

ASSOCIATION BUSINESS

MINUTES OF THE THIRD MEETING OF THE BOARD OF DIRECTORS.

The third meeting of the Board of Directors for the Association year 1924-25 was called to order at 10 A.M., Monday, August 25, 1924, at Hotel Statler, Buffalo, by Chairman J. H. Beal. The following directors were present: Messrs. H. M. Whelpley, George M. Beringer, John G. Godding, Samuel L. Hilton, Wilbur L. Scoville, James H. Beal, Charles H. LaWall, Robert P. Fischelis, H. V. Army, E. F. Kelly, and W. B. Day. It was moved by LaWall and seconded by Whelpley that the ad-interim minutes of the Board as published in the JOURNAL be approved. The motion was carried.

The Secretary announced that motions Nos. 40, 41 and 42 in Board of Directors' letter No. 20 had been carried.

A communication from Secretary Henry of the N. A. R. D. inviting the Board to meet with the Executive Committee of that Association at Washington on September 22nd, at 3 P.M., was read. It was moved by Whelpley, seconded by Scoville, that the invitation be accepted. The motion was carried. It was moved by Scoville and seconded by Whelpley that the Chairman appoint a delegation from the Board of Directors to attend the N. A. R. D. Conference and that the expenses of the delegation be paid by the Association. The motion was carried.

A communication from the Sesqui-Centennial Committee of Philadelphia inviting the Association to appoint a Contact Committee was read. It was moved by Army, seconded by Day that the incoming President be authorized to appoint a Contact Committee of three members in connection with the celebrations to be held at Philadelphia in 1926. The motion was carried.

A communication from the International Pharmaceutical Federation inviting the Association to join this Federation was read. It was moved by Army, seconded by LaWall that the American Pharmaceutical Association affiliate with the Federation. The motion was carried.

A communication from the American Medical Association regarding clinical laboratory legislation was read. No action was required.

A communication from the American Medical Association asking approval of resolutions referring to the prohibition law was read and it was moved by Day, seconded by LaWall that this communication be referred to the House of Delegates. The motion was carried.

Reports of committees were called for. The Finance Committee reported that a budget for 1924 had been prepared, submitted and approved by the Board and recommended further that an increase of \$3000 be made in the appropriation for the Headquarters Campaign Committee. The recommendation was approved. The report of the Committee was presented by Chairman LaWall.

President Army reported for the Committee on Property and Funds. He stated that no special matters had come up for consideration during the year. Secretary Day brought up the question of the storage of the Association's property. This led to a general discussion culminating in a motion by Beringer, seconded by Army that the Committee on Property and Funds be instructed to collect information with reference to the character and location of the various properties of the Association during the coming year and report at the next annual meeting of the Board. The motion was carried.

The committee appointed to draw up resolutions on the death of former President Patch presented the following:

EDGAR LEONARD PATCH.

The recent death of Edgar Leonard Patch, President of the American Pharmaceutical Association in 1893-94, removes from the ranks of pharmacy another member of the group of stalwart men whose unselfishness and keen interest in professional pharmacy contributed so greatly to the favorable reputation earned by our calling in years gone by.

The Board of Directors of the American Pharmaceutical Association, recognizing the great influence for good exercised by Mr. Patch during his life time—as a teacher inspiring young men, entering the profession, with the high ideals of pro-

fessionalism; as a retail druggist in ministering to the wants of his community, and as a conscientious manufacturer in the preparation of medicines on a large scale—hereby desires to record its heartfelt regret at his passing and further desires to convey to the bereaved family its sincerest sympathy.

H. V. ARNY,
G. M. BERINGER,
R. P. FISCHELIS.

It was moved by Arny, seconded by Day that these resolutions be adopted and that they be read before the general session together with the resolutions adopted on the death of former President Hancock.

The Editor of the JOURNAL then presented the following report which was received with the thanks of the Board:

REPORT OF THE EDITOR OF THE JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

To the Board of Directors of the American Pharmaceutical Association:

The printing costs for the year 1923 were on the same basis as the previous year; however, in 1923, 2450 more copies of the JOURNAL were printed than in 1922—a monthly average of about 3800 in 1922 and more than 4000 in 1923; in 1923 there were also 65 more reading pages than in 1922. This with the additional mailing cost, as a result, constituted the greater part of the increased expense of the year over that of 1922, namely, \$1044.93. The expenses of 1922 were \$11,782.11, and those of 1923, \$12,827.04.

