

compounds of iron, quinine, and strychnine; *fever and chill tablets*, composed of acetylsalicylic acid flavored with methyl salicylate; and *constitutional tablets*, containing plant laxatives, flavored with oil of cinnamon.

The Inhalant Method Company (California).—The inhalant, 88 per cent. of which was volatile, was a dark liquid, containing alcohol, chloroform, creosote, combined iodine, oil of cinnamon, oil of eucalyptus, and some undetermined non-volatile matter. The methods of use and the internal medications were practically the same as those employed by Dr. Glass. In fact, this scheme had been almost bodily appropriated by a former employee of Dr. Glass who expressed himself rather bitterly at the hearing because he felt that the Government had called him to account but left these filching malefactors undisturbed. Dr. Glass found out later that he was mistaken in this respect.

Dr. Marshal Beaty's Aeriform Systemic Treatment (Ohio).—This was claimed to be a specific germicidal medication, consisting of inhalations and internal medicine. The doctor stated that it would cure germ diseases in general and tuberculosis in particular. The nasal inhalations were to be medicated by drawing air through an aqueous solution of sodium bicarbonate, creosote, camphor, menthol and eucalyptus oil. The internal medication, constituting a part of this treatment, consisted of (1) *cough and expectorant tablets*, containing sugar, menthol, licorice and starch; (2) *internal systemic tablets*, (a) cream-colored tablets, containing sugar, starch and unidentified bitter principle, (b) yellow tablets, containing sugar, starch, a bitter principle and plant tissue; (c) brown tablets, containing sugar, starch, a bitter principle and red oxide of iron; (3) *gargle and antiseptic mouth wash*, white tablets containing common salt, borax, starch and talc; (4) *anti-germ healine*, a petrolatum salve flavored with sassafras and colored with iodeosin.

PHARMACY AS PRACTICED IN CHINA.

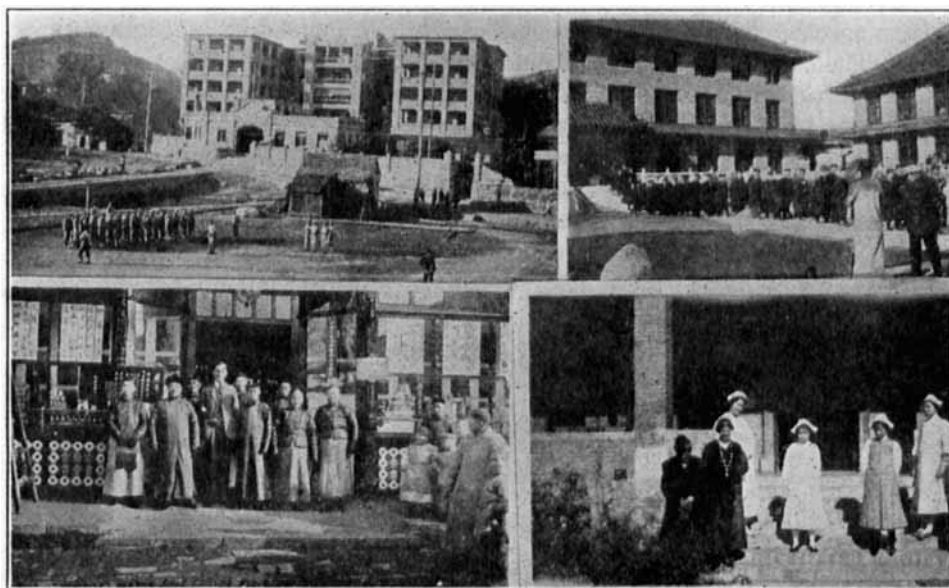
BY HARVEY V. STOKELY.

