

Medford Drug Stores Observe National Pharmacy Week

PHARMACISTS PART IN COMMUNITY TOLD; COMPLETE SERVICE RENDERED

Because the American citizen temperamentally "wants what he wants when he wants it," drug stores have been led not only to put in non-pharmaceutical sides, but to keep open far into the night, according to Robert Fischel, president of the drug trade journal of public information.

This condition need not be considered a calamity, but rather an opportunity, he declares, warning against complete obliteration of pharmacy in drug stores, and urging the encouragement of preventive remedies as one of the opportunities of the pharmacist. The original reason for keeping open far into the night was to take care of the evening patients of physicians and emergency demands. Today these are minor reasons, the public has been educated to expect the drug stores to be open late and now looks to them as a source of supply for anything they have forgotten to buy at the grocery, hardware shop or stationery store during the day.

The American citizen wants what he wants when he wants it. Originally the only thing he wanted at the drug store was drugs, medicines and sick room supplies. One store would supply a large community with all these, for happily, most people are not sick during much of their life time.

But in these days of concentration of population with the resulting increase in apartment houses and hotels that frequently are able to accommodate the entire population of a small town and manytimes the number of inhabitants of some that are called towns, the problem is different.

These people want to be served quickly, and in order that they may have the pharmaceutical service of the drug store when they want it, the druggist must be conveniently at hand all the time.

We are all too apt to think of and treat our friend, the druggist, as just another merchant. But think just a moment. At night time when other stores are closed, you see the lights of the friendly drug store gleaming out into the darkness. Even on Sunday when other merchants take their hard-earned rest, his fine tradition of service keeps the druggist at his post, ready to help meet every emergency in his neighborhood.

The man who selects to serve his community as a registered pharmacist must have more than the commercial point of view. He must always be ready to assist the physician. His skill in compounding the prescriptions is of inestimable value. Not only must he know the properties of every ingredient, but he must guard as well its purity and fitness for use.

Behind these lights that send

edy. Yes, the pharmacist assures himself he has every ingredient he had prepared for emergencies. Coolly, deftly, accurately, he compounds the prescription and carefully checks his work.

Such emergencies should help to impress on you that your prescription pharmacy is entitled to support. There isn't enough prescription business in most communities to support an exclusive prescription drug store. Therefore the druggist must sell many sundries, he must be a merchant too. Only by doing this can he make a living, and maintain his pharmacy, in equipment and efficiency, so that it may best serve the needs of the community and its physicians when serious sickness comes.

Even in the day when Moses was tending the flocks of his father-in-law at the foot of Mount Horeb, there was in existence a collection of formulas calling for many drugs in common use today. Pharmacy has been referred to as the oldest profession, as in those early days the pharmacist was the physician, the chemist, and the botanist as well.

In these days of specialization, the profession of medicine and pharmacy are still closely allied. It is the special province of the physician to diagnose disease and to prescribe for it. The pharmacist must have an intimate knowledge of all the modern agents which the physician prescribes, a knowledge of which he can only gain through long years of education and training. But in order to make a living the druggist must sell merchandise as well as professional service. Only the neighborhood which shows an appreciation of this fact can hope to support a drug store with a well equipped prescription department, ready for services when sickness comes.

The significance of the symbol Rx which is printed on prescription blanks has been traced back to the pagan symbol for Jupiter. It was used as an invocation on recipes by Chaldean physicians. Those who wrote prescriptions in those far off days combined magic spells and invocations with their ancient remedies.

Today the physician, the pharmacist, and the chemist all contribute to the prescription from a vast store of knowledge and experience. The pharmacist must make sure that ingredients used in prescriptions is of the proper standard of purity and strength. To compound prescriptions accurately requires a wide range of knowledge of such subjects as chemistry, botany, bacteriology and physics, and a very high degree of skill.

Few druggists, however, can maintain a pharmacy exclusively devoted to professional work. The prescription department of the drug store is most important to the neighborhood it serves, but in order that it may be efficiently maintained, the public must support the druggist in his dual role of business and professional man.

