

EDITORIAL

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AWAKENED INTEREST IN THE PHARMACY HEADQUARTERS CAMPAIGN.

WITHIN the last month a great impetus has been given to the Pharmacy Headquarters Building Campaign, because of the newly awakened interest of many of the state chairmen following the special meeting of state chairmen and committeemen held during the American Pharmaceutical Association Convention in Buffalo. But the greatest source of inspiration and encouragement has come within the last several weeks, through the adoption of a resolution by the National Wholesale Druggists' Association at their Atlantic City Convention, sanctioning the Headquarters Building project and the splendid resolution adopted by the National Association of Retail Druggists, during their convention in Washington, favoring this great enterprise and recommending that the entire membership of the National Association of Retail Druggists give their active support to this great cause. Recalling that the American Drug Manufacturers' Association passed a resolution at their meeting last spring, endorsing our enterprise, and that every state association, during the recent annual meetings, endorsed the project and that many of the state associations subscribed considerable sums to the Headquarters Building Fund, we, of the Campaign Committee, feel that the retail druggists throughout the United States and all of those members of the drug trade who are interested in pharmacy should be greatly encouraged with the results which have so far been obtained and cause all of us to renew our efforts to bring about the completion of this great work for the progress, service and benefit of pharmacy.

We need a full million dollars to erect, equip and endow this building which is planned to serve all branches and phases of pharmaceutical interests, under the auspices of the American Pharmaceutical Association. We have about half of it, and it is only through the combined efforts of many interested workers throughout the country that we can obtain the other half. This large sum cannot be obtained by a few of us; therefore, it is urgent and necessary that the work should be undertaken by the many and not left to the few. Our Committee is convinced that many thousands of prospective subscribers are sold on this splendid proposition and it is only necessary for them to be personally visited and asked to sign a subscription card to obtain the subscription. Just recently a large number of letters have been received from druggists who have sent in subscriptions voluntarily, in which they have stated that they had expected to be called upon by a committeeman and that they had not been visited and this would explain the delay in making their subscription. There are thousands of instances like this, where subscriptions will never be sent in voluntarily, nor will they ever be obtained unless the committeemen call upon them with a subscription card to be signed. Therefore, it is the request of our Campaign Committee that not only the committeemen take the responsibility of asking for the subscriptions of their fellow druggists, but that any one who has made a subscription will also take the responsibility of using his best efforts to interest other druggists in doing their full duty. The

slogan of our Committee now is that the druggists of the country have been sold on this proposition, but we need coöperation of many workers to collect the funds which the druggists are willing to give, *if personally visited*. H. A. B. DUNNING.

CHARACTER AND SCHOLARSHIP IN STUDENTS' RATINGS.

CHARACTER and personality of students are receiving more consideration in elementary schools and by institutions of higher and technical education; the importance has always been impressed on the boys and girls by their department marks, and the application is made by universities and colleges in rating qualifications that are not usually included in those for scholarship. Definitions of the qualities indicated have been given by the University of California in about the following terms:

Character is the quality which represents a student's habits, reliability and moral stability. *Address and Appearance* expresses the instructor's opinion of the student's ability to impress people favorably by his appearance, manners and amenities. *Leadership* is judged by the readiness with which a student takes and executes responsibility. *Disposition and Popularity* are determined by the student's reputation with the faculty and his classmates. *Speed* is a measure of a student's rate of accomplishing work and is best judged by the rapidity with which he finishes his examinations, calculations, drawings, etc. *Accuracy and Attention to Details* is a quality best judged in the laboratory and by care evidenced in arithmetical calculations, details of testing and manipulations. In the institution referred to a student's committee also rates the student body in these qualifications and its reports have a definite value in the grading by the faculty.

The importance of such considerations for students of pharmacy in the schools and colleges will readily be admitted, especially in institutions having a large student body. Assenting to a code of ethics is influential for good, but the lesson loses its significance unless, in some way, an application of the ethics is frequently made; in the system under discussion, character building is almost as constantly in mind as are the studies of educational subjects of the curriculum. Thereby the students arrive at a better estimate of their responsibilities and the faculty members are constantly reminded that the measurements students apply are standards of observation and thinking, for which the members of the faculty may be largely responsible. In order that the latter may fairly grade the students they must be more observant of the human qualities of the young men and women under their instruction. The spirit of emulation is a keen spur; the work of teachers is to train students, but students have a part in the education and training of teachers.

The responsibilities of members of pharmaceutical faculties have never been greater and the results of their training of students have always been influential in shaping the activities of pharmacy; it is one of the strong pleas and arguments which, if rightly made and impressed, will enlighten the public relative to the necessity of demanding the prerequisite of college graduation of those who seek to practice pharmacy, and the result will most assuredly bring about a compliance by states where such requirements do not now obtain. The public should be made better acquainted with the mission of pharmacy and the why—that the best service is given by those qualified by education, experience, and character. The right kind of publicity is a power for good.

E. G. E.

WRONGFUL USE OF THE NAME OF THE AMERICAN PHARMACEUTICAL ASSOCIATION BY A CUBAN MANUFACTURER.

THE American Pharmaceutical Association regards highly its Cuban members. Not all have attended the annual meetings; some have, and the pleasure expressed, and the welcome accorded them, makes any further assurance unnecessary that no members are more highly regarded, and the appreciation they have evidenced leaves no doubt that they will gladly assist the Association in correcting the individual who has so unjustly appropriated the good name of the Association. Without doubt the Cuban members will condemn this trespass, and, if possible, regret the occurrence more deeply than their fraters in the States.

