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**The Roseburg Pharmacy Is The Out-Growth Of The First Drug Store In This Region Almost A Century Ago.**

Its arrangement, today, is recognized as among the most impressive stores in Oregon -- It was established in Roseburg some 96 years ago and, has been in continuous operation since that time.

"Much water has gone over the dam," is a quotation that can rightfully apply to the outstanding growth that has been experienced by Roseburg and this section of Oregon in the last century. Along with this progress has been the establishment of new commercial and industrial enterprises that have contributed to the city's importance as a trading and supply center. Many of the present commercial institutions are the outgrowth of establishments that were founded a century ago. Important among this classification is the Roseburg Pharmacy, the Pioneer Drug Store, the first drug store established in this region some 98 years ago and has been in continuous operation since that time.

Since its purchase in 1944 by the present owners, the store has constantly been improving its appearance and workability until, it is one of the most impressively arranged stores in this section of the Pacific Northwest.

**Recognized For Its Appearance**  
 Evidence of this impressiveness, was recognized by the Pacific Drug Review and published in the September issue of 1946. F. C. Felter, the author of the description, did it in such an effective way that it seems appropriate to quote it in part.

"When, something over a year ago, the present owners decided to modernize their Pioneer Drug Store—now known as the Roseburg Pharmacy—in Roseburg, Oregon, in modern styling. Having seen pictures of Hart's Apothecary, Seattle, published in the Pacific Drug Review, the present owners of the Roseburg Pharmacy made a trip to that city to study the design and construction. After viewing the Seattle store, they decided to model their store along similar lines—especially the prescription department.

"The prescription department, which measures approximately 36 X 14 feet, has working stations along the wall, inside the window ledges and special glass-topped tables in the center with 2 stainless steel sinks. The department, has a large modern refrigerator and storage space for perishable drug preparations.

"Surrounding one side and rear of the prescription department, located in the front of the store, is an attractive counter faced with beautifully grained prima vera veneer in the light blonde color. The open display stands in the rear of the store, on which merchandise is displayed, are also made of this South American wood.

"Across from the prescription department are chairs and davenport. Here, prescribers customers can wait in comfort for the completion of their physician's prescriptions.

"This unusual prescription department is in the front of the store where the public can see it from the outside and where it is the first view they get as they enter the store. This has proved to be an asset.

"The Roseburg Pharmacy is well stocked, as are all the Roseburg pharmacies. It would be difficult to find a town of comparable size where stores are so uniformly well-stocked and where the owners are more cooperative," stated Mr. Felter in his article.

**Always Abreast of Progress**

It has always been the desire of the Roseburg Pharmacy to keep abreast of the improvements being made in a growing city like Roseburg. In the spring of 1950, a new glass front was designed and installed by the Roseburg Glass Company. This front is in keeping with the general impressive appearance of the interior of the store. The large heavy plate glass windows are surrounded with forest green Carrara structural glass with Keweenaw trim which gives it a most modernistic appearance.

It also has heavy glass doors that open automatically—operated by an "electric eye" mechanism. These were the second set of doors of their kind to be installed by a Roseburg firm.

The store is well departmentalized, which makes it easy for the customers to make selections. These departments are well stocked with nationally known products with such famous names in the cosmetics as Helena Rubinstein, Houbigant, Evyan's "White Shoulders," Coty, Herb Farm Shop, Gouillu, Caron Imported French Perfumes, Hardley, Lucien Le-long and others. A beautiful refrigerated candy case stands against the wall next to the pharmacy department which displays Whitman's chocolates and Russell Stover candies.

Another attractive display, which blends with the entire planning of the store, is the Parker and Sheaffers pen and pencil sets along with Eaton Stationery. The proprietary drug preparations are also well displayed and departmentalized. In fact, one can find in this store, just the quality products that are generally found in a well planned prescription store. It is, literally, a prescription store, that is augmented in its service by quality drugs and drug sundries.

**A Record Of Prescriptions**

It is quite unusual to find the actual prescriptions that have been on file for over eighty-years. The Roseburg Pharmacy keeps a card index of all prescriptions re-prescription number. This index is used when a customer loses his has been one of the most convenient services ever offered in a drug store. There have been many changes in the scientific advancement in the field of pharmacy and the practice of medicine. Today, the compounding of prescriptions has been greatly simplified when compared to the methods used seventy years ago. Now many standard prescriptions come already prepared.