The relation of pharmacists to the health of the community is widely recognized. It forms the basis of a course, outlined by the United States public health service at Washington D. C., given in colleges of pharmacy. This course includes subjects which will enable the pharmacists to cooperate with the physicians and health authorities in matters that vitally concern public health.

Pharmacists are eminently fitted by their training and their experience, and through the ready accessibility of their stores, to do their part in the promotion of public health. People in all walks of life go to them for disinfectants, insecticides, sick room supplies, first aid equipment, and information regarding them.

The principal function of pharmacists is to compound prescriptions, which requires long professional training. In order to support themselves, however, they must be merchants as well as professional men. And the neighborhood which realizes the importance of having a prescription pharmacy convenient, in health and in sickness must give him practical support, both as a professional and a business man.

Local druggists will put in display windows and assist in celebrating the event. From February to August, the mockingbird sings both day and night.

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THE LUXURY HUSBAND

BY MAXIE OREIG

Chapter 15
TREASURE

WITH the passing of days, during which Barbara heard nothing from Ray, her resentment against him increased and, in the ratio that it increased, the more charming she became to Henderson. A light-hearted flirtation, only with Barbara the light-heartedness was camouflage.

Barbara, since her resolution the night Ray had departed, carried it through with a secret determination, hiding her hurt and keeping her thoughts from continually dwelling upon Ray and the mystery of his disappearance.

To Henderson, although he was shrewd enough to suspect, at least, the cause, the flirtation meant, nevertheless, high expectations.

At dinner the fourth day, Henderson announced he had, that night, planned a midnight treasure hunt for his guests. He told them he had arranged with two Oxford boys, living near, to lay the clues and superintend it.

Barbara clapped her hands and her eyes kindled enthusiasm.

"A treasure hunt, Henry? That's splendid. Tell me what you do?" Henderson explained. To each couple, starting out in an automobile, would be given a clue. When deciphered, that clue would lead them on to yet another clue and so on. There would be six in all, the last leading directly to the treasure.

"Thrilling!" murmured Barbara. "I can hardly wait for the start." Her ankle, although still slightly swollen, had recovered sufficiently for her to walk. A twist the doctor had told them, luckily not a sprain.

At 11 o'clock they sat down to a cold supper at which champagne was served—so much of it that young Laring exclaimed laughingly:

"What are you trying to do, Henderson? Get us sozzled before we start out?"

"Rot," his host retorted. "We don't want to start out in cold blood at this hour of the night."

"I'll tell the world we don't," Barbara called across the table. "At the moment I feel capable of holding up a mail train with a pea rifle!"

Laring looked from Barbara to Henderson and frowned. "It's all very well for him . . ." he muttered. "If I were in his shoes I'd be eager to take a good bit aboard myself."

Not long down from Cambridge, he was at that age when the peak of his ambition was to have a flirtation with a married woman, especially with one as pretty as Barbara, an American and an heiress to boot.

"I suppose Mrs. Lowther is going with our host," he observed gloomily to his supper partner, Miss Maidstone.

"Of course," replied that lady, concealing a note of resentment with insincere laughter.

Laring smiled to himself. He surmised the cause of Miss Maidstone's chagrin. Her parents' estate adjoined Henderson's and, since his elder brother's decease, she had been angling for their host with a courageous persistency, feeding upon crumbs and refusing to accept defeat. She was wealthy, but then, she needed to be, as Henderson was wont to remark.

"Hurry, please, hurry. I'm all impatient to start," sighed Barbara.

"So am I!" rejoined Henderson and his eyes sought hers meaningly. She scintillated that night. Too, she was looking her best and possibly the psychological effect assisted the champagne in its work. Becoming aware of Henderson's eyes upon her, she smiled at him, tantalizingly.

"Whose car am I going in, Henry?" He told her, almost angrily.

Asland and Klamath Falls. This will afford everyone interested in the latest in motor vehicles an opportunity to see and compare the models.

