

gratifying—the following week the prescription business showed a fifteen per cent increase.

Pharmacy Week—October 14th to 20th—observed in 1928 in the United States, Canada, England, South Africa, Australia, New Zealand and Tasmania—not only affords every retail druggist in the United States a splendid opportunity to bring to the public attention the professional side of his establishment, and its potentialities are far greater. By preparing the public mind—making it pharmacy conscious—it will serve to hasten the day when the practice of pharmacy will emerge from the chaotic era through which it is now struggling.

WHY NOT CREATE A "PHARMACY FLAG?"*

BY EDWARD SWALLOW.

It has occurred to the writer that while every nation, state, city and many institutions have their own particular flag or emblem to represent them, the ancient profession of Pharmacy has never adopted this means of inspiration and distinction.

From time immemorial, flags have played an important part in shaping the destinies of the human family and its various activities. The flag appeals to something in the nature of man that has a subtle influence in creating great thoughts, and actions—it is a symbol of past heroic deeds or worthy achievements, and high ideals.

The profession of pharmacy has served humanity for thousands of years, each passing year giving better and more scientific service to the community at large. If ever a profession deserved to have an emblem or flag of its own, it is the profession of pharmacy—a calling that has meant so much in the conservation and protection of public health and welfare.

Stretching back to the very dawn of history we find names of men who have laid the foundation of this honorable calling, and their efforts in the cause of humanity have been nobly followed by thousands of others who, by their work, have built up a science and art second only to the profession of medicine in importance and general helpfulness to their fellowmen; pharmacy has indeed a worthy and honorable past to look back upon and to be proud of.

Modern pharmacy owes its ability to render the public a high-class scientific service to the self-sacrificing and unselfish labors of men of all the civilized nations. England, Germany, France, America, Russia, Switzerland and other countries have produced pharmacists who have added to the science and art generally of the profession of pharmacy. What has happened in the past—one of glorious achievements—is going on to-day, and will never stop. The future of pharmacy will become of ever-increasing importance, of increasing science and knowledge, and of increasing value in regard to its special service to the medical profession and the community at large.

Flags of nations represent the symbols of home and country, national achievements and ideals, reminders of great deeds and worthy men. The flag is the

* Section on Practical Pharmacy and Dispensing, A. Ph. A., Portland meeting, 1928. The paper was referred to a Committee of which the author is Chairman, to report at the Rapid City meeting.

emotional tie-up between the individual and the history of his country. When gazing upon the flag of his native land, a man sees a crystallized vision of its history, the accomplishments of his ancestors. Inspired by these things, men have always "followed the flag," even unto certain death. In their worthy efforts to perpetuate and emulate gallant and honorable deeds, men have always been found who will devote their lives to their country and the ideals represented by its flag. A flag is a nation's call for "a union of hearts, the union of hands."

These things are true in relation to national flags and emblems, and should be equally true with the influence exerted by a Pharmacy Flag, an emblem that shall represent the profession of pharmacy and be a constant source of inspiration to all who march under this banner of our ancient and honorable calling. The suggestion is offered that a flag of pharmacy be created, national or international, as is thought best by the leaders in pharmaceutical matters in the several different nations where pharmacy is looked upon as a learned profession.

A pharmacy flag should be so constituted as to express not only science and knowledge, but moral attributes, such as integrity and devotion to high ideals.

Just as a fine piece of sculpture can suggest events and truths, so should our science and art be embodied in such manner as to make our public service for health and welfare an outstanding feature. We want a pharmacy flag that will inspire all pharmacists alike with great thoughts, the intense desire to serve their profession, and add further knowledge to the calling, so that progress is made possible.

The author of this original idea for the creation of a pharmacy flag offers this suggestion to pharmacy generally in all countries. With this idea in mind, a copy of this paper has been sent to the following journals: the *JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION*, the *Pharmaceutical Journal of Great Britain*, the *Canadian Pharmaceutical Journal*, the *Australasian Journal of Pharmacy*, and the *African Chemist and Druggist*, all journals representing pharmaceutical associations in their respective countries.

The author expresses the hope that this suggestion will find its way into pharmaceutical journals in Germany, France and other countries, so that a world-wide interest may be aroused.

As every civilized nation has contributed something of value to pharmacy in general, in the event of this suggestion finding favor, each nation might feel disposed to create a pharmacy flag of its own. The designing of such a flag would give each country the opportunity of placing something of national significance upon its Pharmacy Flag.

The symbolism of plants, colors and other things must of necessity be used in constructing a flag for pharmacy. For instance, a key signifies knowledge; bay leaves, reward and victory; orange color, benevolence; purple, loyalty and love of truth; the rising sun or torch, increased knowledge, and so on.

It is needless to point out the many uses that would be made of a pharmacy flag—the National Official Pharmacy Flag. Colleges and pharmaceutical institutions would use them every day. Conventions would see thousands of these banners flying in the breeze. Buttons with the Pharmacy Flag upon them would be upon every student of pharmacy, and during the observance of Pharmacy Week, the drug stores would keep their "flag a flying."