

It is necessary that pharmacists be well informed about the medicaments dentists use in their practice. Valuable information of this kind may be obtained in a good medical or pharmaceutical library. Many of the more recent remedies used successfully by some dentists may be obtained from the *Journal of the American Dental Association*. In this journal will be found a monthly report issued by the Council on Dental Therapeutics, concerning the analysis of preparations upon which they have or have not given their stamp of approval. When an article is rejected you will find printed there the reason or reasons why it is not acceptable to the Council.

To those who do not know where to find a library containing dental publications and the *Journal of the American Dental Association*, make a visit to the College of Pharmacy in your state and consult their library. The city public library or the libraries of State Pharmaceutical and Medical Associations will contain interesting literature on this subject.

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#### A DIRECT METHOD FOR STUDYING THE EFFICIENCY OF "ENTERIC" TABLETS.\*

BY E. LOZINSKI AND G. R. DIVER.

There is often uncertainty as to the fate of enteric tablets after ingestion. This uncertainty is of some concern to those who desire to secure passage of the tablet, unchanged, through the stomach and assurance that after the tablet has passed into the intestinal tract, solution of the coating with liberation and absorption of the medicament takes place.

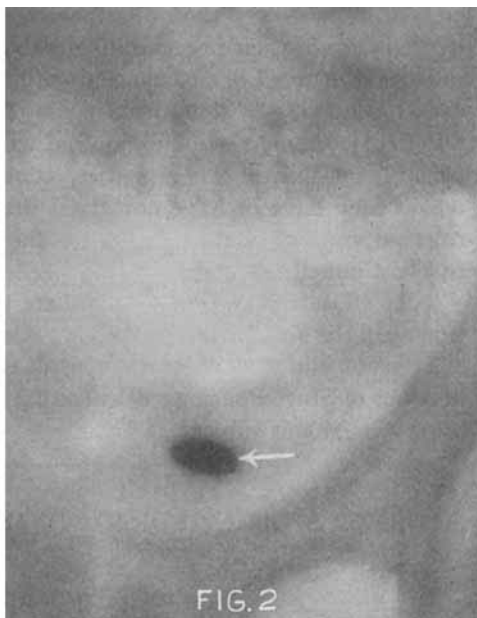
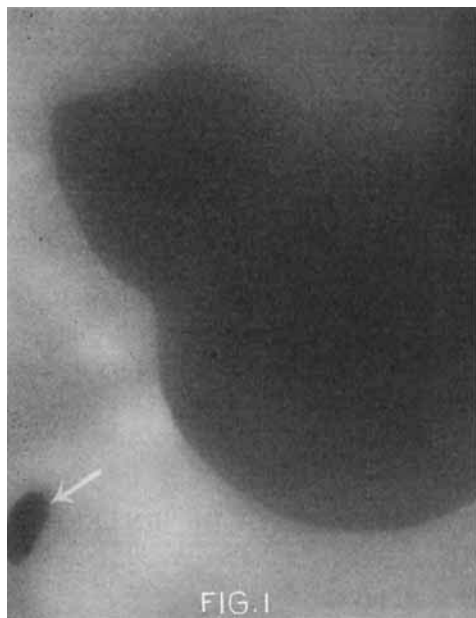
"In Vitro" experiments where the tablets remain intact in an artificial gastric juice and dissolve in a weakly alkaline solution, while serving as a useful guide, give no absolute assurance that the results are duplicated in the gastro-intestinal tract. The method to be described gives absolute information concerning the fate of enteric tablets and when correlated with "In Vitro" experiments may serve as a guide as to type and method of coating which is most suitable.

The method, although not strictly a laboratory procedure, may be carried out wherever a fluoroscope is available.

The procedure is as follows: One batch of tablets, each containing 0.3 Gm. of barium sulphate and another batch, each containing 0.3 Gm. of sodium salicylate, are coated, using exactly the same technique in each case. A subject, whose urine has been tested and shown to be free from substances giving a purple color with ferric chloride T.S., swallows one of each of the tablets. He is placed under a fluoroscope and the barium sulphate tablet is readily visualized. In from one to two hours, when it is judged that the barium tablet has left the stomach, a barium meal is given. The stomach is now visualized and the barium tablet may now conclusively be shown to have left the stomach and to be lying in the intestines. If the tablet is intact the evidence is conclusive that the coating has been efficient in protecting the medicament in its passage through the stomach. The urine is meanwhile tested every thirty minutes for the presence of salicylates. The test should be negative for at least half an hour after the barium tablet has

