

5. *Store Methods.*—Name and briefly describe the helps which modern druggists may obtain from the U. S. Bureau of Commerce in improving their methods. Discuss the efficiency expert of to-day, *pro* and *con*, as applied to the drug store. What valuable lesson may the independent druggist learn from the chain systems, and which of their methods may he safely adopt?

6. *Individual.*—Outline the "Ideals of Pharmacy" as applied to the individual. Outline the opportunities of modern Pharmacy open to the qualified individual.

7. *Scientific.*—In a few short sentences each, designate ten scientific developments of recent months.

8. *Historical.*—Outline briefly the procedure required by the apprenticeship system of licensing of sixty years ago. Explain the Doctrine of Signatures. What did it develop for Pharmacy of to-day?

9. *Exposures.*—Outline activities of the U. S. Department of Mails in detecting and exposing fraud in the drug manufacture and selling business. What action can the Interstate Commerce Commission take in such cases? Give a recent example of a veterinary preparation so handled.

The purpose of our topic may now be made clear. In our circles we sometimes find men who in their younger days were unable to obtain a college education in Pharmacy. For them a systematic reading of the journals will give a perspective of the field, both past and present, which will enable them to move with their professional associates with poise and credit to themselves. Many college graduates have been heard to say with regret that they haven't had time to open a textbook since leaving college. From some viewpoints this may not be entirely a cause for regret; textbooks become obsolete very rapidly. Some authors who spend years and months on their manuscripts are appalled to find their work is out of date before it is published. We should look for more success in a graduate who carefully reads the journals of his profession, than in one who said after a few years: "I still have my college textbooks, and get them out and go over them as often as I can."

The writer will not have the temerity to propose the names of the journals which should go on the 5-foot shelf, except to insist that the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION must be one; and that the Journal of the National Association of Retail Druggists cannot be spared by the retail pharmacist. Four more good trade papers can easily be selected from a large available list. A considerable latitude of choice is possible to meet individual tastes in the matter of special interests and the method of presentation. Above all, save every copy for reference, with the highest value on an annual index.

AN OLD FASHIONED DRUG STORE IN A MODERN SETTING.*

BY THOMAS ROACH.¹

In every age and under all conditions, there has been a constantly changing process going on in all trades and professions. In no line of human endeavor have more changes come during the last thirty years than to that of the drug business.

Starting with the drug stores of a generation ago, we have seen them grow from pharmaceutical establishments—which had some side-lines, to be sure, but

* Section on Commercial Interests, A. Ph. A., Rapid City meeting.

¹ President of National Association of Retail Druggists.

whose basic claim for recognition as institutions in the community was founded on the ability and service of those engaged therein as purveyors to the public of prescriptions, drugs and correlated items for the sick and injured—into the institutions known to-day as the "modern drug stores." In many ways they could better be called department stores, for in most of them the science and art of pharmacy have been so far relegated to the rear that they can almost be said to be non-existent.

Here let me say, it is not my purpose to assail this class of drug stores, for, after all, they are a product of the times and their usefulness to the public must be judged by the service they render. Certainly no class of business or profession can lay claim to a greater usefulness than the modern drug store.

However, due to this same demand of the times, during the last few years there have been established in all the larger cities over the country many prescription pharmacies, closely related to the Apothecary Shops of Europe, and whose business is devoted almost exclusively to the professional side of pharmacy.

In the author's opinion this is just as much a product of the present day and age as is its anti-type—the chain drug store. Following closely upon the development of the chain drug stores are the prescription pharmacies.

The writer had long cherished the idea of owning a store that would be devoted exclusively to the professional side of pharmacy, but it was not until early in this year, when a chain organization bought his drug stores that he had an opportunity to realize this ambition.

The location chosen for his prescription pharmacy is on the ground floor of the largest office building in the city, and centrally located. The room, 19 x 64 feet, is so located that it has glass show windows on three sides. This gives us nine show windows which would be the envy of any chain store.

The prescription case is thirty-six feet long and, of course, is the main fixture feature of the establishment; the front of it is a show case fifty-six inches high, behind which the prescription clerks work, yet they can see everything that goes on in the store, and can be seen by all the store's customers, as well as the people who pass to and fro through the arcades which form the entrances to the building. The inside of the prescription case is filled largely with sectional shelving and drawers.

One feature, which has caused much comment, consists of two rows of shelf bottles of the kind the writer worked with thirty years ago. These are placed where they can be seen by all who look toward the prescription case, whether inside or outside of the store. We have not yet been able to find the two old-fashioned three-story show globes that are necessary to complete this part of the picture. A large balcony provides room for an office, stock room and a truss and belt department.

The slogan chosen for the store, "An Old Fashioned Drug Store in a Modern Setting," was suggested by a newspaper article which a bright reporter prepared for one of the local papers when announcement was made of the fact that this prescription pharmacy was to be opened. The headline of the article carried the information that: "Tom Roach will open an 'Old Fashioned Drug Store,'" and played up the fact that the owner had begun work in an old-time drug store, and had run the whole gamut of drug store experience, from the latter

type to a department drug store, and having disposed of his large stores was reverting to type, so to speak. The story caused so much favorable comment that the phrase was added, "in a modern setting," which completes the slogan of the pharmacy.

It is indeed the idea to run the pharmacy as an old fashioned drug store, in that drug wants of the patrons are strictly catered to, with no fountain, cigar, candy or toilet goods trade to interfere with the professional service which it endeavors to render, but modern, in that the pharmacy has been equipped with the best of present-day fixtures, is well lighted and well ventilated, and in that respect not at all like the pharmacy of the past.

In starting this shop it was assumed that the active coöperation of the medical profession would be given. This has been the case in a larger measure than anticipated, but the greater surprise has been the hearty response that this idea has met with in the minds of the public (the laity, if you please). On every hand expression has been given to the phrase—"I am so glad to know that you have opened a shop where I can have my prescriptions filled and drug wants supplied without having to wade through a confectionery and restaurant to do so."

The pharmacy is unlike most of the prescription shops with which you are familiar, in that it is situated on the ground floor in the high rental district of the City, and is not in, or in close proximity to, a professional building.

The writer claims no originality for his observations regarding this particular phase of pharmaceutical endeavor, or the class of stores described, but he joins with those who profess to see in this present-day movement a better and brighter day for the pharmacist of the future.

A number of questions were asked of Mr. Roach relative to the stock carried by him. Chairman Rothrock expressed the view that the number of prescription pharmacies would increase.

PHARMACY NEEDS AN OBJECTIVE POLICY.*

BY ROBERT L. SWAIN.

It was Froude, I think, who said, "You can't dream yourself into a character; you must hammer and forge yourself one." The thought of practical application which is immediately suggested is that worth-while accomplishment is the result of the hammer and the forge of industry and intelligent effort. It may be laid down as one of the fixed rules of economic and social science that nothing of value is produced without a corresponding outlay of mental and physical work. The same thought has received poetic expression. It was Whittier who proclaimed that character comes from the payment of the cost and that to reach the heights we "must mount the ladder round by round." In other words, the energy and effort typified by the hammer and the forge underly all sound and lasting progress.

Let us now apply the same principle to pharmacy and utilize it in establishing the need of a more constructive and forward-looking policy. It may indeed be possible that the profession has been engaged in complacent dreams, that it has imagined that certain conceptions were held regarding it and that it may have over-

* Section on Education and Legislation, A. P. H. A., Rapid City meeting, 1929.