to one who makes a specialty of this line of work, and thus be fair to his patrons and just to his profession.

In 1911, while I was chairman of the Committee on Professional Relations of our local branch, a joint meeting of the Medical Society of the County of New York, and the A. Ph. A. was held. Dr. Walter A. Bastedo presented a paper at that meeting in which it was suggested that pharmacies should be certified. Dr. Jacob Diner made a motion to that effect, which was unanimously carried, and it was then decided that there be a joint committee consisting of ten physicians from the Medical Society of the County of New York, and ten pharmacists from the New York Branch of the A. Ph. A., to consider this matter. Mr. Otto Raubenheimer, in his address as chairman of this Section, at the Richmond meeting, also took up this idea and discussed it in detail.

Henry P. Utech, in his address to the Section at the Denver meeting, last year, added his endorsement of the movement, and stated that "the pharmacists of the Metropolitan City deserve our hearty approval for taking the initiative in this direction."

The joint committee above referred to was appointed, but up to the present moment nothing has been accomplished.

To justify the certification of a pharmacy as sufficiently equipped, I suggest that it should be required to possess the following essentials:

1. The owner of the pharmacy shall be a licensed pharmacist.
2. The prescription department shall be separate from the store.
3. The sale of liquors shall be absolutely prohibited.
4. Proper ventilation and sanitation shall be strictly observed.

The minimum outfit of apparatus and utensils should consist of the following:

- 6 mortars and pestles (porcelain).
- 2 glass mortars with pestles.
- 3 porcelain evaporating dishes.
- 6 spatulas of different sizes (metal).
- 2 horn or 1 bone spatula.
- $\frac{1}{2}$ dozen glass rods.
- 1 infusion mug.
- 1 dozen assorted graduates (from 1 dr. up to 1 qt.).
- 1 dozen assorted graduates (from 50 cc. to 1000 cc.).
- 1 base scale (accurate) capable of weighing 1 gr. or less.
- Troy and Metric weights (complete) from 1 gr. up to 12 oz., from 10 milligrams to 1000 grams.
- 2 separate poison closets (A and B).
- 2 tablet moulds (trit. and hypod.).
- 2 Florentine flasks.
- 2 sieves.
- 1 copper water bath.
- 2 percolators, funnels of different sizes, supports, etc.
- 1 microscope
- 1 sterilizer
- 1 centrifuge
- 1 dozen test tubes.
- A special closet for the most important U. S. P. reagents.
- 1 burette.
- 1 outfit for urinalysis.
- 2 hydrometers.
- The U. S. P. and N. F. and other books of reference.

Just as a good mechanic cannot work without his necessary tools, so a pharmacist cannot do his work properly without this essential paraphernalia.

Owing to the fact that many errors are made by persons taking internally medicines intended for external use, all bottles containing dangerously poisonous substances should be dark colored, and preferably of a triangular shape, to distinguish them from the other bottles containing substances for internal use.

All present at this meeting will agree with me that any one who wants to conduct a pharmacy with an ideal prescription department, should be in possession of at least these most essential utensils.

The expense required for the proper equipment of a pharmacy for professional work is not to be considered when compared with the enormous outlay for an elaborate fountain, glass mirrors, beveled glass cigar counters, silent salesmen show cases, and other lines of fine fixtures.

I would suggest that a special certificate of the A. Ph. A., signed by its president and secretary, and endorsed by a committee of local branches, both

medical and pharmaceutical, be issued to such of its members as conduct properly equipped pharmacies, the certificate to be revokable when the pharmacist violates the pharmacy law or any of the rules of professional ethics.

I hope that the foregoing suggestions will appeal to the members present and also to those of our associates who are absent, for I believe that great things can be accomplished in the sphere of practical pharmacy if we will all put our shoulders to the wheel and help to effect the changes which have been suggested, and which will assuredly tend towards the uplift of our profession.

THE LANGUAGE OF ADVERTISING.

What is advertising? It simply consists in telling somebody about something you have for sale, with a view to getting his custom.

If you wished to tell an acquaintance about your good soda water, you would not approach him attired in a blue wig and walking on your hands. That method of approach would probably get his attention, all right, and it would probably also excite his apprehension. You would simply get hold of your friend and tell him in a few plain words about your good soda water. The points about it that appealed to you would probably be the points you would pick out with which to impress him.

You would not say: "Now this soda water of mine is the very finest beverage that the world ever knew. The nectar of ancient Olympus was slush beside it, and Cleopatra never tasted anything half so good in her life. My vanilla bean is imported at an enormous expense from Timbuctoo, and the Czar of Russia is unable to duplicate it."

No; that language would be flowery and extravagant. You probably would not use it to your friend. You would tell him instead, in your own words, that you were buying fine materials, manufacturing under sanitary conditions, and turning out a really good article of soda water. You would not tell him this in an indifferent manner. You would be earnest. And that is what a successful advertiser must always be. Now you cannot spend your life button-holing friends, nor can you button-hole strangers very well. Advertising does this for you. That is what advertising is for. It enables you to talk to a thousand men, ten thousand, an hundred thousand. You will find that the newspaper or magazine you use makes much of its circulation, that is, the number of people it enables you to talk to, and charges you accordingly.—*W. S. Adkins in National Druggist.*