

on sawdust. He succeeded very well for a time but unfortunately, just as the horse learned how to eat sawdust, he died. As George Ade would say, the moral of this fable is in its application!

PHARMACY—THEN LET US BE PHARMACISTS.*

WHEREIN IT IS ADVOCATED TO GIVE THE TERMS "PHARMACIST" AND "PHARMACY"
A DEFINITE STANDING.

BY JOHN C. KRANTZ, JR.

Pharmacy is now experiencing an era of effective propaganda, to create in the mind of the public a comprehensive conception of the profession of pharmacy and its relation to public health. The pharmaceutical journals have been publishing articles each month, very often written by very eminent pharmacists, with the sole purpose of enhancing the profession and promoting better pharmaceutical ethics.

There is, however, a great obstacle that is standing between better pharmacy and those who are striving to better existing conditions, and that is the usage of what might be designated as pharmaceutical nicknames or synonyms such as—druggist, drug store and drug shop. The indiscriminate use of these terms by pharmacists and the laity have been the means of darkening the public vision of pharmacy and have retarded, by the commercial atmosphere created by them, the expediting of professional pharmacy.

It seems quite unnatural and extraordinarily unusual that a profession would not want to use all of the dignity and respect in a community that its standing will allow. This is true of all professions excepting pharmacy. Thus the dentist uses the impressive title Doctor of Dental Surgery, and the veterinarian the professional title of Doctor of Veterinary Surgery; one has yet to see the dentist or veterinarian who has failed to use the advertising value of his title and call himself a repairer of teeth or animal doctor. The impression established by the use of the title doctor by physicians cannot be overestimated and yet we, who graduate in pharmacy and are qualified by state boards as pharmacists, have adorned ourselves with the commercial, non-professional title, druggist.

The title druggist has grown rapidly and because of its growth it is very difficult to create in the minds of the laity a definite vision of pharmacy, as it appears in the world to-day. The average person does not seem to connect pharmacist with druggist; for this reason there should be only pharmacists who conduct pharmacies (not drug stores or shops); when this change in title is made, in the writer's mind, pharmacy will have laid the cornerstone of a general public identity.

There are some pharmacists who seem to have dodged the word druggist and used such titles as Prescription Chemist, Prescriptionist, Pharmaceutical Chemist, which probably seemed to them to create a professional atmosphere far superior to that created by the title pharmacist. Possibly this is true, but in using these titles, which are all covered by the word "pharmacist," the pharmacist is making it extremely difficult for the laity to conceive of the profession of pharmacy. The word pharmacist is an extremely comprehensive word of Greek origin and signifies "one who is engaged in the practice of pharmacy." Let us then eliminate these trade names and all other delusive titles and have the laity know us as pharmacists who practice pharmacy.

* Section on Practical Pharmacy and Dispensing, A. Ph. A., Buffalo meeting, 1924.