

PROCEEDINGS OF THE LOCAL BRANCHES

"All papers presented to the Association and Branches shall become the property of the Association with the understanding that they are not to be published in any other publication prior to their publication in those of the Association, except with the consent of the Council." —Part of Chapter VI, Article VI of the By-Laws.

ARTICLE III of Chapter VII reads: "The objects and aims of local branches of this Association shall be the same as set forth in ARTICLE I of the Constitution of this body, and the acts of local branches shall in no way commit or bind this Association, and can only serve as recommendations to it. And no local branch shall enact any article of Constitution or By-Law to conflict with the Constitution or By-Laws of this Association."

ARTICLE IV of Chapter VII reads: "Each local branch having not less than 50 dues-paid members of the Association, holding not less than six meetings annually with an attendance of not less than 9 members at each meeting, and the proceedings of which shall have been submitted to the JOURNAL for publication, may elect one representative to the House of Delegates."

Reports of the meeting of the Local Branches shall be mailed to the Editor on the day following the meeting, if possible. Minutes should be typewritten with wide spaces between the lines. Care should be taken to give proper names correctly and manuscript should be signed by the reporter.

BALTIMORE.

The October meeting of the Baltimore Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on the night of the 12th. The Remington Honor Medal for outstanding service to Pharmacy was awarded Eugene G. Eberle, editor of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION, at a testimonial dinner given in his honor at the Hotel Emerson, Baltimore, under the joint auspices of the Baltimore and New York Branches of the AMERICAN PHARMACEUTICAL ASSOCIATION. The meeting was convened by Professor Marvin R. Thompson and presided over by Dr. Robert P. Fischelis, the presidents of the respective Branches. Many distinguished exponents of pharmacy were present, including W. Bruce Philip, president of the AMERICAN PHARMACEUTICAL ASSOCIATION, and seven former presidents of that organization.

Dr. Thomas S. Cullen, member of the State Board of Health of Maryland, brought personal greetings from Dr. E. H. Cary, president of the American Medical Association.

Dean Theodore J. Bradley, Dr. Joseph England, Prof. E. Fullerton Cook and Dr. E. F. Kelly gave short addresses in which they discussed various phases of Editor Eberle's services to Pharmacy.

Dean Henry V. Army, past-president of the New York Branch, made the presentation of the Medal.

The recipient in his address of acceptance elaborated upon the contributions of Pharmacy to human welfare, and pointed out that the names of many individuals prominent in other fields had, at one time or another, been associated with the profession of Pharmacy. Sir Isaac Newton, Pasteur, Davy, Huxley, Ibsen, O'Henry and General Mercer were among those named.

A portion of Mr. Eberle's library dealing with the history of pharmacy was on display for the benefit of those present. This library contains a number of valuable and important manuscripts, including proof sheets of the First Pharmacopoeia, which will be one of the important historical records of the Headquarters Building.

WILLIAM F. REINDOLLAR, *Secretary-Treasurer.*

CHICAGO.

The 207th meeting of the Chicago branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on Tuesday evening, October 18th, at the University of Illinois College of Pharmacy. The meeting was called to order by President Terry.

There was an exceptionally large attendance assembled to give the 1932-1933 year a rousing start. About 125 were present.

President Terry called for a standing, silent tribute to the late Dr. W. A. Puckner.

Mention was made of the lack of funds due to the closing of the bank in which the Branch was a depositor. One of the members made a generous donation which will insure the mailing of the program cards to the members next month.

President Terry announced that the November meeting will feature a discussion of "Haliver Oil," by Dr. Lanwermeyer, of the Abbott Laboratories. The December meeting will be held on the second Tuesday, the 13th. A sound motion picture, "Milestones of Research," by the Eli Lilly Company will be shown.

The first speaker of the evening was Dean W. B. Day, who told of the meeting of the A. PH. A. in Toronto. The meeting was held jointly with the Canadian National Pharmacy Association and the Ontario Province Association. A good representation of the British Pharmaceutical Society was also present. The joint meetings were held with the intention of bringing the pharmacy interests of the two nations closer together.

At the convention the problems of the Canadian pharmacists seemed to be similar to ours.

There were 198 papers presented at the meeting. The ASSOCIATION is divided into more specific fields and the attendance at all these meetings was very good. All but three states in the Union were represented.

The report on the progress of the Pharmacy Building at Washington was very satisfactory.

The ASSOCIATION voted a fellowship of \$1000 to the University of Florida for work on extractions.

A report was made that nearly 5000 copies of the "Recipe Book" had been sold. The YEAR BOOK of the A. PH. A. is ready for the press and can be expected soon by members.

At the meeting a resolution of thanks was voted to the Department of Commerce for their work in conjunction with the St. Louis survey. Many other resolutions were adopted, one important resolution being the endorsement of the Capper-Kelly Bill.

Dean Day advised us that Bruce Philip, new president of the A. PH. A. is also Attorney for the N. A. R. D. This should weld a closer link between the two organizations.

