

THE LOST GLAMUR OF PHARMACY IN DEBELJAČA

IZGUBLJENI SJAJ LJEKARNIŠTVA U DEBELJAČI

Darko D. Dželajlija*

SUMMARY

In the general trend of nationalization after 1945, many pharmacies in our area were destroyed, relocated or repurposed. During these events, their interiors changed, and the inventory was damaged or destroyed. The aim of this paper is to research the historiography of pharmacy by reconstructing the chronology of the Joanović pharmacy as well as the Public Pharmacy of the town of Debeljača until it moved out of the building where the pharmacy was founded. Descriptive research covers the periods before the First World War, between the two World Wars and after the Second World War. The data presented in this paper are the result of interdisciplinary research related to the study of the historiography of the Joanović pharmacy as well as the Public Pharmacy of the town of Debeljača. This paper is based on unpublished documents (database of the pharmacy Joanović and the Publik Pharmacy of the town of Debeljača), as well as on the statements and written statements of Mrs. Mila Đorđević born Joanović and pharmacist Ivan Šimić as documents from the author's personal archive. Methods of documentation analysis and desk analysis of secondary data were used. In the Joanović Pharmacy, almost semi-industrial production of cosmetic and perfumery products was developed, as well as the production of flavors for the production of alcoholic and non-alcoholic beverages. After the forced purchase, a biochemical laboratory was formed in the newly established National Pharmacy, which provided a large number of various laboratory services. The results of this study could be used in further study of the historiography of pharmacy research of the goods that pharmacies offered to consumers.

Keywords: *Debeljača, pharmacy, history of pharmacy, biochemical laboratory*

* Correspondence Address: Darko D. Dželajlija, College of Technical Sciences Pančevo, Ul. Braće Jovanovića 89, Pančevo, Serbia. Phone / Fax: +382 13 318 977. E-mail: ddz26214@gmail.com.

INTRODUCTION

The town of Debeljača first appears as a settlement in written documents in Katasing from 1660. Collecting voluntary contributions for the renovation of the monastery, the monks from the Patriarchate of Peć wrote down the names of three contributors from Debeljača, namely Sredko, Miloš and Radosav (Bakator & Bába Lucia, 2003). The continuous development of the modern town of Debeljača can be followed more intensively only from the second half of the 18th century until today. During its existence, the place was devastated and abandoned several times due to circumstances, and over time, the national composition of the population often changed (Jakob Erler, 2004). Significant development began after 1794 when the Imperial Chamber inhabited the Hungarian population from the Northern region of the river Tisa (Bakator & Bába Lucia, 2003). At that time, the town of Debeljača was the only settlement of Hungarian Calvinists, who immigrated there from Veszprém County (Bakator & Bába Lucia, 2003). During the turbulent events of 1848, the town was again destroyed, devastated, and looted (Božović, 1998; János, 1938), and the local majority Hungarian population retreated to the North (Bakator & Bába Lucia, 2003). After the situation calmed down, the refugee population returned to the town. After the abolition of the Banat military border, according to the 1873 census, there were about 5170 inhabitants in the town of Debeljača (Magyarország vármegyei és városai, 1911). With the acquisition of the status of a town with a marketplace in 1872, the place suddenly began to develop and became a center of crafts and trade (Magyarország vármegyei és városai, 1911; Tomandl, 2010). The first pharmacies on the territory of Banat, today's Vojvodina, were opened during the Austrian Empire. The pharmacists of that time complied with the valid regulations on the quality of medicines and professional work. The work of pharmacies took place under the strict control of the city or town, county, and state authorities. The first pharmacies on the territory of today's Serbian Banat were opened in Veliki Bečkerek (1784), Vršac (1784), and Pančevo (1793) (Savkov, 2014). These pharmacies were located on the territory of the Military Border as a single institution. The military border had a complete military system in which the general commands represented the provincial and the regimental commands represented the district authorities, which, in addition to military affairs, also included political, economic, and judicial affairs (Mileker, 1926). There were garrison pharmacies (Garnisonsapotheken), public pharmacies (Feldapotheken) as well as convenience pharmacies (Feldkästen) in the Austrian Military Medical Center. The first two categories were managed

