

Professional ADVANCEMENT PLAN

1134 MAIN STREET, PATERSON, NEW JERSEY

A cooperative public relations program by pharmacists in 33 states

FELLOW PHARMACIST:

Do you want to . . .

BUILD \bar{R} VOLUME on a steady, year round basis?

GAIN PRESTIGE for your pharmacy?

IDENTIFY YOUR PHARMACY as a *prescription* pharmacy?

ESTABLISH YOUR PHARMACY as the center for public health information in your community?

Here's how . . .

For the past six years *Professional Advancement Plan* has been accomplishing these goals by providing ethical, public relations window displays on a direct basis to over 1000 pharmacists in thirty-three states.

Now . . .

As a means of greater distribution to a greater number of pharmacists, *Professional Advancement Plan* will be available through franchised wholesale druggists.

Every two months . . .

A new ethical display will come to you through your wholesaler. These displays feature a central theme associated with Pharmacy. The message behind these displays is totally different from the usual themes heretofore seen in the drug field. Subtle approaches bring the importance of the profession of Pharmacy to the public's attention.

Pay as you go:

There are 6 displays in the series—
Each display is only \$6.00, and you will be billed for each separately, every two month period.

Symbol of modern pharmacy . . .

The show-globe of yesteryear lighted the way to the pharmacy . . . today's patrons are looking to the pharmacy which continually features a newer, educational symbol . . . the ethical window display.

Frank Pinchak

Frank Pinchak, R.P.
Director



DISPLAY No. 1

Opium :

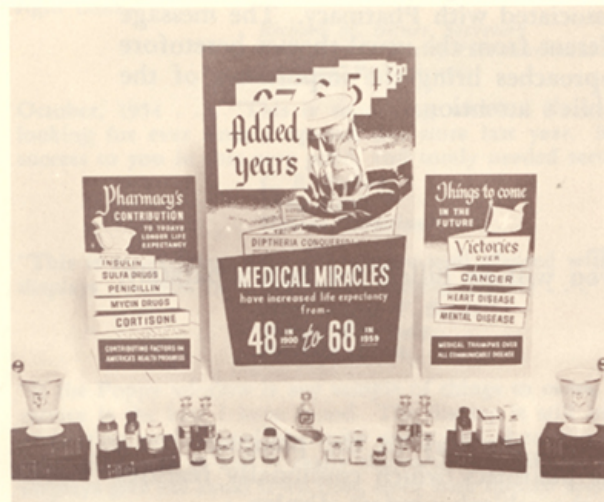
First display in the series, the words, "Opium" and "Poppy Flower" are traffic stoppers. Side cards have punch; note the subtle approach to outside competition in the card at right.



DISPLAY No. 2

Pharmacy-Accuracy:

This display, based on the theme of Accuracy in Pharmacy, features some of the precision equipment used by pharmacists in the compounding of prescriptions. Attention is called to the pharmacist's knowledge of all drugs, their dosages and usage, plus his scientific skill which plays the most important role in the filling of every prescription.



DISPLAY No. 3

Added Years :

This display emphasizes that Medicine and Pharmacy have increased U. S. life expectancy from 48 years in 1900 to 68 years today. Pointed up are Pharmacy's contributions . . . insulin, sulfa drugs, penicillin, antibiotics, cortisone. As shown on a side card, still to come are victories over the formidable challenges of cancer, heart disease and mental illness.

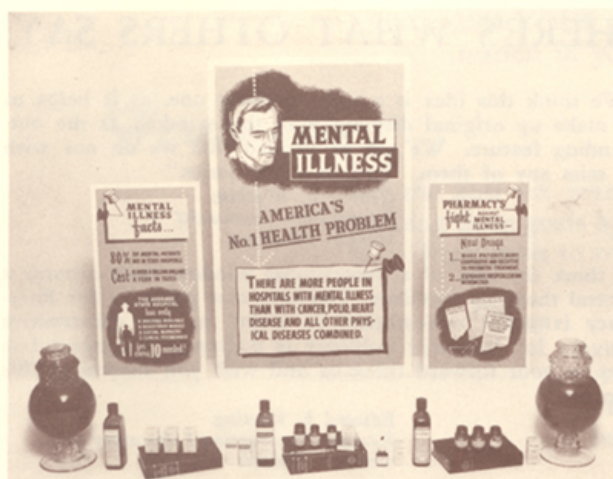
EVERY TWO MONTHS — A NEW DISPLAY



DISPLAY No. 4

Doctor's Choice:

Medicine joins Pharmacy in this display, as the role of the pharmacist . . . the "good right arm" of the physician is dramatically brought out. Emphasis is placed on the compounding aspect of pharmacy. Hands of the pharmacist at work arouse interest and indicate that many prescriptions are "tailor-made" to meet the requirements of the individual patient.



DISPLAY No. 5

Mental Illness:

Mental Illness is America's number one health problem. There are now more hospital patients with mental illness than with heart disease, cancer, tuberculosis and all other physical diseases put together.

The public relations advantages of this display are many. Pharmacy's role in the fight against mental disease is told in the story of the new tranquilizing drugs which are bringing about faster cures resulting in shorter hospitalization periods at a saving to patients, their families and taxpayers.



