

REFERENCES.

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WHAT DIFFERENCE DOES A CENTURY MAKE?*

BY JOHN E. KRAMER.¹

Yesteryear's events, especially those of interest to a group such as the Historical Section of the AMERICAN PHARMACEUTICAL ASSOCIATION, are of more interest and value when compared to current events. For instance, historians point out that pharmacy in the early nineteenth century was probably at a lower ebb than it had been for many years, with ready sale for cheap drugs, and substitution, adulteration and other evils prevalent. Contemporaries contend rather contemptuously that pharmacy is again at a rather low ebb to-day.

A recent event in the newspaper world affords us an opportunity to study the situation. On March 25, 1936, the *Philadelphia Inquirer*, one of the larger daily news sheets of the City of Brotherly Love, celebrated the hundredth birthday of the *Philadelphia Public Ledger*, which the *Inquirer* had merged with, or, to state it correctly, had absorbed on April 15, 1934.

With its regular issue of March 25, 1936, the *Inquirer* included a facsimile of the small, four-page, closely printed, unillustrated inaugural issue of the *Ledger* of 1836. The following are three of the advertisements that can be read only with eyesight good enough to overcome and decipher the atrocious print.

PAINTS, DYE STUFFS, &c.—100 brls. English Venitian Red; 40 kegs do. Chrome Green, dry; 2000 lbs. Verdigris; 300 lbs. Verdigris, distilled; 20 cases China Vermillion; 100 brls. Yellow Ochre; 10 casks French Stone Ochre; 25 do. Pumice Stone; 25 do. Rotten do; 10 do. Turkey Umber; 20 tons Camwood, in stick; 10 do. Red. Sanders, in do; 25 do. Fustic, in stick; with an assortment of oil ground dye woods, paints, anuriatic and nitric acid, aquafortis, oil Vitriol, &c., for sale by G. D. Wetherill & Co., 56 North Front st.

CROMMELIN & JENKINS, No. 154 North Third st., offer for sale, of their own manufacture, English and American, Mustard, in jars, kegs and bottles, Chocolate, No. 1 and 2, in boxes and halves; Ground Ginger, brls. and kegs; Cayenne and Black Pepper; ground Alspice; Cinnamon and Cloves; prepared Cocoa; Flour, Rice and Nutmegs; all of which they can sell lower than any other manufactory in this city.

N.B. Orders from any part of the United States will be thankfully received and punctually attended to.

SCARLET FEVER—SMALL POX—A cure for these diseases has been discovered by an eminent French Physician, from whence it has been introduced into this country, and thus far has never failed. The article may be procured at No. 121 North Second st.

ATTENTION—No sooner than a good medicine is offered and the public begin to receive the benefit, and before the proprietor has time to receive a re-

* Section on Historical Pharmacy, A. Ph. A., Dallas meeting, 1936.

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muneration for his expenses, straightway competition and imitation accompanied with deception is set in motion to the injury both to the proprietor and the medicine, and an imposition on the public. Such has been the case in this city and perhaps in some others, with an article which has been before the public for three or four years past as a cure for Dyspepsia, prepared by C. Joy, and known as JOY'S ANTI-DYSPEPTIC ELIXIR. Persons who have received the desired benefit and wish to recommend it to their friends will please caution them that the genuine article is put up in bottles, impressed on the sides "JOY'S ELIXIR," "ANTI-DYSPEPTIC," and sold at the General Agency, No. 84 North Third Street, wholesale and retail.

Also, the French vegetable remedy known as THE PELGEIAN REMEDY, although it has not been offered in this city more than about one year, yet a half dozen or more imitators are at work already selling an inferior article; but the genuine "Remedy" is sold at the same agency as Joy's Elixir, and requires the same care in obtaining the article pure.

The unparalleled and astonishing success accompanying the use of the Pelgeian remedy in every case where it has been properly administered, has no doubt been the cause of so many imitators, and it will be highly interesting to patients to procure the article compounded from the best materials. The following diseases have already been cured by this remedy:—Quinsey, Scarlet Fever, Dysentery, Cholera Morbus, Cholic, Cancer, Worms, Fits, Small Pox, Fever and Ague, Influenza, Measles, Inflamed Eyes, Sock Head Ache, long continued and extreme pains in the face and jaw.