The A. PH. A. is seeking for more uniform state narcotic laws.

The Association of the Colleges of Pharmacy is also seeking to have one year of practical work and four years of college instruction as the requirements toward taking the State Board Examinations.

Dean Day concluded by mentioning that there were ten members of the University of Illinois Faculty present at the convention.

Prof. E. N. Gathercoal discussed the meeting of the "Plant Science Seminar."

This rather informal organization had its inception ten years ago. It was suggested by Dr. Kremers, of the University of Wisconsin, who thought that it would be a good idea for the pharmacognosists to gather for a week under very democratic circumstances to discuss their various problems and to do some actual field work together. The meeting was held this year in Toronto, one week before the meeting of the A. PH. A. Discussions and field trips were held. The field trips were supervised by the Botany Department of the University of Toronto. There was an attendance of about 30-35 this year. There are not many pharmacognosists in the country and this was considered to be a very good representation, considering the small number to draw from. Dean Day has been chosen chairman of the organization for the coming year.

The meeting of the National Association of Retail Druggists in Boston was reviewed by Secretary Samuel C. Henry, of the Association.

Some of the resolutions adopted at the convention are:

1. Calling upon all interested in the drug business to endeavor to keep the number of drug stores within the limits of the needs of the people.
2. Urging continuance of effort toward elimination of unfair trade practices such as secret rebates to certain concerns by some manufacturers.
3. To have prepared a model bill to be submitted to the state associations to bar unfair price discrimination.
4. Protesting against the growing burden of taxation.
5. Asking the manufacturers to absorb the excise tax.
6. Urging closer cooperation between the Association and the AMERICAN PHARMACEUTICAL ASSOCIATION.
7. Recommending the return of the show globes to drug windows.

Mr. Henry explained the Capper-Kelly Bill and told of much of the work that has been done by the Association in behalf of this bill.

The strength of the Association and respect shown it by the legislators was cited by Mr. Henry.

Julius Riemenschneider was called upon to add a few remarks in behalf of the Boston convention. He urged the many students present to aid the drug organizations, after graduation and practicing pharmacy on their own account.

The very interesting and exceptionally well-attended meeting was closed by President R. E. Terry.

LAWRENCE TEMPLETON, *Secretary.*

NEW YORK.

The Pharmacy Week meeting of the New York Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on Monday, October 3rd, at the College of Pharmacy, Columbia University; there was an attendance of 75.

The chair was taken by President Robert P. Fischelis, who called upon the secretary to present the minutes of the May meeting; these were approved.

Treasurer Currens' report showing a balance of \$315.89 was read and accepted. Dr. Mayer for the Audit Committee reported that he had passed upon the bills presented to him.

Chairman Lehman, of the Committee on Education and Legislation, presented a detailed report on that part of the Revenue Act of 1932 dealing with taxable items sold in retail pharmacies. He also reported that it was the intention of the new Legislative Committee of the New York State Pharmaceutical Association to carry on with the program set out by the last year's committee.

President Fischelis read a letter and copies of advertising matter received from Secretary E. F. Kelly relating to the sale of Dental 33 of the Hewitt Laboratories, Inc., of New York City; these showed that the company was using advertising methods detrimental to the interests of pharmacy and the public. The subject was discussed and a resolution was made and carried that "the matter, concerning the advertisement of the Hewitt Laboratories, Inc., of New York City, be referred to the New York Pharmaceutical Conference and that their attention be drawn to the unfair advertising of Dental 33." Mr. Lehman, as chairman of the Committee on Education and Legislation, was directed to bring this resolution before the Conference.

The secretary reported that a number of persons residing in the New York area had joined the parent organization during the summer interval and had thus become members of the New York Branch. Dr. Fischelis invited the students from the various colleges present to become student-members of the Branch.

The president called the attention of the meeting to the Testimonial Dinner to Editor E. G. Eberle, of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION, on the occasion of the presentation to him of the Remington Honor Medal, at Baltimore on October 12th; he hoped many members would be able to attend the dinner.

Mr. Lehman, on behalf of the Kings County Pharmaceutical Association, invited the members of the Branch to attend the ceremony at the Brooklyn College of Pharmacy on October 11th on the occasion of the unveiling of a memorial tablet to Henry B. Smith, chairman of the Building Committee of the new Brooklyn College of Pharmacy. Mr. Smith was a former president of the New York Branch and one of the very active workers in pharmacy in New York State.

Chairman Ballard, of the Committee on the Progress of Pharmacy, reviewed the address of Walter D. Adams, as president of the A. P. H. A., delivered at the Annual Convention in Toronto in August; he commented particularly on the St. Louis Drug Store Survey, the Costs of Medical Care, Prescription Ingredient Survey, National Pharmacy Week, Pharmacy and National Government and Education.