by graduate pharmacists, i.e., contract civic pharmacists who were not military personnel, and temporary pharmacies were held by medical doctors with the right to practice (Orient, 1928; Mičić, 1987). The supply of pharmacies on the territory of the Military Border was performed exclusively by the Vienna Germinium, and later the supply was also provided by other professional trade companies (Mičić, 1987). Civic pharmacies were first established in military communities. At the head of the medical community was a physicist, a graduate medical doctor to whom all pharmacies were subordinated. During the 19th and the beginning of the 20th century, until the beginning of the First World War, the number of pharmacies in Banat grew. The first pharmacy in the town of Debeljača also belongs to this period. After the whirlwind of war, the part of Banat that belonged to Torontál County within Austro-Hungary belonged to the newly created Kingdom of SCS. With the creation of the Kingdom of Serbs, Croats, and Slovenes, the Ministry of Public Health was established with departments in Zagreb, Sarajevo, Split, and Ljubljana, and the Health Department for Banat, Bačka, and Baranja was established in Novi Sad. Until 1930, the Hungarian Pharmacopoeia from 1888 was in use on the territory of Banat and the whole of Vojvodina, and from 1926, the second edition of the Serbian Pharmacopoeia was in use. With the enactment of the law on pharmacies and supervision of medicines in 1930, which was valid on the territory of the entire newly formed state, Banat pharmacies are fully integrated into the system of existing pharmacies. Since 1933, the first Yugoslav Pharmacopoeia has been used. This period is characterized by the opening of many new pharmacies and pharmacies in smaller places (Apotekarski priručnik, 1931; Apotekarski priručnik, 1933; Apotekarski priručnik, 1934). In the period between the 1st and 2nd World War, in the Kingdom of Serbs, Croats, and Slovenes and later in the Kingdom of Yugoslavia, there were privately owned public pharmacies with real or concession rights and handy pharmacies held by medical doctors if there were no public pharmacies in the area. In addition to these pharmacies, there were also closed-type hospital pharmacies, and there were also social insurance pharmacies on the territory of the entire country. There were attempts to open such pharmacies in Banat and the rest of Vojvodina, but they did not come to life (Apotekarski priručnik, 1931). Soon, there was a need to open a pharmacy so that the population could be supplied with medicines and other assortments, which until then (Simonić, 1898) had been bought from paramedics as well as from traders who were not qualified for that job (Milovanović, 1935; Utvić & Miškov, 1977).

The concession for the first pharmacy in the town of Debeljača was given to the pharmacist Ambrózy Sándor, who in 1885 opened the first pharmacy “At the St.Cross” which was located in a building across from the then old municipality on Elisabeth Square, today’s Marshal Tito Square (Bakator & Bába Lucia, 2003; Đorđević, 2008; Savkov, 2014) (Figure 1).



Figure 1. The building of the first pharmacy on the former Elisabeth Square, today Marshal Tito Square (Image from the author’s personal archive).

Except for the statement of the municipal government of December 31, 1885, which first mentions for the pharmacist Ambrózy Sándor, who graduated in Budapest in 1878 (Bakator & Bába Lucia, 2003; Savkov, 2014; Đorđević, 2008), there are no more written traces of this pharmacy. This pharmacy operated until 1905, when the pharmacist Ambrose Sándor sold the pharmacy with real rights to the pharmacist Sima T. Joanović, and after leaving Debeljača, he settled near Budapest (Bakator & Bába Lucia, 2003; Savkov, 2014).

OBJECTIVES

The goals of this paper are:

- (i) research the historiography of pharmacy;
- (ii) reconstruct the chronology of the Joanović pharmacy;

(iii) reconstruct the chronology of the Public Pharmacy of the town of Debeljača until the eviction from the building in which the pharmacy was established.

METHODS

Descriptive research covers the periods before the First World War, between the two World Wars, and after the Second World War. The data presented in this paper are the result of interdisciplinary research related to the study of the historiography of the Joanović pharmacy as well as the Public Pharmacy of the town of Debeljača. This paper is based on unpublished documents (database of the pharmacy Joanović and the Public Pharmacy of the town of Debeljača) (Dželajlija, 2019), as well as on the statements and written statements of Mrs. Mila Đorđević, born Joanović, and pharmacist Ivan Šimić as documents from the personal archive of the author. Methods of documentation analysis and desk analysis of secondary data were used.

RESULTS AND DISCUSSION

Sima T. Joanović was born in Saravola in present-day Romania on January 13, 1879 (Figure 2).

