

EDITORIAL

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UNCONQUERED DISEASE.

THE daily press of December 14th carried an Associated Press dispatch from Washington stating that:

“Surgeon-General Cumming, after conferring with the ‘board of strategy’ he appointed to make a study of the influenza epidemic, to-day made public a program of precaution to aid in combatting the disease but at the same time emphasized that the hope of preventing its spread was an illusive one.”

The last few words in that statement carried a depressing realization of the present-day lack of knowledge of the human body, the foes which attack it, and our ability to administer such compounds as would strengthen the resistance of the body to disease.

Despite the work of bacteriologists, pharmacists and chemists, influenza, with its may years of ravage upon the people of the world, still constitutes one of the many “unknown lands” for scientific exploration.

The press of December 14th also carried notice of the closing of schools and colleges throughout the country in the hope of preventing spread of this disease. What an economic loss is here alone represented. The great educational machinery of the country is stopped, but the economic loss is not confined to educational circles alone.

Though this epidemic is fortunately and fortuitously of a mild type, nevertheless, men and women are to-day ill, suffering, failing to contribute their share to the world’s progress, and in all too many cases, failing to receive from their daily effort that remuneration which enables them to meet the daily expenses of living.

This situation gives rise to serious thought as to what we as a nation are doing in this matter. The attention of the present session of Congress has been given to the Boulder Dam project; the Senate has just passed a bill authorizing an appropriation of \$165,000,000 for this purpose. There is, however, another measure on the Senate calendar which we believe to be of far greater significance to the nation than any water power development, namely, The Ransdell Bill, S. 4518, which has been approved by all the leading scientific associations and by a great mass of men whose interest in public health work is unquestionable and unselfish.

This bill in its latest form has been unanimously recommended by the Senate Committee on Commerce for favorable passage. It contains three outstanding features,

1. The enlargement of the present Hygienic Laboratory of the U. S. Public Health Service into a National Institute of Health.
2. The creation of a system of fellowships within the Public Health Service for carrying on the research in the National Institute of Health.
3. The authorization of acceptance of funds offered unconditionally

by individuals for the support of research of this character, a policy which has already proved so helpful in the work of the Congressional Library.

This is a time for action. The goal of pharmacy is highest service to humanity. Our representative has spoken for the profession at the hearings on this bill, now let us each add a strengthening voice to the call upon Congress for the speedy enactment of this beneficent legislation.

C. H. H.

THE IMPORTANCE OF A NAME.

UNDER the heading "An Unpardonable Abuse," a recent number of the Industrial and Engineering Chemistry carries an editorial protesting against the "misuse" of the title "Retail Chemists" in the name of a company which, it is stated, has been formed to take over a group of drug stores. In this editorial it is stated that, in England, the chemical profession has been distinctly embarrassed by the appropriation of the name "chemists" by those who are pharmacists and that the executives of the company referred to should withdraw the name "The Retail Chemists Company" and substitute therefor some designation that really describes what they intend to do. It is evident that the American Chemical Society is deeply concerned over the situation that may result from the use of the name chemist for those who are practicing another profession which is "kindred to, but distinct from chemistry."

In the laws of the several states regulating the practice of pharmacy, there have been used certain definite names for those engaged in it, and it does seem appropriate and wise to employ these names which by custom, indicate to the public the character of the service they may expect to receive in the establishments so designated. The sale of drugs and medicines and the compounding of prescriptions has a definite relation to the public health and those who engage in these very responsible activities should coöperate to the fullest in throwing around them every safeguard that can be employed against the misuse and abuse of the important agents furnished by them.

It is not too much to say that the name of the establishment has an important bearing in this connection and that the time has come when serious consideration should be given to the selection of an appropriate and correct title for establishments which furnish drugs and medicines and fill prescriptions, from the standpoint of the interests of the public.

In the mean time, we hope that the already badly confused situation will not be made worse by the introduction of another name for drug stores and pharmacies and especially one that is objected to by a sister profession.

RELATED QUESTIONS.

