

sarily and needlessly, permitting \$850.00 worth of Ipecac to be wasted as well, unless it is diluted to the minimum standard before using or the equivalent taken.

Again, unless the high-test drug was diluted by the pharmacist using it, or an equivalent amount taken, which is considered doubtful, as war-time circumstances might not permit of it, the product he would compound from it, as say Dover's Powder, might vary 40% in Ipecac alkaloids from the same product compounded with drug testing 1.75% alkaloids. This is a variation much greater than the U. S. P. intends to admit of its products and one which in some cases might produce a dose possibly contraindicated in a patient to whom it is given.

For all of the above reasons, therefore, it is concluded that Powdered Ipecac should be recognized in the U. S. P. and that a maximum requirement of 2% ether-soluble alkaloids, equal to the standard of the International Protocol, should be established. Thus Powdered Ipecac would be standardized to contain not less than 1.75% nor more than 2% of ether-soluble alkaloids. A precedent for this is seen in the U. S. P. IX in the case of Opium, which like "whole" Ipecac is used only in the manufacture of standardized products and, therefore, has merely a minimum requirement. Powdered Opium, on the other hand, which is comparable to Powdered Ipecac, is "finished product" and has both minimum and a maximum standard.

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#### ADVERTISING PHARMACY TO PHARMACISTS.\*

BY J. C. PEACOCK.

To-day, one of the most regrettable facts is that pharmacy needs to be constantly advertised to some of us as a thing worth while as a business or, as a means of building business with other things.

Every drug store trades on the reputation of pharmacy, but its right to do so is only in direct proportion to the thought and care which is bestowed upon the department of pharmacy which the establishment includes. Whether the pharmacist has one side-line or a thousand and one is his own affair, provided he does not neglect pharmacy. That some make successes of all of their departments is readily understood when we discover their close attention to details and methods of watching the progress of affairs within the departments. They also have the good sense to limit their departments to those which do pay. But there are only a few individual proprietors, in pharmacy and other lines, who are endowed naturally with or have cultivated this ability to such a degree of perfection as to derive a commensurate profit from many lines.

For this simple reason of human limitation—the individual can only do a few things well—pharmacy needs to be advertised to pharmacists to save us from the distraction of an alluring commercialism that to some seems imperative to financial success.

In conducting an average pharmacy for a number of years there is sure to accumulate a certain amount of side-line business which fits into the trade with more or less ease; but, beyond such, to search for further varieties seems to the writer like misdirected effort on the part of the proprietor upon whom will probably devolve the constant supervision of this stock. For, unless lines are found

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\* Read before Section on Commercial Interests, A. Ph. A., Chicago meeting, 1918.

which can be handled expeditiously and without much extra help and effort, serious inroads are made upon the pharmacist's time and thought, both of which, we believe, can be more profitably devoted to affairs of a pharmaceutical nature.

It is not clearly understood why men and women, after taking the trouble to educate themselves and graduate in pharmacy will, when embarking in business, intentionally enter into lines of merchandise in which all may compete; whereas, their special training has been to fit them to undertake a line of work in which there is a measure of restriction from competition, because of the training required. Competition must certainly be less in an art that is looked upon by the public as requiring a special training in addition to ordinary commercial ability, than in the handling of a line of commodities which the public looks upon as a mere exchange of goods for money. But do we as pharmacists appreciate this thought? From this viewpoint, if acceded, it must seem credible that each individual effort to improve and extend the practice of pharmacy helps just that much to remove it from the bewildering competition which besets plain commercialism, and tends to shield pharmacy from competition with any other line now carried in the drug store, or contemplated as addition. If we could but see beyond this perplexing question we would perhaps view what hope pharmacy has in the future. There is little doubt that the temptation to imitate what looks like prosperity is the influence which leads some to start off with a burden of side-lines; while others are impelled by a distrust of the possibilities of pharmacy itself ever becoming a paying business. One or the other of these influences is likely to prompt him who is about to venture upon the uncertain sea of proprietorship. While we should not deny him the right of apprehension, we should ask him to give pharmacy at least an equal chance. Though we cannot see past this perplexity, we get a reflected light of encouragement from beyond it—the light of material success that shines from the loyal efforts of those who having confidence in pharmacy as a necessity are living up to the requirements of it as the prime factor in the drug store. That they do this for profit is no secret with them nor with their customers. That they derive a profit is because they apply to pharmacy the same attention and rules of finance which they use on the strictly commercial side-lines. They have found that a profit can be had from pharmacy if the same quality of thought that is given to the promotion of those side-lines requiring special effort is devoted to the development of a pharmaceutical department. These men figure pharmacy into finance and finance into pharmacy; their attention is on their business; they are keen to learn, to know and to act; they know the cost of production; they know the "millstone about their neck," called "overhead," they are aware of wastes in time and effort as well as in materials; they study losses, and what cannot be eliminated is figured into expense so it can be met. They utilize their time and talents to learn all of this as the only safeguard against a diminishing profit. They build up their stock of drugs to meet the demands of their trade as to staples, new items and preferences; they insist on quality in what is left to their discretion because eventually it bears their names. They are attentive to the wants of their pharmacy customers, and render service that shows an appreciation of the patronage they receive; and yet they do not belittle their services by giving them away for fear of competition, for each of them has been convinced by results that the better pharmacist he is the less he need to concern himself about competition,

as the term is generally accepted. To them the outcome of all of this is worth the effort.