As stated in last year's report, there are two general divisions in all business—expenses and receipts. Expenses may contribute to increase of receipts, but, as quite a generally accepted proposition, the income we have must come from increased advertising business and that, more than ever, is dependent on the circulation of the JOURNAL. It is difficult to impress most advertisers in any other way than by the circulation records. Last year this reporter made more or less of an analytical study of this, in other publications, by conference with advertisers and advertising agencies—the proof of this deduction is evident by comparing such circulations with advertising; every other factor in comparison is small, or at least limited. It is possible to introduce new features, make the publication more attractive and useful, and still the big question always is, what is the circulation? Please understand there are other constructive points, but the one mentioned is invariably understood by the advertiser. A few months ago, one of the largest advertisers said to an acquaintance whom I had asked to interview this advertiser, "Let me be assured of the circulation and that the publication is read by desirable and desired patrons, then every other question as to the publication is of minor importance with me."

The other phase of the presentation is that concerning expenses. These may be to some extent reduced—not much in these days of higher printing costs—the only way of reducing is by a smaller number of pages. With us this is hardly possible at the present time; the Association serves the purpose which has brought to it the good-will of pharmaceutical publications, of the drug industry in its various divisions, and which has made this organization a potent factor in American pharmacy, even though the membership is not as large as it should be and we hope it will be.

Having in a way presented these phases, an analysis of the record in 1923 will follow; the figures do not include the editor's salary. Comparative statements of the expenses for last year and the previous year have been made. The total expenses of 1923 amounted to \$12,827.04, of which \$1059.30 was for clerical assistance; stationery, office supplies and affidavits amounted to \$104.60; office postage, \$199.75; telephone and telegraph, \$25.09; expense of preparing Bibliography, \$34.25; photographs, engravings and etchings, \$229.04; commission on advertising, \$619.22; publication costs, \$9704.82; reprints \$505.20; postage for mailing JOURNAL, \$345.77.

The expenses of the previous year were, as stated, \$1044.93 less; it requires no deep insight to know that the difference was chiefly in the difference in publication costs, for reasons heretofore indicated, which alone were \$737.06 less, and mailing of the JOURNAL, a relative item, \$47.54 less; the commission on advertising was \$66.82 less; clerical expenses \$106.25 less; the engraver's bills were \$103.91 less; the office supplies and other minor expenses remained about the same.

Considering now the receipts of the corresponding years in a somewhat similar way, we have total receipts of 1922 of \$8,553.98 against \$8,834.67 for 1923; \$280.69 more for 1923 than for 1922. Of the amount in 1922, \$7,176.50 came from advertising, and last year \$7,230.64; subscriptions and single copies in 1922 amounted to \$704.39; in 1923, including the \$200.00 contributed by the American Conference of Pharmaceutical Faculties, \$792.55; reprints, etc. of 1922, which includes the Conference contribution and type cuts, \$673.09; the reprints and type cuts for 1923 amount to \$740.12 and, in addition, in 1923, \$30.00 was contributed by Prof. Anton Hogstad toward the expense of an article which he presented before the Scientific Section and which required many illustrations; and Mr. Wm. H. Gesell paid for engravings used in an article by him; also the expenses of the engravings of Dr. Macht's article, amounting to \$32.66, were met out of the Research Fund. Apparently the income of 1923 was larger by \$280.69 than for 1922, but the publication was aided to the extent of the contributions mentioned. On the other hand, to the gain should be added the cost of printing and mailing 2,450 more copies in 1923 than in 1922 and of 65 more reading pages for the year, which represents no small expense. And it should be remembered in justice to the expenses of the publication that when the number of copies printed is increased the costs of the JOURNAL office will scale upwards, because the JOURNAL is not credited with membership subscriptions.

The net cost* of the JOURNAL for 1922 was \$3,228.13; for 1923, \$3,992.37. The editor can only determine the relative cost, as the numerical strength of the membership varies; however, there is scarcely any difference in the net cost of the JOURNAL per member for the two years compared herein.