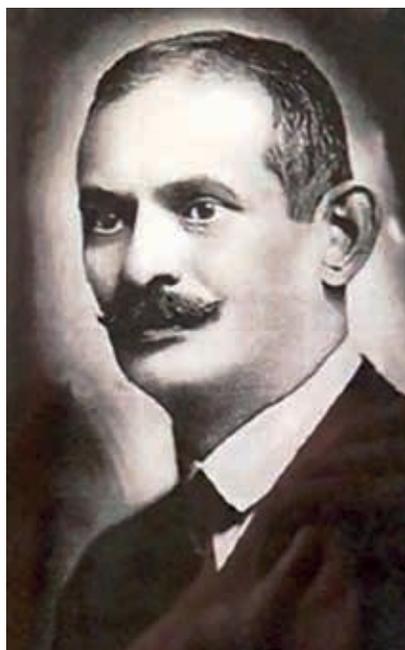


Figure 2. Sima T. Joanović (1870-1933), the founder of Pharmacy Joanović.

He graduated in pharmacy in Budapest in 1900. He came to Debeljača from Timisoara. As a very enterprising man of advanced ideas, he soon built a residential and business building on the other side of the then Elisabeth Square, in which he moved into a new, at that time very modern pharmacy (Bakator & Bába Lucia, 2003; Đorđević, 2008; Savkov, 2014) (Figures 3 and 4).



Figure 3. The building built by Sima T. Joanović in 1905. Picture obtained courtesy of Mrs. Mila Đorđević, b. Joanović.

Thanks to this data, we can see the prominent influence of pharmacies and pharmacists on the development of hygienic conditions and health culture in the town of Debeljača. This pharmacy was arranged according to the highest standards that were valid in the then European pharmacies, and in terms of its equipment, it was far ahead of other pharmacies that began to be formed in the area. The newly built pharmacy had a spacious office for which custom-made furniture arrived from Vienna, a department of specialties, a distillery, an office, a large galenic laboratory, a warehouse in the basement, and a drying room for medicinal herbs in the attic (Đorđević, 2008). As a highly educated pharmacist, Sima T. Joanović, in addition to the diploma of pharmacist obtained in Budapest in 1900, specialized in perfumery and the production of cosmetic preparations in Paris and Grasse (Đorđević, 2008; Savkov, 2014). His personal enthusiasm, love for the profession as well as connecting pharmaceutical practice with the latest aspirations of the time significantly contributed to the reputation of this pharmacy. At that time, the collection “Natalia” was created, which was named after the very favorite Serbian queen Natalija Obrenović (Đorđević, 2008) (Figure 5).



Figure 4. Porcelain jar of Natalia cream. From the author's personal collection.

The period between the two world wars is characterized by the fact that Sima T. Joanović greatly developed his pharmacy activity, which in relation to the type and quantity of preparations as well as the volume of production and product placement surpassed the business of pharmacies in the area and took the form of semi-industrial production. Following the achievements in the field of cosmetics and perfumery at that time, Sima T. Joanović, in addition to the “Natalia” collection, also developed the “Simoty” cosmetic line (Đorđević, 2008; Savkov, 2014). He was one of the first in this area to start using eucerin (Frerichs et al., 1925; Frerichs et al., 1938) as a relatively new base for making creams in the early 1920s. The collection consisted of eucerin cream, shampoo, toothpaste, a large number of different powders, makeup, lipsticks, nail polishes, as well as a whole range of colognes and perfumes made in over 50 different notes (Figures 6 and 7).

Of the galenic products, “Pills for cleansing the stomach and blood” (Đorđević, 2008; Savkov, 2014) as well as the very well-known preparation “Fragrant herbal extract” (Đorđević, 2008; Savkov, 2014) were especially well-known. The galenic product “Joanovits Zahntinktur” entered the Dieterich’s Neues pharmazeutisches Manual (Dieterich, 1913). Cosmetic specialties that were in high demand were sold not only in the pharmacy but also through the wholesale drugstore “Orion” from Belgrade throughout the country and abroad (Savkov, 2014). In addition to the production of medicines and specialties as well as perfumery and cosmetics in the period between the two world wars, Sima T. Joanović very successfully developed the production of flavors and essences for the production of rum, alcoholic and non-alcoholic beverages (Đorđević, 2008). These aromas and essences were sold not only in the Joanović Pharmacy but also through wholesale and retail sales. Sima

T. Joanović advertised his products in professional magazines (Đorđević, 2008; Savkov, 2014) as well as by placing ads in the daily and periodical press. During that time, it was common to distribute advertising pamphlets to the citizens who gathered at fairs, markets, as well as during other manifestations and events. The advertising pamphlet, which primarily recommends the now famous Natalia cream and other cosmetic products, clearly shows “pay attention to the name of Sima T. Joanović”, which indicates that Sima T. Joanović developed his brand and protected the quality of his product. In addition to a perfect knowledge of the profession (Đorđević, 2008; Savkov, 2014), Sima T. Joanović also developed a very refined entrepreneurial spirit, as he gave an excellent product for a minimal price, which in the end resulted in a great turnover (Figures 6 and 7).

