

3. The division of the present conventional college session of nine months into three terms or quarters of twelve weeks each.
4. The institution of regular summer terms or quarters of twelve weeks duration.
5. The organization of classes each twelve weeks.
6. Three terms or quarters of twelve weeks each to constitute a college session.
7. Voluntary attendance at summer terms or quarters.
8. A study of such factors as health which should be used in deciding upon the admission of a student to all summer terms or quarters, and in permitting regular members of the teaching staff to continuously instruct during the summer periods.

FORTIFYING THE PRESCRIPTION COUNTER.*

BY CHARLES H. STOCKING.

Advancement along all lines in pharmacy to-day is no longer a matter for mere speculation. We hear less and talk less about the "good old days" in pharmacy, and, though we honor and revere the memory of those who laid the foundation, we believe we are building a superstructure that will stand the test of time. With our surveys and campaigns we are advertising pharmacy to pharmacists and are digging deep into the needs of the profession in order that corrective measures may be applied wherever necessary. Thus are we looking conditions squarely in the face and taking stock of present-day methods with the sole purpose of placing this time-honored profession where it can fulfill its mission in the public health group with impunity.

No pharmacy is a real pharmacy unless within its confines there exists a prescription department worthy of the name. Other departments such as those for the sale of toilet goods, soda water, cigars, etc., are frequently necessary and advisable, but the confidence of the public in any store is established unquestionably by the presence in the store of a well planned and well kept prescription department. In days gone by, this department was invariably located at the far end of the store in a dark and secluded spot beyond the view of even the most inquisitive customer. Here the pharmacist betook himself when he filled the prescriptions that were brought to his store. Here he manufactured the preparations that he used at the prescription counter.

Modern manufacturers of store fixtures have glorified the prescription and manufacturing room with sectional cabinets and polished table tops, leaving space for autoclaves and sterilizers, ointment mills and suppository machines, as well as for other important pieces of apparatus. But some of the fixture concerns have not yet realized the strictly commercial advantage to the pharmacist of the proper location of the prescription department, and, in line with older methods, still insist upon placing this most important department in the most obscure location in the store. As an instructor in a college of pharmacy I very frequently tell the students in my classes that they can have the kind of a store they want to have. In other words, if it is the desire of an individual to own and operate a

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pharmacy catering to the best along pharmaceutical lines it is within his province to have that kind of a store. His every effort tempered with common sense will be directed to attain his ideal. One of the finest pharmacies I have ever visited was built in just this way about the ideals of the proprietor. The prescription department is not secluded, neither is it so arranged as to be of easy access by the customers. Extending along one entire side of the store and with a glass partition through which the waiting customer can see the process through which his prescription must pass when being filled, the prescription counter is the biggest asset the store possesses.

I contend that many stores now filling but a few prescriptions could increase the receipts from this source if their prescription departments were properly located, properly kept as to orderliness and cleanliness, and properly stocked with reliable drugs and chemicals. No insignificant addition to the fixtures in the prescription department is ample space for a liberal supply of reference books and current pharmaceutical journals. Every pharmacist owes it to himself and to his profession, as well as to his patrons, to devote considerable time to study in order that he may grow in knowledge and in skill. Too many pharmacists lack both the professional pride and the desire to keep abreast of the times. How they can hope to gain and hold the confidence of physicians without being informed regarding the results of recent advancements along the lines of pharmaceutical research, is more than one can tell. Without professional pride on the part of the pharmacist, there comes a lack of service to physician and to customer, and a gradual degradation into strict commercialism that in the end can have no other effect but to crowd out the vital element in pharmacy, the true service upon which pharmacy has thrived and prospered throughout the centuries.

Then, too, the pharmacist with the proper professional morale will manufacture such preparations as are feasible, including U. S. P., N. F. and special products. Raubenheimer has said, "To practice pharmacy is the pharmacist's birthright which he must not sell as it will end his existence." Others tell us that the pharmacist has not the time to devote to the manufacture of pharmaceutical products in his store. Many contend that all pharmaceuticals can be purchased more cheaply than they can be made. At a recent State pharmaceutical association I heard a prohibition commissioner urge the pharmacists of the State to reduce their alcohol withdrawals to the minimum in order to make it easier for the prohibition department to check up on the druggists of the State. He remarked that it was better to purchase *all* products as such a practice would save both time and money. He was not a pharmacist and so possessed none of the professional pride that belongs to the craft, and failed utterly to take into consideration the fact that many pharmacists prefer to make many of their own products. The practice of manufacturing adds to the pharmacist's skill, and builds up a prestige with the physicians in the community that cannot be estimated in terms of dollars and cents. The freshness of the products thus made is assured. The confidence the pharmacist has in products made in his own store is also a very important factor. True pharmacy to my mind has been created for pharmacy and not for any outside agency, governmental, or otherwise. True pharmacy will continue to be practiced among those pharmacists who are true to themselves, true to their physician friends, true to their customers and true to their profession.

The prescription counter is an asset that is often underestimated. It is the department around which centers professional pride. It is the heart of the true drug store, no matter how many other departments there may be within the walls. It is the department that keeps the pharmacist alive to his duties and which spurs him on to better things in pharmacy. Let all pharmacists guard this important division of the store and care for it with jealous zeal.

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CONTENT OF PHYSIOLOGY COURSES GIVEN AT THE NEW JERSEY COLLEGE OF PHARMACY.

BY LLOYD K. RIGGS.*

The adoption at the New Jersey College of Pharmacy of the three-year course leading to the degree of Ph.G. makes available for instruction in physiology and related subjects at least two one-hour lecture periods each week during the entire course. The proper utilization of these—some two hundred hours—for instruction in biological sciences is the serious responsibility of those who have this work in charge and it is with the hope of provoking discussion and obtaining the views of my colleagues in this field that this paper is presented here to-day (Philadelphia meeting A. A. C. P.).

The great and continual increase in the number and importance of medicinal biological products is one of the great outstanding characteristics of the development of modern medical science and I believe that the statement that the scientific pharmacist should, in order to keep abreast of the times, have at least an elementary knowledge of this important line of medicinal products is a proposition which requires no supporting arguments.

It is now 130 years since Jenner, in 1796, gave definite proof that vaccination with the virus of cowpox gave complete protection against variola or small pox. It is, nevertheless, quite generally true that the study of immunity and immunizing agents is a rather new subject; so new in fact, that the last few months have been the introduction of several new products such as scarlet fever toxin and antitoxin, erysipelas antitoxin and measles antitoxin.

It was only twenty-five years ago that the constitution of epinephrine was demonstrated by Tackamine (1901). Since that time the pituitary body, the thyroid gland, the islet tissue of the pancreas, the parathyroid gland, lung and brain tissue and the ovaries have yielded medicinal products either of known chemical constitution (thyroxin) or which may be standardized by biological methods.

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