

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to the Association and Branches shall become the property of the Association with the understanding that they are not to be published in any other publication prior to their publication in those of the Association, except with the consent of the Council."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 regular monthly meeting of the Baltimore Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on November 8th, at the Emerson Hotel. The meeting was prefaced by a delightful dinner given in honor of Dr. and Mrs R. P. Fischelis by the Faculty of the School of Pharmacy of the University of Maryland. The dinner was attended by members of the Faculty of the School, by Maryland State Department of Health officials, by officers of the Maryland Pharmaceutical Association, Baltimore Retail Druggists' Association, Baltimore Veteran Druggists' Association, and by members of the Baltimore Branch.

The meeting was called to order by President B. Olive Cole at 8:15, who presented the speaker of the evening. Dr. Fischelis spoke on, "Federal Regulation of the Drug Industry." During the course of his address Dr. Fischelis discussed the following:

The direct responsibility of the AMERICAN PHARMACEUTICAL ASSOCIATION in improving drug legislation and the relation of the ASSOCIATION to the fostering of better drug standards; the view of the non-medical members of the Committee on the Costs of Medical Care regarding the distribution of information on public health matters through pharmacies; several new trends in advertising control in the drug industry; formula disclosure; the variation limits of the U. S. P. and the N. F. and their relation to modified formulas; a proposed board of review to be appointed by the President to pass on rulings of the Department of Agriculture; what constitutes medi-

cal opinion; finally, how the A. PH. A. should sponsor good food and drug legislation.

Dr. Fischelis said he believed that enforcement officials should have enough power to put into effect the spirit of the public health laws and that they should not be hampered in their work by drastic provisions that might open ways in which unscrupulous individuals could circumvent the good spirit of the law.

The speaker further pointed out that anyone who is desirous of medicating himself should have the right of knowing what he is taking. He said he was convinced that qualitative formula disclosure for proprietary remedies was in the best interest of the public welfare.

At the conclusion of the address the meeting was opened for discussion. Dr. A. G. DuMez, A. L. Sullivan, of the Maryland State Department of Health, Dr. John C. Krantz, Jr., Simon Solomon, Dr. R. L. Swain, Dr. E. F. Kelly and others present discussed various points brought out by the speaker.

A rising vote of thanks was tendered to Dr. Fischelis for coming to Baltimore and presenting his address. The meeting was well attended, including several guests from Washington and students of the School of Pharmacy.

C. JELLEFF CARR, *Secretary-Treasurer.*

CHICAGO.

The 223rd meeting of the Chicago Branch of the A. PH. A. was held Tuesday evening, October 16, 1934, at the University of Illinois College of Pharmacy.

President Webster called the first meeting of the school year to order and introduced the

first speaker of the evening, Prof. R. E. Terry, who gave a report of the AMERICAN PHARMACEUTICAL ASSOCIATION meeting held at Washington, D. C., last May. This meeting of the ASSOCIATION was in conjunction with the dedication of the new building erected in Washington by the ASSOCIATION.

The second speaker of the evening was Prof. E. N. Gathercoal, chairman of the Revision Committee of the National Formulary. He outlined the progress of the revision as of January 31, 1934. There will be very few changes in items after that stage of revision.

A summary of the report shows the following statistics: The N. F. VI will contain 714 items; N. F. V items carried over will number 482, deleted U. S. P. X items will number 79; 153 new items, not found in either the U. S. P. X or N. F. V, will be added. Most of these additions and deletions were suggested by the prescription survey conducted for the purpose of ascertaining their extent of use.

The arrangement of the book will differ in that it will consist of only one part and not divided into separate parts as in the previous revision. The style of arrangement will be as follows: Title Page, Preface, General Principles, Individual Monographs alphabetically arranged, Diagnostic Reagents and Clinical Tests, Standards for Materials and Processes Used in N. F. Tests and Assays, History, Index, Supplements.

Twenty new ampuls will be added, twenty-two new chemicals, six glandular products and fifty-four new tablets, not to mention small numbers of the many other classes of preparations.

Some innovations in standardization of biological products will be found in the new book.

After many questions had been answered by Professor Gathercoal the thoroughly enjoyable and educational meeting was brought to a close by President Webster.

L. TEMPLETON, *Secretary.*

DETROIT.

Members of the Detroit Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION recently adopted a plan for permitting customers to pay for medical service and medicines in 15 monthly instalments. The chairman of the committee is Leonard A. Seltzer; Don Squier and Ben Bialk are members of the committee and K. B. Reed is the manager of the Medical Service Bureau.

NEW YORK.

The October meeting of the New York Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held in the College of Pharmacy, Columbia University, on Monday, October 8th. About forty-five members and guests attended.

