

MESSAGES OF FORMER PRESIDENT THEODORE J. BRADLEY AND PRESIDENT CHARLES W. JOHNSON OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

The following messages are reprinted from the *Druggists Circular* of January 1928:

"We must endeavor to keep alive the professional spirit of pharmacists"—Theodore J. Bradley, former President of the A. Ph. A.:

"DURING more than thirty-five years of intimate contact with pharmacy the writer has observed that pharmacy is frequently facing a crisis, but it always manages to muddle through somehow. This is because the pharmacist performs a service which is essential to the welfare of the public, and this fundamental condition cannot be destroyed.

"Among the present problems of pharmacy, the overcrowded condition of the profession and the overdevelopment of commercialism at the expense of professionalism are among the most serious. A way must be found to limit the number of drug stores to no more than are needed to serve the legitimate pharmaceutical needs of the public and we must endeavor to keep alive the professional spirit of pharmacists. There is no real incompatibility between commercialism and professionalism in pharmacy, and there should be no conflict between good business methods and good pharmaceutical practice, but some pharmacists fail to realize this truth. We cannot expect the public to respect us as professional men if we ignore this aspect of our work ourselves.

"The writer is optimistic enough to believe that these problems, and others, will be solved somehow, sometime, and he wishes that pharmacists everywhere may enjoy a happy and prosperous year in 1928."

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"The Association aims to foster a high professional morale"—Charles W. Johnson, President of the A. Ph. A.:

"THE AMERICAN PHARMACEUTICAL ASSOCIATION for more than seventy-five years has endeavored to work for the common interest of every division of pharmacy. In doing this it has also kept in mind that the public should be served with pure drugs of definite standards in quality, and that expert professional service on the part of the pharmacist is of prime necessity.

"The ASSOCIATION has, therefore, urged that the pharmacist should be properly trained by education and experience before assuming his full responsibilities to the public. It aims to foster a high professional morale, and believes that the retail pharmacist will prosper accordingly as he is regarded as an expert in his profession by the people of his community. The ASSOCIATION believes in honest advertising, fair trade legislation and in the strict observance of laws, both State and national, affecting pharmacy and public welfare.

"Members of the AMERICAN PHARMACEUTICAL ASSOCIATION believe that it is the one place where ideas representing all phases of pharmacy can be impartially discussed and conclusions reached that will be for the general good of all branches of the profession.

"It is hoped that 1928 will bring increased prosperity to the retail pharmacists of America and that this in turn will benefit all branches of pharmacy. The retail pharmacist represents the division of pharmacy that the public most clearly recognizes. His prosperity and advancement are necessary if other divisions are to prosper.

"Those persons who speak against retail pharmacy of to-day should be reminded that never in the history of the world has the public been served with as high a standard of pharmaceuticals as now. Science is advancing and the standards of all kinds of materials affecting public health will continue to advance. Education in pharmacy, by means of the many avenues for dissemination of knowledge, is more thorough, and therefore the public is served more expertly than ever before. It is true that conditions in pharmacy are far from perfect, but the writer believes that every branch of pharmacy has cause to rejoice at the progress being made and at the evident prosperity of all persons interested in the profession. It is believed that still greater scientific, professional and economic progress is in store for pharmacy in the future."