

Editorial

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THE EDITORSHIP OF THE JOURNAL.

IT is in order to state that the Committee on Publication has elected the writer Editor of the Journal of the American Pharmaceutical Association, which action has been ratified by the Council. It will be recalled by the members of the Association, that, because of personal illness, Dr. James H. Beal, formerly Editor of the Journal, was compelled to relinquish his duties last summer, to take effect as of September 1, 1914, and that Mr. E. C. Marshall, (formerly Advertising Manager) was made Acting Editor until a successor to Dr. Beal could be chosen.

In accepting the honor conferred, the Editor is mindful of the responsibilities he assumes, but reposes confidence in the helpfulness of his associates, namely, that of all the members of the Association. This is the expectation that gives him courage, judging from their work of the past, which has sustained and built up our organization, also realizing that such purpose can only be to grow into greater, or at least continued, usefulness, in the advancement of pharmacy.

The readers will pardon the presentation of thoughts which are not altogether new. If the individual member of an organization is true to himself, he is true to others, and this applies to our organization, which has always stood for exalted principles, in order to serve mankind and to co-operate intelligently with the medical profession. It is unnecessary, at this time, to refer to the leading lights in pharmacy of the past, for we have equally good and true pharmacists with us now; and while we may point to them as chiefs, we are mindful that they represent constituents. Progress is made possible only by co-operating under leadership, and the application of the best thoughts of yesterday with those of today.

The greatest lack of progress, in the past, in all lines of activity, has been due to lack of co-operation, the majority giving the few too much work to do. Hence, the call that every member should recognize his full duty as a member. Quite naturally some must direct and perform the duties of office, but individual initiative and team-work are necessary for a live organization. If a larger number of members can be persuaded to take a more intensified interest in the work of the Association, then a more substantial growth will be assured. What inducement can be offered to bring this about? The Editor will welcome helpful suggestions, for his ardent desire is that his work will stimulate the growth and development of the Association and all the objects it stands for.

It has been stated that one of the objects of the Journal is to publish the papers presented at the annual meetings, but other contributions furnished during the year will not only be welcome, but are earnestly solicited.

The advertisements in the Journal are a source of revenue to the Association and may be readily augmented if the members will encourage the advertisers by their patronage, evidencing that they take cognizance of those who favor the publication. The advertiser naturally expects results from money expended for

publicity. As a matter of business, therefore, he should be convinced that our advertising medium brings returns. The members of the Association have the opportunity in their hands. Will you help?

Publicity-methods at the present time are far different from those of former years. Now, advertised goods are the dependable kind. The writer's views may differ with those of some of the members, but in his estimation, modern advertising literature is educative, and should have a prominent place in professional magazines.

The work of the Editor is largely to co-ordinate the expressed desires of the members relating to the conduct of the Journal and the Association, perhaps to offer suggestions and ideas for development. He speaks only as an individual, though his efforts are assumed to present the views of many. He can be helpful, and much depends upon the efficiency of his services, but he must have inspiration from the co-operation given him by the members. The Journal belongs to the Association, and each and every member of it shares, not only in the advantages gained from the Journal, but also, in the responsibilities of ownership. We represent a working force in pharmacy, the utility of which is dependent upon our individual efforts or neglect. All members have influence, every day's membership affects the organization for good or ill; its purposes are advanced by staunch support, retarded by inaction and injured by discord.

In assuming the duties of the office, the Editor desires to touch elbows with his fellow-members, be a good listener, and do his utmost to maintain the high standard of usefulness established by Dr. James H. Beal for the Journal, so that it may contribute to the upbuilding of the American Pharmaceutical Association, aid in enlarging its opportunities, give thought and assistance to those things which should be preserved, and advance the usefulness of pharmacy in its best estate.

I desire, in conclusion, to express my grateful and sincere thanks for the high honor conferred on me by my election, and express the hope that my work will merit your approbation. My greeting implies action; now let us work together, "one for all and all for one."

E. G. EBERLE.



THE EDUCATION OF THE MODERN PHARMACY STUDENT.

THE difficulties that obtain in the teaching of pharmacy students are accentuated by the changing character of the drug business. The business has developed both along professional and commercial lines and doubtless this will continue. Those who are desirous for purely professional pharmacies, in this country, look in vain for indicative signs to encourage them; everyone must admit that the trading element in pharmacy is becoming more ostentatious, year by year. Whether we lament or rejoice, we must recognize conditions.

