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THE FIFTEENTH OBSERVANCE OF NATIONAL PHARMACY WEEK, OCTOBER 22 TO 28, 1939.

The time is rapidly approaching for this Observance. During the past fourteen years great progress has been made in correcting the false impression held by the public about our profession. The 1939 National Pharmacy Week Committee solicits the coöperation of every pharmacist in America in making this year's observance the most successful in history. To most of us, it is not strange that although few professions require more training, more skill, more knowledge or more care in execution than Pharmacy, as a whole the public does not hold our profession in high esteem. Most pharmacists know that this present condition has been brought about by the desire of the pharmacist to have drugs and medicines readily available in every community and locality and that such service could not be maintained by the sale of drugs alone.

National Pharmacy Week has done much to raise the standards of Pharmacy and impress the importance of Pharmacy on the minds of the people, but, there is much more to be done. Our success will be in direct proportion to the coöperation received from our fellow pharmacists. This year's Committee has arranged a very extensive program.

Let us all do our part. It would be very gratifying to see a professional window in every drug store in the United States. And this could be accomplished if every pharmacist was determined to do his part. The National Committee has tried to make the task of installing these professional windows very easy by preparing three Model Windows. (See opposite page.) Each window can be installed in thirty minutes and is relatively inexpensive.

This year the publications of Rotary International, Lions International, Kiwanis International, Coöperative International and Cosmopolitan International will give wide publicity to National Pharmacy Week, and recommend to the local clubs that they invite a pharmacist to speak on Professional Pharmacy during the Week. If you are asked to speak at one of these meetings, please do not hesitate, and if desired the National Committee will mail you a fifteen minute suggested talk.

RECOMMENDATIONS.

The National committee recommends that each State Pharmacy Week committee divide its state into districts and through a chairman of each district solicit and encourage every pharmacist to install a professional window during Pharmacy Week.

The National Committee also recommends that each state committee contact its local radio stations and arrange for one or more fifteen minute talks on professional pharmacy to be given by prominent local pharmacists during this week.

The National Committee believes that the radio program called, "The Man on the Street" can also be effectively used and recommends that the local, state and city Pharmacy Week Committees arrange with their local radio stations for the Master of Ceremonies of these programs to interview a pharmacist at least once during National Pharmacy Week. The National Committee has prepared a set of questions and answers suitable for such an interview and will be glad to furnish such to anyone upon request.

The National Committee is encouraging hospital pharmacists to prepare scientific displays in the lobby of their hospitals. Any one of the three Model Pharmacy Week Windows will be very suitable for such a display.

It is the desire of the National Committee that the local, state and city committees arrange with their governors and mayors for a declaration of National Pharmacy Week and also for articles in the local newspapers and other publications.

The Committee also solicits the coöperation of the Colleges of Pharmacy and Pharmaceutical Associations in arranging suitable Pharmacy Week displays.

PHARMACY WEEK NATIONAL WINDOW DISPLAY PRIZE AND HONORABLE MENTION CERTIFICATES.

As in former years, the Robert J. Ruth Memorial Trophy consisting of a silver loving cup donated by the Federal Wholesale Druggists Association, will become the permanent possession of the winner in the National Pharmacy Week Window Display Contest. In addition to this prize, there will be awarded jointly by the AMERICAN PHARMACEUTICAL ASSOCIATION and the National Association of Retail Druggists to the ten next best window displays, Honorable Mention Certificates which when framed will prove to be interesting certificates for the interior of the store as well as for professional window displays. Entries in the National Contest are limited to the photographs of the winning displays in the state contests.

RULES OF THE NATIONAL CONTEST.

- (1) Photographs of professional window displays must be submitted to the Secretary of the State Pharmaceutical Association on or before November 15, 1939, in order that the winner may be judged and entered in the National Contest.
- (2) Photographs as submitted in former years will be ineligible.
- (3) Photographs should be accompanied with a brief descriptive text together with letter of transmittal.
- (4) Photographs should be 8 x 10 inches in size, or some other suitable size, so that the judges will be enabled to study details of the display.

Numerous other prizes in the form of silver loving cups, mortars and pestles, etc., will be awarded by state, county and local pharmaceutical organizations. The

Secretaries of the State Associations can furnish information about such contests and the awards.

PHARMACY WEEK AWARDS FOR ASSOCIATIONS AND COLLEGES.

The AMERICAN PHARMACEUTICAL ASSOCIATION will present to the state, county or local pharmaceutical organization a Pharmacy Week award for the best professional window display as prepared and featured by the organization. The award last year was won by the Philadelphia Association of Retail Druggists. Another award will be presented to the College or School of Pharmacy which prepares and features the best professional window display. The award last year was won by the Temple University School of Pharmacy. Photographs should reach the National Pharmacy Week Committee before December 15th.

NATIONAL PHARMACY WEEK RADIO BROADCASTS.

Arrangements have been made for addresses by representatives of the AMERICAN PHARMACEUTICAL ASSOCIATION over the national broadcasting networks. Watch for announcements of the date and time of these broadcasts.

PHARMACY WEEK ARTICLES.

The human interest Pharmacy Week articles have proven to be a very helpful feature of Pharmacy Week observance. Thousands of copies were distributed last year and the series has been revised with the hope that a larger number will be used this year. An announcement of the titles, etc., of these articles, will be made later.—
JOHN E. O'BRIEN, *Chairman.*

FOR DISTINGUISHED SERVICE.

Under this appropriate heading, *The State Journal* of Frankfort, Ky., devoted a column in its issue of June 23, 1939, to paying a splendid tribute to John W. Gayle who had, just a few days before, retired as secretary of the Kentucky Pharmaceutical Association after having served in that office continuously since 1889, or half a century. It was stated that Mr. Gayle can look back on fifty years fruitful with accomplishment. He was given credit for the enactment of the pharmacy law and the narcotic law of the state and for many services to its citizens as well as the pharmacists.

"Honors have been heaped upon this Frankfort man, who, despite his eighty years, is active in his private business and keenly alert to the problems and progress of Pharmacy. For forty-one years he served as secretary of the Kentucky Board of Pharmacy and was associated with the formation of the National Association Boards of Pharmacy. He was elected their treasurer in 1919, a post he has held for the past twenty years. In 1891 he became a member of the AMERICAN PHARMACEUTICAL ASSOCIATION and by virtue of continued membership is now a life member. He was the ASSOCIATION'S vice-president in 1914."

Tribute was also paid to Mr. Gayle in the July issue of the *Kentucky Pharmacist* from which the following is quoted:

"We don't know of any way to thank J. W. Gayle, other than to say our simple, 'Thank you, sir.'"

The Association paid its simple and humble tribute to "The Skipper" when he was elected Secretary Emeritus of the Association at the Friday morning session. On Thursday night, at the banquet, he was presented with a gold plaque, bearing the following inscription: "Presented to J. W. Gayle, by the Kentucky Pharmaceutical Association as a Token of Esteem and in Appreciation of his Fifty Years of Faithful Service as Secretary, 1889-1939;" plain words, but sincere.

It is evident that this record of service will stand for some time as a fitting memorial to a distinguished gentleman and a faithful member of our profession.