Having compared last year's issue with that of the former year it might be well to look forward. The Editor made a report to the Board of Directors at the Washington meeting, printed in the January JOURNAL of this year, p. 81. The contract entered into with the Eschenbach Printing Company reduces the cost of paper, press work and binding, but the number of copies of the JOURNAL printed being larger in 1924 than in 1923, the gross cost is more; of this the Directors are informed each month, for every monthly letter of the Editor compares the preceding month with that for which the report is submitted, and likewise the corresponding month of the previous year.

We are now printing 4500 copies, against 3800 for the same period of last year. Our gross expenses, therefore, are correspondingly larger, up to August 1, \$809.04; fortunately our receipts also are somewhat larger, by over \$500.00, so that our net costs are only \$48.76 monthly more up to August 1, than for a like period of last year. Whether we will hold out as well depends of course largely on what our printing will be. It will please you to know that up to August 22 our receipts have been nearly \$6,400 against \$5,799.10 up to September 1 of last year. Our expenses for the August Journal, however, will be large, as there was much 8-point matter; additional office postage and telegrams necessitated by section programs, much of this was sent by special delivery and return postage enclosed. Even so, the net average monthly cost over last year will not be increased over that mentioned in the last monthly letter of \$48.76, in fact it will be slightly further reduced.

During the last few months we have mailed out many extra copies to pharmaceutical publications and also to the daily press, because of the program features and headquarters promotion. You are also aware that many pages have been given in the JOURNAL to the Headquarters Campaign, the greatest number in the April issue; also reprints of a number of the articles have been made, the cost of which remains as a part of the JOURNAL expenses; the same may be said of the Formulas proposed for the A. Ph. A. Recipe Book—each month the Chairman has been supplied with fifty reprints for use of the Committee.

The Editor has on a previous occasion stated that the JOURNAL of the American Pharmaceutical Association is largely the product of its members, and those who participate in the annual meetings are more than contributors—they are directors who express more forcibly than words can their opinion relative to the matter that shall go into the JOURNAL. In every issue there are other contributions than those submitted at the annual meetings; those engaged in various departments of the Government have contributed frequently to the reading pages, and those engaged in post-graduate work have looked to the JOURNAL as a medium for reporting the results of their investigations. The JOURNAL should be adapted to the needs of the Association; "It is not an object but an instrument," therefore a larger membership and a representation of all pharma-

* EDITORS NOTE.—The figures do not include the Editor's salary.

ceutical industries will bring about changes in text matter, and perhaps in the advertising pages. Precedent is by no means an invariable and infallible guide, but the adoption of the form of a publication is to some extent responsive to the views of all interested persons. The present form is a convenient one for binding and handling after being bound; the question of economy, service, and satisfaction, of the readers above all, enters, and this in no wise argues against a change. A change is a matter of importance and should be responsive to the wishes of a reasonable number or an advantage from some important standpoint—necessity, economy, or an expediency.

The Editor will be pleased to discuss any phase of publication concerning the JOURNAL. It is self-evident that no one can have a greater interest or be more desirous of having the official publication meet expectations from every viewpoint, as far as this is possible, than the Editor. The coöperative spirit of the members has always been a guiding influence and the bestowal of confidence a stimulus to his efforts to work with and for the members of the Association; and to have a part and do it to the best of his ability.

The monthly reports of the Editor have been sent regularly to all members of the Board of Directors. As before stated, these not only give account of the month's work, but comparisons are made with previous reports and that of a corresponding period of the foregoing year. Vouchers in every instance and for every item are submitted therewith. At the close of the year the 12 months' work is presented in schedule form and an itemized statement of both receipts and expenses sent to the Treasurer for his audit.

In looking backward to the report of the Publication Committee in 1915 the advances in publication costs are indicated—the bid on the YEAR BOOK of that year was \$1564. The publication costs of the JOURNAL are related, hence, our gain has gone largely to making up the more than doubled cost of publication. There is this much satisfaction, while publication costs have much more than doubled, fortunately, the receipts have increased, those reported by the Committee referred to were \$3,864.89, while those of 1923 were \$8,533.98.

• The JOURNAL of 1923 included 1,150 reading pages; the average number of copies printed in 1923 was about 4,000. Comparison of other matters of the JOURNAL have been made in the foregoing pages.