PHARMACISTS are discussing whether pharmacy is a trade or profession and doctors are arguing the question—"Is Medicine a Science or an Art?" Dr. William Allen Pusey, former president of the American Medical Association,

answers—"Both!" Doctors are pleading for the development of individual thinking in medical practice; and pharmacists do not want to lose their individuality in mass production, buying and selling methods.

Dr. Pusey contends that "Medicine is not all science, nor can it be. Medicine's business is only a part with science; its business is quite as much with art. Science's concern is with facts and their interpretation. It prides itself, and properly, that facts are what it is after, regardless of their application. Medicine on the other hand, is very much concerned with the practical application of facts. Its proper business is the relief and prevention of suffering, through application, as far as possible, of the facts of science to the art of medicine; but of facts, whether they have been arrived at scientifically or not. It is medicine's business to help mankind." Further on, Dr. Pusey makes the statement that "the reason for the existence of medicine is the practical service to man."

The reason for the existence of pharmacy is the practical service to man. All of this service is not rendered directly to the patient, but largely by direction of the physician. It is a service of supplying medicine in most effective form, using due care in the preparation, thereby protecting the physician as well as the patient, hence both are concerned in the pharmacy and in the qualifications of the pharmacist, to uphold the standards and restrict the preparation and sale of medicines to those properly trained and who, therefore, realize their responsibility. This constitutes protection and who will say that one is less important than the other in the preservation of life and health.

Realization of responsibility comes with proper pharmaceutical training and education. Members of related professions acquaint the public, in a dignified way, with the importance of their professions; this has been pointed to by leaders and rightly so, as a service. There is no reason why pharmacists should not do likewise; greater pride in the profession will contribute to its service.

"Not all the art of medicine is at the bedside, nor all the science of medicine in the laboratory."

OFFICERS-ELECT OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

The Board of Canvassers of the AMERICAN PHARMACEUTICAL ASSOCIATION composed of Oscar Hallenberg, Glenn M. Cook and H. O. Tiegen, all of Bismarck, N. Dak., has announced as the result of the mail ballot for officers of the Association, the election of the following:

President, H. A. B. Dunning, Baltimore, Md.

First Vice-President, A. L. I. Winne, Richmond, Va.

Second Vice-President, W. B. Goodyear, Harrisburg, Pa.

Members of the Council (for three years), J. H. Beal, Camp Walton, Fla.; C. E. Caspari, St. Louis, Mo.; C. H. LaWall, Philadelphia, Pa.

Member of the Council (for one year, to fill the unexpired term of the late Geo. M. Beringer), W. Bruce Philip, San Francisco, Calif.

These officers will be installed at the next annual meeting of the ASSOCIATION in Rapid City, S. Dak., August 26-31, 1929.

EXCURSION RATES TO RAPID CITY.

BY T. J. BRADLEY.

CHAIRMAN OF THE COMMITTEE ON TRANSPORTATION.

For the first time in several years, members of the AMERICAN PHARMACEUTICAL ASSOCIATION attending the 1929 meeting at Rapid City, South Dakota, will be able to buy excursion tickets at a substantial reduction from regular fares. Summer



tourist rates will be in effect from most points to Rapid City or Deadwood and the Committee on Transportation has secured the following as samples of what the rates will be from various sections of the country.

Atlanta, Georgia.....	\$73.95	Montreal, Quebec.....	\$85.30
Baltimore, Maryland.....	81.35	New Orleans, Louisiana, via Omaha...	78.35
Birmingham, Alabama.....	66.50	New York City.....	87.02
Boston, Massachusetts.....	98.56	Omaha, Nebraska.....	24.65
Buffalo, New York.....	64.80	Ottawa, Ontario.....	79.90
Cincinnati, Ohio.....	51.15	Philadelphia, Pennsylvania.....	84.04
Dallas, Texas, via Omaha.....	58.50	Phoenix, Arizona, to Deadwood.....	87.30
Detroit, Michigan.....	50.40	Pittsburgh, Pennsylvania.....	61.71
Houston, Texas, via Omaha.....	71.25	St. Paul, Minnesota.....	28.10
Indianapolis, Indiana.....	45.30	St. Louis, Missouri, via Omaha.....	37.70
Jacksonville, Florida.....	92.20	Salt Lake City, Utah.....	64.60
Kansas City, Missouri, via Omaha....	33.50	San Francisco, California, to Deadwood	95.50
Los Angeles, California, to Deadwood.	95.80	Toronto, Ontario.....	64.60
Louisville, Kentucky.....	54.15	Washington, District of Columbia...	81.35
Minneapolis, Minnesota.....	28.10		

These figures are as accurate as could be secured at this time, and they are from thirty to forty per cent less than regular fares. Sleeping-car fares must be added to each rate.

