

## ECONOMIC ADVANTAGES IN THE MANUFACTURE OF GALENICALS BY THE RETAIL PHARMACIST.\*

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ROBERT P. FISCHER, B. SC., PH. G., PH. C., PHAR. D.

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It seems rather strange that groups of pharmacists all over the country are at this time discussing whether or not they can profitably carry on their profession as it has been taught them; yet that is exactly where pharmacy stands today. Many a pharmacist is today debating whether he shall let the manufacturer take care of what was once his profession and devote himself entirely to merchandising, or whether to continue the rather one-sided struggle.

In the symposium on "The Cause of the Commercial Trend of Pharmacy," presented at the sixtieth annual convention of the American Pharmaceutical Association, one pharmacist ventured the opinion that the underlying cause of this state of affairs was the activity of the manufacturing pharmacist. He further stated that the aggressive and extensive manufacturers had progressed so far in the manufacture of remedies which the pharmacist had formerly compounded himself, that it left very little for the real scientific dispenser to accomplish. In looking over fifty prescriptions compounded on a certain day at one of the Denver stores, he had found that approximately half of them were already prepared. The prescription clerk in these cases used his pharmaceutical knowledge to scientifically pour the contents of one bottle into another and properly label the product and hand it over the counter.

I, for one, do not place much blame upon the manufacturers for conducting their business as they have conducted it. They have a legitimate place in the profession of pharmacy. They have a perfect right to be progressive; and that is exactly where they have outclassed the retail pharmacists of this country, whom I blame more than any other group of men for the present status of pharmacy in the United States.

The average retail pharmacist is a fairly intelligent and educated man. He has been properly instructed in the methods of practicing his profession, and is therefore fit to compound and prepare profitably, with but few exceptions, anything that the manufacturer can compound and prepare.

I admit that the retail pharmacist cannot standardize his preparations physiologically, and further, that the average retail pharmacist has neither the proper equipment nor the time, to properly assay drugs. This work, as well as any other which the pharmacist would conduct at a financial loss, belongs in the field of the manufacturer.

The only way in which the manufacturer encroaches upon the field of the retailer is by preparing and exploiting many of the preparations which really belong to the retail pharmacist alone. This, however, was not brought about in one day, it was not brought about by the superior intelligence or education of the manufacturer, nor was it brought about by the superiority of the manufacturer's preparations over those made by the retail pharmacist. It was brought about

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by the pharmacist's lapse into a state of inaction and the labors of the manufacturer during the sweet repose of the pharmacist.

On the whole, the manufacturer's methods have been fair. He has become the friend of the physician, and has usurped the position of the pharmacist in this respect. The question now is, can the pharmacist regain the friendship of the physician? My answer is that he can, and I base this answer upon the fact that many pharmacists have never lost this friendship, and many who have had a rude awakening are striving hard to regain it and are successful.

How can the pharmacist gain or regain the friendship of his medical brother? There is one way, and that is to prove that he is capable of taking care of the physician's wants. This implies, not only the necessity of being able to properly compound prescriptions and the preparations which enter them, but also the ability to keep pace with the newer materia medica. The pharmacist must use his education in making up new combinations of drugs, of good appearance and palatability. He should make it a point to read up the medical as well as the pharmaceutical journals, and anticipate the physician's wants in the line of newer remedies. It stands to reason that if the agent of the manufacturer can gain the ear of the medical profession and expound the virtues of his particular remedies, that the pharmacist can do the same and more, for he is able to speak intelligently of the method of preparation and administration of the remedies concerned.

Merle M. Burdick, of Chicago, in a paper entitled "Palatable Medication from the Manufacturer's Point of View," states that "In making standard pharmaceutical preparations in common use, he (the pharmacist) cannot equal the pharmaceutical manufacturer in economy of production or in the uniformity of product. The latter's automatic emulsifying machines permit of regulation of temperature and speed, resulting in qualities unattainable otherwise. His elastic capsule machine encloses the disagreeable oils and balsams. The automatic capsule-filling machine accurately fills many thousand a day—all of these things and many others, the manufacturer can make and furnish to the pharmacist at a cost so slightly above that of the material used, that the pharmacist loses valuable time and money not to employ them." With most of this I cannot agree. Where is there a physician who would not rather have a fresh emulsion of Cod Liver Oil put up for his patient by a retail pharmacist, than prescribe that of the manufacturer, which, though prepared accurately as described above, may stand on the shelves of the store for months or years before it is used. Of course, the physician will not think of this, nor will the manufacturer send him literature covering this point. It is up to the retail pharmacist to educate the physician along these lines, and to show the latter his own products. I need not give you figures in order to convince you that it costs much more to buy emulsions than to make them yourself. As far as the preparation of capsules, both elastic and hard, is concerned, what is the business of the pharmacist, if it is not putting up such prescriptions carefully and accurately, and how can he spend his time more profitably than at just this sort of work? Here again the physician would much rather prescribe his own formula to fit the specific case, were he sure that it would be put up just right, rather than to have the patient use the ready-made preparation, which might contain some ingredient that is undesirable.