The Editor has always advanced the money for all office expenses, and then awaited reimbursement through the regular channels; rules provide for a deposit to the credit of the Editor of \$300 from which to meet these expenses. He prefers to continue the method followed by him if the Board of Directors find no objection. The plan having been started, the Editor is not inconvenienced because the payments of the preceding month take care of the succeeding expenses. The Editor, at the beginning of his office, asked that he might be permitted to follow the method outlined and it was consented to; by it only he could be inconvenienced and he does not consider the matter in that light. He thought at the time it was not good policy for the Association to have drawing accounts at different places by different persons.

I am deeply appreciative of the coöperation of all with whom it has been my privilege to work—the members, officers and committees—and of the confidence and favor bestowed by them.

Thanking you and through you the membership,

Respectfully submitted,

E. G. EBERLE, *Editor*.

The report of the Committee on Publication was presented by Chairman R. P. Fischel and the reports of the Editor and the Committee were then discussed by the Board. The report of the Committee on Publication, submitted by the Chairman, follows:

REPORT OF THE COMMITTEE ON PUBLICATION.

To the Board of Directors, American Pharmaceutical Association:

The present Committee on Publication was appointed at a meeting of the Board of Directors held in Washington, D. C., on December 7, 1923—three weeks before the close of the fiscal year of the Association. It is our understanding that the previous Committee on publication was continued until that time and they may have a report to present for the period covering September, October and November, 1923. At any rate, our report will cover the period from December 7, 1923, to date. We were informed by former Chairman DuMez that no steps had been taken by his committee to secure bids for the 1922 YEAR BOOK, the National Formulary or the JOURNAL, so we took these matters up in the order of their immediate importance and we have endeavored to follow out the procedure laid down in the By-Laws of the Board of Directors and in the Rules of

Publication of the Association. Some modifications of these By-Laws and rules have suggested themselves as a result of our work and these will be presented at the end of this report.

The Committee has jurisdiction over the JOURNAL, the YEAR BOOK, the National Formulary and the A. Ph. A. Recipe Book and the report will deal with these publications in the order named.

The Journal: The Editor's report will give a detailed account of the cost of publication, advertising, context and other matters so we shall merely follow the custom of previous committees at this point and summarize the figures for the year 1923 and compare them with the previous year. The total expenditure for the publication of the JOURNAL, in 1923 including Editor's salary was \$16,577.04 (\$12,827.04 plus \$3750.00). The total expenditure for 1922 was \$15,532.11 (\$11,782.11 plus \$3750.00) representing an increase of \$1044.93 which is readily accounted for by the fact that we mailed 2450 more copies in 1923 than in 1922 and printed 65 pages more in the 1923 volume than in the 1922 volume.

The total receipts of the JOURNAL for advertising, reprints etc., for 1923 were \$8834.67. In 1922, they were \$8553.98, representing an increase of \$280.69 for the past year.

The net cost of the JOURNAL to the Association for 1923 was \$7742.37. The net cost in 1922 was \$6978.13. This represents an increase of \$764.24 which is accounted for as explained under the cost of publication.

The total number of pages in the 1923 volume was 1150 as compared with 1084 pages in the 1922 volume. It is to be noted in this connection that no subscription allowance is credited to the JOURNAL out of the membership fees and, on the other hand, the Editorial office is housed rent-free in the rooms of the Philadelphia Drug Exchange.

The Editor does not have the room or facilities which the work demands in the present quarters nor does he have adequate help and it is a question in the mind of the chairman of this committee, at least, whether the economies that are being practiced in the Editorial end of the production of the JOURNAL at present are not very expensive in the long run.

Of course, we must have greater revenue to improve conditions and a careful study convinces us that there is a way of obtaining it. The circulation of the JOURNAL has increased considerably and the chances are that it will continue to increase with the continuation of the headquarters and membership campaigns. That should mean greater revenue from advertising. Furthermore, the character of the JOURNAL should be changed somewhat to make a broader appeal to the larger group of pharmacists who are joining the Association. This will add to the popularity of the publication, increase its sphere of influence and make it a better advertising medium. The present size of the JOURNAL is a handicap in the matter of securing advertising. A larger page gives the advertiser more for his money and looks more attractive. It also obviates the necessity of having odd-sized electros made.

