

pharmaceutical faculty is often surprised to find out that members of the medical faculty are interested in the work of the pharmacy school and willing to render assistance. Advantage should be taken of this interest and means employed to foster it. Through conferences between medical and pharmacy school committees much can be accomplished that will absolutely work out for the benefit and profit of both schools. One thing that can certainly be accomplished in the majority of schools (if not all) connected with universities having medical schools is provision for instruction in Pharmacodynamics, or where instruction is already provided provision for supplementing and improving such instruction. The matter might be first taken up with the professor of Pharmacology, for he certainly is deeply interested in drugs and drug problems and will lend a willing ear to the plan of the pharmacy school and pledge his support in an important movement of this sort which has such meritorious objects in view. The same also holds for the other laboratory branches of the medical and pharmacy schools. Intimate scientific and professional relations between medicine, dentistry and pharmacy are surely invaluable to the professions themselves and also to the public. Medicine and Dentistry are each year coming closer and closer together. Pharmacy is making some progress but is not advancing along these lines as rapidly as it possibly can.

(8) Five of the schools are "doubling up" on instruction by having other students take the same work in the same sections with pharmacy students. Even though one ignores the fact that frequently a subject must be approached from a different viewpoint with the pharmacy student than with the medical, the dental, the veterinary and the premedical student, one can hardly disregard the fact that the best results are not obtainable where students of decidedly different degrees of preliminary training and ages are thrown together in the same classes. The speed of a moving group of independent individuals is the speed of its slowest member. This statement is also applicable to the intellectual advancement, preparation and training of a group of individuals. The writer was pleased to note that only a comparatively few schools are using this "economical method."

The writer trusts his readers will pardon the several digressions in this paper. His only excuse is his whole-hearted interest in the advancement of pharmacy and the pharmacy school.

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## A WORKABLE DRUG STORE THAT WILL WIN SUCCESS.\*

BY HENRY P. HYNSON.

If I were permitted to do so, I would advise the young person who had concluded to enter the retail drug business, under ordinary conditions, about as follows:

As a fundamental requirement, you should be overwhelmed with a desire to helpfully serve the community in which you are to be located and especially those

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\* Read before Section on Commercial Interests, A. Ph. A., New York meeting, 1919.

who may favor you with their patronage. This should be the chief and most grateful recompense you will receive for your very best endeavors. Next to this should be an acute conscientiousness of the serious character of the vocation. It would be close approach to criminality for you to consider the practice of pharmacy simply as the means whereby you may extract money from your customers. You must have monetary compensation, of course. This must be carefully looked after. You should make full charge for the character of service rendered; provision should be made for a comfortable living for yourself and dependants and an accumulation for old age or retirement, but these, important as they may be, must be incidental to the conscientious practice of your profession.

You may best standardize your conduct in this regard by practicing the "Golden Rule." In every instance where doubt as to your procedure occurs, put yourself or some dearly loved one in the place of the invalid you are serving and then follow the rule, "Do unto others as you would have them do unto you."

No one should undertake to conduct a drug store who does not carry the conscientiousness of being competent to do so. A college diploma or state board certificate is not sufficient. By the touchstone of actual requirements, he must test his knowledge and experience and be able to prove to himself that he is really fit for the undertaking at the particular location selected.

Of more importance than properly estimating his acquirements, is the ability to know when he does not know. Ignorance of our limitations is of all others the most dangerous mental characteristic. While seeking a position with a wise old apothecary, when still in my teens, I confidently asserted that I had been compounding prescriptions for three years and had never made a mistake. My listener's only reply was: "*That you know of.*" Those four words were a spot light on a world of possibilities to me and should be a solemn warning to every one who reads them.

There is a phase of mentality that the pharmacist should possess to a marked degree. It is usually called "common sense." This should always be "on tap" to meet emergencies and to protect you against indiscretions. It is that quality of mind which prevents one from committing an error when undertaking to do something he has never done before or never seen done before.

If you do not know how serious, how difficult, how intricate a thing the diagnosing and treatment of diseases is, you had better find out, and when you are fully informed in this regard you will be in a position to adopt rules of conduct regarding counter prescribing and the more pretentious treatment of the complaints of your customers.