According to the pharmacy manual, which lists all public pharmacies in the Kingdom of Yugoslavia for 1933, the town of Debeljača has 6010 inhabitants who were actively served by this pharmacy (Apotekarski priručnik, 1933). Sima T. Joanović sent his products retail and wholesale by mail and railway (Đorđević, 2008; Savkov, 2014). In addition to developing production, Sima T. Joanović was also engaged in scientific research. He published several papers in the *Pharmaceutical Journal* entitled “What every perfumer should know”, which significantly contributed to the transfer of his knowledge in this area (Đorđević, 2008; Savkov, 2014). Sima T. Joanović had four children, a son Emil, a daughter Gizella who died as a child in the scarlet fever epidemic that devastated the town during 1921, and sons Aleksandar and Đorđe. The Joanović family occupied a significant place in the civic life of Debeljača. They were especially active in the sports life of the place and were a great support to the local football club “Spartak”, which is one of the oldest football clubs in the country (Kovačević, 1986). They were also active in numerous cultural events of that time. Sima T. Joanović was a great benefactor and contributor to many public buildings. As a contributor, he helped build the Holy Transfiguration Church, the completion of which he did not see due to his untimely death. He had the painter Vladimir Zelinsky, a Russian emigrant, paint the image of the Mother of God with Christ above the throne of the Mother of God and presented a silver lamp for the rest of the daughter Gizela’s soul (Figure 8).

As can be noticed from the presented facts, the pharmacist Joanović not only had a noticeable influence in his pharmacy profession, but he also had a lot of influence on the development of health culture and healthy life of citizens. He then influenced the raising of cultural awareness by supporting various cultural and sports events in local communities.



Figure 5. Biochemical laboratory in the Public Pharmacy. Image from the author's personal archive.

After the tragic and premature death of Sima T. Joanović, the pharmacy was rightfully inherited by his widow Emilija. As Emilija was not a pharmacist in accordance with the then valid law (*Zakon o apotekama i nadzoru nad prometom lekova, 1930*), she had to hire a provisor. The first provisor was the eldest son, Emil, who graduated in pharmacy in Zagreb in 1928 (Đorđević, 2008; Savkov, 2014). Emil ran the pharmacy until 1943 when he bought the pharmacy in Potiski Sveti Nikola, today Ostojićevo. After Emil bought a pharmacy, he left his father's pharmacy. In accordance with the Regulations (*Pravilnik za izvršenje zakona o apotekama, 1930*), the new provisor became the youngest brother, Đorđe, who graduated in pharmacy in Zagreb in 1940 (Đorđević, 2008; Savkov, 2014). In 1949, the law on the purchase of private pharmacies came into force (*Zakon o nacionalizaciji, 1946; Zakon o otkupu privatnih apoteka, 1949*). The state redeems them, and they become public pharmacies and fall under the leadership of the Directorate of Public's Pharmacy. Each pharmacy was an independent economic enterprise, which received material funds for its work from the People's Committee of the town. Former pharmacy owners go into the civil service, and some even be-

come managers of their former pharmacies. This difficult, post-war period is characterized by the planned drug distribution and the distribution of pharmacists into underdeveloped areas. After the forced purchase, the Joanović pharmacy became the Public Pharmacy, but the spirit of the family tradition, which was in decline, was still felt. Đorđe Joanović ran his father's pharmacy until the forced purchase in 1949, after which he remained in it as a manager until his departure abroad in 1952 (Đorđević, 2008; Savkov, 2014). With the departure of Đorđe Joanović, the management of the pharmacy was taken over by Ivan Šimić, who graduated in pharmacy in Zagreb in 1931 (Šimić, 1978; Savkov 2014). At the beginning of his service, Ivan Šimić founded a biochemical laboratory in the pharmacy (Šimić, 1978) (Figures 9 and 10).



Figure 6. Part of the inventory of the Joanović Pharmacy displayed in the permanent exhibition of the Ethnographic Museum in Debeljača.

This laboratory was very well equipped (Šimić, 1978). It is important to note that there were only three such biochemical laboratories on the territory of Vojvodina. In addition to the laboratory in Debeljača, there was a laboratory in Novi Sad and Titel (Šimić, 1978). After Ivan Šimić's retirement, in 1974, the pharmacy was taken over by Sasi Rozália, who graduated in pharma-

cy in Belgrade in 1966, and she successfully led it until her sudden death in 1976 (Šimić, 1978).

