

THE SUCCESSFUL APPLICATION OF U. S. P. AND N. F. PUBLICITY IN A RETAIL PHARMACY.*

BY LAWRENCE S. WILLIAMS.¹

In opening his presentation the author expressed his regret that he did not promote professional pharmacy earlier. He spoke of a number of clippings from various publications, among them one by Samuel C. Davis, read before Tennessee Pharmaceutical Association, on the value and importance of manufacturing U. S. P. and N. F. preparations by retail pharmacists in the saving of costs and establishing professional relations with the doctors. Another paper, by C. O. Bigelow, was referred to; the latter had presented fifty copies of the Pharmacopœia to physicians and of these forty-nine thanked the donor, one inquired relative to the purpose of the Pharmacopœia. Another paper was by H. A. B. Dunning on the glycerophosphate preparations; all of these were referred to by the author as they awakened in him the desire to practice pharmacy more extensively and establish a prescription practice. It was this effort which enabled him to carry on.

Mr. Williams referred to the publicity of Maryland pharmacists among physicians and stated that this was producing results. He presented for consideration and thought that pharmacists should attend hospital conferences, get acquainted with the interns and medical staff; attend meetings of medical societies, pharmaceutical meetings; displays should be made at meetings and coöperative efforts should be promoted.

The author discussed the publicity developed by him; letters addressed to physicians were addressed by pen, not by rubber stamp. Among the preparations with which physicians were detailed included, "Infusion of Digitalis," "Basham's Mixture," "Stokes' Expectorant," etc. Prior to the opening of the schools, he prepared a special letter on "Vaccine Virus" and while many obtained this from the Health Department, he sold well over two hundred packages each year.

The substance of a letter addressed to doctors by Mr. Williams on "Service" is included:

"DEAR DOCTOR:

"In solicitation of your patronage, I submit a service, planned to meet the requirements of modern pharmacy in its relations with the medical profession;

"A service which does not usurp the prerogatives of the physician;

"A service which combines adequate equipment and efficient management, designed to carry out your directions;

"A service which furnishes the highest quality of prescription chemicals;

"A service which regards your patient as a sacred trust;

"A service which insures prompt delivery of your orders;

"A service at reasonable prices, which, upon your recommendation, will be adjusted to meet special circumstances of your patient;

"A service which invites your inspection."

A card, with address and phone number, addressed to prospective patrons of the section of Baltimore in which the pharmacy is located follows:

* Section on Practical Pharmacy and Dispensing, A. Ph. A., Washington meeting, 1935. Abstracted.

¹ Deceased.

“THE PHARMACIST’S CREED.”

“I have given years of my life to study and training.

“I fill your needs day and night, at times without profit—at times without pay.

“I offer many courtesies and helps not known of except in pharmacies.

“I am accurate, conscientious and capable in compounding your prescriptions.

“I aid your physician in every way possible.

“I endeavor to earn the trust that you and your physician place in me.

“I am,

(Signed) Your Pharmacist,
L. S. WILLIAMS.”

The author explained other means of publicity adopted and used by him and, in closing, stressed the importance of coöperation.

Some of the show globes, jars, balances and mortars donated by our late fellow-member are shown on page 947 in the September JOURNAL, A. PH. A., 1934. The Williams Pharmacy is shown elsewhere in this issue of the JOURNAL.



Mortars and Pestles, and Drug Jars Purchased by J. Leon Lascoff from the Wanamaker Collection.

Mortars and Pestles.—1, bronze, 18th century, north of England; 2-4, bronze, French, 18th-19th century; 5, Spanish, 16th century; 6, bronze, 4 rigid projections, 17th-18th century; 7, bronze, bossed with female mascarons, 17th-18th century; 8, plain bronze, 17th-18th century; 9, bronze, Spanish, 16th century.

Jars.—1, 2, Paris, decorated porcelain, about 1800; 3, 4, Italian Majolica, spouted, 17th-18th century; 5, 6, 7, 8, Urbino, 18th century; 9, Pesaro Pharmacy bottle, globular, Tankard, George I, silver, with inscription, Petley Ley, London, 1719.—Descriptions given above are incomplete, but sufficient with the illustrations to show the importance of this valuable purchase now in the Pharmacy of our fellow-member.