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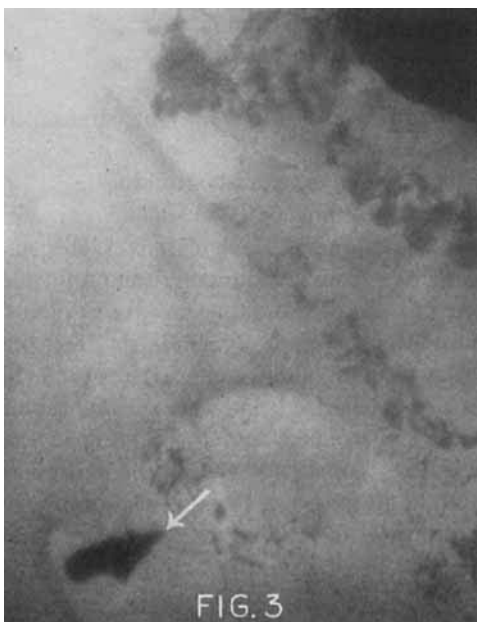
\* Section on Practical Pharmacy and Dispensing, A. Ph. A., Toronto meeting.



been shown to be outside the stomach and certainly positive after four or five hours, indicating that solution has occurred in the intestine and that the sodium salicylate is being absorbed. The following are illustrative of the results obtained:

Tablets of barium sulphate and sodium salicylate were prepared as described above. One of each of the tablets was swallowed and the subject studied under the fluoroscope. When it was judged that the tablet had left the stomach, about

one to one and a half hours, a barium meal was given and the stomach visualized. The barium tablet was seen to be lying in the intestine and intact (Plate I). One hour later the tablet was still to be seen lying in the intestine and still intact (Plate II). The urine was meanwhile repeatedly tested for salicylates and found to be negative even after forty-eight hours, indicating that the tablet had escaped solution and had presumably passed out in the stool. This experiment therefore provided evidence that these enteric tablets were unsuitable, since they not only escaped solution in the stomach but also in the intestine.



A second similarly conducted experiment was carried out with tablets differently coated. In Plate III,

taken one and a half hours after the tablet had been swallowed, the barium tablet is seen in the intestine and showing evidence of disintegration. The urine, five hours after the tablets were swallowed, gave a very strong reaction for salicylates. This experiment indicated that these were suitable enteric tablets, since passage intact through the stomach was demonstrated and solution of the tablet in the intestinal tract proved.

#### SUMMARY.

A method is described for following the fate of enteric tablets after ingestion which gives positive evidence:

1. As to the passage of the tablet through the stomach.
2. As to solution of the tablet in the intestinal tract.

FROM THE LABORATORIES OF CHARLES E. FROSST & Co.,  
MONTREAL, CANADA.

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#### MERCHANDIZING THE PRESCRIPTION DEPARTMENT.\*

BY GEORGE A. BENDER.<sup>1</sup>

Replying to a question about his aversion to prescription writing, a dispensing physician recently said: "I can't remember all they have down at the drug store. Here, I can look up on the shelf and see what I have."

Lame as this excuse may have been, there is even less excuse for the pharmacist, whose drug store was under discussion, permitting such a condition to exist. He complained bitterly that the physician persisted in dispensing. They played golf together, but they competed instead of collaborating in business. This was but one of the indications that this pharmacist did not properly merchandize his prescription department.

It is realized that the word "merchandizing," as it is used in this article, may have the same effect upon some pharmacists that a red flag has upon a gentleman cow. Although the earth may be pawed when "merchandizing" is discussed in connection with the prescription department, these same pharmacists like the word when applied to other departments of their stores.

In order that there may be a clear understanding of its usage, let us analyze the word, "merchandizing." What does it mean? Apply it to any commodity. It does not mean price, system, selling. In fact, it is that something in between buying and selling. Selling is only the act of wrapping up a package and making the change. But the process of making the commodity known, creating an interest, swelling that interest to desire and demand through display, advertising by word of mouth or other ways constitutes the function of merchandizing. Merchandizing, then, is the act of making the consumer conscious of what you have, aware that he wants what you have, and wants it badly enough to come to you and spend money to satisfy his desires or needs.

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\* Section on Commercial Interests, A. PH. A., Toronto meeting, 1932.

<sup>1</sup> Editor, the *Northwestern Druggist*.