

facturing our Extract at Chester, Connecticut. There we abandoned the old kettle previously employed, changing to 400-gallon copper stills made under my own supervision. I understand that the same stills are in use by the Pond Extract Company, at the present time. With our new stills, I added about twenty-two and one-half per cent to the strength of the extract.¹

"There seems to be only two or three sections of the United States where the true species of Witch Hazel grows, of the quality employed by the Pond Company and the Indian 'Medicine Man' of the Oneidas, namely, Central New York and Connecticut. I am told that each year the tribes of Indians on the plains send their Medicine Man East, for their supply of what they term 'Witch Hazel Bush.'

"In 1884, our president, F. W. Hurtt, passed away, and I was elected President of the Company, remaining in that position until I resigned, in 1898. At that time our business was about half a million dollars each year.

"In 1882 I added several new preparations, consisting of toilet cream, dentifrice, lip salve, ointment, porous plasters, catarrh remedy and toilet soap. Special machinery for their manufacture was erected in our laboratory at Number 1 West 13th Street, that building being connected with the one containing our offices, at 76 Fifth Avenue. All the articles above mentioned were made from the product of Pond's Extract, in different forms, and proved very successful with a large trade.

"In 1878 we had opened a branch on Great Russell Street, London, opposite Bridges Museum, and there built up a reasonable trade, principally on Pond's Extract. We also established an agency with Roberts and Co., of Paris, France. We exhibited our preparations at the Paris Exposition, and received a medal. The date of that Exposition I have forgotten,² and have no data by which I can recall it. I think the present Pond's Extract Company retains the London Branch, at the present day.³

"While in London, I made a contract with the Hotel Syndicate that controlled all the first-class hotels in London. The contract was as follows: The Syndicate to buy from the London Company ten gross of Pond's Extract, of the small size, and pay our regular wholesale price for it. They were to place a bottle in each guest's room, charging same to the room. When occupied by a guest, it was the duty of the chambermaid to report to the office whether or not the guest had used the bottle. If so, it was charged to the guest, and another bottle immediately put in its place. We were to place in the 'lifts' of each hotel a large mirror with the words 'Pond's Extract' lettered across its top. Other mirrors were to be placed in the reception room and the public rooms on the first floor. This would have required an expenditure of ten or eleven thousand dollars. For this privilege, for one year, we were to pay the Hotel Syndicate One Thousand Dollars. However, the Board of Directors of my company refused to sanction my agreement, and the contract was not consummated."

**FURTHERING PHARMACEUTICAL PUBLICITY.*
THROUGH THE OPEN OR PARTIALLY OPEN PRESCRIPTION
DEPARTMENT.**

BY W. BRUCE PHILIP.

In many drug stores the prescription department is tucked away. It is out of sight of the customer of the drug store for whom prescriptions are compounded. It is a hole into which his prescription disappears as a piece of paper, and presto, comes back from, as a filled bottle, or pill box. To the average customer the technique that it goes through is analogous to the one of putting a ten dollar bill into one of

¹ Just what Mr. Hurtt meant by the term "Extract," I did not learn. J. U. L.

² Probably 1889.

³ 1915.

* Section on Commercial Interests, A. PH. A., Washington meeting, 1935.

the air cash boxes in a department store, and having it come back turned into silver dollars, nickels and dimes.

The only way that pharmacists are going to convince the public that real manipulation and studied procedure, which require skill, is used in compounding prescriptions is to show the processes. The prescription counter that is seen will be interesting and educating.

Personally, I take a decided stand in advocating the partially open prescription department, regardless of the fact that there are a large number of "one man drug stores" in which the pharmacist is often placed at a disadvantage when he is called away from compounding a prescription in order to serve a customer. If he were working at an open prescription department the fact would, of course, become obvious to anyone in the store, that he had left his work at the prescription counter, to wait upon an incoming customer. The interruption of work for the prescription would be noticeable, but why hide it? I do think, however, that pharmacy must do something to keep its professional rating, and that something must be done at once.

In contacting members of Congress, and other legislators, my experience has been that lawmakers are more and more inclined to classify retail drug stores under the category of "merchandising establishments." Legislators in general are reticent, they are not at all willing to enact additional restrictive legislation which is related to laws dealing with professional pharmacy; they hesitate to even consider giving druggists the right of the exclusive sale of drugs.

