

2. Experiments were conducted in an attempt to confirm the results previously reported and to determine the optimum concentration of hydrochloric acid in a menstruum for tincture of cantharidin.

3. The optimum concentration of hydrochloric acid was found to be approximately 1% of the absolute acid.

4. Certain objectionable features of tinctures in which hydrochloric acid had been used led to further investigation.

5. A menstruum of lactic acid and alcohol was found to be fully as efficient as one of hydrochloric acid and alcohol and the tinctures so prepared were not objectionable in odor or appearance.

6. The optimum concentration of lactic acid was found to be approximately 3% of the absolute acid.

7. A modified process of percolation was found to be superior to the process of maceration in extracting cantharides.

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THE VALUE OF VARIOUS PROMOTIONAL METHODS FOR PRESCRIPTION PHARMACIES.*

BY M. A. CHEBAK.¹

In a discussion of promotional methods for prescription pharmacies, it is first necessary to reminisce and visualize the tremendous change that has taken place in Pharmacy as a whole within the last twenty years. Considering that Pharmacy is one of the oldest professions, it is only within the last few years that the pharmacist has made any concerted effort to prove his service in the interest of public health to the public. The layman is aware of the division of professional pharmacy and commercial pharmacy, but it seems that the pharmacist has been a little lax in his professional promotional efforts.

I am sure if we, as professional pharmacists, will take the physician's viewpoint as to what he considers ethical promotional methods, the problem will not seem so difficult. In directing our promotional work the physician's viewpoint has always been uppermost in our minds.

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It is granted that the professional pharmacy first must look the part. Both the exterior as well as the interior of the store must have a professional atmosphere and made to appear like a scientific chemist shop, such as is found in England.

One of our stores is located above the ground floor close to the offices of physicians and we have called this shop a LABORATORY rather than a pharmacy. Our street store uses a large neon sign with the caption "PRESCRIPTION CHEMISTS," which identifies our store as a professional pharmacy. After four years of required college training, the druggist is more in name and training than a pharmacist. He is a pharmaceutical chemist and so we have carried this thought to the patient.

We believe there are at least three requisites for the interior for professional atmosphere, namely: *first*, that there be an inviting reception room with comfortable seating facilities, or at least a comfortable seating arrangement for the patient while waiting for the prescription; *second*, that an attractive, well-planned, open-view prescription laboratory work-table be in plain view and possess considerable professional dignity; *third*, a complete pharmaceutical library and conference room, if space is available.

The pharmacist who maintains a professional pharmacy must be a student at all times, because of the large number of new medicinals and chemicals that are being offered every day. It is difficult to appreciate how pharmacists can properly conduct a professional institution without at least a technical library at his command which should include medical journals as well as pharmaceutical literature. It should be unnecessary to mention that complete equipment including analytical balance, automatic water still, clean glassware, capsule-filling machine, clean mortars, pestles and show globes, all tend to promote professional atmosphere.

Now that we have shown the physician that we have a pharmaceutical laboratory such as he would like us to maintain, what professional service are we going to render him and promote this service? Twenty years ago we thought that a complete prescription and chemical laboratory service was about all that was necessary. To-day we aim to be responsible for every type of service which the modern physician needs. This, of course, covers a great deal of territory but here are a few of the things we supply daily to our physicians:

A complete prescription service is maintained by five college graduates including pharmacists, clinical pathologist and pharmaceutical chemists, and a complete laboratory service which includes all types of blood examination, urinalysis, serology work, bacteriological examinations such as typing of blood and pneumonia groups and the manufacture of autogenous vaccines. Complete gas anesthesia service is maintained such as supplying ethylene, nitrous oxide, cyclopropane, resuscitation gas and oxygen therapy for heart and pneumonia cases. We maintain a complete service in surgical appliances such as elastic stockings, braces, trusses, post-operative garments and supports—a service which the physicians do appreciate. A complete biological service is maintained supplying physicians anti-toxins, serums, liver extracts, typing serums and diagnostic biological reagents such as blood typing sera, tuberculins and other antigens. Surgical dressings, gauze, zinc oxide tape, cotton, plaster splints and all types of metal splints are available to the physician and constitute a large part of the physician's daily needs.

Delivery service is available day and night and sometimes is most important of all. The patient that is hospitalized or confined at home appreciates this personal service. And this we stress to the physician as part of our daily duty to him and his patient.

We maintain a complete equipment service for the physician that is starting practice, and although we don't have a large stock, we are able to supply the physician with instruments of all descriptions—sterilizers, laboratory apparatus such as microscopes, colorimeters and reagents—in other words we have told our physicians that we can supply their needs in any type of service that they may be confronted with no matter what may be required. This complete service to the physician is the most valuable promotional effort of the professional pharmacist.

Now that we have a truly professional pharmacy and a complete service to the physician, what methods are to be used in our promotional efforts? Obviously, the form letter is one of the primary features. Postal cards describing new products keep the physician mindful of our prescription department. Promotional letters, both to the laity as well as to the physician must be a part of your continuous effort as this is one of the most efficient ways of bringing new products to his mind and is a reminder of your desire to serve.

