

Advertisement of Pharmaceutical Productions in Turkey (1910–1928)[¶]

TÜRKİYE'DE ECZACILIK ÜRÜNLERİNİN REKLAMI (1910-1928)

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Summary

Until the mid eighteenth hundreds all drugs were prepared by pharmacists in accordance with physicians' prescriptions and as a speciality for each patient. During these years, except for a few drugs imported from Europe, pharmaceutical products did not exist. Following this period, ingredients of the earliest pharmaceutical products were mostly imported from Europe. The Turkish pharmaceutical industry started by the pharmacist Hamdi Bey, developed fast, as it was a great financial source. Pharmaceutical products begun to be prepared in the drugstores and in the course of time in workshops and factories. Saving from weary efforts and being standardized pharmaceutical products were safer.

A product has to be advertised so that as large a population as possible could be informed and so as to be demanded ; consequently there is a direct relation between advertisement and consumption of the drug. When we study these advertisements, we observe that they do not appeal only to physicians, but they aim to inform patients. The competition between home and foreign products and ethical norms are also widely different from those of today.

Advertisements in the medical and pharmacological reviews of the early period of pharmaceutical production in Turkey are looked through and results are discussed in this paper.

Key Words: Turkey, Pharmaceutical Production, Advertisement

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Özet

Tıbbi müstahzarlar Bergamalı Galenos (M.S.130-200) döneminden beri bilinir ve kullanılır. Türk hazır ilaç tarihçesinden söz ettiğimizde ise yakın dönemler kastedilir. Türkiye'de 1800'lü yılların ortalarına kadar ilaçların tümü , hekim reçetesi uyarınca, eczanelerde kişiye özel olarak hazırlanırdı. Bu yıllarda piyasada Avrupa'dan getirilen birkaç ilaç dışında, hazır ilaç bulunmazdı. Bu yıllardan sonra bizde üretilmeye başlanan ilk hazır ilaçların hammaddeleri de yine genellikle Avrupa'dan temin edilirdi.

Eczacı Hamdi Bey tarafından 1880'de kendi eczanesinde hazırladığı ilaçlarla başlatılan Türk hazır ilaç yapıcılığı, büyük kazanç getirmesi nedeniyle, zaman içinde hızla gelişmeye başlar. Önce eczanelerde üretilmeye başlanan hazır ilaçlar, giderek imalathane ve fabrikalarda üretilir duruma gelir. Hazır ilaca geçiş, eczacıları hastalara tek tek ayrı reçete hazırlama külfetinden kurtarır, ayrıca içine hangi maddenin konduğu belli olan standart bir ilaç daha güvenilirdir.

Bir müstahzarın yeterince satılabilmesi için geniş kitlelere duyurulması, yani reklamının yapılması gerekir. Yayınlanan reklamlar aracılığı ile hazır ilaçlara olan ilgi giderek daha da artar.

Bu reklamları incelediğimizde, ilaç reklamlarının günümüzdeki gibi sadece hekimi değil hasta ve halkı da bilgilendirmeye yönelik olması, yerli-yabancı ilaçlar arasındaki rekabet ve ilaç araştırmalarında etik değerlere bu günkü kadar önem verilmemesi gibi konularda geçmişle bugün arasında önemli farklılıklar dikkati çekmektedir.

Bildiride, dönemin tıp ve eczacılık dergilerindeki reklamların taranması sonucunda elde edilen veriler değerlendirilecek ve ortaya çıkan sonuçlar tartışılacaktır.

Anahtar Kelimeler: Türkiye, Hazır ilaçlar / Müstahzarat, Reklam

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Until the mid - eighteen hundreds Turkish drugs were prepared by pharmacists in accordance with physicians' prescriptions and as a speciality for each patient. During these years, except for a few drugs imported from Europe, pharmaceutical

products did not exist. Following this period, ingredients of the earliest pharmaceutical products were mostly imported from Europe. The Turkish pharmaceutical industry started in 1880 by the pharmacist Hamdi Bey and developed fast, as it

was a great financial source (1). Pharmaceutical products began to be prepared in the drugstores and in the course of time in workshops and factories. Having saved from weary efforts and being standardised, pharmaceutical products were safer (2).

A product has to be advertised so that as large a population as possible can be informed and so as to be demanded. As a result, there is a direct relation between advertisement and consumption of the drug.