This advancement has improved the efficiency of prescription departments such as maintained by Roseburg Pharmacy. Prescriptions can be accurately filled with pure fresh drugs in a matter of minutes.

The Roseburg Pharmacy, Pioneer Drug Store, is keeping in tune with the expansion of commercial and industrial services in this section of Oregon. They offer a service that comes up to the high standards that have been established in the nation by stores of this class.

With the approach of the holiday season, it might be well to suggest shopping their Norcross stock of Christmas Wrapping and cards. To select an appropriate Christmas gift, visit the Roseburg Pharmacy. They have many gifts that are practical and appropriate for every individual.

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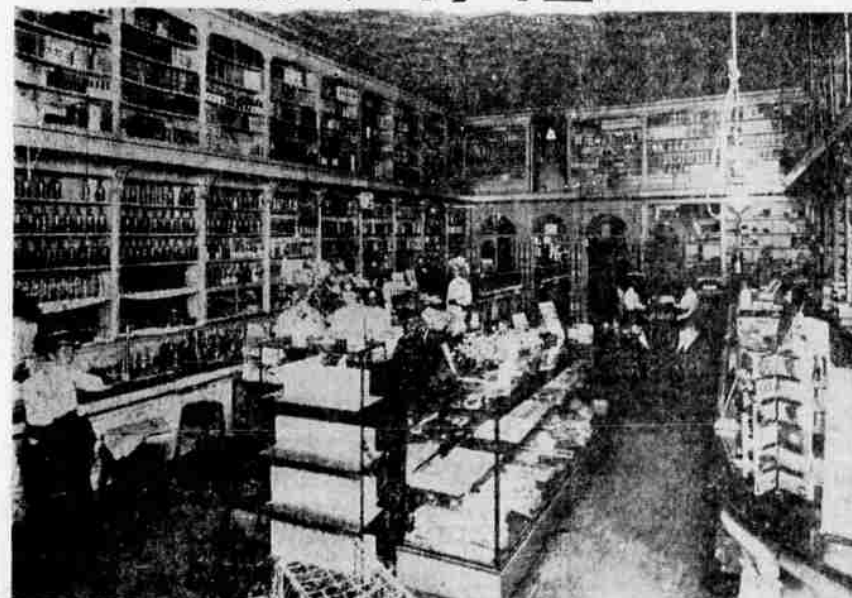
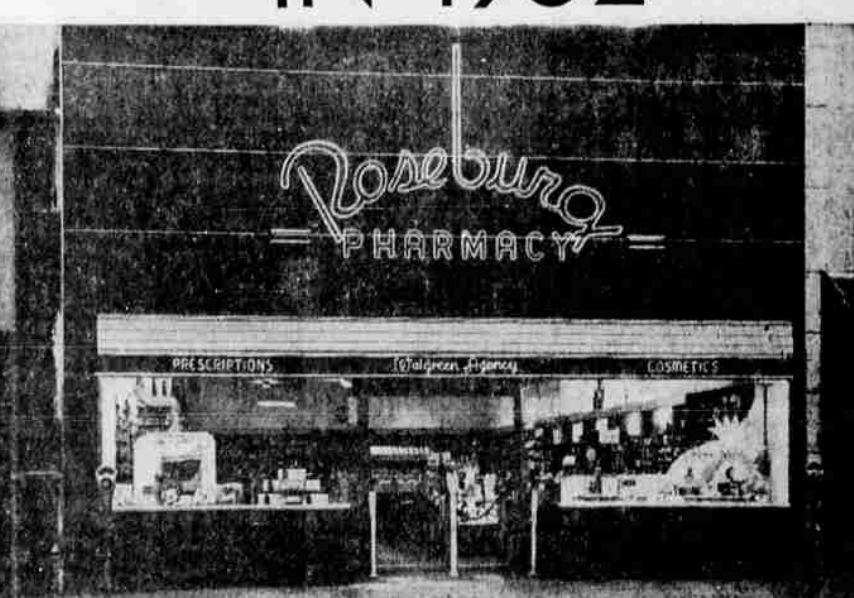
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