

WOMEN'S SECTION

TEACHING THE PUBLIC.*

BY ZADA M. COOPER.

In selecting a subject upon which to write a paper I was unable to get away from the idea that we ought to undertake some definite thing each year or, perhaps, for a period of years. There ought to be concentration of effort; scattering our energies either brings no results or at best no tangible ones. We do not know what we are accomplishing or that we are accomplishing anything; the results are lost to us. Enthusiasm and interest are reduced to a minimum. Filled with the idea that we should adopt some definite plan and bend all our energies to accomplish the end sought, then I was confronted with the question what that one thing ought to be. This was no small task for as I have said before at these meetings, said until you are tired of hearing it, I fancy, the number of causes in which we might enlist are legion.

In the general work of the world there are many tasks for which women have leisure that men do not. Our grandmothers did everything for their households but factories and wholesale establishments have taken over many of those duties. It has been a natural evolutionary process but it has left many women unrealizing what has happened and it was responsible for much of the unrest among women during the last generation. Even yet we have not all found ourselves. The necessity of laboring for a livelihood has been a blessing to many of us. Some have had leisure which has not always been used to the best advantage and they have drifted into what Professor Ross calls "competitive ostentation." Surely the woman with little or much leisure owes it to herself and to other women and to the race to employ that leisure in some constructive work.

Then, too, there are many tasks for which women are peculiarly fitted. They have a little different view-point and this is no less true of things pertaining to pharmacy than of civics or politics. Every question to be well rounded out needs to be worked out from women's point of view as well as men's. *You* see phases of *your* druggist's problems that he can not see himself. *You* stand between him and the public. *You* are a spectator but you are *not* disinterested. *You* are sufficiently detached to have a better perspective. *You* hear the comments of other women, *you* know what the public complains of, *you* know both sides of the question.

After this long preamble which I suppose amounts to an attempt to justify my choice of work for the Section to undertake, I shall try to be specific.

The educational or publicity campaigns undertaken by several state associations during the last two or three years have appealed to me very much and it is some such work that I should like this Section to take up. The public needs education about the pharmacist and pharmaceutical things. Almost every phase of the profession about which the public has any idea, now, needs explanation both for the good of its individual members and for the benefit of pharmacists themselves. There is altogether too much misunderstanding and ignorance among people generally because until comparatively recent years it seemed to be the

* Read before Women's Section, A. Ph. A., Indianapolis meeting, 1917.

accepted policy to keep them in ignorance about everything that pertained to medicine. Not every sort of pharmaceutical subject can be handled by the Section because the membership is so largely non-professional but there are plenty of them that can be.

Most of you write papers for clubs and there can be no reason why you can not write papers about things affecting pharmacy. Consider a few of them. You know the pros and cons of Sunday closing, the advantages of shorter hours, the harm in much of the advertising, the evils of patent medicines. You know the menace of the drug peddler, you know why it is better to buy drugs at a drug store instead of a department store, you can boost prerequisite legislation. All these and many more you are prepared to discuss intelligently. Whatever you do toward educating the public reacts for the good of pharmacy professionally and financially. One thing especially fine you can do and, perhaps, you only and that is to teach the public to demand women behind the counter as well as men. If the women demand women druggists the men will see as they have not seen before their value as business getters. The value to the business man is not secondary to the service rendered to women druggists.

Two state associations have been doing very notable work with their educational bulletins or, perhaps, I should say I know about such work in two states. Perhaps others are doing just as much. I refer to Pennsylvania and Minnesota. Some of the subjects that these states have treated will show you, I believe, that you too may have valuable suggestions to offer. Notice carefully the following subjects: Instances of how the pharmacist serves the public, Fraudulent advertising of proprietary medicines, Formula disclosure bills, Coupons and trading-stamp legislation, Pharmaceutical service—its seriousness and responsibility, High prices encourage drug adulterators, The consumption of drugs, Beware of quacks—buy of druggists, Advance in drug prices, Unrestrained sale of drugs scored.

I do not know what machinery would be necessary to put such a plan as this into operation and to keep it working successfully. I have wondered if it might not be undertaken by the Press Committee even though it may differ somewhat from the work usually expected of that committee. Or, if it seemed wise a special committee might have it in charge although in general I believe there is serious objection to multiplicity of committees. Should this be delegated to the Press Committee, the scope of articles would be very much broadened. Instead of being limited as it is now to articles about the Women's Section or those of interest to women of the Section they would have the task of getting papers on any subject appropriate for this publicity and educational work. These papers might be offered to drug journals with the suggestion that every druggist try to get them published in local newspapers. However, it seems probable to me that it would be far better if they could go through the hands of the regular state association committees because of their having a well-organized machine for handling them. I am, of course, assuming that these publicity committees of state associations would use such articles when offered them. Perhaps they wouldn't but I can not help feeling sure that they would if the articles were well written and timely. I suppose there is a great quantity of material written that never gets printed but really good things, I believe, are not often refused. The author of the article and

the Women's Section would both receive credit. We should know that we were doing something definite. Our Press Committee might go a step further if it seemed best and instead of soliciting papers to come at any time on any sort of subject a special list might be prepared for each month or every three months. Such a list might, perhaps, be published in the JOURNAL or sent out in any other way that seemed best.

This whole notion of mine may be altogether visionary. Perhaps it can't be done. Perhaps it isn't even a good thing to attempt. I have not discussed the subject with anyone but I hope that it will be discussed freely even if the discussion should be mostly criticism. If there is any value in it then others may have better ideas of how it might be carried out.

CHEMISTRY OF THE HOUSEHOLD.*

BY MARY L. CREIGHTON.

The chemistry of the household deals very intimately with many important topics among which are the air we breathe, the food we eat and the best methods of preparing and preserving it, the selection of cooking utensils and their proper care, choice of textiles with reference to "fast colors" and effect of certain dye-stuffs upon the fabric, bleaching agents and stain removers, chemical agents for the softening of "hard water," the selection of both toilet and laundry soaps, the problems of artificial light and heat, etc., etc. Under the head of food materials attention must also be given to the character of the various condimental and flavoring agents and baking powders. In fact, the domestic applications of chemistry are so many and so varied that it would be impossible, within the limits of a brief paper, to even refer to them all.

One of the most important subjects which claims attention in the household is the securing of an abundant supply of pure air by means of proper ventilation. We are proverbially careless in regard to providing our homes with an abundance of oxygen—which we know to be as essential as food—but because it may be had for the taking and is not obtained through the medium of the check-book we do not appraise at full value.

Next in importance to fresh air is the food we eat. The principal classes of organic foods are the fats, the carbohydrates—starches and sugars—and the proteids, of which last nitrogen is the essential element. The function of protein is the building and the repair of body tissues, hence animal life can not exist without it. The supply is obtained from lean meat, eggs and some kinds of vegetables.

As a nation we use an excessive amount of protein, a fact which has led to the construction of tables showing those combinations of fats, carbohydrates, minerals, acids and protein which will give most satisfactory results in keeping the human machine up to the highest point of efficiency by meeting its special requirements. The selection of foods must, of course, be governed very largely by circumstances, the industrial worker requiring not only different food materials but a larger amount than the brain worker who takes but little physical exercise.

The scientific training in household science which is now recognized as a factor in the practical education of thousands of young women, and the increasing

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