This study was carried out through a research of the drug advertisements published in the medical and pharmaceutical periodicals found in the Istanbul Libraries. For this purpose 49 medical and 3 pharmaceutical periodicals were studied, beginning with the one published in Ottoman Turkish in 1849 until 1928, when the Latin alphabet replaced

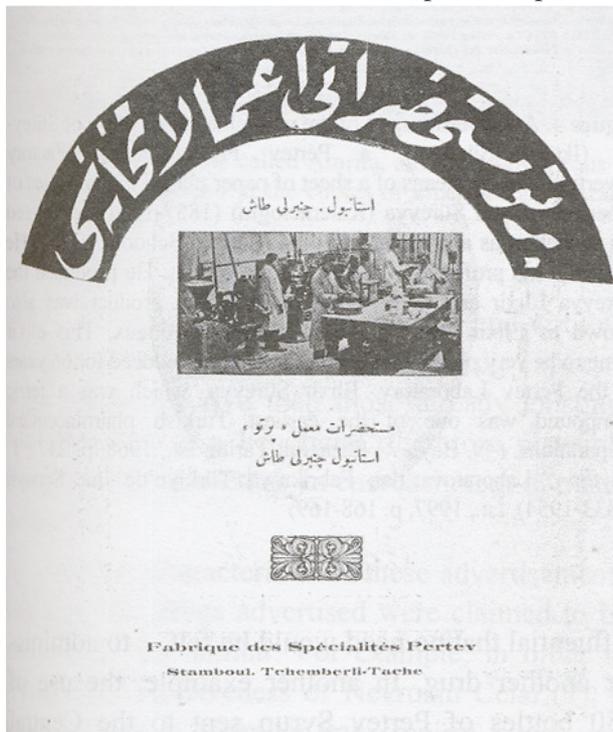


Figure 1. Photograph of the medals awarded to the Ethem Perteve products, on an advertisement leaflet of the Perteve pharmaceutical products laboratory, p. 2 (A leaflet of 16 pages, Istanbul, Husn-i Tabiat Matbaasi)



Figure 2. Pharmaceutical products of the Ömer Kenan Pharmacy (T.Baytop : Laboratuvar'dan Fabrika'ya Türkiye'de İlaç Sanayii (1833-1954). İst., 1997, p. 163)

the Ottoman (3). Advertisements of the pharmaceutical products were found only in the 13 of these, of which the oldest is dated 1910. We studied the 44 advertisements which included 69 products. These were pastilles, tablets, drops, effervescent, elixirs, pomades, ampules, emulsions, extracts, snuffs, purgatives, suppositories, capsules, cough sugars, pastes, cachets, and mostly syrups. Cosmetic preparations forming another large group are not included in this paper.

As we look through the advertisements in the medical and pharmacological reviews of the early period of pharmaceutical production in Turkey, we can arrive to several unexpected comments. First of all, we observed that these Turkish advertisements did not appeal only to physicians and pharmacists, but they aimed to inform patients as well.



Figure 5. The medicine called Amrita, advertised by means of a sheet of paper placed in the copies of a periodical. (Eczacı, 1328; 1[2-14])



Figure 6. Pharmacist Ethem Pertev Bey (1873-1927) (N.Talib-M.Daim : Türk Tıbbi Müstahzaratı. İst., 1929, p.55)

were viewed as plausible experiments and virtuous practices. Administration of a new drug expected to be more effective than those already existing, was regarded as a beneficial, therefore plausible practice, not regarded as an encroachment of medical ethics.

Another characteristic of these advertisements was that, the drugs advertised were claimed to be superior to the similar. For example, in order to defend the effectiveness of Nevrozin Celal (7), it was compared to a similar drug, aspirin, which was claimed to be harmful, having a contraindication on the heart. The idea of unfair competition of producers was not a matter of discussion as it is today.

The competition between home and foreign products was also reflected in the drug advertise-

ments. The discussion in the advertisements on home made and imported pharmaceutical products was concentrated on the following points: the cheapness of home made products; independence of the necessity to import foreign products; insufficiency of the imported products to meet the need of the country; import of drugs mixed with unnecessary elements (adulteration); spoiling of the imported ingredients; the necessity to prevent the drain of capital abroad and consequently supporting the development of the home made products were the focus of the advertisements. On the other hand, another group assumed that European products were better and hence the prohibition of the import of foreign products would be harmful for the public health. Arguments on this subject continued for years.

