

# EDITORIAL

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## THE IMPORTANCE OF PHARMACY IN PUBLIC HEALTH SERVICE.

**G**OVERNOR Albert C. Ritchie, of Maryland, in his address before the recent annual meeting of the Maryland Pharmaceutical Association, emphasized the importance of Pharmacy in Public Health work, and named the latter as one of the two essential activities of the State; the other function being the educational training of the young men and women, so that they will be physically as well as mentally fit to compete in the struggle of life and perform the duties of citizenship. The foregoing are not the words but they give the essence of the Governor's remarks in that connection. He admitted the difficulty of evaluating one undertaking of the State above another, which according to conditions might vary in importance; however, if it became necessary to make a choice between what the State must carry on and some other undertakings, then the Public Health and Educational programs would have to be included among the essentials. He felt certain that the State of Maryland is in accord with these views and he valued Pharmacy as an essential activity of the Public Health Service.

It is indeed gratifying to have the Governor of a great State speak so frankly, and particularly one who is so highly regarded at home for his executive ability, and also in many other sections of the country. There is no question but that the same views are held by other executives, and this importance would be impressed on them if they studied the point of contact with the people through the pharmacy. Incidentally, the point of contact is brought about not only by the professional service rendered by pharmacists, but through the daily business transactions with their patronage. The value of the fine relations which obtain and confidences bestowed is frequently commented on in conversation and print. Governor Ritchie closed his remarks by stating, in substance, that it was the Public Health contact that made the pharmacists' activities of great significance for the State and because of this he took a keen and very active interest in it.

We are prompted to ask the re-reading of the article by Dr. Fischelis in the August number of the *JOURNAL* (p. 365<sup>1</sup>) wherein opportunities for pharmacy in the health field are noted.

In repeating the words of this comment there is no intention to undervalue the business side of a pharmacy or of a drug store; in most establishments, if not all, there is an interdependence and in most instances there is little difference in their relative importance. A large number of more or less exclusive pharmacies, at this time, might do pharmacy more harm than good, for reasonable compensation is an essential of a successful profession as well as of a worth-while business. The development of such pharmacies is a gradual process, depending somewhat on medical practice. An adequate number of drug stores constitute a public convenience; it may not be considered in that light, but the patrons most assuredly seek the service represented by the related side-lines, as well as that given by the

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<sup>1</sup> For the article by Dr. James H. Beal, to which reference is made, see *JOUR. A. PH. A.*, August 1925, pp. 714-727.

prescription department. The individual may fail in his duties, may be unmindful of the ethics of business and the profession, and because of that do harm, but if he is observant of the rules and conduct thereof the fact that such sundry articles represent a large part of the sales is simply an added service for his patrons.

Pharmacists have many opportunities for disseminating Public Health information, and the purpose of this comment is to emphasize the importance of pharmacy to pharmacists and, at this time, its significance in Public Health Service. Pharmacists should seek to keep pharmacy for pharmacists and it is most gratifying that year by year the census of pharmaceutical research workers is growing.—E. G. E.

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### NATIONAL PHARMACY WEEK.\*

The second annual observance of National Pharmacy Week will occur October 10th to 16th, and it is anticipated that it will be even more generally successful than was Pharmacy Week of 1925, which exceeded the fondest expectations of those in charge, not only in results obtained, but as to the number of pharmacists who participated to the extent of furnishing about twenty-five thousand splendid window displays throughout the United States.

The 1926 National Committee on Pharmacy Week is composed of five men appointed by the President of the AMERICAN PHARMACEUTICAL ASSOCIATION and the same number appointed by the President of the National Association of Retail Druggists. These ten men comprise the Executive Committee. The Advisory Committee is composed of the Secretaries of all the State Pharmaceutical Associations.

Each member of the Advisory Committee has charge of and is responsible for the observance in his State. They are in effect the State chairmen and they may appoint as many men within their respective States as they deem necessary to properly assure the success of the movement.