JOHN R. SLEEPER, *Proprietor*,
No. 121 North Second street.

Ad number one indicates the presence of the well-known combination drug and paint industry. Ad number two indicates the presence of price competition. Ad number three indicates the presence, a century ago, of counter prescribing, quackery, fraud and misrepresentation.

The passage of a hundred years marked many changes for the betterment of the profession, yet a look at just three of the many advertisements for March 25, 1936, makes us pause and wonder at the perfect panaceas, pleasing prices and personal prescribing still to be had for the asking in some drug stores.

NOW I EAT
FRIED PORK
Upset Stomach Goes
In Jiffy With.....

These tablets are wonder-workers on the bowels, causing a normal action, carrying off the waste and poisonous matter in one's system.

If you have a pale face, sallow look, dull eyes, pimples, coated tongue, headaches, a listless, no-good feeling, all out of sorts, inactive bowels, take one or two of.....tablets, etc., etc.

ACID IN YOUR BLOOD
KILLS HEALTH AND PEP
KIDNEYS OFTEN TO BLAME

Because of its world-wide and unusual success, is offered under a written guarantee to do the work to your complete satisfaction in 8 days or money back on return of empty package. Under the written guarantee you can put to the test and see exactly what it can do in your particular case. You must feel younger, stronger and better than you have in a long time—you must feel thathas done this work thoroughly and completely, or you merely return the

empty package and it costs you nothing. You are the sole judge of your own satisfaction. With there is no long waiting for results because it is scientifically prepared to act directly on the Kidneys as a diuretic. For that reason most people report a remarkable improvement within the first 48 hours, and complete satisfaction within 8 days. costs only 3¢ a dose at druggists and as the guarantee protects you completely, you should not take chances with cheap, inferior or irritating drugs or delay. Telephone your druggist for guaranteed (Pronounced) to-day.

Three other items of general interest found in the reprint of the century-old paper are copied here.

Brandy and water, and cigars—a fast trotting horse, a pocket book with bank notes, gaining and late hours—are the rocks on which are shipwrecked many bright hopes and alluring prospects—the fond anticipations of parents, and the realization of anxiously desired blessings.—MAJOR NOAH.

A well-known toper fell into a fever, which greatly increased his thirst; when the physicians were deliberating on the means of removing both, the patient gravely begged that they would confine themselves to the office and task of removing the fever, leaving to himself the care of the thirst.

The Congressional news up to this date possesses not the slightest interest—Congress seems determined to fritter away its time, instead of rendering it profitable to the nation—shame on such tardy legislation.

Now ask yourself, as I did, what difference does a century make?

THE FINDINGS OF A DRUG CLERK ACTING IN THE GUISE OF THE INQUIRING REPORTER.*

BY GEORGE A. STALL.

It is most interesting to learn the opinions of the public in the various walks of life, regardless of color, creed, race, age or profession, of the present-day drug store as compared with the apothecary shop of yesteryears.

Looking through the memorandum of answers to questions asked, mention will be made only of a few of the more interesting ones.

Question: What is your opinion of the drug store of to-day as compared with the drug store of the days gone by?

Answer: Why, the drug store to-day is no drug store at all; it is a general merchandise store, more like a department store.

Question: Do you have the same confidence in the present-day general drug store as you had in the drug store of yesterday, when the drug store was purely a drug store?

Answer: No; in the first place, in the olden days one could go to the apothecary shop and talk with the doctor (druggist) and rely on what he advised; he was a distinguished gentleman and knew what he was talking about. To-day, one hardly feels that way, because for the most part, the customer is met by a young fellow, full of pep, raring to go, full of ideas, who knows it all. He is inexperienced and not capable, his mind is too full of merchandising to concentrate on pharmacy. He does not have the dignity of the pharmacist of the past; one does not feel one can trust him.

* Section on Commercial Interests, A. P. H. A., Dallas meeting, 1936.