

SUMMARY.

1. Linimentum Terebinthinæ Aceticum modified by replacing egg with gelatin was compared with the official product.
2. All emulsions prepared exhibited a very uniform dispersed phase probably due to the method of preparation.
3. The relative viscosity of the N. F. VI formula increases with age whereas the other emulsions decrease in relative viscosity with age.
4. The decrease in relative viscosity of the gelatin emulsions apparently does not alter their stability.

REFERENCES.

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- (2) Latham, *YEAR BOOK A. PH. A.*, 3, 67 (1914).
- (3) Tice, L. F., *JOUR. A. PH. A.*, 24, 1062 (1935).
- (4) Serrallach, *Ind. Eng. Chem.*, 25, 816 (1933).

STORE ARRANGEMENT.*

BY RALPH W. CLARK.¹

To-day, drug store layout and planning are receiving considerable attention. The reason for this is that modern merchandising methods have shown the need of making better use of available space. Although modernization programs have been recommended for all departments in the drug store, we shall limit our discussion to the prescription department which can be improved to make it stand out so that it will tell the story of the service the pharmacist is prepared to give. It has been found that, generally speaking, an average drug store can increase its prescription business by modernization of the prescription department. Granted that it pays to display merchandise, we can say that displaying the prescription department will also help sell the services of the pharmacist to the public and the public health professions.

We know that the prescription department is an exclusive feature of the drug store. The prescription department gives pharmacists a special franchise and puts a great responsibility on them in the service they give in connection with any public health program. To modernize the prescription department not only causes increased sales in it but also adds to the sales as well as the appearance of the rest of the store. To modernize the prescription department places the pharmacist in a better position to perform his duties and to accept his responsibility to the community he serves.

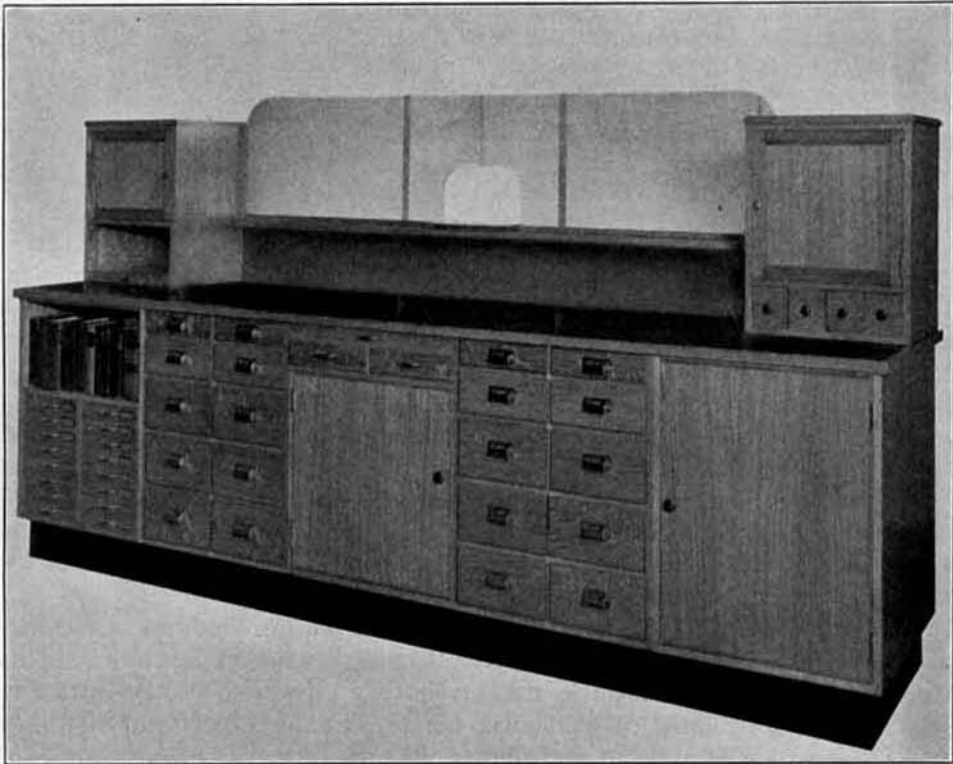
Adequate space for a prescription department must be provided in the layout of a pharmacy. For the professional pharmacy this department is the store itself. I say "store" advisedly because even the professional pharmacy has somewhat of a commercial setting in that it not only renders service but it is also engaged in buying and selling merchandise. A retail store of any kind is a selling arrangement and the object of store and prescription department planning and design is to get

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the most out of the available space not only in sales and net profits, but also in satisfactory appearance and service.

