

FRANK EMIL MORTENSON
HOLLYWOOD, CALIFORNIA

President of the National Association of Boards of Pharmacy, 1923-1924.



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The data in our possession do not give authentic information relative to the date of birth nor birthplace of the President of the National Association of Boards of Pharmacy. His entry into the drug business was made at Britt, Ia., and three years later he engaged with the Wiess-Chapman Drug Company and gained practical knowledge in the company's stores located at Monte Vista, Del Norte and Creede, Colorado. After four years of service with the firm mentioned Mr. Mortenson matriculated at Highland Park College of Pharmacy and, after graduation from this institution, he reengaged with his former employers.

When, in 1904, Mr. Mortenson opened a pharmacy on his own account in a residential part of Pueblo, he had in mind later to establish himself in the business section of the city, if financial success warranted the move; the enterprise, however, developed beyond earlier expectations and proved so satisfactory that he gave up such intentions and remained at the first-chosen location until 1922, when he disposed of the store. Mr. Mortenson ascribes his success to convincing prospective patrons of the importance of pharmacy as a part of medical service, and by promptly supplying the wants of the neighborhood patronage; in these efforts he had the whole-hearted support of his employees in whom he took a personal interest; they became loyal to the patronage because of their exemplar. He speaks of his attachment for them and their faithfulness to him with a feeling of gratification.

Mr. Mortenson was secretary, for a time, of Pueblo Pharmacal Association and, thereafter, its president; in 1921-1922, he was president of Colorado Pharmacal Association. He served on the Colorado Board of Pharmacy for eleven years—two years as treasurer, four years as secretary, and the remainder of the time as president—until he resigned about a month ago. He has been active in association work for a number of years—in local, State and national promotions; his interest develops enthusiasm in himself and this he communicates to others, shown by the results of his endeavors last year in behalf of the American Pharmaceutical Association. He has been lieutenant governor of the Colorado-Wyoming Kiwanis district.

In 1920, Mr. Mortenson was elected to the Colorado House of Representatives by a larger vote than given any other candidate on the ticket. He served as a member of the Pueblo County Child Welfare Board and after the disastrous Pueblo flood he directed the affairs of a number of relief committees and, thereafter, gave his time to relief work during the greater part of the year. Mr. Mortenson is now a member of the firm of Getz & Mortenson, owners of one of Hollywood's (California) best equipped pharmacies.

E. G. E.