

# EDITORIAL

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## HIGH EDUCATIONAL AND SERVICE STANDARDS FOR PHARMACY.

**A**N ARTICLE appears in this issue of the JOURNAL that will be read with interest and profit—it is entitled "Pharmacy Needs an Objective Policy." Quotations strike us not only because of their selection but the author's qualities come before us; especially, when the writings are thoughtfully applied as texts. The first quotation is from James Anthony Froude, the historian, of whom it is said that he presented in his writings the side on which the warnings to posterity are most distinctly inscribed. He possessed, too, the power to individualize the man whose life he studied, and his depictions presented a consistent and human character. He also said "Human improvement is from within outward." The quotation given by Mr. Swain is "You can't dream yourself into a character; you must hammer and forge yourself one."

Whittier's spirit was that of the reformer; the author quotes him "character comes from the payment of the cost and that to reach the heights 'we must mount the ladder round by round.'" The article is concluded with a quotation from Dryden "They conquer who believe they can." Dryden seldom showed weakness nor deviated into aimless digression. The author has chosen well, and advantageously weaves the substance of his quotations into his thoughtful message. Pharmacists not only seek but are entitled to professional standing provided the standards of pharmaceutical education and service are progressive. It may be that pharmacy must to a certain extent revise its ideals and define anew its mission but, as the author of the paper concludes, "pharmacy should devote itself to the principle of maintaining the highest standards in education and in its service to the public. It should adopt and remain true to a policy, distinguished by its constructive purpose and objective outlook, which would demand and receive the recommendation of those who appreciate intrinsic worth in all things." Medicine has gone through many changes and repeatedly re-defined its scope and broadened its usefulness without changing its name—the practice of medicine of to-day is quite different from that within our earlier memories. Medicine and pharmacy are complementary professions—they solve the problems of health and disease. A duty of pharmacists and the teachers in pharmacy is to systematically study activities that may be included, which harmonize with the practice of pharmacy and add to the pharmacists' professional responsibilities and opportunities.

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## PHARMACY WEEK.

**T**HE educational features provided for "Pharmacy Week" of this year are better than those of preceding years, and thanks are due to those who have so successfully prepared the means for telling the story of pharmacy to the public and thereby

a better understanding of its mission. The publicity material that has gone out under the direction of those in charge of this work deserves well this favorable comment—it is real service. An editorial in *THIS JOURNAL*, soon after the adoption of provision for the establishment of "Pharmacy Week," applies as well to-day as it did then; a paragraph may bear repetition: The point of paramount importance, in order that "Pharmacy Week" may be a real benefit is to disseminate information relative to pharmacy—that higher educational standards are essential for co-operation with doctors—that improper conduct of a pharmacy represents not only poor service but may endanger health and discredit a neighborhood. Information along these lines seems of greatest importance, and can be communicated by the means that have been suggested. Some may contend that there are too many "days" and "weeks" now, and that they cease to hold the interest of the public but this is a different proposition—it is to inform, and certainly, a message of health conservation, to keep the neighborhood free from undesirables, conveyed by right methods, will and should enlist interest.

In the aforementioned issue comment is made on a related subject and an educator, and this may also be worthy of repetition, "'Educational campaigns are all right,' our friend said. Too much cannot be done, perhaps, to inform people at large about the importance of preserving health or regaining it after it has been lost. But when we leave this altruistic field and get wholly and noisily into the field of self-interest, what finally, must the casual bystander think? May we not expect a little criticism?" Two thoughts are concerned here, it will be noticed. One is that the status of the pharmacist should not be questioned, even inferentially. The other is that the druggist should not exploit his professionalism with the thought in mind of advancing his commercial activity by such a course. We are taking the liberty of quoting the closing paragraphs of an editorial in the *N. A. R. D. Journal*.

"As previously stated in these columns, on more than one occasion, the sole purpose of 'Pharmacy Week' is to educate and enlighten the public concerning the highly technical and professional aspects of pharmacy and it, therefore, follows that window or counter displays used in connection with 'Pharmacy Week' should be free from any attempt at commercialism. 'Pharmacy Week' displays should be of the highest order, preferably depicting the skill of the pharmacist in preparing pharmaceutical products from raw material and in this connection it is interesting to note that the world map prepared and distributed by the N. W. D. A. provides a valuable background for all such displays, as the country of origin as shown on the map may be directly connected with the preparation in course of production or the finished product, as the case may be.

"Finally, it may be said that the pharmacists of the country now have an opportunity to advance the cause of pharmacy such as they never before enjoyed and we fervently hope that every retail druggist in the land will make a suitable display and otherwise join in the movement to put 'Pharmacy Week' over with a bang."

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