The ideal prescription department provides for all of the activities carried on in it in the professional portion of the pharmacists' duties. The majority of pharmacists prefer a semi-open prescription department although the completely open or completely closed laboratory best serves the needs of some pharmacies. The semi-open prescription department may be varied to suit individual needs and tastes but it allows the customer to see something of what is done by the pharmacist. The public and the medical, dental and nursing professions may be favorably impressed by the quality of the ingredients used in compounding



Desk for semi-open Prescription Department.

prescriptions by the labels and containers displayed for their attention. They see the pharmacist busy compounding a prescription and he, in turn, has a view of the whole store as he works. Old fixtures which completely closed the view into the prescription department can be replaced by new or remodeled fixtures which change the customary unimpressive private back room where prescriptions are filled in many drug stores into partly visible and inviting modern prescription departments. The pharmacist is less likely to be careless in keeping a partially open prescription department clean and it is not quite such a temptation to use it as a receiving room as well as for various other uses not of a professional nature.

A photograph of a desk suitable for a semi-open prescription department is shown above. This desk can be built by a local cabinet maker for from \$200.00

up, depending on the wood and finish used. If constructed of oak, the ten-foot desk, as shown here, will cost between \$300.00 and \$400.00. The length may easily be changed to fit the requirements for various drug stores. The cost can be reduced by eliminating some of the features of the desk shown and described above. The front of the desk may be constructed so that it is available for displaying professional merchandise. Often old fixtures may be remodeled to give a similar effect at very little cost. A prescription department can be greatly improved at a surprisingly low financial outlay if it is partially opened up, cleaned up, painted and well lighted.

This desk for the semi-open prescription department is compact, very serviceable, and contains a compartment for a library, a series of shallow drawers for filing literature, a convenient space for a typewriter and two compartments for the storage of small items, such as poisons and narcotics. A bottle rack and storage space is built in the center compartment, and capsule drawers are shown in the section opposite the typewriter.

If this desk is used as shown, the prescription department is nearly completely visible to the customer. What the customer is allowed to see may be changed by various plans of the prescription department back of the desk or by placing a wrapping and service counter in front of it. Then too, the glass may be frosted part way up or the shelf may be raised above the height shown, which is fifty inches.

Some pharmacists prefer to feature official products while others feature the labels of reputable manufacturers. A combination of the two methods of displaying prescription department stock can be used to good advantage.

In conclusion it may be said that the semi-open prescription department serves to attract attention to the mysteries of Pharmacy, provides a means to properly display pharmaceuticals and chemicals, helps the pharmacist keep this important department clean, affords him the advantage of a good place to compound prescriptions, as well as to cause those entering the drug store to leave with a better impression of it. Many pharmacists are improving their prescription department in this manner. The modernization of the prescription department, however, is only one of many factors involved in the development of a prescription department. Other important requirements are a well trained personnel, a personnel made up of pharmacists who read widely and keep up on what is new; contact with the medical group by letter and in person; correct advertising; and, above all else, a program, to be followed in increasing the prescription business.

INTER SOCIETY COLOR COUNCIL.

The annual meeting of this Council, of which the AMERICAN PHARMACEUTICAL ASSOCIATION is a member, will be held at 440 Lexington Ave., New York City, February 23rd, 1939. The Council meets jointly with the Optical Society of America and the American Physical Society. The Technical Association of the Pulp and Paper Industry will also be in session at this time. The A. Ph. A. will be officially represented and members are invited to attend.

Committee reports will be made at the morning session and of special interest will be that of Dr. Deane B. Judd of the Bureau of Standards who is in charge of the Color Names Project. Color tolerances will be considered at the afternoon session and will be supplemented by an exhibit. There will be popular talks on Color in Medicine, Paper, Textiles, Lighting, Psychology and Fashion, at the evening session.