DISPLAY No. 6

Knowledge of Pharmacy:

Knowledge plays the most important role in the compounding of every prescription. This display is based on the theme of education in pharmacy, with emphasis on the unique subjects that are used by all pharmacists in our daily practice.

Side Cards point up the procedure of licensing that we pharmacists must accomplish, with special emphasis on the fact that our licenses are required to be renewed yearly.

The viewer's attention is also called to the fact that the pharmacist must keep informed on all new medications and their usage through constant study of ethical pharmaceutical journals and trade publications.

Our Sixth Year of Building R_x Prestige and Volume!

PICTURIZED IN 4 ATTRACTIVE COLORS • CENTER CARD 26 x 42 SIDE CARDS 14 x 26

About the Director —



Planning professional public relations displays and other drug promotion materials requires first the thinking of a pharmacist, coupled with a strong knowledge of public relations and advertising.

Frank Pinchak, founder of the Professional Advancement Plan in 1954, is a registered pharmacist, operating Pinchak Pharmacy in Paterson, N. J. Special courses in psychology, writing, advertising and public relations at New York University, City College of New York, and the New School have given him the know-how to direct many successful public relations campaigns for our profession. He is a member of the American Public Relations Association, Publicity Club of New York, A. Ph. A., NARD, Passaic County Pharmaceutical Association and president of the N. J. State Pharmaceutical Association 1959.

A strong advocate of participation in community work, he has served as Director of the Clifton Memorial Hospital Association, Vice-President of the Passaic County Mental Health Association and President of the South Paterson Kiwanis Club. He operates the M. Pinchak Pharmacy in association with his father who founded the pharmacy in 1919. Our Director was literally "born in the back room."

USED ALL OVER THE NATION... HERE'S WHAT OTHERS SAY:

"Your service is made to order for our store and we have many a compliment from other druggists who pass daily. It has been a real source of personal satisfaction to me, as well as a positive professional aid to our operation."

*Abe Baker
Oak Brook Company, St. Louis, Missouri*

"Very pleased with the display and feel that it certainly lends itself to professional pharmacy."

*John F. Gretter
Gretter Apothecary, Elmhurst, Illinois*

"Tickled to death with the Opium Poppy display; best thing of its kind that I have seen yet. We have been working it overtime due to many favorable comments about it. If ever down this way be sure to stop in."

*Robert J. Fagg
Fagg's Drug Store, Martinsville, Virginia*

"Send me about a dozen applications and envelopes and I'll take one of my displays along to a meeting; perhaps I can get you some business and get some of my colleagues on the right track."

*Richard M. Bitner, Secretary
Montgomery County Pharmaceutical Ass'n
Lansdale, Pennsylvania*

October, 1954 . . . "This is something which I have been looking for ever since I opened this store last year. Much success to you in this very good, and sorely needed service."

*C. R. Fraban
Drug Center
Houma, Louisiana*

"This is an excellent plan and we are well pleased with the displays . . . you have created something GOOD . . ."

*Mrs. Frances W. Burns
Village Pharmacy
Fairfield, Conn.*

"If the Poppy window is any sample of things to come, your service is the best I have found. The display is still in and promoting professional pharmacy every day. I took a color slide picture of it and it really shows up beautifully. Your displays give the small town drug store with limited resources a chance to accent the professional side of Pharmacy, putting us several heads higher than the super market down the street with the large health and beauty aids department."

*R. F. Gamble
Gamble Drug Store
Centreville, Michigan*

"We think this idea is a very excellent one, as it helps us to make up original displays with this window as the outstanding feature. We are so pleased that we do not wish to miss any of them. This is a fine series."

*Grover L. Watkins
Prescription Pharmacist
Sturgis, Michigan*

"I think the idea of a professional window built around a central theme is excellent. I believe that publicity for Pharmacy is either non-existent or inept; so any constructive thought for favorable publicity is welcome. I congratulate you on your forward thinking and wish you success in this venture."

*Edward F. Keating
Keating Prescription Laboratory
Chicago, Illinois*

"This service is wonderful. Would it be possible to send me a contract for 5 years payable one year in advance?"

*Respondek Pharmacy
Hamtramck, Michigan*

"We think your ideas and plans are very good. Have wanted something like this for a long time."

*William S. Best
Best's Pharmacy
New Concord, Ohio*

"We receive many compliments on these displays and plan to use them as long as you make them available to us. Keep up the good work; you are making a valuable contribution to the profession of Pharmacy."

*Phil Link
Link Bros. Pharmacy
Reidsville, North Carolina*

"Have long admired your work and it is now so familiar to me that I feel I know you and understand you. May I take this time to say that your displays are a god-send to us for we do not want to use any of the standard materials available."

*Earl C. Hitchcock, Jr.
Hitchcock Pharmacists
East Hampton, Conn.*

"Your window displays are an invaluable aid in bringing to the public the professional side of our pharmacies. The most progressive aid to our profession I have yet seen."

*Edward Mazilauskas
Clayton & Edward Chemists
New York City*