I am confident that a very successful drug business can be built up and the confidence and greater respect of the community, including its medical men, can be won by positively and wholly abstaining from giving medical advice of any kind. Located as I have been and during an experience of over forty years, I have never seen the necessity of offering medical advice or of offering any other remedy than a palliative dose of aromatic spirit of ammonia. Concurrent with the writing of this article, I am supported in this opinion by the following advertisement I notice in a daily newspaper:

## CALL THE DOCTOR.

If ill and you have any doubt as to the cause, avoid possible complications; *call the doctor*. Our clerks are forbidden to diagnose or prescribe.

Of course, there are many tried, reliable remedies and drugs. If you know what you want, you will get it pure, fresh at a fair price here.

—The Safe Drug Stores.

To maintain a policy that will prevent you from giving medical advice will do more to win for you the confidence of the community as well as the respect and patronage of physicians than anything you can do. In fact, I believe it is the very best advertisement we have ever used. If the request is for a dose of sodium bicarbonate—Yes; but if it is for “something for indigestion” or “for heart burn”—No! If for a disease—Never! If for a remedy that is not dangerous—Yes. A word of warning to a patron regarding the loss of time and improper treatment might advantageously be used; your position is so very sound and creditable, that you will be fully able to justify it with any sensible person. You are showing commendable interest in another’s welfare and are exhibiting worthy unselfishness.

Regarding quack medicines and fraudulent nostrums: Undoubtedly your greatest trial of good faith will be in regard to these. If, however, you are fully informed as to the harmfulness and inadvisability of self-treatment and know all you should with respect to the over-claims and impossibilities of these nostrums, you will have no difficulty in finding your true self in this connection.

The least you can do, if you keep them in stock, is not to display, advertise nor advise their use. This will be an entirely workable policy. You will not then miss sales when you have calls for them and, to a degree, will not be responsible for their use. This course is strongly advised if you cannot summon sufficient courage to ignore them entirely, which I believe to be the safer and better plan. If you will eliminate them altogether, you will not dull your conscience of its keenest sensibilities and will greatly increase your self-respect. It will give you strong talking and advertising points regarding your better business principles and increase the respect of all your patrons, especially physicians, to a marked degree. Remember that these nostrums do not include such border-line proprietaries as Castoria, Acid Phosphates, Listerine, Bromo-Caffeine and the many other specialties that are constantly prescribed by physicians. That should be your rule: To carry only such proprietaries as are generally prescribed by physicians. This would cut out a comparatively limited number of so-called “patent medicines,” which I understand are not now called for to any great extent by intelligent customers. Compensation for the loss of sales, because of no counter prescribing and the non-selling of patent medicines, must be found in an enlarged prescription business and the sale of articles that are used for patients under the care of physicians and the greater advertising effects that may be made of these features. A more comprehensive line of dressings, medical appliances and sick-room conveniences, which may be made very extensive and profitable, being in perfect accord with the main features of your business and conducive to its growth.

Now regarding stock and stock keeping. Your stock should not be large in the beginning, but *very comprehensive* as to variety, almost to the limit. To establish a reputation for “having it” is the very best business getter a druggist can have. The comparatively small amount of stock that you will lose might

profitably be charged to your advertising account. Do not wait until you have calls for new or unusual articles, but, by all means, anticipate such call by being alert. Watch the journals, both medical and pharmaceutical, including their advertising pages. Keep on good terms with detail men. Encourage them to let you know what they are exploiting and put such articles in stock, that you may be advertised to physicians. Be careful to be sufficiently stocked, but also be careful not to be overstocked. Next to "having it" is "having it orderly placed and properly marked." Stock keeping is most important. If due regard is paid to this, you and your assistants can never truthfully say you have nothing to do. There is always plenty to do in this regard in a drug store. This admonishment naturally leads to my next and last item.

The appearance of things is everything: This is a subject worthy of separate treatment; consequently, it can not be fully discussed in this article.