During the relocation of the pharmacy in 1974, part of the inventory that originated from the time of the pharmacy's founder, pharmacist Sima Joanović, was handed over for safekeeping to the local ethnographic museum, where it is displayed as part of a permanent exhibition (Figure 11).

The first pharmacy in Debeljača "At the St. Cross" was opened back in 1885 (*Apotekarski priručnik*, 1934). This pharmacy did not leave a special mark, although it worked continuously for 20 years. It was only with the arrival of Sima T. Joanović and his efforts that the development of pharmacy took place, which resulted in an almost semi-industrial production of various pharmaceutical, perfumery, and cosmetic preparations. The pharmacy successfully developed the production of medicines and medicinal specialties, which fully complied with the then valid Ordinance on Medicines and Medicinal Specialties from 1930. The production developed by Sima T. Joanović was on a par with the products developed in Zagreb by pharmacist Hinko Brođovin with his famous Baby Mira cream (Šimić, 1978, Fatović-Ferenčić & Ferber- Bogdan, 2003) or pharmacist Viktor Feller, who developed the production of the famous Elsa fluid elixir (Fatović-Ferenčić & Ferber-Bogdan, 1997) in Donja Stubica, with the difference that Sima T. Joanović had a far larger range of products. Every day, a large number of orders from the Joanović pharmacy were shipped by mail or train. For the purpose of sending goods, Sima T. Joanović also had a printed address label (Šimić, 1978, Đorđević, 2008).

At the end of the 19th and in the first half of the 20th century, many pharmacies in this area had more or less developed galenic production of various specialties. For example, pharmacies in the then Veliki Bečkerek today's Zrenjanin (Savkov, 2014; Krčmar, 2014; Stoilković, 1999), had the syrup against tuberculosis "Hypericol" by pharmacist Losonczy Lehel, which was still known (Savkov, 2014) as iodine-potassium syrup by pharmacist Kovács Sándor (Savkov, 2014). In the first half of the 20th century, cosmetic preparations were also made according to the recipes of pharmacist Gebauer in the pharmacy "Salvator" in Bač (Savkov, 2014) as well as in Hondl's pharmacy "At St. Petrus" in Ruma (Savkov, 2014; Mičić, 1987). However, these pharmacies did not have such a wide range of products, nor did they develop the sale of their products to the extent that Sima T. Joanović did. Like other pharmacies, Joanović Pharmacy paid close attention to the appearance of the packaging as well as the labels of its products. During the time when pharmacists ran

the pharmacy, it was developing rapidly, although not as fast as at the time when Sima Joanović ran it. With the enactment of the law on nationalization on December 7, 1946, the forced purchase of pharmacies began. After that, the pharmacy began to stagnate. The pharmacy no longer existed as the Joanović Pharmacy but became the Public Pharmacy. Immediately after the war, it was difficult to procure quality raw materials, and the private initiative was not desirable. Galenic production completely ceased, leaving only the magistral medicinal production, which accounted for over 90% of the preparations, while industrial products accounted for only 10% of the range (Šimić, 1978). After Đorđe Joanović left the pharmacy and moved abroad, the Public Pharmacy no longer had any points of contact with the family of pharmacist Joanović. With the arrival of Ivan Šimić as the manager of the Public Pharmacy, a new era in the history of pharmacy in the town of Debeljača began. Ivan Šimić formed a biochemical laboratory with the help of the Institute for Health Protection in Pančevo and from the own funds of the Public Pharmacy in Debeljača (Šimić, 1978). According to the preserved instructions for this laboratory, it can be seen that the insured users received the service through social insurance. There was a possibility to obtain laboratory services on personal request (Figure 9). This biochemical laboratory covered the wider surroundings of Debeljača and performed various biochemical, hematological, and bacteriological analyzes of blood, urine, sputum, and gastric juice (Šimić, 1978). The laboratory at that time was very well equipped with laboratory devices. Electric colorimeters were used, so this laboratory could perform more accurate determinations as well as a larger number of analyzes, while Dubosque colorimeters were still used in most biochemical laboratories (Šimić, 1978). The biochemical laboratory of the Public Pharmacy in Debeljača operated under the control of the Institute of Medical Biochemistry of the Medical Faculty in Belgrade (Šimić, 1978). With the departure of Ivan Šimić to a well-deserved retirement, the pharmacy management was entrusted to Sasi Rozália. Unfortunately, she spent a very short time as a manager. She passed away suddenly and did not manage to leave a significant trace. With the emergence of new circumstances, the pharmacy began to lose more and more of its former splendor. After the forced purchase, galenic production completely stopped. Cosmetics were still produced but sold only in pharmacies. The production of food flavors and essences completely stopped. The magistral medicinal production was becoming smaller and smaller and lost the race with industrial products (Šimić, 1978; Savkov, 2014). Over time, production became smaller and smaller, and in the end, it almost completely stopped, so that today, although there are two pharmacies