President Fischelis in introducing Chairman Anton Hogstad, Jr., of the National Pharmacy Week Committee, as the speaker of the evening, mentioned the work of the late Dr. Robert J. Ruth, the founder of Pharmacy Week, and Dr. E. L. Newcomb, who was last year's chairman of the National Committee; he briefly reviewed the work of Mr. Hogstad in pharmacy, telling of his previous associations with him.

Mr. Hogstad said that he first wished to thank Dr. Ballard and the Department of *Materia Medica* of the College for arranging for the meeting, the educational displays seen on the lecture

table, featuring the Pharmacy Week Drug Map of 1932 and Drugs Used by the American Indian. He then delivered his address entitled "Professional Window Displays."

"That day is in the passing, relative to professional window displays, wherein the pharmacist features a heterogeneous collection of this and that, including mortars, pestles, glassware, crude drugs, pictures and the like. We are now entering a period in the history of American Pharmacy, in which we are beginning to note the portrayal of a few of the thousands upon thousands of human-interest-appeal stories that are to be found in the dust-covered archives of this time-honored profession.

"In years past it was largely a matter of sticking something in the window and letting it go at that. Such a window display can hardly be classed as professional in character, and certainly does not 'click' in so far as the passing public is concerned.

"One must tackle this problem of professional window displays much as does the college professor in the preparation of a lecture. The preparation of a truly worth-while and attractive window display requires considerable time and thought as well as study. One must cover the subject at hand as thoroughly as does the college professor in preparing a lecture. A review of the literature is but a part of the problem. Then comes the task of assembling the proper materials, organization of data and materials. One must be somewhat skilled in the game of that which some choose to call 'Showmanship,' perhaps stated in a more professional manner as that of a touch of the dramatization.

"Personally, I have studied many professional window displays (so-called) and am frank to say that the greater majority have failed in their purpose because certain fundamental principles were not duly observed. A lecture may be of the best in manuscript form but if not properly delivered will likewise fail. One side step in a chemical procedure will not bring about the desired result.

"It is of course absolutely essential that one's attitude toward the profession be of the best and likewise one's attitude toward the matter of window displays must also be of the best. In case the windows as looked upon as *pesky things that always cause a lot of trouble*, as I have frequently heard it expressed on the part of pharmacists, I am sure that the pharmacist in question in that frame of mind cannot create a truly great professional window display. One's attitude toward the subject at hand must be of the best. One cannot hope to achieve success in any undertaking if one is not sold on the proposition.

"Secondly, a professional window display should portray or set forth the character of the institution in question. To feature a professional window display in some of our over-highly commercialized institutions that deal only in drug and sundry merchandising and not pharmacy, institutions that sell everything regardless, would be more or less like putting the body of a new Packard car on a 1914 model of a Ford.

"Some pharmacists are prone to feel that the window display space is something quite distinct and apart from the institution. These pharmacists are not appreciative of the fact that the window display space represents the most valuable part of the floor space and neither do they appreciate the fact that the windows permit of an expression of the personality of the institution. If they did realize these facts I am quite sure that they would not sell their windows for a carton or two of cigarettes or for the price of same, thus permitting highly commercialized, lithographed card-window displays to become a part of the institution—displays that are to be found in the windows of cigar stores, department stores, pool parlors and the like.

"Another fact to be borne in mind is, as stated before, that the windows mirror the character of the institution, thus one must use his or her own judgment as to those things that are to be featured in the windows, for one can hardly expect to develop a successful prescription patronage by setting forth materials and information that will bring criticism from the ranks of the medical profession.

"Therefore, before one can truly embark upon a source of professional window displays it becomes quite necessary for one to clean his own house first. If this is not done, I feel quite sure that instead of bringing about the much desired result, criticism will be the outcome. In my activities of the past two or three years, or since my introduction into the field of so-called professional Pharmacy, I set about first of all to put my house into shape before engaging in any type of advertising.

"Permit me, therefore, to repeat, that a professional window display should set forth the true character of the institution in question. In such a matter as the setting forth of crude drugs, the institution in question should have a stock of crude drugs on hand. If this rule is not observed, what would be your reaction in the matter if some one came into your institution for some of the materials you had set forth in the display and you were required to say, 'I am sorry my dear sir, I do not have any of these materials on hand. That which you see in the window is material that has been loaned to us.' Of course I am appreciative of the fact that certain institutions refuse to sell over the counter except on order of the physician. That is a different story entirely.

"Relative to the question of crude drugs, permit me to say at this time that a crude drug stock is not a dead stock as generally considered by the retail pharmacist, but represents one of the greatest drawing cards at his or her command. Why? For the simple reason that Man has come down through the ages hand in hand with two inseparable companions, namely, to the right that of Religion, to which Man turns in times of mental distress (all Mankind is basically religious) and to the left of Medicine, as exemplified by the quaint and mysterious herb, to which Man turns in times of bodily distress. So it has been in the past, such is the status of the present and so it will be for all time to come.

"A certain chain organization is well aware of this fact for I am told that this organization requires that twenty-five per cent of the display space be devoted to crude drugs, regardless of the type of display being featured.