It will be noted, therefore, that the two great National Associations and every State Association in the country are united on the proposition of Pharmacy Week, which assures its success.

The Pharmaceutical Journals of the country are giving every coöperation; the Naborhood Stores Association will, beginning October first, display cards in the street cars of the country which will tell the public that Pharmacy Week is October 10th to 16th; the Wholesale Druggists of the nation are assisting in carrying the message of Pharmacy Week to the retail pharmacists, so that there will be 100 per cent coöperation; the Colleges of Pharmacy from coast to coast are assisting; the Pharmacy Exhibit at the Sesqui-Centennial International Exposition, which occupies six hundred square feet in the Medical Science Section in the Palace of Education and Social Economy, and of which the writer is Director, will display a huge banner, beginning in September, to tell the millions of visitors at the Exposition that Pharmacy Week is October 10th to 16th; those who attend the National Pharmaceutical Conventions in Philadelphia in September will hear a lot about Pharmacy Week and will see a display at Convention headquarters of hundreds

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\* By Robert J. Ruth, National Chairman, "Pharmacy Week."

of pictures, of window displays, newspaper spreads, etc., which helped to make the first "Pharmacy Week" a success in 1925.

It is hoped that each drug store in the land will have one or more window displays showing the professional side of his establishment. That should be the very minimum of effort in coöperation. Many pharmacists will have Pharmacy Week folders to wrap up with each purchase made in the store, others will have additional comprehensive displays inside their stores. Many local associations, and individual pharmacists as well, will run newspaper spreads. Associations especially will arrange for broadcasting of Pharmacy Week messages at radio stations, and the furnishing of Pharmacy Week speakers at luncheon clubs, Chambers of Commerce, etc.

It is not necessary to neglect the commercial end of the business during Pharmacy Week—in fact it may receive a natural stimulation resulting from the unusual attention which will be attracted to the drug stores of the nation. However, for a pharmacist to attempt to use Pharmacy Week for plain commercial advertising purposes—attempt to exploit merchandise, either in his windows or through newspaper advertising, using a Pharmacy Week tie-up—would be plain prostitution of the whole idea, and would react most unfavorably by impressing the public oppositely as to our laudable intentions.

The Committee on National Pharmacy Week expects the fullest coöperation and observance on the part of every American pharmacist, which will assure success, renew pharmaceutical prestige, and inspire our profession with a needed enthusiasm.

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## PHARMACY AT THE FOURTH INTERNATIONAL BOTANICAL CONGRESS.

BY H. H. RUSBY.

The Fourth International Botanical Congress met at Ithaca, N. Y., on the campus of Cornell University, August 16th to 22nd, and proved to be a notable success. It was the first time that the Congress had met in America and the occasion was not favorable to a large foreign attendance, owing to the impoverished condition of so many of our European associates. Nevertheless, twenty-five countries were represented by delegates, all being representative and distinguished botanists. As the holding of the Congress in this country was experimental, there was not a little anxiety on the part of the managers as to the success of the meeting. It was hoped that as many as 700 might be in attendance, instead of which a thousand botanists registered, the members of their families swelling the number far above this figure. The supply of badges was exhausted long before the registration was completed, and we observed the novel spectacle of many delegates with their names and numbers merely pinned on their coat lapels! The guests were billeted in the dormitories of the University, at a very moderate rate, and these accommodations were exhausted before the last visitors had arrived. Meals were served in the cafeteria and were excellent. All things considered, the entire management of the affair was admirable. It was also fully appreciated. A more contented and cheerful lot of convention people has rarely been seen, notwithstanding that it rained during almost the entire time.

The social features of the occasion were characteristic, as they were based primarily on scientific and intellectual considerations. A visit to the wonderful

Glen, a botanical bog-excursion, dinners and conversationals where scientific people met to discuss scientific matters, took the place of the soirees and dances of an ordinary convention. Nevertheless, the entire occasion constituted one great sociable, where the personal element was general and intense.