in the town of Debeljača, none of them makes magistral medicinal products. The biochemical laboratory within the pharmacy stopped working and was moved to the local health center in 1970 (Šimić, 1978). The once very famous Pharmacy of Sima T. Joanović was moved from the building that Sima T. Joanović purposely built first to the office building on Marshall Tito Square No. 19. Then in 1978, the pharmacy was moved to the new premises of the local health center. The building of the old pharmacy on Marshall Tito Square No. 12, built in an academic style, as well as the original inventory of the pharmacy were not protected. The former polished furniture that arrived from Vienna was damaged beyond recognition by unprofessional subsequent painting and repainting. Due to the relocation, most of the inventory from the time of Sima T. Joanović, which was not in use, but testified to a once bright past and technology, was no longer left to decay. A small part of the former inventory has been preserved thanks to Milena Čobanin, a pharmaceutical technician, and Szécsénji Jolán, a professor of fine arts and founder of the Ethnographic Museum, as well as other enthusiasts from the profession and abroad who knew how to appreciate the past. This smaller part is in the permanent display of the Ethnographic Museum in Debeljača. Unfortunately, most of the inventory was left to decay or was stretched. The building of the former Pharmacy of Sima T. Joanović was partially demolished, and a residential building was built on the site of the former large galenic laboratory. Most of the building built in the academic style still exists today. It was completely devastated, abandoned, and left to the ravages of time to testify that in the not-so-distant past, this was an elite civic place for which Debeljača was known in the near and far surroundings and beyond. Although it did not have a long tradition like some pharmacies, e.g., “At the golden eagle” (Savkov, 1995; Schams, 2013) from 1802-1947 in Petrovaradin, “At the black eagle” (Mileker, 1927; Srdanović, 1965; Đorđević, 2004; Božović, 2013) from 1793-1945 in Pančevo, “At the black eagle” (Fatović-Ferenčić & Ferber-Bogdan, 2004) from 1355-1947 in Zagreb or “At St. Marry” (Ferber-Bogdan & Fatović-Ferenčić, 2009) from 1593-1949 in Zagreb, this pharmacy has left a significant mark, and it is still talked about with pride. Like many others, this pharmacy went from a change of ownership to a forced purchase and nationalization. This pharmacy experienced its golden age in the first half of the 20th century. Then, with the emergence of new circumstances that led to the forced nationalization of pharmacies, where the former owners experienced a variety of fates, many disappeared, and their fate is still unclear. In contrast, others, happier, remained in their once and now supported pharmacies as leaders of any private initiative. The development of the pharmaceutical industry has led to the closure of many

galenic laboratories. Moreover, magistrate drugs are increasingly losing the battle with finished industrial preparations, which has led to the fact that this pharmacy has stopped producing its once very famous products, which eventually led to a complete cessation of existence in its original form. Thanks to the pharmacist Ivan Šimić, who formed the biochemical laboratory, this pharmacy was operating with several other pharmacies in Titel and Novi Sad for some time. With the abolition of biochemical laboratories in the pharmacy, this pharmacy also lost the battle. It was left to its own fate, which accompanied all the newly formed public pharmacies created by forced purchase. Under the onslaught of new circumstances, the pharmacy began to falter and eventually ceased to exist.

CONCLUSION

The arrival of Sima Joanović in the town of Debeljača resulted in the improvement of health and hygiene measures. One of his first endeavors was constructing a modern residential and business building in which the pharmacy was located. The love for the profession made this excellent pharmacist deepen his education, all for the purpose of raising pharmacy in this area to a much higher level. In addition to the semi-industrial production of medicines and cosmetics, the export of the mentioned products abroad began.

As a health institution, the pharmacy was primarily a place for the production of medicines and main preparations, as well as the sale of finished medicines. However, it should be especially emphasized that Joanović made a great contribution to the development of cosmetic preparations. Later, after the transfer to state ownership, this pharmacy received a biochemical laboratory, which additionally made it important for the history of this district. The influence of pharmacists on the social development of a social community is obvious, so it is no wonder that pharmacists were valued in their local communities.