"One can easily prove this for himself by featuring an exhibit of crude drugs. I learned this little lesson in Pharmacy many years ago. It was in the city of Philadelphia. I chanced to be walking along Market Street one day and noted a crowd of people in front of one of the George B. Evan's stores. Little by little I edged my way to the window, and what did I note? A large window completely filled with hundreds upon hundreds of crude drugs in cardboard boxes with common names of the drugs attached. Since that time I have had the pleasure of featuring similar displays of crude drugs and am frank to admit that before the display was but one-fourth completed it was next to impossible to get out front to center up the display. It is quite clear then, that crude drugs have become an inherent part of the nature of Mankind.

"So much for some of the fundamental factors. Now let us get down to the problem in a more direct manner. We will take for granted then that one's attitude is of the best, that the pharmacist in question closely observes the precepts of his code of ethics and lastly that he is appreciative of the fact that the windows serve as a mirror of the institution, much as does the eye which in reality is but a mirrored reflection of one's heart.

"The first thing of course is to begin casting about for suitable titles. To many pharmacists this is an extremely difficult problem, as judged by the number of requests that I receive as chairman of the National Pharmacy Week Executive Committee, for suggestions as to titles for professional window displays. As I have stated on many, many occasions—all that is necessary to open any textbook in Pharmacy, Materia Medica, Pharmacognosy, Chemistry, etc., or trade journals, and on every page of these books and publications one will find a dozen or more titles that suggest themselves for window displays.

"Pharmacy as a profession possesses one of the richest of all heritages, if not the richest. Yet what have we done about it? We have permitted Chemistry and Medicine to preach their gospels while we as pharmacists have neglected to preach the gospel of our profession—a gospel filled to overflowing with great achievements.

"One evening I sat down and in the course of a few hours listed some three hundred or more titles for professional window displays. In view of the fact that our profession is chock full of romance and notable achievements, titles suggested themselves as rapidly as did the Manna that fell from the heavens.

"The selection of the proper titles is a very essential factor. One should spend much time and thought on this important feature. We are well aware of the fact that a title frequently is responsible for increasing the sales of a book. Why not then put some time and thought on the title of the window display, for its purpose is much the same as that of a book? You have a message to put across and should adopt the best methods possible to put that message across. It may take months to select the proper titles of a certain display you have in mind. Most of the titles that I have in mind come at that period—the twilight period of the day—when I am

half asleep and half awake. As one of my friends stated to me at one time—'you must be like that most of the time, for you are always bringing into being titles for professional window displays.'

"The title of the window should occupy a position of prominence. It is but a part of the game of showmanship. You want to attract the interest of the passerby at a glance. The title should be short and snappy and somewhat of a dramatic character. But by all means feature the title. I know full well that when you read a book you do so after noting its title. I also know full well that you would not care to see a legitimate play or a movie without having noted the titles of same.

"Here are a few titles (50) that suggest themselves at this time:

'The Story of Quinine Bark; The Awakening of Rip Van Winkle (Ephedra); The Great Yellow Root of the Chinese (Rheum); Famous Discoveries by Famous Pharmacists; Drugs of the Scriptures; Milestones in Medicine and Pharmacy; The Plant Cell—The Master Chemist; Dyes Used by the North American Indian; Drugs of the North American Indian (Apologies to Dr. H. W. Youngken); Ten Famous Drugs; The Scientific Basis of the Prescription (1931 winner of National Pharmacy Week Window Display Contest as featured by the Haussmann Pharmacy, Philadelphia, Pa.); Not Guilty! (Goldenrod in relation to Hay Fever); Weeds Used in Medicine; Hay Fever Producing Plants; An Old Woman's Secret (Digitalis and the old woman of Shropshire, England); The Fine Art of the Apothecary or According to the Fine Art of the Apothecary; The Doctrine of Signatures; The Doctrine of Amulets; Accidental Discoveries in Science; Did You Know? Winter Botany or When Nature Sleeps; Wild Flowers Used in Medicine; The Story of Iodine; The History of Pill Making; Alchemy; Christ as an Apothecary; Drugs of the Chinese; The Sacred Plant of the North American Indian; One Drop of Blood (Apologies to Professor Ivor Griffith); The Origin and Significance of Show Globes; Mankind and Medicines; The Origin of the Rainbow (Coal Tar and Aniline Dyes); Pharmacy in the Middle Ages; An Old Herb Garden or a Garden of Many Herbs; 'Lest We Forget' (Ether and Chloroform); A Truly Great Gift (Insulin); Drugs from Many Countries; Some Quaint and Mysterious Herbs; The Romance of Chemistry; An Interesting Trinity—The Physician, the Pharmacist, the Patient; The Romance of Ginseng; Origin of Plant Names; The Romance of Wild Flowers; The Symbols of Pharmacy (Apologies to Dr. C. H. LaWall); Some Odd and Rare Drugs; The Making of Many Medicines; The Romance of Cosmetics and Perfumes; Your Physician—Your Best Friend; Through the Show Globe (Apologies to the *American Druggist*); The March of Medical Science.'