President Ballard was in charge of the meeting which was opened by the reading of the minutes of the May meeting. The minutes were accepted as read.

Treasurer Currens reported. This report was accepted.

The applications for membership in the A. PH. A. together with remittances of Messrs. Breuer and Schwartz were received for forwarding by the secretary.

Chairman Lehman, of the Committee on Legislation and Education, reported that the police were arresting pharmacists for the sale of emmenagogues and contraceptives. He also mentioned that it was now illegal to sell valerian or its preparations except on a written prescription. The labor difficulties in the Bronx between store owners and the Drug Clerks Union were briefly discussed.

Dr. Army moved that a committee be appointed to draw up suitable resolutions concerning the work and contributions to pharmacy of our dear departed friend, Dr. Kassner; the resolutions to be sent to Mrs. Kassner. This motion was approved and President Ballard made the appointments after the meeting.

The chairman then announced the programs already arranged for several meetings in advance and urged every one to attend. He called attention to the fact that the December meeting would be held in the Brooklyn College of Pharmacy, through the invitation of the Kings County Pharmaceutical Society.

The guest speakers for the evening were then introduced. The first was Fred L. Wertz who discussed, "Advertising in Pharmacy."

Mr. Wertz began by pointing out that he, as a layman, had only learned of Pharmacy Week in the last two years. He emphasized that pharmacists were not impressing the public with dignity and respectability of their profession and that National Pharmacy Week required the whole-hearted coöperation of every pharmacist in order to make the public fully conscious of it. In this connection his argument was that pharmacists should take greater interest in the advertising value of

their show windows, and the cases and general fixtures within the store.

Mr. Wertz was particularly desirous to impress his listeners with the thought that the windows were a source of attraction in bringing people into the store. Good salesmen cannot function unless people come in to buy and look around. The speaker called attention to the error made by many pharmacists of failing to tie up their window displays with national advertisers.

Many interesting examples were cited by the speaker and some enlightening figures on the sums spent by department stores for window displays were given.

In summing up, Mr. Wertz declared that window advertising was the least understood form of advertising, the most neglected, and was the one form which provided the small retailers with the most favorable opportunities.

At the close of the address, Mr. Currens said that the retailer should back up what he puts in his window.

Fred Frankfurter, retail pharmacist, then spoke on, "The Return to Pharmacy."

Pointing out that many factors were involved in assigning causes for the present unsettled conditions, in retail pharmacy, he briefly reviewed some of the work being done in Westchester County to improve matters. In connection with National Pharmacy Week, he called attention to the educational campaign conducted during the last three months by proper coöperative advertising in the local papers. The object was to make the public pharmacy conscious. Mr. Frankfurter believed that a return to dignified rational pharmacy was inevitable and that the development was well advanced. Through coöperative movements pharmacists were encouraging the writing of prescriptions by physicians. Only recently a new and fertile field had been investigated through professional advertising and educational work among veterinarians. This group had taken a considerable interest in prescription writing.

In closing the speaker pointed out that although the sales of side-line items in his store had markedly decreased in the last several years, the volume of pharmaceutical business had decreased but little.

After some brief discussion on the subjects presented by the speakers, a rising vote of thanks was voted.

RUDOLF O. HAUCK, *Secretary*.

TESTIMONIAL DINNER TO PRESIDENT FISCHELIS.

A testimonial dinner will be tendered to Dr. Robert P. Fischelis in honor of his election to the presidency of the AMERICAN PHARMACEUTICAL ASSOCIATION. Sponsored by the New York Branch of the A. PH. A. this happy event will be celebrated in the Hotel Pennsylvania, New York City, Thursday evening, January 10, 1935.

Dr. Fischelis has served American pharmacy with conspicuous ability and his devotion to the cause, his high ideals and the effort he has put forth in raising the standard of pharmaceutical practice throughout the Nation richly entitles him to the respect and esteem in which he is held by every true follower of our high and honorable calling.

Tickets may be obtained from Hugo H. Schaefer, *Chairman*, 115 West 68th St., New York City, at \$4.00 per plate.

NORTHERN NEW JERSEY.

The ninth meeting of the Northern New Jersey Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held at Rutgers University College of Pharmacy on Monday, October 15th.

David L. Cowen presented an interesting paper on "Early American Legislation Pertaining to Pharmacy," which will appear in a later issue of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION. Photostatic copies of the Virginia Act of 1736 entitled "An Act for Regulating the Fees and Accounts of Practicers in Physic" and the South Carolina Law of 1751 entitled "An Additional and Explanatory Act to Act for the Better Ordering and Governing of Negroes and Other Slaves" discussed by Mr. Cowan were presented to the college and will be framed and added to the library.

