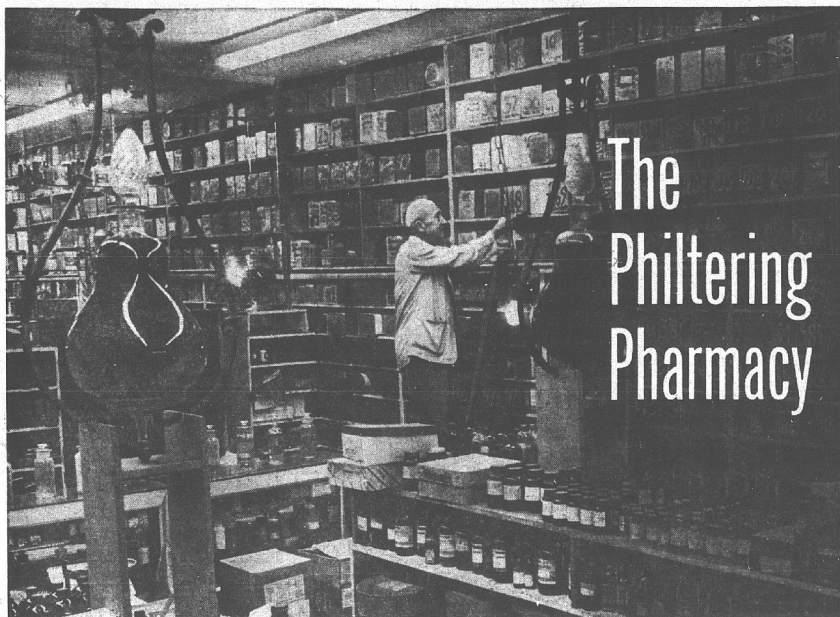




The Philtering Pharmacy

Name an herb, drug or spice and Irving Morse will be on a ladder, pulling it out for you from among 1,000 exotic items in his stock.

It Can Fill a Modern Prescription or an Ancient Remedy

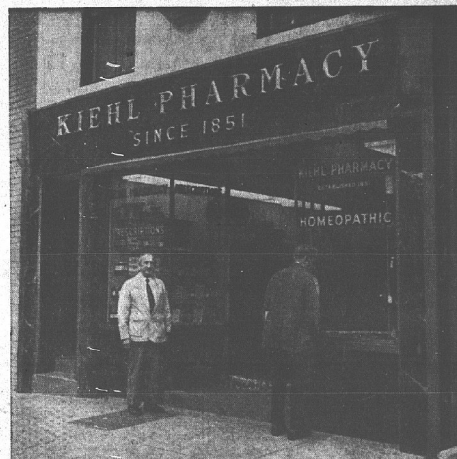
TO PHILTER means to bewitch, usually by potion, drug or charm, and one small pharmacy in New York has been specializing in rare items for 113 years. Irving Morse, the fourth proprietor of Kiehl Pharmacy, proudly points to rows of square tin canisters and glass apothecary jars which contain more than

1,000 herbs, roots, berries, flowers and spices. "Many doctors are not taught herbal medicine any more," says Morse. Most of his customers believe in old-fashioned remedies. On the shelves, one can find Mexican saffron (used for bringing out the measles), tonka beans (perfect for flavoring tobacco in a pouch),

and white pine bark (used as a cold remedy). The Three Wise Men might have made a stop at Kiehl, had it been in business, because frankincense and myrrh are in stock. Morse shrugs when asked about Hi John the Conquerer, a piece of jalap root which some persons believe is a powerful love charm.



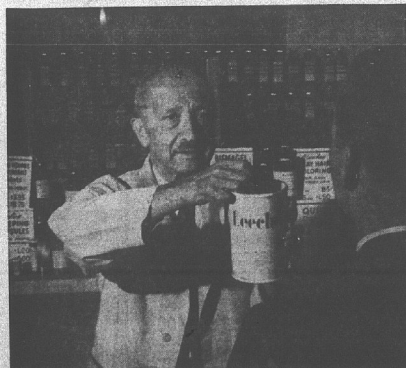
Looking over labeled jars of roots, herbs, etc., Pharmacist Morse stands ready to dispense ingredients for a recipe or a remedy. Why "Conquerers" in the Hi and Low John varieties is spelled that way is as much a mystery as the medicinal effect.



Irving Morse stands in front of Kiehl Pharmacy, which he has owned for more than 40 years. Three pharmacists preceded him.



Window shopper finds the fascinating pharmacy display worth a stop while on a stroll. One youngster wants to get a closer look.



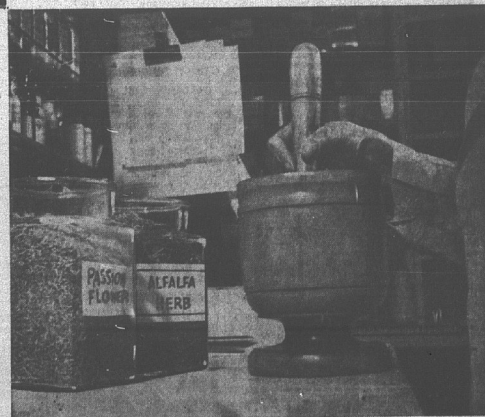
Leeches, once common in barber shops, are still called for occasionally to treat high blood pressure and arthritis.



Hi John Conquerer is dropped into this lady's purse, where she believes it will weave a love spell over a favorite man.



A tonka bean, dropped in a tobacco pouch, permeates the contents with its vanilla-like aroma and gives smoke added flavor.



Passion flower, an herb for nervousness and insomnia, and alfalfa are mixed by mortar and pestle, which have been used for 75 years.

Photos by Eric Hedlund, King Features Syndicate