"I would suggest that the pharmacist keep a note-book in connection with ideas about window displays. From out of a clear sky a title will come to mind. It should be jotted down at once. This note-book should likewise include references to sources of photographs, journal articles, etc., all of which come in mighty handy at times. The pharmacist should likewise be on the lookout at all times for materials such as show globes, mortars and pestles, rare and interesting drugs, photographs, scientific apparatus, etc. A collection of these materials over a period of time will place at the command of the pharmacist tremendous possibilities in developing truly great professional window displays.

"In addition to the question of the selection of the title, it is quite essential that one stick to the subject as selected. Don't wander over the fields of Pharmacy, Medicine, Chemistry, Botany, Neurology, Obstetrics, Dermatology, Anatomy, Drug Assaying, Physiology and the like, but stick to one subject. Many a display has been ruined by attempting to include everything.

"The next point is, be technically correct at all times. See to it that your spelling is 100 per cent. Do not attach two or more pieces of apparatus unless by so doing you keep in conformity with laboratory procedures. Be sure that the crude drugs are properly labelled.

"Many a window display has likewise been ruined by the presence of too many show cards, thus creating a billboard appearance. Break up show card lines by means of jars, apparatus, etc. See to it that harmony and balance result. Plan the entire setting in advance. Step out in front from time to time to see that everything is in accordance with the principles of good window trimming. Don't kill a display with crepe paper. You are not in the game to sell crepe paper—that is, not at this time. You have a story to tell—a human-interest-appeal story from the archives of a time-honored profession—remember at all times it is being portrayed by a professionally trained man or woman—a person who has spent years of study and preparation within

the college portals. Take great pride in all things that you do, especially in regard to that mirrored picture of your soul—your chosen pathway in life. Don't sell your soul for a mess of pottage. Remember—there is only one person who can best express your personality and that person is none other than yourself. Further, bear this point in mind, that your character as a pharmacist represents the sum total of your daily conduct together with the sum total of the daily procedures within your institution.

"As yet we have not scratched the surface in this fertile field of endeavor that nets great returns. True it is, we have had a few excellent window displays, especially in connection with the Pharmacy Week movement, but as yet we have hardly started. Our own back yards are filled to overflowing with gold nuggets that need but a little polishing.

"No doubt our Colleges of Pharmacy are somewhat at fault. Yes, we present thousands upon thousands of cold facts, we are now offering in many cases a mutilated course of instruction in so-called Commercial Pharmacy, but as yet we have hardly started upon the task of teaching the boys and girls how to make use of this mountain of knowledge. Personally, I would like to see a College of Pharmacy with a display window in every department. Get the Freshmen interested in this fascinating subject from the very start by assigning to a group of three or four some little lesson in Pharmacy which is to be dramatized in the form of a window display. Keep this interest alive throughout the entire four years. By so doing, I feel sure that we would not have to engage in practices that are common to-day.

"My past experiences have taught me many a lesson. Little did I ever realize that it would be possible to secure the coöperation of a local medical society in the form of an approval for professional window displays. Yet this has been done—professional window displays as approved by the St. Louis Medical Society with a card in the display to this effect. Further, little did I realize that it should come to pass whereby physicians would come to the pharmacist with the request for a loan of the window display space for a period of two weeks and that the physician so requesting this space would gladly coöperate in the preparation of a professional window display. Much to my surprise I learned that allergists, nose and throat men and others of the medical profession would take time off from their routine duties to go about town in search of materials for such displays in company with the pharmacist. All of this service with no mention of the physician's name in the display. I learned this—that when the pharmacist goes out upon the diamond of fair play and coöperation with the physician, that the physician in turn will play ball with the pharmacist.

"I have had the pleasure of working with allergists and others in the preparation of window displays. What of the net result? It is very easy indeed to appreciate the net result. So I repeat, we have not as yet hardly put our right foot forward in regard to our tremendous potentialities. For the most part we go along day by day wondering what is wrong with Pharmacy, waiting for the day when some one will come forward with a single plan that will cure all ills.

"As stated by one present this evening, 'It is a lot of fun to build displays.' Yes, indeed! It is a lot of fun to build displays. I love to get out my books, my drawing board, trade journals and go to work at this interesting game. Are we in Pharmacy for the mere sake of the almighty dollar? Is there not something else that one takes out of a chosen career other than paltry dollars? Does money alone keep me on the go day and night, spending every Sunday in a different city over a period of four months such as was the case this past summer? No, indeed. I get a lot of fun and pleasure out of Pharmacy. Much of this fun and pleasure comes from the preparation of professional window displays.