Make your place of business look different and continue always and forever to keep it looking different and better than any other drug store and markedly different from its surroundings. It must be impressive; confidence inspiring regarding general effect, especially concerning order, cleanliness and good taste.

Take a first class jewelry store, not the average drug store, as your model. Do not pass this suggestion by, but go look at jewelry stores. If you are in New York, go look at Tiffany's. That will inspire you, especially regarding signs, there being none on it. Also study the better confectionery establishments. Even undertakers often present most attractive fronts. Jewelers and confectioners will teach you how to handle your side lines. They often have these well displayed without changing the character of their shops.

The appearance of things has so much to do with the final impression. It is not at all necessary for you to display either in show case or window those unseemly things that must be kept and which everyone knows are kept in a properly conducted drug store. Show the people that you have a first-class drug store and they will know what you carry. How absolutely forbidding and uninviting is the average pharmacy in this regard.

The higher quality and more orderly keeping of side lines are the essentials that make them permissible. You will not injure your drug business if your side lines are of a dignified character and of superior quality. They must be better than those around you and especially should they be better kept. These few words regarding side lines are a condensation of this much discussed subject.

All that I have written may be summarized in the following:

#### THE PROPER POLICY.

- 1st—To do, chiefly, a Prescription and Drug Business.
- 2nd—To supply everything peculiar to the sick room.
- 3rd—To furnish all kinds of Surgical Dressings, Antiseptics, Medical Appliances, etc.
- 4th—To carry the most comprehensive Prescription Stock possible.
- 5th—To dispense the very best products obtainable, only.
- 6th—To maintain an orderly and perfectly equipped Prescription Department.
- 7th—To employ only competent, courteous and experienced assistants.
- 8th—To abstain strictly from giving medical advice.
- 9th—To exclude all "Quack" Medicines, Nostrums, etc.
- 10th—To charge reasonable prices.

Some years ago, I had the honor of drafting a code of ethics for the Maryland Pharmaceutical Association, which was finally adopted in the following form:

#### A CODE OF ETHICS.

For the guidance of members of this Association and all pharmacists of the State who may wish to follow the higher practice of their profession.

##### RESPECTING THE PHARMACIST HIMSELF.

First—He should, by study, experimentation, investigation and practice, thoroughly qualify himself to fully meet and competently transact the daily requirements of his vocation.

Second—He should possess a good moral character and should not be addicted to the improper use of narcotic drugs nor the excessive use of alcoholic stimulants.

Third—He should constantly endeavor to enlarge his store of knowledge; he should, as far as possible, read current pharmaceutical literature; he should encourage all such pharmaceutical organizations as seem to be helpful to the profession, and so deport himself as not to detract from the dignity and honor of the calling this Association, especially, is trying to elevate.

Fourth—He should accept the standards and requirements of the United States Pharmacopoeia and the National Formulary for the articles of *Materia Medica* and the preparations recognized by these publications, and, as far as possible, should promote the use of these and discourage the use of proprietaries and nostrums.

##### RESPECTING THE PHARMACIST'S RELATION WITH THOSE FROM WHOM HE MAKES PURCHASES.

First—He should deal fairly with these; all goods received in error or excess, and all undercharges, should be as promptly reported as are shortages and overcharges. Containers not charged for and not included in the charge for contents should be carefully returned, or, if used, should be credited to the party to whom they belong.

Second—He should earnestly strive to follow all trade regulations and rules, promptly meet obligations, closely follow all contracts and agreements, and should not encourage or sanction any division of quantity purchases not contemplated in the terms of sale.

##### RESPECTING THE PHARMACIST'S RELATION WITH HIS FELLOW-PHARMACIST.

First—In this relationship he should, especially, "do as he would be done by." He should not make any comment or use any form of advertisement that will reflect upon a member of the profession, generally or specifically. Nor should he do that which will in any way discredit the standing of other pharmacists in the minds of either physicians or laymen.

Second—He should not obtain, surreptitiously, or use the private formulas of another, nor should he imitate or use another's preparations, labels or special forms of advertising.