It is difficult to understand how anyone engaged in supplying the sick will lend himself to a misrepresentation, the knowledge of which he could not hope to keep from the Association for long, and wherein the name of the time-honored organization is deliberately appropriated for commercial advancement.

As stated, we are confident that the Cuban members of the American Pharmaceutical Association can be depended upon for prompt and positive coöperation in adjusting the matter which is presented in the following:

Under date of September 24, Secretary William B. Day received the following communication from the American Consul, Frank Bohr, stationed at Cienfuegos, Cuba:

"WILLIAM B. DAY, SECRETARY,
American Pharmaceutical Association, Chicago, Ill.

"Sir:

"I have to enclose herewith for your information and appropriate action a label of 'Especifico Brenot,' a patent medicine which is claimed to be prepared of Indian roots by a German process and to be effective as a blood purifier for syphilis, leprosy, ulcers, skin diseases, other venereal diseases, as well as general debility, chronic rheumatism, uric acid, etc., etc.—having been for the past year extensively advertised and sold in this city.

"You will note that it is claimed to be 'prepared by the Pharmaceutical American Ass., Philadelphia: E. U. A., General Department, Broadway St., 16th North,' whereas this Consulate has been informed that the product is really prepared by Doctor José Fernandez Valdez, a pharmacist now established at the corner of Gacel & Castillo, this city. And as this is evidently a crude infringement intended to give the uninformed the impression that this product has been prepared by your Association, I have to suggest that through your agents or importing house in Habana, your Association should make official protest which it is understood should be addressed to the Director de Sanidad, Sereteria de Sanidad y Beneficencia, Habana.

"I am, Sir,

Very respectfully yours,

(Signed) FRANK BOHR, *American Consul.*"

With the letter a label of the preparation was enclosed, translation of which is in Consul Bohr's communication. The address in the letter is that given on the label; wording of label is reproduced:

DEPURATIVO VEGETAL.
ESPECIFICO BRENOT.

Excelente purificador de la sangre, puramente vegetal, preparado con el jugo de las raices indianas por el procedimiento Alemán.

Es el mejor purificador conocido hasta el día; eficaz en la sífilis, lepra, manchas de la piel, úlceras, granulaciones, enfermedades secretas, debilidad

general, colores pálidos, reumatismo crónico, ácido úrico, enflaquecimiento, tifa, parálisis, y todas las enfermenades producidas por las impurezas de la sangre.

Dosis: Una cucharada en agua antes de las comidas, Niños medias dosis.

Prepared by the Pharmaceutical American Ass., Philadelphia, E. U. A.,
General Department, Broadway St., 16th North.

The reply of Secretary William B. Day under date of October 15th follows, and was addressed to the American Consul, Mr. Frank Bohr:

“Dear Sir:

“I have your letter of September 24th, enclosing a label of a patent medicine entitled ‘Especifico Brenot’ which is claimed to be prepared by the ‘Pharmaceutical American Ass., Philadelphia, E. U. A., General Department, Broadway St., 16th North,’ but which is really prepared by a local pharmacist of your city.

“I thank you very much for giving me this information. You are right in your surmise that our Association does not prepare this product and has nothing to do with it. In fact, our Association is a purely professional and scientific body, *which does not manufacture or deal in any medicinal substances whatever.*

“Unfortunately, we are not in a position to spend money to send a representative to Cuba to initiate legal proceedings, but I am sending your letter, including the label, to our Journal, and have asked the editor to send marked copies of the same when it appears in the Journal to our members in Cuba.

“I assume that the medical authorities in Cuba will be glad to make use of the material thus furnished in exposing this fraud.

“I enclose a copy of a letter that I am addressing to the Director de Sanidad, Sereteria de Sanidad y Beneficencia, Habana.”

(Signed by Secretary Day.)

The letter of Secretary William B. Day to the Secretary of the “Board of Health,” under date of October 15th, follows:

“Director de Sanidad,
Sereteria de Sanidad y Beneficencia, Habana, Cuba.

“Dear Sir:

“Mr. Frank Bohr, American Consul at Cienfuegos, has sent me a label of a patent medicine named ‘Especifico Brenot’ and claimed to be prepared of Indian roots by a German process and to be effective as a blood purifier for syphilis and other venereal diseases, as well as general debility, chronic rheumatism, etc.—having been for the past year extensively advertised and sold in the city named.

“This patent medicine is claimed to be ‘prepared by the Pharmaceutical American Ass., Philadelphia, E. U. A.’ but the Consul states that it is really prepared by Dr. José Fernandez Valdez, a pharmacist now established at the corner of Gacel and Castillo, Cienfuegos.

“I have addressed to the Consul an official protest of this infringement of our name. Our Association is a purely professional and scientific organization and does not manufacture or deal in any medicinal substances whatever.

“I assume that you will be pleased to make use of the material thus furnished in exposing this fraud.”

(Signed by Secretary Day.)

This matter is brought to the attention of the members of the Association and made of record thereby. While the American Consul performed his duty it may not be out of place to express appreciation for his interest in advising Secretary Day. As far as the writer knows, this is the first time in the history of the organization (72 years) that such liberties were taken with its name. Whatever punishment may be meted out to the transgressor, he owes the Association an apology.

E. G. E.