

NATIONAL PHARMACY WEEK.

BY H. C. CHRISTENSEN, PRESIDENT OF AMERICAN PHARMACEUTICAL ASSOCIATION.

THE National Pharmacy Week—October 12th to 18th, inclusive—now approaching its sixth annual observance is without a doubt the most constructive, far-reaching and beneficial pharmaceutical activity that has ever been attempted for retail pharmacy.

The professional side of pharmacy is the one and only part of the business responsible for the legal recognition given the pharmacist under state pharmacy laws; it is the only excuse for his existence. Every retail pharmacist should therefore be eager to take advantage of this outstanding opportunity to bring to the attention of the public, through Pharmacy Week window displays, the fact that he is *more* than a merchant.

It is true that each year shows increasing numbers of pharmacists availing themselves of the free Pharmacy Week window display material. But why not every retail pharmacist? Here is a proposition which, with small effort on the part of the retailer, can be made to convey a most important pharmaceutical message to the people of every community—the message that the pharmacist is a professional man, a man who can be depended on at all times not only to supply the community needs in medicine and medicinal equipment, under proper safeguards, but who is also a source of valuable information on public health service and other scientific and semi-scientific matters. He reads the authoritative publications, books, journals, etc., of pharmacy and labors continually to keep abreast of his profession.

Nothing could be more illustrative of these attributes than a window display during Pharmacy Week, using the window streamers, chemical map and other materials made available by the Committee, thus featuring the professional and scientific side of pharmacy. With this background and a little thought and ingenuity, the pharmacist can make a very striking display by the addition of crude drugs and chemicals, pharmaceutical utensils, books, magazines, etc. There is ample opportunity for originality. The important part is to make your window displays, for this one week at least, reflect the professional side of pharmacy. Many of the most successful pharmacists of to-day realize that their side lines and merchandising successes are dependent largely upon their standing as pharmacists.

The Pharmacy Week display will prove a most effective and helpful method of impressing the public with your professionalism. Let all your window space proclaim you a Pharmacist—a professional man—during Pharmacy Week.

As president of the AMERICAN PHARMACEUTICAL ASSOCIATION, I want to thank the Executive Committee and all agencies that have contributed so magnificently to the success of the Pharmacy Week movement. Especially, I want to compliment and thank Chairman Robert J. Ruth for the untiring, competent and successful manner in which he has planned and directed the movement. I also want to extend thanks to Dr. E. L. Newcomb and his collaborators for planning, assigning and making available the handsomely lithographed drug maps, window backgrounds and other display material. Last, but not least, I want to thank the drug journals for their coöperation in giving space so liberally for publicity for Pharmacy Week.