To the writer, the most impressive and constant consideration was a comparison of the American botany of to-day and that of the late 60's, when the Botanical Directory of America was printed on two sides of a note-sheet and was understood to contain the names and addresses of all persons in America known to be interested in the study of plants. To be a botanist, in those days, was merely to know the names of a goodly portion of the plants of one's locality—and to be regarded by his neighbors as being partially lunny because of his interest in them. If, however, he gave considerable attention to the "language of flowers," his interest was intelligible and mildly excusable.

The work of the fourth congress was divided up among the following fourteen sections:

A—Agronomy	H—Horticulture
B—Bacteriology	I—Physiology
C—Cytology	J—Pathology
D—Morphology, Histology and Paleobotany	K—Pharmacognosy and Pharmaceutical Botany
E—Ecology	L—Taxonomy
F—Forestry	M—Mycology
G—Genetics	

Association of Official Seed Analysts.

It will be realized that the work of every section interlocked with that of every other, some of these relations being very close and compelling, so that those who were specialists in one subject often found it necessary to attend upon some special subject presented in another. A number of hours were devoted to general meetings of the entire congress, but during most of the time all the sections were hard at work in their respective meeting rooms. The ten hundred in attendance represented as many thousands not present, but whose interest and knowledge of the subject would have given them high rank as "botanists" in the year 1870! Here is an evidence of progress and development quite as great as that which has marked any other department of our national life in the same period.

The interest of pharmacists will center in the proceedings of "Section K, Pharmacognosy and Pharmaceutical Botany." The work of this section in succeeding congresses is destined to grow apace, and it will, in future, be a just ground for national pride that its birth occurred at this first congress held in our country. Although a number of pharmacy teachers joined loyally in effecting its establishment, both the idea and its execution must always be credited chiefly to the Secretary, Prof. Heber W. Youngken, of the Massachusetts College of Pharmacy. Only those who have been associated with this able and energetic worker will ever know how studious an interest, how laborious a service, how persistent an attention, was requisite in the Secretary of this new Section to make a success of its undertaking. American pharmacy will do well to make a careful note of this milestone in its progress and to remember the history of its erection. It was not to be expected that even the herculean efforts of Dr. Youngken could awaken a general interest among our pharmacy schools and secure a general participation in the proceedings on this first occasion. Nevertheless, the proceed-

ings were important, and of great interest, and have been accepted by the Congress as a worthy contribution to its proceedings.

The Chairman's address, on "The Value and Limitations of Histology in Vegetable Taxonomy," discussed the relation of the study of internal structure of vegetative organs to the classification and determination of plants. Its particular object was to encourage pharmacognosists, while engaged in the study of drug structure, to extend such study to the comparative structure of the relatives of the medicinal species, so as to become contributors to the scientific literature of the comparative anatomy of plants.

"The Necessity for a More Thorough Anatomical Investigation of Drugs," by Heinrich Zörnig, of the University of Basel, was read in English, by Secretary Youngken, in the absence of the author.

Mr. Canis, of the New Jersey College of Pharmacy, translated and read a paper by W. Brandt, of Frankfort-on-the-Main, on "Die Drüsenhaare der Labiatae und Compositae." A second paper by the same author which had been announced, was interrupted in the writing by his illness and could not be supplied.

"The Histology of the Rhizome of the Common Pickerel Weed," by Zdenek F. Klan, of the University of Prague and Oliver A. Farwell of the Laboratory of Parke, Davis & Co., was to have been read by Mr. Farwell, who was detained by illness. It was read by the Secretary.

The writer exhibited a collection of 22 wild edible fruits of Bolivia, all representing species hitherto unknown, and five known species, the fruits of which have not been described, the entire collection having been acquired on the Mulford Expedition of 1921-1922. These specimens consisted chiefly of leafy twigs, bearing the fruits, preserved in formaldehyde solution and were from the Museum of the New York Botanical Garden.