Then must these be the reasons, though only the homely ones of interest and attention in varied forms, why pharmacy develops in some establishments and why it fails to flourish in others? But we want to discuss the latter phrase in words that pertain more directly to such barren fields. It is reiteration, we know, but does not the neglect of one or more of these simplicities which foster pharmacy constitute a reason why the art becomes unpopular with some of its votaries? To such, we quote "Poor Richard,"—"Keep your shop and your shop will keep you." Indeed the persons who enter a shop for pharmaceutical merchandise or service may fail to find the pharmacist, although his material body stands before them, because some side-line, either within or outside of his store, so preoccupies his attention that he fails to represent pharmacy. Perhaps he does not realize that through lack of interest he is losing an opportunity to advertise pharmacy to the public for his own immediate good, to say the least.

The pharmacist, who does not appreciate that he has a chance to turn his skill and time into money by developing his pharmaceutical department, needs to be told to study anew the opportunities of an art that but awaits his efforts. Let him not fail, as many do, to count the employment of his time, his very life, as of real value, whether it be devoted to the making of a preparation dispensed to-day or in the future. For failing to do this is to inflict a hardship, both upon himself and upon his brother pharmacist who seeks to benefit all pharmacists by endeavoring to improve the price as well as the service.

And now we see that pharmacy depends upon those who trade upon its reputation for both the preservation of the art and for its further development.

Pharmacy now seems to us a business as well as an art; and it is equally clear that it demands at least side-line common sense to enable it to show a profit. It asks no more; the choice of the direction of your effort rests with you and so accordingly the outcome.

So much for pharmacy as a worth-while business in itself, or as a department properly conducted. But the practice of pharmacy is such a comprehensive service that there is no end to the things which can be done within its province for profit, or of influences which may be caused to emanate from it to the same end.

The ability to handle the most difficult prescription is a means to public estimation which no pharmacist can afford to neglect as a most effectual advertisement, while careful attention to the smallest detail, delegated to the pharmacist, is an indication of his thoroughness and dependability under minor circumstances; attention never fails to become a source of profit to those who are willing to devote it to the cause of pharmacy.

Indeed the practice of pharmacy offers the best advertising medium that the store which houses it and the side-lines affords; it is a service which begets confidence; there is no side-line that will compare to the practice of pharmacy as a builder of confidence among your customers; and confidence, so built, is a great asset, because it is the glitter of an untarnished satisfaction.

Therefore, let us practice pharmacy unceasingly, if for no other reason, than as an advertisement for the side-lines, especially, since its neglect is not adver-

tisement for either side-lines or pharmacy. And again, no matter what the apparent success of the drug store may be, it can be more, if more pharmacy is practiced.

The scarcity of help, and the uncertainty of merchandise are probably now causing many pharmacists to wonder whether they should devote their time and attention to pharmacy or to side-lines. But let them consider that they now have an opportunity to conserve the art during a period of stress from which they must emerge the gainers, if they are true to their trust. While, on the other hand, if they neglect pharmacy and devote its time to side-lines, they will find that they have developed departments of trade into which, later, many must of necessity enter.

So, to the pharmacist who is undecided as to his course, or to him who is looking for a new side-line to boost a lagging business, we advise "take on a little more pharmacy, or, apply a little more time and business thought to what pharmacy you have."

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#### OUR SOLDIER AND SAILOR PHARMACISTS.

TO THE EDITOR OF JOURNAL OF THE A. PH. A.,

PHILADELPHIA, PA.

DEAR SIR:

The A. Ph. A. Pharmacists' Soldier and Sailor Advisory Committee contemplates a really worth-while work. We are determined to find a place for every pharmacist now in the service, and to that end we are going to get in touch with every drug store in the country. More particularly we are going to make an effort to find occupation for every disabled soldier and sailor pharmacist. It will be our effort also to induce those pharmacists who have been engaged in business on their own account to buy a now existing drug store in preference to the opening of new drug stores. Our plans include, with the coöperation of the Association of Pharmaceutical Faculties, to induce every returning pharmacist who has not had the advantage of a Pharmacy College education to acquire one, and where conditions will not permit this, we are seeking to arrange a plan under which every returning pharmacist without college training can have a special One Year Course. In further aid we are working to secure, with the coöperation of the Association of Boards of Pharmacy, the right of Registration in any state where a returning pharmacist may desire to locate on the strength of Registration which he may now have in his home state. The details of our contemplated plans are too many to enumerate here. Our task is an enormous one, for which we will need all possible help.

The Committee will appreciate to have suggestions which may serve it in successfully carrying on its work.

(Signed) FRANK H. FREERICKS,

*Chairman.*

CINCINNATI, O.,

November 18, 1918.

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