Third—He should not fill orders or prescriptions which come to him by mistake. Prescription containers with copies and labels of another pharmacist upon them may be filled by him upon request, but he must invariably replace the labels with his own, thereby assuming proper responsibility.

Fourth—He should never request a copy of a prescription from another pharmacist; the owner of the prescription, being alone entitled to a copy, is the proper person to ask for it.

Fifth—He may borrow merchandise from another pharmacist, provided the practice is reciprocal and equally agreeable to both parties; but the better form is to pay a sum for the desired article equal to the cost and half of the profit to be obtained.

##### RESPECTING THE PHARMACIST'S RELATION WITH PHYSICIANS.

First—He should positively refuse to prescribe for customers except in cases of urgent emergency.

Second—He should not, under any circumstances, substitute one article for another, or one make of an article for another, in a physician's prescription, without the physician's consent.

Third—He should refuse to re-fill prescriptions or give copies of them when so instructed by the physician.

Fourth—He should not place copies of prescriptions upon containers unless ordered to do so by the prescriber, even though the patient should request it. Nor should he use any word or

label, like "For External Use," "Poison," "Caution," etc., without due regard for the wishes of the prescriber, provided the safety of the patient and family is not jeopardized.

Fifth—Whenever there is a doubt as to the correctness of the physician's prescription or directions, he should invariably confer with the physician in order to avoid possible mistakes or unpleasantness; changes in prescriptions should not be made without such conference.

Sixth—He should never discuss physicians' prescriptions with customers nor disclose to them their composition.

#### RESPECTING THE PHARMACIST'S RELATION WITH HIS PATRONS.

First—He should seek to merit the confidence of his customers, which, when won, should be jealously guarded and never abused by extortion or misrepresentations.

Second—He should supply products of standard quality only to patrons, excepting when something inferior is specified and paid for by them.

Third—He should charge no more than fair, equitable prices for merchandise and prescriptions; the time required for the proper preparation of prescriptions should be duly considered and paid for.

Fourth—He should hold the safety and health of his patrons to be of first consideration; he should make no attempt to treat diseases nor strive to sell nostrums or specifics simply for the sake of profit.

Fifth—He should consider the reckless or continued sale of drugs to habitues and the illicit sale of abortive medicines or poisons to be practices unbecoming a gentleman, a pharmacist and a member of this Association.

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#### DRUG TRADE BOARD OF PUBLIC INFORMATION.

Representatives from seven national pharmaceutical associations met at the Chemists' Club, New York City, March 8, 1920, and organized the Drug Trade Board of Public Information. The object of this organization is to supply the public press with information regarding the various branches of pharmacy and secure for the profession that recognition to which it is entitled at the hands of the public and which it is not now receiving. The meeting was the outgrowth of the plan submitted by the Committee on Federation of the American Pharmaceutical Association at the meeting of the latter last August. The associations represented and their representatives are as follows:

National Wholesale Druggists' Association, C. H. Waterbury\* and F. E. Holliday.

National Association of Boards of Pharmacy, Jacob Diner.

American Conference Pharmaceutical Faculties, Edwin L. Newcomb.

American Association of Pharmaceutical Chemists, H. Noonan.

Proprietary Association of America, E. F. Kemp.

National Association of Retail Druggists, Samuel C. Henry.

American Pharmaceutical Association, Robert P. Fischelis.

Dr. H. V. Army, chairman of the Sub-committee on Organization of the American Pharmaceutical Association, called the meeting and presided until the committee was able to organize. A temporary organization was formed with C. H. Waterbury, chairman, and R. P. Fischelis, secretary-treasurer. This temporary organization will function until May 10th, when another meeting will be held in Washington, at which the constitution and by-laws will be adopted and plans for active work will be presented. Members of the Board are now at work in planning for future activities. Business is being carried on by correspondence and it is felt that when the permanent organization is formed in May, American pharmacy will at last have an organization as representative as the Drug Trade Conference, which will act as the mouthpiece of pharmacy in relation to the general public.

R. P. FISCHELIS,  
*Secretary-Treasurer.*

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\* Permanent Representative.