The paper which follows was presented by Chairman Robert J. Ruth to the Section on Practical Pharmacy and Dispensing for Pharmacist Harvey V. Stokely. It was communicated in the form of a letter and accompanied by 14 kodak pictures; all of them have general interest; four of them are shown, namely, Stout Memorial Hospital, supported by the Southern Baptist Mission, one of the largest and best-equipped hospitals in South China. One of the buildings of Peking Union Medical College, which is the wonder of the Far East and doing great work along medical lines. The picture on the left, lower, shows a typical Chinese drug store and the staff; usually there are many apprentices who work without pay to learn "pidgin." The next picture shows part of the staff of the Isabella Fisher Memorial Hospital located at Tientsin and is supported by the Methodist Mission. Other "snap-shots," not shown, are as follows: the "Roanoke," a large speedy hospital boat of the Stout Memorial, used up and down the West River to give medical attention; another view of the Peking Union Medical College; Sompom life of the Chinese coolies; a Gorge trip in China; part of the Chinese Wall; Boat-House people of Hainan—they are not permitted to build on the ground, hence, live in houses built on poles. Other pictures will be explained in the body of the letter. Mr. Stokely is a classmate of Chairman Robert J. Ruth. The introductory remarks of the letter are omitted.—EDITOR.

"Pharmacy, as a profession, as well as that of medicine in China is suffering materially due to the fact that there are no laws which protect a qualified man against one not qualified. A college of pharmacy is very badly needed; as far as

I have been able to learn in my travels there are not more than ten qualified pharmacists in China. Professor Charles O. Lee, who formerly taught pharmacy at Purdue University, strongly favors the establishment of a college of pharmacy. There certainly would be opportunities for pharmacy graduates; the mission hospitals alone could take hundreds and it would be a great saving to these institutions for many Chinese pharmacists have no idea of the costs, potency, etc., of the drugs they handle.

"For some time the Japanese have been quite active in an effort to have their Pharmacopœia adopted by the Chinese; as the Japanese are largely under the German pharmaceutical influence, we are anxious to see this movement defeated and have the Chinese adopt the U. S. P. and the B. P. as their standards. This is gradually being accomplished now.*



Upper left, Stout Memorial Hospital; Upper right, one of the buildings of Union Medical College; Lower left, Chinese drug store; Lower right, Isabella Fisher Memorial Hospital.

"There are various kinds of drug stores in China and some of them compare very favorably with our best stores at home. Among the foreign-owned stores the British are in the lead numerically and all of them are in charge of qualified British chemists. There are only a very few American drug stores and about an equal number of French pharmacies. There are two kinds of Chinese drug stores; one is the 'Proper Chinese Drug Store' wherein work is conducted along the same lines as the foreign ones and they compound prescriptions. The other is the 'Chinese Fashion Drug Store;' these only carry the Chinese native roots, herbs, etc., and, believe me—they do a large business, as the most of the natives use this kind of medication; the use of foreign medicines is growing but still, comparatively, very limited. It is very interesting to watch these natives dispense these roots and herbs,

* The United States Pharmacopœia has recently been translated into Chinese. A review for the JOURNAL A. PH. A. is in preparation.—EDITOR.

many hundreds of them; some of their prescriptions evidently contain ten or more ingredients.

"You may be interested to know that Chinese who have been educated along foreign medical lines and, possibly, have worked in Mission Hospitals for many years, will employ the Chinese native drugs and treatment when they or their families are taken sick. Mission doctors are gradually gaining the confidence of the natives; the Chinese are superstitious about entering foreign hospitals; they have an idea that the foreign doctor does all sorts of inhuman stunts, but oftentimes when near death's door they finally do come and usually a 'Chinese Fashion Doctor' has been trying his methods on them first. You can imagine the infections that result when these doctors apply their very unsanitary poultices, etc., on a highly infected area or use hot needles on such a surface in hopes that they can drive out the devils.

"The Chinese are large users of patent preparations; the extensively advertised lines are consumed in unlimited quantities. Blaud's pills and cod liver oil are also consumed in quantities due to the fact that the natives suffer very much from malnutrition and have T. B. tendencies. When the Chinese come to know a brand it is very necessary to continue supplying these, because the least change in package or preparation arouses their suspicions.