There is only one time during the year when a change in the character and size of a publication can be made conveniently and that is at the beginning of a new volume. Our new volume begins with the January number. When the present Committee was appointed it had only a few weeks to consider the matter of the change in size of JOURNAL before the start of the 1924 volume so we had to work quickly. It was proposed to change from the present size to $8\frac{3}{4}$ by $11\frac{3}{4}$ with a two column "make-up" using 9- on 10-point type instead of the present one column make-up with 10- on 12-point type for leading articles. At the same time a more attractive typographical make-up was suggested and a cover of better quality which would be more attractive. Estimates were obtained, but when a number of comparisons were made to determine the advantages of a change in size, from the financial standpoint, it was found that there was no assured saving to the Association and while the probabilities are that the JOURNAL would more nearly pay its way if the change were made, the Editor and Directors counseled further thought in the matter, so action was postponed. However, we are now approaching the close of the 1924 volume and it is none too soon to advertise a change for 1925, if it is to be made. We have had set up an article in the proposed 9- on 10-point type, 2 column make-up and in the larger size page. We have also taken the May 1924 issue of the JOURNAL and converted it into the larger size and made up a dummy so as to give you an idea of its bulk as compared with the bulk of the present JOURNAL.

Now as to the difference in cost. If the May 1924 JOURNAL were made up in the larger size and due allowance is made for all possible contingencies in the conversion, the cost of the May number based on 4500 copies would be \$864.08. The cost of the May number in our present size

was \$788.11. That is a difference of \$76 in favor of the present size but our gain would come in the increased revenue from advertising. Allowing, for sake of example, only \$10 a page increase in advertising revenue, we would add approximately \$200 a month to our income which would show a gain of \$124 per month over the increased cost of publication. New advertisers would be attracted to the larger-sized page and our present advertisers would be getting better value for their money because of the greater opportunity for display.

We recommend that this matter be given serious consideration and that definite action be taken on it by the Board at this meeting. Other national associations, notably those in the medical, chemical and engineering fields derive a revenue from their publications and we have the same opportunity.

The contract for printing, binding, mailing, etc., of the JOURNAL for 1924 was awarded to the Eschenbach Printing Company of Easton, Pa., after competitive bids had been received from a number of concerns. This matter was handled by Editor Eberle and approved by the Board of Directors at its Washington meeting on December 7, 1923, prior to the appointment of the present Publication Committee.

Before concluding this part of our report we wish to express our appreciation of the tireless efforts of Editor Eberle in furthering the interests of the JOURNAL and of his willingness to cooperate in making it a more profitable venture for the association, under the most trying conditions.

The Year Book: Last year the 1921 YEAR BOOK was contracted for on January 25 and the book was mailed to members early in June. This year the contract for the 1922 YEAR BOOK was made April 10 and the book was mailed early in August. While it took a month less to get the book out, even though it contained about 20% more material, the book reached our members late because of the delay in awarding the contract. This, in turn, was caused by the fact that the present Committee had to get the estimates and the Chairman felt justified in taking time to make a study of the situation with the view of saving the Association some money in the publication of this volume. We paid \$5043.47 for 3350 copies of the 1921 YEAR BOOK. We paid \$5411.20 for 4000 copies of the 1922 YEAR BOOK. These figures include postage, printing and all other costs except salary of the Editor. Based on these figures, a single copy of the 1921 YEAR BOOK cost the Association \$1.50, while the 1922 YEAR BOOK cost only \$1.35 per copy and this is in spite of the fact that the amount of matter printed in the 1922 YEAR BOOK is greater by about 20% than that of the 1921 YEAR BOOK. Briefly summarized, we were able to get about 20% more material into a book of 687 pages, than we got into a book of 799 pages the year before. The 1922 book is 1/4 inch thinner and weighs 5 ounces less than the 1921 book. This was accomplished by using 8-point leaded type in place of 10-point leaded type for the Report on the Progress of Pharmacy. Composition naturally cost us more but we saved in paper, press work and binding and in postage.

Something should be done to bring the YEAR BOOK up to date. If the Association can afford to get out the 1923 and 1924 YEAR BOOKS in 1925, perhaps by combining the two volumes in one, or, if necessary, issuing them singly, we believe this should be done. We should catch up sometime and the sooner the better. Naturally, the Editor should be paid double his present salary whenever the two volumes are gotten out in the one year.

