

6. Solutions of germicides, especially in the presence of colloids are not rendered more destructive to the skin by even a considerable lowering of their p_H .

7. Neutral salts added to germicides of lowered p_H show an appreciable activating influence on the germicidal effect.

At the conclusion of this paper I want to mention that this is a preliminary report only. Much more experimentation has been done on this subject than could be recorded and other experiments are under way. A more complete report will be presented at another occasion.

READING THE PROFESSIONAL PHARMACIST SHOULD DO.*

BY J. K. ATTWOOD.¹

The title of this paper is, in a sense, incorrect. It should be "Reading the Professional Pharmacist Must Do If He Is to Maintain His Position as a Professional Pharmacist." With the rapid separation of professional Pharmacy from commercial Pharmacy there is developing keener competition among the professional pharmacists not on a price basis but on the basis of the ability to furnish intelligent pharmaceutical information and service to the physician and customer.

There have been works written on the art of thinking, and the importance of living, and there is certainly an art in reading drug journals. I have been attempting to acquire the art for the past quarter of a century and am still trying. Most of you present, who are in the retail drug business, are professional pharmacists and we are all more or less faced with the same problem—trying to get as much information as possible from our reading. The *Reader's Digest* has saved us many hours in our lay reading. I do wish that there were available a Pharmacist's Digest of current pharmaceutical journals, not that I mind reading a lengthy article describing a new drug which goes into all the details of its development and various experiments to determine its biological value, but because what we all want and need is the greatest amount of information in the fewest words and the final results of all the experiments, just facts. We do not read drug journals for the beauty of composition.

Most of us take about the same number of journals. I take more than half a dozen regular drug journals, two medical journals, the medical digest, one toilet goods and one trade journal. If one would attempt to read these in their entirety there would be no time left for any outside reading. The method I have used with some success is as follows: I take the journals home and peruse them, then I read the articles on new products and new procedures in compounding and some articles on salesmanship, and other articles of particular interest to me and my business. Occasionally I read an article about the methods used in foreign countries, which is really of no particular value for application but which is very interesting. Those that I feel that my prescription men should read I indicate by page number and initials of the persons to whom it will be of interest. The articles on toiletries I mark with page number and initials of girls in the Toilet Goods Department. Articles on collections I mark with the initials of the office manager. These two

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¹ Jacksonville, Fla.

I rarely read. In medical journals I only read the articles on the use and the results of the new drugs and preparations, and the section, Council on Pharmacy and Chemistry in the *American Medical Association Journal*, except the articles by the physicians that I know personally, and those I always read and discuss with the writers.

In the State journals there is usually at least one article by a local man whom each of you in your locality will know. We are not expected to be familiar with the symptoms for diagnosing or the treatment of diseases, as that is beyond our field. We should read articles in all popular lay magazines pertaining to our profession, and that of medicine as well, such as articles under the caption, "Medicine" in *Time* and such articles as "Diagnosing the Doctors" which recently appeared in the *American Magazine* and were reprinted in *Reader's Digest*, pertaining to "Socialized Medicine;" and the very interesting article on the "Survey of the Cost of Medical Care" which was published in *Harper's Magazine* and very widely read by laymen as well as by the members of the medical profession, and which caused a tremendous amount of discussion. We must be sufficiently informed upon such controversial subjects. With the division in the medical ranks we must be able to see both sides of the question and be able to discuss this with some degree of understanding when the subject is presented.

FAIR PRICING OF PRESCRIPTIONS.*

BY EDWARD S. ROSE.¹

The primary reason for a state to license a registered pharmacist is his or her ability to properly fill the prescriptions of a licensed physician, dentist or veterinarian. Other requirements such as knowledge and ability to properly prepare or dispense official preparations and poisons would seem secondary to the filling of prescriptions, though of decided import to the patient as a matter of public health.

The training in a college of pharmacy may properly prepare one for the filling of a prescription but may not satisfy his mind as to the proper or fair price to ask for a prescription.

There are three essentials for conducting a successful prescription department, namely: *first*, an ethical and honorable means of attracting prescriptions to the pharmacy; *second*, the proper filling and packaging of the prescription; and *third*, a price for the prescription that is fair to the patient, the physician and the pharmacist. The writer wishes to confine his comments to the third essential.

Three charges should enter into the fair pricing of a prescription and when properly accounted for there does not seem to be any ethical or well-founded reason for additional charges. These charges are for materials, professional service and share of general store overhead, and if fairly arrived at can be justifiably defended before the customer, physician and the conscience of the dispensing pharmacist.

Many pharmacists are timid about pricing prescriptions; they are inclined to underestimate their professional standing and their responsibility to the public

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¹ Dispensing pharmacist, Iowa City, Iowa.