The Chrysler road show, a caravan including the entire Chrysler line of cars, will arrive in Medford from Grants Pa. tomorrow and will remain here at the show rooms of the Chrysler branch on South Riverside until Saturday, October 19, when the caravan will go to

MEDFORD PHARMACIES ARE NOW OBSERVING PHARMACY WEEK HERE

National Pharmacy week is being celebrated simultaneously thru the states this week and Medford druggists are enthusiastically co-operating. In recognition of the annual event local drug stores are featuring special prices, attractive window displays and decorations thru-out the stores. Medford's seven progressive drug stores are among its chief business assets. These stores render excellent service and handle diversified lines for the convenience of southern Oregon shoppers.



Makes Life Sweeter

Too much to eat—too rich a diet—or too much smoking. Lots of things cause sour stomach, but one thing can correct it quickly. Phillips Milk of Magnesia will alkalize the acid. Take a spoonful of this pleasant preparation, and the system is soon sweetened. Phillips is always ready to relieve distress from over-eating; to check all acidity; or neutralize nicotine. Remember this for your own comfort; for the sake of those around you. Endorsed by physicians, but be sure to get the genuine—



Strang's Drug Store
Prescription Specialists
Medford's First Drug Store
"Still a Drug Store"
Since 1884
National Pharmacy Week
Oct. 14 to Oct. 20
See Our Windows

One Registered Pharmacist
48 YEARS' EXPERIENCE
One Registered Pharmacist
16 YEARS' EXPERIENCE

Andy Says —
Save Money on Your Drugs
During National Pharmacy Week
Oct. 14 to Oct. 20

Hoot, mon! Don't spend it all! Here's where you can buy drugs and store up the dimes. Everything good . . . plenty of everything. Make this drug store a regular shopping stop.

Medford Pharmacy
The Reliable Store

NATIONAL PHARMACY WEEK
October 14 to 20

This week is devoted to showing you more of the professional side of pharmacy.

In our windows you can see a few of the many drugs and sick-room necessities gathered from the four corners of the globe.

HEATH'S DRUG STORE
Larry and Fred

DRUGS THAT STAND RIGID INSPECTION

Look at them however you will . . . drugs and supplies you buy here are faultless. We pride ourselves on superior quality goods, to make purchasing safe and sane.

Always Reasonable, Too

NATIONAL PHARMACY WEEK
October 14 to 20

WEST SIDE PHARMACY
The Rexall Store

PHARMACY WEEK SPECIAL

Extra Fine Quality Miller
Hot Water Bottles
Regular \$2.00 Values
98c

COLVIG DRUGS
104 W. Main St.—next to Rialto

We Take Great Pride in Our
Prescription Department

OUR KNOWLEDGE
OUR ABILITY
OUR STOCK

None But Registered Pharmacists
Fill Prescriptions at

Jarmin & Woods
Drug Store

ALWAYS KEEPS IT ON HAND

Lydia E. Pinkham's Vegetable Compound Helps Her So Much

Pittsburgh, Pa.—"I was just completely run-down. I had tired, heavy, sluggish feelings and I could not get on my feet. I was losing weight. I read so much about Lydia E. Pinkham's Vegetable Compound and what a good medicine it is, that I started taking it. I have taken eight bottles of Lydia E. Pinkham's Vegetable Compound and about the same in tablet form. This is one medicine a woman should have in the house all the time. I am improving every day and I sure am able to eat. I am willing to answer any letters asking about the Vegetable Compound."—Mrs. ELLA RICHARDS, 21 Chautauque St., N. S. Pittsburgh, Pa.

CHRYSLER ROAD SHOW TO VISIT MEDFORD FOR THREE DAYS

The Chrysler road show, a caravan including the entire Chrysler line of cars, will arrive in Medford from Grants Pa. tomorrow and will remain here at the show rooms of the Chrysler branch on South Riverside until Saturday, October 19, when the caravan will go to