"Now let us briefly look into a few of these thousands upon thousands of stories at our command. There, for instance, is the Story of Quinine. Here is a story that has swept through three centuries, being closely associated with the history of mankind throughout these three hundred or more years. It had its beginning back there in the wilderness of South America. It is a portrayal of great achievements on the part of pharmacists. It is likewise a portrayal of great difficulties, personal dangers, self sacrifices, keen disappointments as well as bitter controversies. From the viewpoint of the historian and the economist Cinchona has conquered empires, won and lost battles, brought on controversies of an economic, religious and philosophical character. Back of it all we witness the devastating effects of that ever-dreaded malady—malarial fever which was in large part responsible for the decadence of ancient Greece as well as the fall of the Roman empire. Yes, here is a story for young and old, a bit of history that one does not

find in the history books for the child. With an appreciation of this story at hand one becomes cognizant of the fact that the true history of the human race has as yet not been written, for the historian has failed to correlate the relationship of the devastating effects of fevers with the history of his race. When it is known that there are some 2,000,000 deaths per year from malarial fever and that one-third of the population of the world is afflicted and that in our southern states there are some 2,000,000 cases, the epoch-making discovery of Quinine by Pelletier and Caventou stands forth as a beacon light on the dismal shore of the sea of the bodily ills of mankind. Human wreckage brought into being through the agency of the penetration of man's dermal layer by the Anopholes mosquito—that ever-present messenger of death hovering over the marsh lands such as the Pontine marshes of Italy, the marshes of India and many other countries. Through such marshes trudged Battisti Grassi and Sir Ronald Ross attempting to bring to bay the culprit responsible for this dreadful malady. Great were their achievements and great was the achievement on the part of Alphonse Laveran who first noted the malarial parasite in the human blood stream. Many others have their names inscribed in this truly great Hall of Fame.

"With such a story at our command—easy of dramatization, we go along day by day in many cases looking upon that valuable window display space as a pesky thing which we in many cases turn over to commercial concerns to fill up.

"With an appreciation of such facts as are to be found in the Story of Quinine, I gladly accepted the chairmanship of the National Pharmacy Week Executive Committee, in order to further promote the good work of the late Dr. Robert J. Ruth. This chairmanship involves considerable time, labor and thought on my part as well as on the part of other members of the Committee, but that matters not, for in the Pharmacy Week movement I see an opportunity of stimulating the pharmacists to a greater appreciation of their tremendous potentialities, of an opportunity of encouraging them to go forth and preach the gospel such as the chemists and physicians have done—to preach the gospel of a time-honored profession that has been sadly ridiculed, a profession wholly misunderstood, for many consider that which is comprised under the heading of Drug and Sundry Merchandising to be Pharmacy. Pharmacy has not changed. What has taken place has been the acquisition of Drug and Sundry Merchandising which as stated is not Pharmacy and Pharmacy likewise is not that of Drug and Sundry Merchandising. The two are distinct and separate lines of activity.

"At this time I would like to call your attention to the fact that we are employing the terms 'Commercial Pharmacy' and 'Professional Pharmacy.' This is wrong. Pharmacy is professional. Why tack on the adjective 'professional' when it has always been professional? We have no such a thing as Commercial Pharmacy. It should be rightfully termed 'Drug and Sundry Merchandising.'

"Now let us turn our attention for a moment to that Great Yellow Root of the Chinese—that of Rhubarb. Here is a drug that has been in our *Materia Medica* for over 5000 years. Here is a drug that was treated in the herbal of the Father of Chinese Agriculture, who reigned about 2700 B. C. This Father of Chinese Agriculture, Emperor Shen-nung, no doubt, appreciated that it was a truly great and elegant drug. In China it is known as Huang-liang (yellow, excellent) and Ta-huang (the great yellow).

"After five thousand or more years we note this drug to be accorded an official position in the United States Pharmacopœia. Like that of Cinchona, Rhubarb likewise affords the pharmacist an excellent opportunity of portraying a vivid and an appealing story.

"Then there is the story dealing with the drugs of the North American Indian. Some years ago I correlated the uses of our native plants by the Indians with the modern usage of these drugs. Much to my surprise I learned of the fact that we have learned but very little in addition to what the North American Indian knew concerning the actual medicinal virtues of these drugs. Here is a story that I have portrayed by means of window displays. Here is a story that I have carried in person to Boy Scouts, Girl Scouts, Indian Guides, Cubs, Kiwanis, Rotary and Lion's Clubs as well as Church Brotherhoods. It is a story that clicked every time.

"One could keep on indefinitely polishing up these gold nuggets in our own back yard but time will not permit of that.

"In view of the fact that next week will mark the eighth annual observance of the National Pharmacy Week movement I would like to add a few words concerning this important undertaking on the part of pharmacists. First of all please bear in mind that it is a week of activities

by pharmacists and for Pharmacy. We have no commercial axe to grind. Pharmacy Week is a truly professional undertaking. It is not just another week added to an unending list of weeks, many of which have a commercial motive behind them. Pharmacy Week as I see it has a distinct function to perform, that of bringing about a spirituelle awakening on the part of pharmacists and to have the pharmacists go forth to preach the gospel of this time-honored profession. I can assure you that as chairman of the National Pharmacy Week Executive Committee I shall do all in my power to keep it free from commercialism, for if this takes place Pharmacy Week will soon come to an end.