Adam B. Heckerman, in a paper presented to the Pennsylvania Pharmaceutical Association and entitled "Should the Retail Pharmacist with a Small Volume of Business, Manufacture His Own Tinctures?" shows clearly that it is to the financial advantage of the retail pharmacist to prepare the majority of his tinctures. Mr. Heckerman gives the catalogue price per pound, and the cost of manufacture per pint of twenty-seven tinctures and finds that he gains from two to thirty cents in all but three cases, by manufacturing tinctures himself, the exceptions being Tr. Aloes and Myrrh, Tr. Asafetida and Tr. Iodine. However, the cost of container has not been added to the manufacturers' product and that should also be added to the gain column. Alcohol was purchased at the cost of \$0.39 per pint and the drugs used were standardized and tested, and purchased mostly in one-pound lots from jobbers. The time consumed in the manufacture was computed at \$0.55 per hour. Mr. Heckerman accounts for the apparent loss on Tr. of Asafetida by the advance in price of Asafetida since the manufacturers' price list of tinctures was published. Tr. of Iodine would have shown a gain had the Iodine been purchased in one-pound lots instead of in quarter-pound lots.

These figures, then, represent the economic advantages of manufacturing tinctures even in a small way and prove again that the competition between manufacturer and retailer is not as one-sided as some of us believe it to be.

F. W. Nitardy, in a paper read before the Section on Practical Pharmacy and Dispensing of the A. Ph. A. at Denver, gives a comprehensive list of preparations, including elixirs, liniments, mixtures, ointments, powders, solutions, spirits, syrups, tinctures, vinegars, wines and waters, which are made at his establishment at a cost less than that for which they can be purchased from manufacturing houses. In arriving at the cost of manufacture of his preparations, Mr. Nitardy adds to the cost of the materials used, the cost of time necessary to make the preparation figured at \$0.50 per hour, and a further 10 per cent of the total of these two items to cover "overhead charges." I have brought this list with me tonight and shall quote the cost of preparing one or two preparations of each class mentioned as compared with the price of the same preparation according to the manufacturers' catalogues.

	Cost of own make	Manuf. Cost	
		A	B
Elixir Aromatic, U. S. P., per gal.....	\$2.25	\$3.30	\$2.70
Elixir Digestive Comp., per gal.....	2.20	2.47*†	2.63
Liniment, Soap, U. S. P., per pint.....	.37	....	.56
Mixture, Glycyrrhiza Comp., U. S. P., per gal.....	1.05	....	2.25
Ointment, Iodine, U. S. P., per lb.....	.70	....	1.13
Ointment, Rose Water, U. S. P., per lb.....	.60	....	.94
Solution Iron and Ammonium Acetate, U. S. P., per pt..	.12	....	.56
Solution Potassium Arsenite, U. S. P., per gal.....	.50	....	1.60
Spirit Ammonia, Aromatic, U. S. P., per gal.....	2.60	....	3.90
Spirit Nitrous Ether, U. S. P., per gal.....	3.50	....	5.00
Syrup Tolu, U. S. P., per gal.....	1.00	2.34	2.25
Syrup Yerba Santa, Arom., N. F., per gal.....	1.65	3.40	3.55
Tincture Opium, U. S. P., per pint.....	1.25	2.06	3.00
Tincture Vanilla, U. S. P., per pint.....	.88	1.38	1.35
Vinegar, Opium, per pint.....	.95	....	2.03
Water, Cinnamon, U. S. P., per gal.....	.40	....	2.06
Wine, Antimony, U. S. P., per pint.....	.18	.44	.49

\*Not claimed to be official.

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The manufacture of fluidextracts has long ago been relegated to the manufacturer and as he has better facilities for recovering the alcohol used in their preparation, he can probably prepare and sell them at a price which would be lower than the cost of manufacture by the pharmacist. But here again some manufacturers have taken advantage of the average pharmacist's dislike for the practice of his profession. We see many fluidextract bottles with labels upon their back bearing printed formulas for the preparation of the tincture, the infusion or decoction, and sometimes the syrup of the drug in question. Owing to this circumstance the fluidextract bottle has replaced the Pharmacopœia in a good many stores. How an educated pharmacist can conscientiously prepare an infusion from the fluidextract of a drug which may have been extracted with strong alcohol is more than I can explain; it can hardly be lack of knowledge, so it must be mostly laziness.

Just as soon as the pharmacists as a whole will realize that in order to make the professional side of their calling pay, they must practice "real" pharmacy and let the physician know that they are practicing "real" pharmacy, just so soon will pharmacy come into its own.

I have tried to show in this paper that "real" pharmacy can be practiced to commercial advantage, and have given you proof of this fact by submitting the statistics made by men who are actually engaged in the practice of pharmacy. Furthermore, I have tried to point out how our preparations made in the store can be disposed of to commercial advantage, and if this paper will help in a small way to bring the pharmacists generally to the realization that ethical pharmacy can be put upon an economic basis it will have fulfilled its mission.

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#### PACKAGING AND EXPLOITING COSMETIC PREPARATIONS BY THE RETAIL DRUGGIST.\*

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MELMOTH M. OSBORNE, PH. G.

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This subject could not be exhaustively treated in a paper forming, as this does, only a part of an evening's work—it requires an evening alone, and so I can treat it only as to the general principles involved. Any one committed to them, however, will be apt to find the way out of any difficulties of detail.

The preparation of cosmetics for the purchaser, following their manufacture, should unquestionably show care for their appearance, wording of label and convenience for use. Assuming that the article itself is attractively prepared and is agreeable to use, it will have poor opportunity for success—or at least its climb up to that desirable point will be over more rugged ground—if it is not attractive in appearance.

And if it is attractive and desirable because of its virtue, it may never be sold a second time to the same customer if not put up conveniently.

Not infrequently an article will sell to one entirely unfamiliar with its virtues,

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\*Read before Philadelphia Branch A. Ph. A.