The only section in which summer tourist rates to Rapid City or Deadwood do not seem to be in effect is the far Northwest, as no rates are published from Seattle, Washington or Portland, Oregon.

These rates are not dependent on the number attending the convention and are good going at any time after June first and for return to the starting point until October 31st. Members can ascertain if summer tourist rates to Rapid City or Deadwood are in effect from their stations. If none is in effect at a station, local tickets should be bought to the nearest point from which the summer tourist rates are in effect, and the excursion ticket bought there. Members from the east and southeast can arrange to return by way of Minneapolis and attend the meeting of the National Association of Retail Druggists there, in September. Special cars or a special train will be provided from Chicago and a stopover at Rochester, Minnesota, will be arranged for those who wish to visit the Mayo Clinic.

The 1929 meeting is to be held in an extremely interesting section of the country, which is unfamiliar to most of the members, and there will undoubtedly be a large attendance. Further particulars concerning transportation to the meeting will be published in later numbers of the JOURNAL, as they are secured.

GIVE THE DRUG STORE MORE OF A PHARMACY ATMOSPHERE.*

"I look upon the teachers and the editors as men of outstanding influence. It is their privilege to mould and guide the thoughts and actions of the followers of pharmacy.

"Editorial influence has encouraged wholesome legislation. It has supported pharmaceutical education. Our journals have promoted sound business methods. In former days the journal was one of the primary sources from which the apprentice turned for education, and toward which the proprietor looked for guidance in the practice of his art.

"Hand in hand with journalism stands the College of Pharmacy in its work of guiding youth to become pharmacists. Interlocking with both are the associations. Each is complementary to the other. The advancement of pharmacy must come from the united efforts of these agencies.

"Looking over the position of the drug stores of our land at the present day one is struck with the fact that in many respects they lack the elemental features of our conception of a drug store. They may sell drugs and medicines, put up prescriptions and carry on the business of a drug store, but they do not look the part. We may sometimes wonder whether this changed atmosphere in the drug store has not caused a loss of confidence on the part of patrons, giving to the store a lower caste.

"An outward survey of the ordinary drug store of to-day reveals a heterogeneous array of merchandise gathered from many lines of trade lacking in specific features or character. It is a shapeless, formless mixture of merchandise. It is neither a stationery store, a notion shop, a grocery, an ice cream parlor nor a restaurant. Nothing stands out by which it can be recognized or remembered. As

* Abstract of remarks by Dr. Fred B. Kilmer at a luncheon held at the Drug and Chemical Club, New York City, December 19, 1928.

one speaker expressed it: The Drug Store of to-day is not Pharmacy-Conscious.

"A Western Druggist modernized his store by moving the old time shelf ware, show globes and other old-fashioned stuff to the garret, and found that his family and prescription trade fell off. He restored enough of them to give his store a drug store appearance, and the lost trade came back. ***

"Visiting the store of an old time acquaintance I noticed that he was making his prescription department prominent. I was curious; he informed me, that really there was no prescription trade in his town—that the doctors all dispensed their own medicine; but, he added: 'I find that when I advertise prescriptions I can get a better price for a lead pencil.'

"A druggist in one of our large cities tied his store up with a dairy. The milk is produced and bottled under systems which he supervises and certifies. He gets a royalty of five cents a quart and the sales exceed five hundred quarts per day.

"If a druggist must go into the food business, why not give it a pharmaceutical twist and charge for it? In modern medicine, the diet therapy has assumed far greater importance than drug therapy.

"If a druggist is in the lunch trade, why not specialize in furnishing diets according to the prescriptions of the attending physician?