"It is hoped that the activities of Pharmacy Week will find their reaction in our State Convention programs. At State Conventions, and I have attended a goodly number, I listen to hour upon hour of argumentation about a fraction of a cent tax on such and such a product—a continuation of a commercial program that has dominated our conventions for several decades. Are we any better off to-day by so doing? As Dean Kremers has expressed it, 'If we had spent but one-tenth of the amount of money on so-called Professional Pharmacy that we have spent on so-called Commercial Pharmacy, perhaps there would be a different story to tell to-day.' Then as Dean Arny has stated 'If the pharmacists of this country would exert themselves in some way comparable to their latent possibilities, the prescription business would no doubt be doubled or perhaps trebled in a period of ten years.'

"Who has gone forth, may I ask, to preach the gospel of the medicinal plant explorations of Dr. H. H. Rusby? Coccilana in the form of a syrup is well known to-day. But are the people who use this valuable drug acquainted with the great difficulties encountered on the part of a pharmacist who made this drug available? In colloid chemical circles do I hear much concerning the pioneer work of Dr. John Uri Lloyd? Do I hear very much concerning Scheele as a pharmacist? No, it is always in terms of Scheele as a chemist. In regard to the discovery of oxygen I learn of the fact that it was discovered by Lavoisier and Priestley but seldom do I hear of the fact that it was discovered independently by Scheele, a pharmacist. What have I heard from the rostrum as to the palatable character of Cascara preparations? Do I hear much concerning the work of Sir Henry Wellcome, as a pharmacist from pharmacists? Who made the commercial usage of Insulin possible? Not that I wish to lessen the great achievements on the part of chemists and physicians, but I simply wish to point out that pharmacists likewise occupy positions in the Hall of Fame and that the laity should be made aware of these facts.

"The chairman of the National Pharmacy Week can simply set forth ideas and suggestions. The task of putting the message across is up to the pharmacists themselves. It is your job, my job and our job.

"I can assure you it has afforded me much pleasure to have been tendered the honor of addressing you on this occasion, for which I thank you most sincerely."

A series of lantern slides was then presented setting forth photographic views of a number of professional window displays. Each photograph in turn was discussed as to the desirable and undesirable characteristics. One of the outstanding facts as demonstrated was the usual lack of titles for these displays.

Dr. Mayer, who was asked to take the chair by the president, thanked the speaker for his splendid address saying that it was one of the best talks he had ever heard, and that the meeting was now open for discussion.

Mr. Hutchins spoke of the work of the *American Druggist* in connection with Pharmacy Week, and drew attention to the proclamation of President Hoover which would be issued on October 10th.

Mr. Dworkin said that he would like to recommend that the National Committee issue sets of small show-cards to accompany the several suggested displays in connection with Pharmacy Week maps, since the average retail pharmacist was not a good show-card writer. He criticized the proprietary medicine manufacturers for trying to commercialize Pharmacy Week to the detriment of the best interests of the movement.

Mr. Costelo said that his window display throughout the year consisted of a large collection of mortars of historical value and these created a great deal of interest for a large number of people.

Mr. H. Raubenheimer stated that his father's pharmacy had over 500 herbs and there was always a display of herbs in one section of their show-windows.

Prof. Lascoff said that he felt that during at least 15 or 20 weeks of the year windows should be given over to such types of displays as had been suggested for Pharmacy Week.

Mr. Seley also spoke in support of the idea of professional window displays for more than just one week in the year.

A rising vote of thanks was accorded to Dr. Hogstad for his address and also for his fine work as National Chairman; the meeting then adjourned.

HERBERT C. KASSNER, *Secretary*.

PHILADELPHIA.

The October meeting of the Philadelphia Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held at the Philadelphia College of Pharmacy and Science, October 11, 1932.

President Stoneback called the meeting to order at 8:30 P.M. and welcomed the members of the branch to a new season of interesting scientific programs. The minutes of the May meeting were read and approved and a new member, G. R. Worley, was introduced to the group.

Mr. Ambrose Hunsberger, delegate to the A. PH. A. meeting at Toronto, gave his report and the associate delegates, Professors Cook and Stroup presented additional information. President Stoneback briefly outlined the work done at the meeting of the Plant Science Seminar.

Prof. Arthur Osol was then introduced as the principal speaker of the evening and presented a most interesting lecture on "Colloids." The lecture was illustrated with lantern slides and spectacular demonstrations of colloidal phenomena.

At the conclusion of the lecture Mr. Cliffe proposed that a resolution of congratulation be presented on the following evening to our fellow member, E. G. Eberle, recipient of the Remington Medal Award.

After adjournment some of the audience remained to examine and discuss Professor Osol's demonstration material.

E. H. MACLAUGHLIN, *Secretary*.

UNIVERSITY OF FLORIDA STUDENT BRANCH.