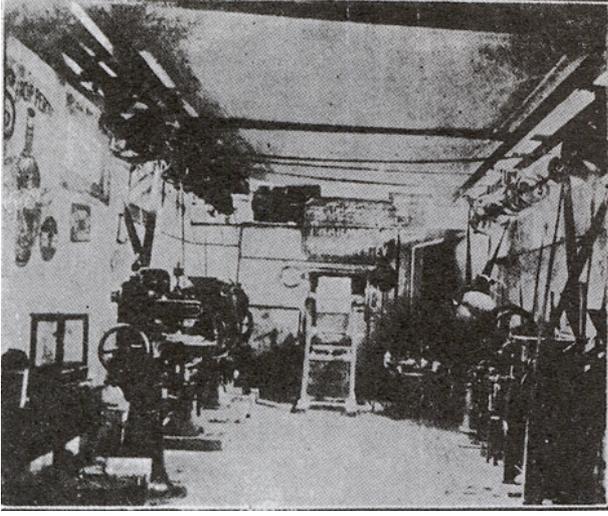


Figure 7. A photograph of the Ethem Perteve pharmacy laboratory, printed in the cover of the Turkish Red Crescent Periodical. (Türkiye Hilal-i Ahmer Mecmuası, 1338 / 1340 /1922; 1[10])



Figure 8. Dr. Besim Ömer Pasha (1861-1940) (Cerrahpaşa Medical History Department Archive)

This was a period when national products were regarded of great importance and valued as a reaction against capitulations. But, these early enterprises were small centres of products, with the exception of a few factories. The Turkish drug industry failed in the competition in the course of time, as it was not sufficiently supported by the State. During the period of change from Galenic preparations to pharmaceutical products, it is a matter of discussion why the producers did not go on manufacturing traditional drugs, which cost cheaper, but instead relied on importing ingredients for producing medicine. Today, there is a small number of native firms, which also import medical ingredients; though, major pharmaceutical firms in Turkey are share holders with the international companies (8).



Figure 9. Pharmacist Celal Ergun Bey (1901-1989) (T.Baytop: Laboratuvar'dan Fabrika'ya Türkiye'de İlaç Sanayii (1833-1954). İst., 1997, p.159)



Figure 10. An advertisement of the medicine called Nevrosin Celal in the periodical titled *Türk Eczacı Alemi* (*Türk Eczacı Alemi*, 1927;1[1-2])

Our study has proved that these advertisements provide valuable clues for commenting on medical and pharmaceutical history, as well as social and economical conditions of the period.

KAYNAKLAR

1. Hamdi Bey: Pharmaceutical products by Turkish pharmacologists was started by Hamdi Bey, a pharmacist, in his drugstore "Eczahane-i Hamdi" at Zeyrek, İstanbul, in 1880. The earliest drugs prepared were, Cola Hamdi, Elixir Digestive Hamdi, Liqueur de goudron, Dermophile and Syrup İdotannique phosphate. T. Baytop : Laboratu- ar' dan Fabrika' ya Türkiye'de İlaç Sanayii (1833-1954). İst., 1997, s. 18

2. Nil Sarı-Gulten Dinc : Eski Harfli Tıbbî Sureli Yayınlardaki Reklamlarda Türk Hazır İlaç Yapımcılığı (1910-1928). "İstanbul, 2000, p. 10. "1910-1928 Yılları Arasında Yayınlanan Eski Harfli Reklamlarda Türk Mustahzaratçılığı". II. Türk Tıp Tarihi Kongresine Sunulan Bildiriler, İstanbul, 20-21 Eylül 1990, s. 85-130.
3. Gulden Dinc : "Arap harfleri ile Türkçe basılmış tıbbi sureli yayınlar üzerine bir inceleme II". Tıp Tarihi Araştırmaları, No: 5, 1993, p. 125
4. Nil Sari-Gulten Dinc : p. 16
5. Pharmacist Ethem Pertev Bey (1873-1927) completed his education of pharmacology for B.S. in 1895, and started a pharmacy during the same year. Ethem Pertev Bey was the founder of the first factory of pharmaceutical products in Turkey. The Pertev Syrup was one of the earliest Turkish pharmaceutical products. See Nasid Baylav : Eczacılık Tarihi. İstanbul, 1968, pp.239-242 ; Turhan Baytop : Türk Eczacılık Tarihi. İst., 1985, p.175
6. Dr.Besim Omer Pasa (Akalin) (1863 - 1940) completed his education for MD in the military Medical School in 1885 and specialized as a gynecologist in Paris. He came to be a famous professor of gynecology and the dean of the faculty, and later the president of İstanbul University. See Fethi Erden : Türk Hekimleri Biyografisi. İstanbul, 1948, p. 258-259 .
7. Celal Ergun (1901-1989) was the owner of the Beyoglu Central Pharmacy and the producer of the the medicine called Nevrosin Celal, known as the Turkish Aspirin. These advertisements also reflect the evolution of medicine and pharmacology. The drug Nevrosin Celal was advertised in the cover of the pharmacy periodical titled *Türk Eczacı Alemi*. See Nizamettin Talip- Mehmet Daim : *Türk Tıbbi Mustahzarati*. İstanbul, 1929, s.52 ; *Türk Eczacı Alemi*, 1927;1(1-2)
8. Nil Sarı – Gülten Dinç : s. 17-18.

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