Professor C. L. Cox was elected secretary of the branch to fill the vacancy caused by the resignation of Doctor L. W. Rising who returned to the University of Washington this year.

The program committee outlined its plans embracing many interesting and instructive features for coming meetings. The next regular meeting will be held on Monday, November 19th.

C. L. Cox, *Secretary*.

PITTSBURGH.

The opening meeting of Pittsburgh Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held Thursday evening, October 25th, in the main lecture room of the Falk Clinic. The meeting was opened by President Raymond J. Hornfeck of McKeesport.

After reading of the minutes by Secretary McGinnis, the president introduced Dr. E. C. Reif who presented an interesting report of the Washington meeting of the A. P. H. A. He gave a vivid word picture of the dedication services of the American Institute of Pharmacy. A discussion followed in which references were made to the time when the Headquarters Building was a hope and now is a reality. Several activities of the Pittsburgh Branch incidental to making the building a success were brought to mind.

President Hornfeck introduced Dean C. Leonard O'Connell who spoke on "Problems of Modern Medicine." In his opening remarks the speaker referred to the codes in their operation and said that what we need in pharmacy in place of ineffective codes is plain old-fashioned honesty.

He pointed out that the orderly economic flow of merchandise from its source to the ultimate consumer required the three agencies, manufacturer, wholesaler and retailer; that the increased number of more aggressive merchandisers with their chief appeal based upon deep cut rates on standard commodities as "loss leaders" tended to eliminate the wholesaler; that this gave rise to two distinct groups of retailers, from the standpoint of buying, whose basic costs radically differ; and that in the light of these facts the code provision prohibiting the sale of merchandise at prices less than cost is indeed an empty victory for the small distributor.

Dr. O'Connell stated "It is certainly uneconomic to expect the ultimate distributor to defray the cost of retail distribution."

In continuing, Dr. O'Connell said that if the large unit distributors were able to demonstrate their ability to get all the commodities they offer to the consumer at a great saving, there would be some merit to their argument that they can afford to distribute for less. Contrary to this, however, this underselling plan is only successful to the extent that such distributors can sell "own brand" items at unusual profits to offset losses from standard underpriced articles. He further stated that the pricing of well-known merchandise at a price of cost or

less with the overt intention of leading the public to believe that all merchandise is sold on a similar basis, is clearly unethical. He said, "if manufacturers have permitted their goods to be tossed about steadily losing original value in the public mind, the burden for restoration is upon them rather than upon the small retailer."

The speaker stated that a fair minimum price for any commodity should be the basic cost of the item plus the honest efficient cost of selling, and that the selling expenses would be at least 20% of the sales. On such a basis an item costing \$4.00 per dozen would sell for \$5.00, or 42¢ a unit; and an \$8.00 item would sell for \$10.00 per dozen or 83¢ a unit. Dr. O'Connell concluded by stating that such a plan could only be brought about by the retailers, convincing the manufacturers that they were earnest and sincere in their opposition to unethical and uneconomic practices—this could easily be done if the retailers would simply refuse to distribute items whose resale price did not include their costs of distribution.

STUDENT BRANCH PITTSBURGH
COLLEGE OF PHARMACY.

John Gibson Campbell was elected *President* of the senior class of the Pittsburgh College of Pharmacy; other officers chosen by the Seniors for the year 1934-1935 school term are: *Vice-President*, Jack Leroy Rosenberry, Kittanning, Pa.; *Treasurer*, Fred H. Stadlander, Pittsburgh; *Secretary*, Miss Lillian Jane Cohen, Washington, Pa. President Campbell represented the Students' Branch as delegate at the 82nd annual convention of the AMERICAN PHARMACEUTICAL ASSOCIATION held in Washington in May 1934.

Officers of the Junior Class are: *President*, Walter O. McGinnis, McKees Rocks, Pa.; *Vice-President*, Charles M. Kaetzel of Rimersburg, Pa.; *Treasurer*, Isadore Browarsky, Oakdale, Pa.; *Secretary*, Glenn Kellogg, New Castle, Pa.

Officers of the Sophomore Class are: *President*, John J. Todora, Aliquippa, Pa.; *Vice-President*, Ralph G. LeMoon, Erie, Pa.; *Treasurer*, William A. Kane, Braddock, Pa.; *Secretary*, Miss Jane Beyer, Punxsutawney, Pa.

Officers of the Freshman Class are: *President*, Robert C. Kealey, Jeannette, Pa., *Vice-President*, Robert L. Peel, Jr., Sharon, Pa.; *Treasurer*, Vera Karel, Ambridge; *Secretary*, Betty Haeckler, Pittsburgh.

STEPHEN WILSON, *Acting Secretary*.