At this point, we wish to compliment Editor DuMez and his collaborators for the excellent character of the YEAR BOOK they have produced and for the Editor's cooperation with the Committee in securing prompt publication of the volume after the contract was awarded.

The 1922 YEAR BOOK was printed by the Eschenbach Printing Co. of Easton, Pa., who presented the most advantageous estimate to the Association, all things considered.

National Formulary: The number of copies of the National Formulary IV sold during 1923 was 4444. The stock on hand December 1, 1923, was 1381 copies. The number of copies sold in 1922 was 4476. The total sales up to December 1, 1923, were 46,119.

Details regarding the distribution, receipts and expenditures for the National Formulary IV will be contained in the Reports of the General Secretary and the Treasurer.

Permission to use parts of the National Formulary Text has been applied for by D. Appleton & Co., publishers of New York, and W. Harrison Martindale of London, England. These requests have been held pending the approval of a definite policy and schedule of charges for the use of all or a part of the National Formulary.

Bids for the printing of the National Formulary V are being secured and it is expected that the contract for printing will be awarded early in September.

The Formula Book: Chairman Lascoff of the Committee on Unofficial Formulas will report in detail on the progress of this proposed volume during this convention and the Committee will follow the instructions of the Association as to its publication.

Additional Recommendations: It is recommended that the By-Laws of the Board of Directors be so amended as to give the Editors of the JOURNAL and YEAR BOOK a vote in the committee on publication.

Respectfully submitted,
ROBERT P. FISCHELIS, *Chairman.*
Committee on Publication.

It was moved by Beringer, seconded by LaWall that the portion of the report referring to the change in the size of the JOURNAL be referred back to the Committee on Publication with instructions to thoroughly investigate the effect which a change of size would have on the advertising and that a report be made by the Committee at the December meeting of the Board. The motion was carried.

It was moved by LaWall, seconded by Whelpley that the Chairman of the Publication Committee bring the proposed change in the size of the JOURNAL to the attention of the general session. The motion was carried.

It was moved by Arny, seconded by Whelpley that the Board approve the changes made in the YEAR BOOK of 1922. The motion was carried.

It was moved by Arny, seconded by Beringer that the special Committee on Revision on the Rules of Finance appointed by the Board be instructed to submit a rule by which credit would be given the JOURNAL for a definite percentage of the subscription charge less an amount to cover overhead expense. The motion was carried.

The question of a full-time Secretary for the Association was then discussed. It was moved by Hilton, seconded by Beringer, that the House of Delegates be requested to postpone the election of a full-time Secretary for one year and that the previous communication from the Board recommending the election of a full-time secretary this year be recalled. The motion was carried.

The following nominations for officers to be elected by the House of Delegates were then made: For Honorary President, Louis Emanuel of Pittsburgh, Pa.; for Secretary, W. B. Day of Chicago; for Treasurer, E. F. Kelly of Baltimore.

It was moved by Beringer, seconded by Arny that the election of the Editors be postponed until the reorganization meeting of the Board. The motion was carried.

The meeting adjourned at 1:15 P.M. with the understanding that the next meeting was to be held Tuesday morning at 9 A.M.

ROBERT P. FISCHELIS, *Secretary.*

MINUTES OF THE FOURTH MEETING OF THE BOARD OF DIRECTORS.

The fourth meeting of the Board of Directors was held, Tuesday, August 25, at 9 A.M., at Hotel Statler, Buffalo.

A recess was taken to listen to the address of Dr. Charters before the joint meeting of the A. C. P. F. and N. A. B. P. The meeting reconvened at 10.45 A.M.

The following were present: Messrs. Beal, Whelpley, Beringer, Godding, Hilton, Scoville, Day, Arny, Kelly and Fischelis.

During the temporary absence of the Secretary of the Board, W. B. Day acted as Secretary. The meeting was devoted to completing the consideration of the revision of the Constitution and By-Laws of the Association.

The Chairman of the Board was instructed to present the revised Constitution and By-Laws to the General Session for approval. (See approved Constitution and By-Laws below.)

It was moved by Beringer seconded by Whelpley that all By-Laws not printed in the next YEAR BOOK are hereby repealed. The motion was carried.

The meeting adjourned at 12.45 P.M.

W. B. DAY, *Secretary pro tem.*

The revised Constitution and By-Laws, as approved by the Board, submitted to the General Session and there approved follows: