

# EDITORIAL

E. G. EBERLE, EDITOR

10 West Chase Street, BALTIMORE, MD.

## THE DESIGNS FOR PHARMACY FIXTURES SHOULD BE REPRESENTATIVE OF PHARMACY.

THE Show Globe has been brought back into pharmacy and several state pharmaceutical associations have resolved that pharmacies, the windows and the interiors, shall be indicative of pharmacy. Pharmacy week has done a great deal in the development of the pharmacy window; the exhibits at national and state medical and pharmacy meetings have brought forward the professional importance of pharmacy and it remains for hospital pharmacies to place a greater emphasis on this fact. We have had great hospital pharmacists whose work received the recognition of medical co-workers, hospital officials and citizens at large, citing as examples of widely separated periods—John Morgan and Charles Rice.

Some of the recently equipped pharmacies have been designed with the professional forethought, and during the past year or two the JOURNAL has shown a number of European and American pharmacies with the purpose of stimulating the indicated viewpoint.

An article of the JOURNAL for April 1917, page 375, is repeated in part. The suggestion for the work was made by Dr. Edward Kremers and carried on by Miss Bernice Oehler, then teacher of art at the Madison High School. At that time<sup>1</sup> a large number of species and varieties of *Datura* were in blossom and had already produced fruit; leaf and stem, flower bud, full-blown flower and capsule, all lent themselves admirably to the problem. *The School-Arts Magazine* prepared an illustrated article on the subject and stated that "the result was most striking;" other comment is embodied in the following, on the water-color exhibit at the University Exposition the following spring: "If juniors in a high school can produce such results what may be expected of the mature artist?" The possibilities in this direction for drug store decorative art are well-nigh unlimited. The adoption of such designs in planning new stores would result in something distinctive, and would tend, as much as any one thing, to lend a more professional aspect to the pharmacist's place of business. Of the illustrations *The School-Arts Magazine* said "they exhibited unusually fine coloring, all lost in the half-tone reproduction" (see page 745, April Journal).

Every drug store and every pharmacy should be designed according to location, but a more or less general plan will fit a large number of locations and it would be well if, in the study of store fixtures, the possibilities in pharmacy decoration might be brought to the attention of architects and fixture people; changes are made slowly.

As the pharmacy reflects the pharmacist's individuality, so his ideas will differ from those of his co-workers, and also his viewpoint relative to stock, business conduct, arrangement of the pharmacy and its equipment—let it differ from other business establishments and be distinctive—representative as far as possible of pharmacy.

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<sup>1</sup> Late summer of 1914.

## PAST AND PRESENT.

WE WILL have with us at the meeting in Toronto, the presidents of the British Pharmaceutical Society and Pharmaceutical Conference. In 1883 President Michael Carteighe, of the British Pharmaceutical Society, attended the meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION convened in Chicago. He had come not only as a delegate to the A. Ph. A., but also had been delegated to bring to Prof. John M. Maisch the Hanbury Medal, which had been awarded to him. The Council of the Pharmaceutical Society was also represented by Mr. Martin of Newcastle and Mr. Martindale of London.

Mr. Carteighe, in his address, said that "a man who complains of his pharmacy and of his fate I have always found to be a man who does not keep abreast of the work that is going on. The man who considers that education is not a power and that it does not mean money, I hold that it does and the man who would carry on his business as an ordinary trade, and who would, at the same time demand from the public professional remuneration for the things which he sells is not likely to get the respect of the public. . . ." "It is necessary and essential that every pharmacist should know something of the methods by which the *weapons* he uses in the cure of disease and under the advice of the physician are constructed, and able to ascertain by proper chemical processes that they are what they profess to be.

The late Prof. Peter W. Bedford presided at the 1882 meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION, held at Niagara Falls on September 12, 1882; he was *Professor Emeritus* of the College of Pharmacy of the City of New York and editor and founder of the *Pharmaceutical Record*. In earlier years he was associated with the late Ewen McIntyre; later, he opened a retail pharmacy, then entered the wholesale and manufacturing business.

In 1873 he was elected professor of pharmacy in the New York College of Pharmacy. He was one of the organizers of the New York State Pharmaceutical Association, and for a time member of the New York Board of Pharmacy, always tirelessly active in various divisions of pharmacy until his demise.

Several years ago, pharmacists of this country were honored by a visit of Sir William S. Glyn-Jones, who had come to this country to study the drug field and assist the Canadian pharmacists in devising plans for regulating the sales of proprietary medicines. He was welcomed by the pharmacists of the United States and of Canada and gained their friendship and regard, and they learned to know him as one thoroughly posted on all matters that pertain to the drug business and pharmacy, and stimulated by the desire to be helpful.

The AMERICAN PHARMACEUTICAL ASSOCIATION met in Toronto in 1877 and in Montreal in 1896. It was honored by two presidents from Canada, namely, William Saunders of London, Ontario, and Joseph E. Morrison of Montreal. At these meetings the AMERICAN PHARMACEUTICAL ASSOCIATION was not a visitor in the sense that it is this year, for at that time the organization included the pharmacists of Canada, and feels honored that quite a number of Canadian pharmacists are members of the body, and they receive the same cordial welcome accorded them before the organization of the Canadian Pharmaceutical Association, now congratulated on its twenty-five years of useful service for pharmacy.—To its members and to those of Great Britain and pharmacists of all other countries hearty greetings and wishes for continued success are extended.