"Few homes or restaurants are equipped to prepare the diets called for in modern practice. There is a strong demand from patients who are not confined to the hospital for a place where they can secure the prescribed diet. The druggist above all others can fill the need.

"Hygiene and public health is a subject now being stressed by writers and speakers. We find in this millions of new customers for the drug stores. Its application runs through the whole realm of pharmacy. There is home hygiene—the care of the family. The avoidance of sickness, the keep well, keep fit doctrine—these make for the sale of drug store items; soaps, skin lotions, toilet wares, tooth brushes, tooth washes, shampoos, antiseptics, disinfectants and a multitude of wares which belong to pharmacy.

"In the drug store of the present day business is paramount. The druggist must increase volume of sales and profits or go broke. The Drug Journals fill their pages with schemes for increasing sales of soda water, sandwiches, cigars, candy, stationery, knickknacks and sundries of all sorts. This, of course, appeals to the reader who, above all else, wants to increase his sales and profits.

"Slowly advancing in the drug field we have glimpses of ethical pharmacies, prescription stores, stores where the atmosphere is that of pharmacy. Can we not give to every store an atmosphere of pharmacy, a pharmaceutical halo? Can we not put drugs back into the drug store without disturbing the trade in the thousand and one items now sold? Can we not add pharmacy in such a way that every customer who enters the door will know that he is in a drug store? It may take time and heroic effort, but I believe that it can be done.

"I am not an editor, but roughly I have thought that it might be helpful if our Journals were to inaugurate a Department which shall carry a series of well-worked-out articles, showing in detail and with conciseness how to increase trade and profits in commodities which are pharmaceutical in character.

"The following occur as suggestive subjects:

Pharmaceutical Preparations	Maternity Supplies
Household and Emergency Medicines	Infant and Invalid Foods
Hygiene and Public Health	Articles pertaining to modern therapeutic diet
Serums	First Aid Supplies
Disinfectants	Surgical Dressings
Insecticides	Ligatures and Sutures
Prescriptions	Physio Therapy appliances—(light and heat rays, etc.)
Physicians' Supplies	Home Hygiene
Sick-Room Supplies	Keep Well Supplies

"Many other subjects could be added.

"My plan contemplates that our Journals shall add to their already established features a series of articles of this character, possibly by special writers, illustrated and built along specific, concise and well wrought plans, telling the reader just how to carry on the work.

"Such articles may well cover methods of store display, counter display, departmentizing. The open prescription department might be exploited. Methods of circularizing and other forms of advertising should be given.

"The idea is to inject into the modern store an atmosphere of pharmacy; add to the business of the present-day drug store an increased business in items now neglected; to make the druggist pharmacy-conscious. In my judgment, a well-worked-out plan of this character will increase the interest of the readers of the Journal. It may be made to increase the subscription list, and possibly increase the advertising patronage.

"I am aware that articles of this character have appeared in our pharmaceutical journals. My idea is to do this systematically, repeatedly, and continue it as one of the features of pharmaceutical journalism.

"I would have this reinforced through our Colleges of Pharmacy. Some of these colleges now carry business courses. The idea is to have them emphasize the business side of pharmacy; to teach the student how to make money in the pharmaceutical side of his calling.

"To these two forces, the pharmaceutical journals and the colleges, there might be added that of the pharmaceutical associations, where, at the meetings, papers, talks and demonstrations might be given, showing the druggist how he can make money by following pharmacy.

"To put it briefly, the idea is to inaugurate a continuous campaign, a 'First Aid Week' and a 'Pharmacy Week,' which will be continuing possibly for several years; a campaign which tends to show the druggist a way through which he can superimpose a profitable business in lines allied to pharmacy upon the trade which already comes to his store."

SWEDISH PHARMACISTS CELEBRATE ANNIVERSARY.

Pharmacists of Sweden recently celebrated the 150th anniversary of their organization. The history of their profession, as such, dates to 1621, when King Gustavus Adolphus granted them royal privileges and stipulated that no

new shops were to be opened without authorization by the state. Swedish pharmacists enjoy an equal social standing with physicians.

At present the Swedish apothecary shops retain the appearance which they had three centuries ago, and their prestige is such that attempts to open "drug stores" on the American plan have been abandoned abruptly.