The pharmacy lost what pharmacist Sima Joanović developed, partly because it needed someone with additional abilities that Sima had and partly because of the very industrialization of such products. Instead, the pharmacy developed a new field, a biochemical laboratory, as a pioneering endeavor for the period in which it developed. Historically, in the development of medical biochemistry as a special field of pharmacy, this is a very important fact. The conditions for the development of society as a whole often prevail, and then inevitable changes occur, which can be seen in the example of the pharmacy.

The pharmacy in the town of Debeljača is a typical example of the pharmacy development, reaching the peak of fame in two completely different areas and, unfortunately, forgetting about one's own environment.

ACKNOWLEDGEMENT

I would like to thank dr sc. Adrijana Milošević Georgiev, University of Belgrade - Faculty of Pharmacy, Department of Social Pharmacy and Pharmaceutical Legislation, for the useful suggestions and proposals she provided me during the preparation of this paper.

REFERENCES

1. Bakator, J. & Bába Lucia, M. (2003). *Hosszú a jegenyesor: Monografija Debeljače*. Vitkay Debeljača.
2. Jakob Erler, J. (2004). *Banat*. Istorijski arhiv Pančevo.
3. Centar za političko obrazovanje (2014). *Vojna granica u Banatu i banatski militari u 18 i 19 veku. Tematski zbornik Novi Sad*. Novi Sad: Centar za političko obrazovanje.
4. Božović, S. (1998). *Pančevo u srpskom pokretu 1848-1849*. Narodni muzej Pančevo. Pančevo: Istorijski arhiv.
5. János, G. (1938). *Debeljáci emlékkönyv 1838-1938*. E Ruess Petrovgrad.
6. Magyarország vármegyei és városai: Torontálvármegye (1911). *Budapest Országos Monográfiai Társaság*.
7. Tomandl, M. (2010). *Pančevo u prvom svetskom ratu*. Istorijski arhiv Pančevo.
8. Savkov, I. (2014). *Istorija apotekarstva na tlu današnje Vojvodine*. Novi Sad: Matica Srpska.
9. Mileker, S. (1926). *Istorija banatske vojne granice (1764-1873)*. Pančevo: Štamparija Napredak.
10. Orient, J. (1928). *Aus pharmazeutischen vergangenheit Siebenbürgens und des Banats*. Gesellschaft für Geschichte der Pharmazie. Erneyi gyógyszer-történeti könyvtár Budapest.
11. Mičić, M. (1987). *Farmacija u Sremu 1759-1918*. Novi Sad: Matica Srpska.
12. *Apotekarski priručnik* (1931). Zagreb: Jugofarmacija.
13. *Apotekarski priručnik* (1933). Zagreb: Jugofarmacija.
14. *Apotekarski priručnik* (1934). Zagreb: Jugofarmacija.
15. Milovanović, S. D. (1935). *Po ravnom Banatu*. Beograd: Globus.
16. Utvić, D. & Miškov, D. (1977). *Istorija zdravstvene kulture vojvodansko-slavonskog Podunavlja. Zbornik radova simpozijuma iz istorije zdravstvene kulture vojvodansko-slavonskog Podunavlja Bačka Palanka-Ilok*.
17. Simonović, R. (1898). *Kuga u Sremu 1795. i 1796. godine*. Pančevo: Štamparija Braće Jovanović.
18. Mila Đorđević, rođ. Joanović (2008). *Pisana izjava*. Debeljača.
19. Frerichs, G., Arends, G. & Zörnig, H. (1925). *Hagers Handbuch der pharmazeutischen Praxis Erster Band*. Berlin: Verlag von Julius Springer Berlin.