## PUBLICITY AND COÖPERATION OF PROFESSIONS.

GOOD progress has been made in advertising the pharmacy, in giving publicity to the U. S. Pharmacopœia and National Formulary, in making the officials known to physicians, locally, and at meetings of medical associations. Lately, the same plan has been followed in bringing dentists and pharmacists into closer professional contact and thereby creating and developing the opportunities for serving the public.—An illustrated paper on the subject is part of the Toronto program. The local meetings of members of these professional bodies are most helpful to all of them, because they create an acquaintance and a relationship which is of far-reaching influence. The hopeful sign is that the meetings have resulted not only in a better understanding, but in expressions of satisfaction by those in attendance—that they have profited by the discussions—thereby public health is promoted and the public will benefit.

Publicity for pharmacy at the Chicago World's Fair—"A Century of Progress"—indicates that the directors of this great undertaking have studied the inter-relationship of the medical group, with the result that pharmacy has been assigned like space as allotted to the other professions for telling of its history and depicting its activities.

It must be admitted that pharmacy has been somewhat over-shadowed by an over-emphasis of the commercial features in some drug stores; as a result, the public has not gained the significance of the professional value of pharmacy, for public opinion is shaped by publicity—pharmacy can be denounced or its importance pronounced—made known by printed word and by the appearance and activities of the drug store. Often the public is advised by those who depend on distribution of their products that the patrons should exercise care in their purchases—indirectly, an insinuation that unless they do so inferior articles will be foisted upon them. Every pharmacist owes it to himself and to pharmacy to aid in acquainting the public with the service rendered by pharmacy and its importance. Every opportunity that will lend itself to the purpose should be utilized to acquaint the public with the part pharmacy has in public health service, by informing the people that pharmacists have been the chief exponents of regulations applying to the profession, for its protection against misuse of drugs, and seriously engaged in the development of a materia medica which enables medical men to make the best use of it. The earnestness of this coöperation is shown by the growing interest in the discussions and exhibits to the end that therapy may be improved; that among the drugs there are agents which can be employed by physicians with confidence and reasonable expectancy of results. Pharmacists are concerned, and their part in the work is not only to supply remedial agents, but also to see that preparations are supplied which represent them most effectively. Dr. Lewellys F. Barker has stated the physician's duty before the Section on Pharmacology and Therapeutics of the American Medical Association in these words: "In the management of patients and in the treatment of their diseases it is our duty as physicians to see to it that we do not neglect to make application of any of the agents at our disposal that may reasonably be expected to help." . . . "Pharmacotherapy is seen at its best when, through the use of a drug, the cause of a disease is removed or rendered harmless (etiologic pharmacotherapy) before the patient

has sustained irreparable injuries. The organism can then right itself, so that its activities can resume the normal or physiologic course."

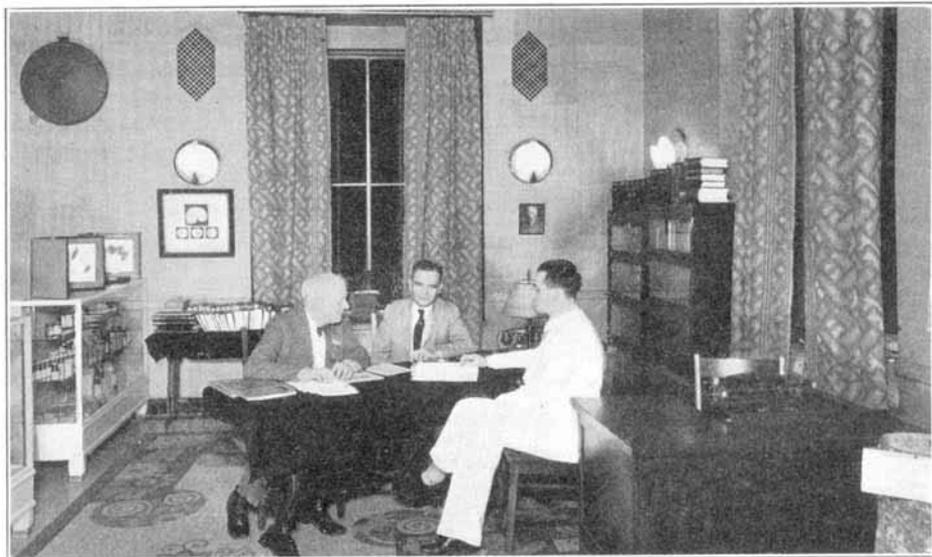
To the end that pharmacy may be assigned its proper place the public should be informed, and the Government in its several divisions should make full use and give due credit and recognition to pharmacy and pharmacists; this requires an active part by pharmacists in giving pharmacy the right kind of publicity.

Several years ago Governor Ritchie said—"It is Public Health contact that makes the pharmacists' activities of great significance for the state," and because of this he took a keen and very active interest in it.

President Hoover said: "On the development of drugs and their uses depend to a considerable degree the health and welfare of the people of the world. Daily our laboratories are engaged in the pursuit of newer knowledge which will make constantly more effective the unending combat against illness and disease. The pharmacists of our country are indispensable allies of the physicians. It is fitting, therefore, that each year we should formally acknowledge our indebtedness to them. I am glad to extend to the pharmacists of the nation the good wishes of all our people."

Last month, in the Nation's Capital, a progressive step was taken in the headquarters project—an expression of the faith of pharmacists in pharmacy; this month, in Toronto, there will be an exemplification of international coöperation among pharmacists in behalf of the service that pharmacy renders.

Let us do our part in making the headquarters of greatest usefulness by giving it financial and professional support; in acquainting the public with the service of pharmacy; share in public health promotion; protect the good name of pharmacy, evidence our belief in it and its mission!



*The Library at Wisconsin Pharmaceutical Association Exhibit.*—Seated back of table: Left, President H. L. Emmerich and E. G. Raeuber; front, Anton Hogstad, Jr. On the wall, near the book case, is a photograph of Dr. Edward Kremers.