To open up the prescription departments, or to give the public a glimpse of this part of the store work, will help to stimulate in the public mind the knowledge that the pharmacist is more than just a merchant. *He is a professional man*, but is not thought of as such.

The processes of filtration, percolation and the manufacturing of certain pharmaceuticals may well be displayed with advantage.

In my opinion, the seeing of the actual filling of prescriptions will have a psychological effect upon both the public and the physician.

We should disregard the fallacy that more prescriptions cannot be written than are now being written, because if the public had full confidence in the ability of pharmacists as professional men, or if there was a trust in the retail drug store the public would demand, and the physician would write more prescriptions.

It is the belief of the writer that the open prescription counter would curtail the dispensing of prescriptions by physicians who make a habit of such a practice. I might even add, that people who now buy patent and proprietary medicines might be interested by seeing the art of pharmacy practiced in a drug store, to induce physicians to write prescriptions for pharmacists to compound. Illegible prescriptions or those for other reasons which require study can be read without attracting the patient's attention. There seems to be no logical reason why a part of the prescription department should not be kept out of view of customers, permitting a certain amount of privacy to the pharmacist who is working out a dispensing problem.

One phase of the case is that there are some untidy prescription departments which the dispenser would be ashamed to have the public see. All right, if a partially open prescription department will clean up for druggists who are careless

dispensers and manufacturers the sooner a partially open prescription department is installed the better it will be for every one concerned and interested in pharmacy.

The writer recommends that a glass partition be so arranged that conversation in the drug store proper cannot be distinctly heard in the prescription department. In like manner the glass would prevent the carrying of voices in conversation from the prescription counter to customers in the store.

In the final analysis, pharmacy is a profession, and pharmacists should act accordingly. Shall the professional part of the drug store, the prescription department, be limited to a number of professional stores, or to hospitals? No! The plan does not appeal to the writer and it is not the public's idea of good *drug store service*. The public wants and needs *drug stores*.

With all facts considered, the drug store is still a drug store, but there is a need to emphasize it. A partial opening of the prescription department to the public's inspection will emphasize the art of the pharmacist, and will give a solid foundation for the demand for legislation in the public interest. There is a virtue and a need to confine the sale of drugs and medicines to qualified registered pharmacists.

ANNUAL MEETING OF THE BOARDS AND COLLEGES OF PHARMACY, N. A. B. P. DISTRICT NO. 2.

The annual meeting of the Boards and Colleges of Pharmacy, N. A. B. P., District No. 2, was held in the American Institute of Pharmacy, March 11th and 12th. The meeting was representative of these bodies and a dinner was given on March 11th to the visiting delegates of the Boards and Colleges under the auspices of the District of Columbia Veteran Druggists' Association, assisted by the D. of C. Pharmaceutical Association, D. of C. Board of Pharmacy, the George Washington University School of Pharmacy and Howard University College of Pharmacy.

Dean C. Leonard O'Connell was chairman for the Colleges and John M. Woodside for the Boards. Reports of the various standing committees were received and discussed. Among the reports were those on examination technique and statistics. Other reports dealt with phases of examinations and experience requirements and on the fate of the pharmacist under socialized medicine.

Other meetings recently held in the American Institute of Pharmacy were those of the Medical Round Table Association and the Chemists' Club.

THE TWELFTH INTERNATIONAL PHARMACEUTICAL CONGRESS.

Among the subjects that will be considered at the Twelfth International Congress in Brussels are the following: The medico-pharmaceutical scope, the limitation of pharmacies, pharmaceutical regulations—control of patent medicines and prices to be charged, management of pharmacies, pharmaceutical service in social insurance, the question of employment in pharmacies, pharmaceutical terms.

AMENDMENT PERMITS RETAIL DRUG CODE AUTHORITY TO INCORPORATE.

The National Industrial Recovery Board on March 20th announced approval of an amendment to the code for the retail trade, permitting the code authority for the retail drug trade to incorporate. The amendment applies to the national code authority and to each local committee.

Written assent of the National Industrial Recovery Board must be obtained before any such code authority may incorporate.