The paper on "Recent Researches in Saponins and Saponin Plants," by R. Wasicky, of the Pharmacognostic Institute of the University of Vienna, was translated and read by Mr. Canis, and is an exceedingly valuable contribution to this difficult subject.

"Lichens Occurring on Drugs," by Charles C. Plitt of the University of Maryland, was presented by the author himself.

An announced paper on "Saponins," by W. Brandt had not arrived and was read by title.

Some hours were devoted to a "Symposium on Cascara Sagrada." This important contribution was arranged by Prof. E. N. Gathercoal, of the University of Illinois. "The Growth and Collection" of the drug was discussed by T. J. Starker, of Corvallis, Ore., his paper being read, with very complete illustrations, by Professor Gathercoal, in the absence of the author. Mr. A. J. Schwarz, of Eli Lilly & Co., discussed "The Cathartic Properties of the Wood." A very complete presentation of our knowledge of the constituents of Cascara was presented by George D. Beal of the University of Illinois, the paper read by Professor Gathercoal who himself exhaustively considered "The Colorimetric Valuation" of the drug. Perhaps the most important effect of this symposium was to reveal how far we are from a complete knowledge of the active constituents of this drug, in spite of the great amount of study that it has received during half a century.

"The Histology of Several Manna Yielding Barks," by Prof. Fanchon Hart,

of the New York College of Pharmacy, was an attempt by the author to report characters of fragments of bark occurring in Manna, by which the species yielding it could be determined. It was submitted as a preliminary report only, to be followed by much more work. Some very fine drawings of tissue elements accompanied the text.

"A Histological Study of the Genus *Apocynum*," by Prof. Charles W. Ballard of the same college was also a preliminary study, dealing with the species *canabinum*, *pubescens*, *album*, *hypericifolium*, *urceolifer* and *androsaemifolium*. There is the greatest difference of opinion among our taxonomists as to the specific demarcations in this genus, some regarding as mere varieties those considered as species by others. Dr. Ballard's drawings of stigmas and anthers left no possible doubt as to the specific standing of those named above. The histological characters were less distinctive. The most important practical teaching of the paper was to the effect that the NATIONAL FORMULARY is wrong in saying that *A. cannabinum* contains "few or no stone-cells." It appears to contain none, the "few" reported probably having been found in some associated rhizome, not pertaining to this species.

An interesting study of *Digitalis*, illustrated by a fine series of specimens, was introduced by Prof. Anton Viehoveer of the Phila. College of Pharmacy and Science.

There was much disappointment at the absence of Dr. Anton Hogstad, Jr., of the University of Minnesota, whose paper on "The Origin, Nature and Physiological Rôle of Essential Oils" was read by title. The fine critical work done by this investigator on Oil of *Chenopodium* has attracted great attention, and we had looked forward with agreeable anticipation to having him discuss the subject at this meeting.

The great event in the work of this section was the paper by Dr. Carl Mez, of Königsberg, on his method of determining the genetic relationship of plants, as a basis for their taxonomic arrangement, as well as for the determination of many important practical questions in pharmacognosy and medicine, by purely chemical tests, using serums and extracts. The subject is too extensive and abstruse to be even stated at this place, but it is a pleasure to announce that it is to be presented in English in suitable American publications. The eminent author was in attendance throughout the sessions. The section was most fortunate in having the services of Mr. Canis, who was not only a good translator, but who had a sufficiently good grasp of the subject to interpret explanations, as well as language.

Now that Section K has been established and so well supported by American pharmaceutical botanists, it is to be hoped that our people, generally, will interest themselves in the work and lend increased support to the fifth congress, which will convene in London in 1930.

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#### THE RED CROSS SERVES HUMANITY—JOIN IN THE ANNUAL ROLL CALL.

"Endowed with the spirit of that charity which heals the body, informs and clears the mind, ministers to the very soul of our stricken veterans, the Red Cross is with loving hand administering an unstinted helpfulness to the disabled and their families." We know every pharmacist will share in the annual opportunity.