The sixth meeting of the University of Florida Student Branch of the A. PH. A. was held in the Chemistry-Pharmacy building Wednesday, September 28th.

The meeting was called to order by Secretary A. P. McLean. There was an election of a president and vice-president to succeed Mr. Katsch and Mr. Roth who were unable to return to school. E. M. Mallory was elected *president*, and E. L. Bradley, *vice-president*.

A committee was appointed to obtain a window in a local down-town drug store to be decorated by the Branch for National Pharmacy Week. Plants will be obtained from our drug garden, and various phases of scientific pharmacy, in accordance with the Pharmacy Week program, will be worked out.

It was decided to ask Rho Chi to cooperate with the Branch in giving a big *mixer* for the students of the Pharmacy College, the professors and their wives.

Preliminary plans were also made for an "open house" for the Pharmacy College to be sponsored by the Branch. The date was set for January 1933.

A. P. McLEAN, *Secretary*.

SEVENTH MEETING.

A special meeting of the Branch was held for the purpose of making arrangements for a "Mixer" to be given by this organization and Rho Chi.

The meeting was called to order at 5:00 P.M. by President Mallory and a general discussion was held. The time set for this function was Wednesday, October 12th, at 8:00 P.M. Invitations will be sent to all students of the Pharmacy College, members of the faculty and their wives.

The following committees were appointed:

Refreshments—A. P. McLean, *Chairman*, J. H. Hunter, E. L. Bradley; Program—R. S. Johnson, *Chairman*, G. C. Sparks, L. D. Hiner.

A special meeting of the two organizations was called for Monday, October 10th, at the same hour.

A. P. McLEAN, *Secretary*.

WESTERN RESERVE UNIVERSITY STUDENT BRANCH.

The Student Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION of Western Reserve University held its first meeting of the present school year on Friday, October 14, 1932.

The following officers were elected for the coming year: *President*, Karl W. Schweickardt; *Vice-President*, Theodore E. Gutkowski; *Secretary and Treasurer*, Ray R. Stemple.

Plans were formulated for bringing the Student Branch up to the neighborhood of a score of members and arranging for future joint meetings with the Northern Ohio Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION.

The first of the joint meetings was held on the evening of October 20th when R. E. Joyce, representing the Bureau of Industrial Alcohol addressed the Branch. Mr. Joyce is Supervisor of Permits, attached to the 6th District office at Cincinnati. The 6th District comprises the States of Ohio, Michigan, Kentucky and Tennessee.

While the policies and functions of the Bureau were the chief topics of discussion, the speaker gave some attention to the many industrial fields in which alcohol plays an important rôle. An exhibit of many interesting articles, in the manufacture of which alcohol enters in some way, added zest to the talk.

Mr. Joyce was followed by Dr. H. W. Moore, attached to the Research Staff of the Bureau of Industrial Alcohol. Dr. Moore spoke on "Ginger Paralysis." Lantern slides were used to show the effects produced on both man and animals.

RAY R. STEMPLE, *Secretary*.

A RESOLUTION ON 2-4-8 PRICING BEFORE CONFERENCE OF PHARMACEUTICAL ASSOCIATION SECRETARIES.

BY A. L. I. WINNE, *Secretary*.

I would like to bring to the attention of secretaries of state pharmaceutical associations the action taken by the Virginia Pharmaceutical Association, meeting jointly with the West Virginia Pharmaceutical Association, White Sulphur Springs, W. Va., June 20, 21, 22, 1932, with reference to manufacturers overpricing their goods at this time of low prices and low material and labor costs.

We give a good deal of attention to trying to get the manufacturer to do something to protect the resale prices of his wares—the retail price. That is all right, and I am for it, but there are a number of manufacturers who have never heard that the World War is over, and they have not learned that a deep depression has been riding us for the past three years—apparently they know neither of these facts, if we are to judge from their persistent stand for \$2.25, \$2.35 and \$2.50 for old-time 25-cent sellers; \$4.25, \$4.50, \$4.80, etc., for old-time 50-cent sellers; \$8.50, \$9.00 and \$10.00—even \$12.00—for old-time dollar sellers. With the low cost of material and labor there is no economic justification for these manufacturers demanding such prices at this time. They are simply gouging the trade—playing a good thing too far. We should protest and make our protest as effective as possible.

The Virginia Association adopted the following resolution:

Resolved, That the Virginia Pharmaceutical Association, in convention assembled, goes on record as requesting manufacturers who are still overpricing their goods, in many instances retaining wartime prices, when the costs of materials are the lowest in many years, to give consideration to lowering the wholesale prices of their goods to the 2-4-8 basis, or lower.

We would be glad to have other states join in this protest. The proposition is a fair one, and it is worth the concentrated effort of all state associations, as a move inaugurated for the benefit of the retailers. There is no excuse for such a racket existing to-day. Let us see if we cannot put a stop to it. If we all work together we can bring about wholesale price conditions that a little more resemble justice to the trade.