Direct promotional sales or detailing must be considered as one of the most successful methods. One of our eleven employees is almost always in contact with some physician concerning one of the many services we offer. A personal call is often made regarding a clinical diagnosis and a discussion often follows as to the patient's medical needs. Some special instrument is often required and we visit the physician showing him our list of instruments or, if certain specifications or manufacture are desired, we supply his needs. In these personal contacts we endeavor to stress products of our own manufacture and also the research work that we constantly carry on. We are continually working on some pharmaceutical problem and these are brought to the attention of the physician—such as a new vehicle for a prescription, a new product for Vincent's angina, or a new topical anesthetic that we have brought out to the dentist as constant reminders that we are pharmaceutical-chemists and capable of compounding his prescriptions in a professional way.

Now let us consider the patient or, the LAITY, as you choose. For ten years we have used small newspaper "Health Talks," usually placed on the editorial page, directing the patient to visit a physician when medical attention is needed. In this way we have created good-will from the physician. In turn we ask the patient that we, as ethical pharmacists, be allowed to fill his prescription needs.

About two years ago we sponsored a radio broadcasting program over WMT called the "LIFE SAVERS." Starting with a thirteen-week contract we continue the programs which consist of a dramatized ten-minute sketch on some medical or pharmaceutical incident. Originally the programs were individual sketches illustrating some particularly interesting incident in modern or historical medicine reflecting credit on the profession. Later a longer series was run on the history of Medicine from the early up to the present time. Another series on the life of Clara Barton, the Red Cross Nurse, was run successfully as far as creating interest was concerned, and also a story of Louis Pasteur inspired by the movie production.

In the opening announcement of these broadcasts, attention is called to the work done by modern medical life savers and the public is urged to always see the

doctor first. In the series our two ethical prescription pharmacies are tied in as the safe place to fill that important prescription. The program, given weekly, goes on usually at 6:P.M., Monday. Cards in the two pharmacies call the public's attention to the "LIFE SAVERS" broadcasts and displays of pharmaceuticals have been placed advantageously in the broadcasting lobby and likewise in the two stores.

We realize that only a few pharmacies will be situated in such a way as to use the radio with a program so pretentious. It has proven to be, without doubt, the finest promotional endeavor we have tried, although no product of any type is mentioned nor does the price enter into the program.

While this radio program advises the patient to see a physician regularly, we also endeavor to tell the public that a prescription may be expected when a physician is consulted. We try to make the laity conscious of the fact that each person should be treated as an individual and to expect the physician to prescribe for them instead of dispensing. It is, of course, impossible to estimate the value of this type of promotional radio program in dollars and cents as good-will is created with the physician as well as the public. However, I do know that it has doubled the number of our prescriptions filled and has made our physicians more prescription-conscious.

THE ASSOCIATION FOR THE ADVANCEMENT OF PROFESSIONAL PHARMACY.

The regular monthly meeting was held Tuesday, March 28th, Hotel Dauphin, with about 150 present. At this meeting Dr. J. Leon Lascoff, president of the AMERICAN PHARMACEUTICAL ASSOCIATION, was elected a fellow in recognition of his forty years of work in professional pharmacy.

Prof. Abraham Taub, Columbia University College of Pharmacy, gave an excellent talk on "Ophthalmic Solutions." Dr. S. A. Agatson, New York University Medical School, and Dr. Cosmo Ligorio, Brooklyn College of Pharmacy, led the discussion following. Other speakers included Dr. H. V. Arny, dean emeritus, Columbia College of Pharmacy, and Milton Malakoff, editor, *New York State Pharmacist*.

The fourth meeting was held April 18th, with 150 in attendance. Minutes of the previous meeting were read, followed by the report of the treasurer and of the various committees.

Miss Mary Grace conducted a symposium on "Hospital Pharmacy." The speakers were: Miss Mary Grace, "Practice of Pharmacy in Hospitals;" Miss Mary Crofa, "Exhibition of U. S. P. and N. F. Preparations in the Hospital;" Leo Reich, "Uplifting of Professional Pharmacy by the Hospital Pharmacist;" Morris Dauer, "Teaching Hospital Pharmacy in the College of Pharmacy."

Sister Jenette of Mary Emaculate Hospital prepared and presented an excellent display on the iron and ammonium citrate sales used in U. S. P. and N. F. propaganda work among the physicians.

The fifth meeting was held on May 16th, with ninety-four present. Mr. O. U. Sisson of Chicago was guest speaker. He discussed pharmacy organizations and the need of more organization in professional Pharmacy. Mr. Sisson has volunteered to help in the organization of various Chapters throughout the mid-west.

Other members and guests who spoke were: Dr. J. Leon Lascoff, president of the A. Ph. A., Dean C. W. Ballard of Columbia College of Pharmacy, Mr. K. W. Unsworth, president of the Westchester County Pharmaceutical Association and Mrs. May O'Connor Davis, secretary of the same Association. Prof. F. D. Lascoff of Columbia University College of Pharmacy continued the series of instructive lectures which have been a feature of the Association meetings with a talk on "The Business Problems of the Professional Pharmacy."

Several manufacturers and specialists in professional pharmacy window displays presented a series of actual full-sized window displays suitable for a professional pharmacy.

IRVING KANTOR, *Secretary*.