20. Frerichs, G., Arends & G. Zörnig, H. (1938). *Hagers Handbuch der pharmazeutischen Praxis Erster Band*. Berlin: Verlag von Julius Springer Berlin.
21. Dieterich, K. (1913). *Neues pharmazeutisches Manual*. Berlin: Verlag von Julius Springer Berlin.
22. Kovačević, M. (1986). *FK Spartak 1911-1986*. Debeljača: Futbalski klub Spartak Debeljača.
23. Šimić, I. (1978). *Pisana izjava*. Debeljača.
24. Martinek, I. (2016). *A torontálvásárhelyi Joanović család és patikája története*. Hétnap Bánáti újság, 1-11.
25. Zakon o apotekama i nadzoru nad prometom lekova. *Službeni glasnik*, 7. (14.) aprila 1930.
26. Pravilnik za izvršenje zakona o apotekama. *Službeni glasnik*, 7. (14.) aprila 1930.
27. Pravilnik o lekovima i lekovitim specijalitetima. *Službeni glasnik*, 7. (14.) aprila 1930.
28. Zakon o nacionalizaciji. *Službeni list DFJ*, 7. decembra 1946.
29. Zakon o otkupu privatnih apoteka. *Službeni list FNRJ*, 2/49.
30. Fatović-Ferenčić, S. & Ferber- Bogdan, J. (2003). Tracing the Painting of Nikola Šubić Zrinski: the Chronology of Royal Pharmacy K Zrinjskom. *Medicus*, 12(1), 143-150.
31. Fatović-Ferenčić, S. & Ferber- Bogdan, J. (1997). Ljekarnik Eugen Viktor Feller. *Medicus*, 6(2), 277- 283.
32. Krčmar, F. (2014). Prilog istoriji zrenjaninskog apotekarstva. *Rad Muzeja Vojvodine Novi Sad*, 56, 139-58.
33. Stoilković, K. (1999). *Razvoj farmacije u Zrenjaninu 1784-1999*. Zrenjanin.
34. Schams, F. (2013). *Topographische Beschreibung von Peterwaradein und seinen Umgebung*. Novi Sad: Muzej grada Novog Sada.
35. Savkov, I. (1995). *Razvoj farmacije u Novom Sadu od 1740 do 1995. godine*. Novi Sad: Apotekarska ustanova Novi Sad.
36. Božović, S. (2013). *220 godina apotekarstva u Pančevu*. Pančevo: Narodni muzej Pančevo.
37. Mileker, S. (1927). *Istorija grada Pančeva*. Pančevo.
38. Srdanović, D. (1965). *Pančevačke apoteke kroz istoriju grada*. Pančevo.
39. Đorđević, D. (2004). *Istorija Pančevačke medicine*. Pančevo.
40. Fatović-Ferenčić, S. & Ferber- Bogdan, J. (2004). Srednjovijekovni koreni i kontinuitet u vremenu: u povodu 650. obljetnice zagrebačke gornjogradske ljekarne. *Medicus*, 13(2), 139- 49.
41. Ferber-Bogdan, J. & Fatović-Ferenčić, S. (2009). 400 godina dokumenata o ljekarni „Sv. Marije na zagrebačkom kaptolu (1599-1999). *Medicus*, 1, 129-35.
42. Dželajlija, D. (2019). *Lična arhiva*.

SAŽETAK

U općem trendu nacionalizacije nakon 1945. mnoge su ljekarne na našim prostorima uništene, premještene ili prenamijenjene. Tijekom tih događanja promijenili su se njihovi enterijeri, a inventar je oštećen ili uništen. Cilj je ovog rada istraživanje historiografije ljekarništva rekonstruirajući kronologiju Apoteke Joanović, kao i Narodne apoteke Debeljača do iseljenja iz zgrade u kojoj je ljekarna osnovana. Istraživanje obuhvaća razdoblje prije Prvoga svjetskog rata, između dvaju svjetskih ratova i nakon Drugoga svjetskog rata. Podaci predstavljeni u ovom radu rezultat su interdisciplinarnog istraživanja povezanog s proučavanjem historiografije Apoteke Joanović i Narodne apoteke u Debeljači. Rad je zasnovan na neobjavljenim dokumentima (baza podataka Apoteke Joanović i Narodne apoteke u Debeljači), kazivanju i pismenim izjavama gospođe Mile Đorđević rođene Joanović i ljekarnika Ivana Šimića te na dokumentima iz osobne autorove arhive. Korištene su metode analize dokumentacije i desk-analize sekundarnih podataka. U Apoteci Joanović bila je razvijena gotovo poluindustrijska proizvodnja kozmetičkih i parfumerijskih proizvoda te proizvodnja esencija i aroma za proizvodnju alkoholnih i bezalkoholnih pića. Nakon prinudnog otkupa, u novoosnovanoj Narodnoj apoteci osnovan je biokemijski laboratorij koji je pružao velik broj najrazličitijih laboratorijskih usluga. Rezultati ove studije mogli bi poslužiti u daljem proučavanju historiografije ljekarništva i u istraživanju asortimana koje su ljekarne nudile potrošačima.

Ključne riječi: Debeljača, ljekarna, povijest ljekarništva, biokemijski laboratorij

