

of the present and past formulas are used in veterinary practice, but are not distinctly known as such. These are kept, and thus the only one which the Formulary recognizes as distinctly for veterinary use—the Veterinary White Lotion—while seemingly a small recognition is really one of a number of formulas which veterinarians use. Here is another opportunity for propaganda development. The N. F. Committee hopes that the next revision will see an increased interest in the Formulary, and a stronger desire to cooperate on the part of the allied medical organizations.—WILBUR L. SCOVILLE.

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### THE COMING MEETING IN PHILADELPHIA.

**T**HE attention of the officers of the Sections of the AMERICAN PHARMACEUTICAL ASSOCIATION has been called to the rapidly approaching convention in Philadelphia. Steps should be taken immediately to prepare the programs of the Sections so that publicity may be given in the succeeding issues of the JOURNAL—only two issues are available for the purpose. The program must be prepared in advance of the meeting and every contributor desires that the titles of his or her paper be properly listed.

The session in Philadelphia promises to be one of the most important meetings in the history of the ASSOCIATION. A decision will probably be reached as to the vote on the Headquarters site. The contributions have been coming in very satisfactorily and there is reasonable hope that when the decision is reached as to site that endowments will be forthcoming which will enlarge the opportunities of the Headquarters. This hope is strengthened by the experiences of other promotions and the statement is prompted by a related result in the matter of the new \$240,000 chemistry building for the University of Maryland, for the completion of which sum \$30,000 was needed—the response came promptly from a few donors, who made up the required sum, and among these names that of the Chairman of the Headquarters Campaign Committee is included.

At last year's meeting of the National Conference on Pharmaceutical Research, Secretary John C. Krantz, Jr., brought up the question of publishing a book in popular style describing the research achievements of pharmacy. Progress has been made and the subject will, doubtless, have further consideration at the Philadelphia convention.

In the Preface of "Principles of Publicity," by Glenn C. Quiett and Ralph D. Casey, the authors say:

"The aims, ideals, activities, and accomplishments of many important groups in our complex modern society would go unrepresented in the forum of public opinion did not these groups themselves make an effort to popularize the causes and doctrines to which they are committed. To-day even a useful and honest opinion must make its appeal to the public in the face of other rival efforts to influence opinion, and it must therefore seek a hearing by availing itself of modern technical methods calculated to reach the mind of the average man. Many important causes would remain obscure and neglected if their supporters did not avail themselves of publicity to get the attention of the public."

This presents an argument for such a publication and the means which other professions have employed. It is especially applicable to pharmacy because the work of pharmacists has not infrequently been credited to related activities; reference to that has heretofore been made in these columns; the names of a few outstanding foreign examples are cited: Scheele, Sertürner, Pelletier, Caventou who, it is safe to say, are unknown as pharmacists to most of the laity.

The purpose of the comment is chiefly to point out some opportunities for work, and call attention that time passes quickly and the pharmaceutical dates of September will soon be days of to-morrow and yesterday.—E. G. E.

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### THE HEADQUARTERS AND GRADUATES IN PHARMACY.

**T**O THE credit of students of pharmacy it may be said that they realize their obligations to pharmacy, otherwise there would not have been so general a response by them to the call of the Headquarters Campaign Committee. The statement made by Wilfred Shaw several years ago relating to alumni may be applied to ASSOCIATION endeavors: "For the most part, as we view it to-day, the alumni support of our universities has been not only progressive but intelligent. It has brought new currents into many a university back water. In return we know that the campus, with its idealism and devotion to truth, wherever it may be found, has not been without its wholesome stimulus to those who having passed its portals, have returned once more for renewed inspiration."

The application is that the young men and women have been willing to share in the promotion of the profession chosen by them for life-work and the ASSOCIATION has extended them fellowship and endowed them with benefits that have come to it through the service and devotion of a lineage of pharmaceutical workers during nearly seventy-five years of associated endeavor. Within the AMERICAN PHARMACEUTICAL ASSOCIATION these young members will have the stimulating influences of faithful workers and the annual meetings will be a source of renewed inspiration.

It is to be hoped and, as these young men and women have exhibited their attachment for pharmacy, it may reasonably be expected that these contributors to the Headquarters will interest themselves in State Association work. They will find that through the workers within State organizations as well as the National bodies they are enabled to make a living, and maintain a desired standing in professional and business life. Pharmacists should have pride in their profession and their activities should recommend the profession to those served.

This comment is an appreciation of those who have exhibited the professional spirit and the willingness to be helpful—to share the responsibilities of pharmacy—and a welcome to them as associates to share whole-heartedly in the work of local state and national organizations of pharmacy.

Alumni represent an asset or liability to the institution in which they have been trained. Contact has an important part in learning, thinking and doing; in the success of individuals and in shaping the affairs of all professions and of business.—E. G. E.