

EDITORIAL

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INDIVIDUALITY AND RESPONSIBILITY.

WE ARE hopeful that the National Recovery Act will be productive of results that will establish peace and plenty and a better understanding of responsibilities in connection with the obligations of citizenship.

It remains to be seen just how the public will fare under a union of state with what is termed by some "an integrated and highly mechanized modern business"—we must be stimulated by hope, but realize the many difficult problems that are to be solved, and "do our part."—Return prosperity depends on the average citizen.

In closing an editorial of the August JOURNAL it was said that "codes are essential but also a determination to establish better conditions and uphold them and, to that end, the public must take a greater interest in forcing compliance with honest practices, because of its responsibility for disturbing conditions, due to indifference, greed and selfishness."

In Pharmacy, individuality is an outstanding quality—influential for great good, if it is marked by superiority and not by an inferiority complex. The public expects and receives from pharmacy a service that represents more than the average layman recognizes, unless knowledge comes to him through experience, or when he acquires knowledge through education, as at the Century of Progress, where much information relative to pharmacy was revealed to the visitors as something new—it was most interesting to watch the expression of inquiry on many faces.

Individuality and responsibility have a value in establishing the standing of the pharmacist in professional activities. Pharmacy is known by its service and the pharmacist by his personality and devotion to pharmaceutical duties. These qualifications and training of the pharmacist represent the highest type of good publicity, of a kind that requires neither bugle nor colors—a message that communicates and strengthens confidence. A few months ago a pharmacist, in a city of less than 30,000, after considerably more than a half century of services, concluded his pharmaceutical practice. His individuality as pharmacist developed and was maintained throughout the years of his active life, without being disturbed by an adjacent drug store of another type, but which he did not consider competitive.

Other pharmacists come to mind, whose perfect packages or products marked the respective pharmacies. These men cultivated individuality and—in their own way, modestly but persistently—they capitalized it.

It may be necessary to arrange and adapt the conduct of business, but pharmacy has a place of service, for thereby life and health are protected. Individuality marks the pharmacist and responsibility characterizes him. The many divisions of the sciences contributing to pharmacy have given pharmacists opportunities that enable them to render distinguished services in all of them—they have shown this by their works.

PLANS FOR INCREASING THE MEMBERSHIP IN THE A. PH. A.

THE AMERICAN PHARMACEUTICAL ASSOCIATION, throughout its long and eventful history, has been devoted to the more intrinsic phases of pharmaceutical work. It has been the dominant influence in the professional and educational field. Its force and prestige have been brought to bear upon legislation; upon the standardization of drugs and medicines; and upon the various efforts which have advanced pharmacy in the field of public health. Every worth-while suggestion for the betterment of pharmacy has received the earnest support of the ASSOCIATION. From time to time the ASSOCIATION has courageously stood for basic principles, and has never faltered in its adherence to sound professional and economic ideals. Just as courageously, the ASSOCIATION has opposed many movements, popular enough for the moment, but which were certain to be harmful in the course of time. In other words, the ASSOCIATION has stood as a beacon light, bearing the brunt of passing storms, yet always pointing the direction in which pharmacy might safely move.

It is from this proud background that I have endeavored to bring a larger number of pharmacists into the ASSOCIATION. I feel that all members of pharmaceutical faculties, all members of boards of pharmacy, all state association officers should, because of their peculiar duties and obligations to pharmacy, be active members in the AMERICAN PHARMACEUTICAL ASSOCIATION. Invitations have been extended to them, facts and information have been supplied, and I am confident that many will become members, and take an active part in the affairs of the ASSOCIATION.

Also plans are now in progress for interesting the great retail group. I have asked the members of the A. PH. A. state membership committees to furnish me with the names of those pharmacists who might be interested in the fundamental work carried on by the ASSOCIATION. Invitations will be sent to all whose names are submitted. Special care will be given to presenting the work, the history, the plans and ideals of the ASSOCIATION and their relationship to the every-day work of pharmacists. I believe that the great rank and file of pharmacists will be better fitted for their responsible professional duties by membership in the ASSOCIATION. The ASSOCIATION, too, will be placed in a better position, and thus more able to meet the demands made upon it, by a stronger and larger membership.

I have also arranged to write a special monthly letter to all state association officers dealing with some phase of current events of interest to pharmacists. I shall do this first as my contribution to a better understanding of things going on around us, and second to bring the A. PH. A. more closely into the thoughts and plans of the officers of state associations.

My hope is that these efforts may be mutually helpful to the ASSOCIATION and to the great professional group that it serves. I earnestly request the co-operation of the membership throughout the country, so that these plans and efforts may be reasonably successful.—ROBERT L. SWAIN, *President*.