"There is comparatively little drug manufacturing done in China but it is very probable that more will be done in the near future. Drugs like rhubarb, squill and curcuma are to be had in quantities and also cinnabar. The pharmacognosist of the Peking Union Medical College has started a drug farm on a small scale and is interested to learn what can be done along these lines in China. Opium is grown and consumed in enormous quantities which, if not stopped, means the downfall of the country; unfortunately, the business is profitable, and one is overcome with sympathy and sadness in going through the interior and seeing the acres and acres of blooming poppy flowers.

"A great deal of travel in China is done in sedan chairs. When traveling in level country usually four coolies are engaged, but for other travel sometimes six or eight are required. It is very amusing, when bargaining for a trip, to figure out the Chinese coolie reasoning; my height is 3 inches above six feet, and I am slender, weighing only 165 pounds; when they size me up they make an awful fuss about carrying such a tall fellow; however, if a stout person comes along who happens to be short, although weighing over 225 pounds, he is given the preference over me.

"Sales work in China must largely be done through an interpreter, although nearly all Chinese can read the formulas of pharmaceuticals and a great many of them speak and read English very well indeed. Mr. Liou, shown in one of the pictures, is a very capable man; he owns his own dispensary (the word "pharmacy" is not used much in China); occasionally he goes with me on trips through the interior.

"One of the pictures shows three typical Chinamen with their automobiles. The motor roads in Shansi were built by the American Red Cross at a cost of \$500,000 and at a time when this province was suffering from a famine. The famine sufferers were employed in the building of the roads; this has greatly aided travel.

"China is going through many internal troubles, due to various causes; however, I am confident that China eventually will come through O. K. There is a great deal

of unjust criticism by foreigners who have thrust on China many vices; when conditions are sifted down China is in a much healthier state than some of the European countries. Unfortunately, there are a few in China who are causing a great deal of trouble who do not represent the law-abiding Chinese citizen."

PRESCRIPTION PRICING PSYCHOLOGY.*

BY JOHN CULLEY.

The study of this great universe of ours is built around one science called Philosophy. All real data or knowledge concerning the material part of this world is sensible and together with the laws regulating the changes in matter is called the science of physics. Things existing in the mind but not in reality—things which go beyond our sense of reason, where reason is valueless—are termed the science of meta-physics. That portion of the latter science which is exclusively occupied with the phenomena of the human mind is called Psychology. Thought transference, mental telepathy, hypnotism, suggestion, are all psychological problems.

A physician's written prescription naturally falls within the scope of these two sciences. The physical or material part of a prescription is the mere scrap of paper it is written upon and the bottle or box of medicine delivered to the patient. The meta-physical or psychological side of the prescription is the faith—the credence—the assurance—the confidence existing within the mind of the patient that the prescription was written by the doctor as the result of a most careful and correct diagnosis and that the prescription was compounded most carefully and correctly with the purest of drugs by an educated, well-trained, experienced and qualified pharmacist, and the further supposition that the medicine will produce the desired results. This psychological belief in the efficacy of the compounded prescription should be instilled by suggestion into the mind of the patient by both physician and pharmacist for the mutual benefit of all three.

Human beings have dual minds—conscious and the subconscious—the conscious mind being sensible to the material or physical side of life and the subconscious being susceptible to the psychological or suggestive side. We are all more or less susceptible to suggestion of thought—a mild form of hypnotism if you will. To any suggestion that comes to us, we subconsciously apply the critical faculty. We enquire within the innermost recesses of our minds whether there is a logical reason for or against it, whether it is in line with our wishes. If we desire it so—we subconsciously believe it is so.

How to produce this psychological impression—how to use a little thought transference or mental telepathy on the mind of the patient and with a physical or material profit to us—is our problem.

There is a song used in my section of the country that begins thus,—“God moves in a mysterious way, His wonders to perform.”

The scientifically trained pharmacist should emulate the idea conveyed in this quotation and perform his wonders of compounding in a mysterious way.

Alchemy was the forerunner of all sciences and especially that of pharmacy, and depended very largely for its very existence upon this force of mystery; yet

* Section on Commercial Interests, A. Ph. A., Asheville meeting, 1923.