So far as definite records go, the apothecary kept open shop—inviting patrons, not only to have medicines prepared, but also to make purchase of perfume, spice and whatever articles that were seemingly compatible with the drug stock of the times. At the present, the so-called side-lines have an important place in every store, whether the owner is a studious pharmacist or stresses the importance of increasing the volume of sales. The complement to conducting a store is selling

something, hence merchandizing in a drug store is a sequence; the pharmacist renders professional service.

The object of these introductory remarks is not to discuss whether a pharmacist should be a tradesman or not, but to present an aspect of the inherent conditions of the drug business with the view of developing a line of thought relative to the chosen subject.

The apprentice system is no longer in vogue and most of the young men find employment in a drug store without the expectancy of continuing therein. They do not choose to follow pharmacy as a profession, but simply as a means of earning money, and continuing for several years, they realize that in order to receive more wages, they must qualify as pharmacists and thereafter attend a school of pharmacy. In reality they have not selected their vocation—they have grown up to it, fallen into it by accident, been thrust into it by others, or by the pressure of need. Here is the difficulty that is presented for the proper training and education of pharmacists, and here also we have the young men who will shape the pharmacy of a later day.

This is not said in any carping spirit, nor as suggesting that the pharmacists of this country are less efficient than those of Europe, but simply to point out that these young men can be directed in the course which will develop pharmacy along lines we have in contemplation. Are we satisfied with conditions as they exist, or not? Bend the twig accordingly.

The revolutionary changes from hand to machine work have affected pharmacy, so have also the exclusion of many medicinal preparations, the introduction of manufactured remedial agents and the decreased prescription of medicines, all of which have developed the need of vocational training to match these changes. And in the absence of such preparation, the drug business has been unduly commercially developed.

Educators in pharmacy must become expert students of conditions as they actually exist, not continue to follow a syllabus that conformed to the conditions of pharmacy twenty-five years ago. They must be students in the science and art of pharmacy, and they must also be students of life, of progress, of conditions, whether this conforms to their ideals or not. They must, if possible, point out the way to success in the vocation for which they prepare the students in their charge.

While the custom of teaching by subjects must be retained, their relative values should be determined and co-ordinated—with direction to the one grand object of practical application. An education in pharmacy means not only the assimilation of the essential knowledge in order to properly apply it, but also, a wide acquaintance with the possibilities of pharmacy. The kind of learning pharmacists usually need is that which enables them to fight for a living. Every avenue that may be opened to the student of pharmacy, should be pointed out to him, so that if desirable, he may specialize, or add a line of related work that will bring him remuneration and reflect credit. The wonderful development in motion pictures suggests the possibilities of bringing the activities of manufacturing industries to the attention of the students. By this means, also, the life and growth of plants may better be shown than explained, and in connection with the drug gar-

dens that are being established, will contribute much lasting and available knowledge.

In later years educational methods have been shifting toward the sympathetic understanding of the *individual* and building up of the inner life. The same progressive thought must obtain in educating and creating pharmacists; whatever we desire them to be, is one of our problems. Life is largely what we make it, and so with our activities, although they are influenced by environments. We must come to a more definite understanding regarding this important matter, so that there shall be better and more constructive work.

The higher entrance requirements in schools of pharmacy are said to have reduced the number of available pharmacists and increased their wage, thus reducing the net profit derivable from conducting a drug business. There are other economic conditions, also, which have made the business of the small dealers less remunerative. All of this must be admitted, but nevertheless, we must have some fixed ideas by which the progress of pharmacy must be directed, or it will be built-up like the house to which additions are made, without regard for symmetry. This was at least one of the reasons for the construction of the Pharmaceutical Syllabus. A lack of understanding as to what should really be required is evidenced at times by Board of Pharmacy questions. Those of the several branches should be synthetical and have as a purpose, the analysis of the qualifications of the candidates.

The idea that the public school system is a sort of procrustean bed to which all children must be fitted without regard to individual differences, is being displaced by the more rational and progressive one of looking forward to the adaptation of the pupil for life's activities. In the furtherance of such plans, pupils should have an opportunity of knowing what the service in pharmacy means and what it requires. This will enable them to have a voice in the choosing of their vocation; an occupation, if distasteful, dooms the individual to a life of discouragement and disappointment, while if the votary loves his work, it will not only mould his character, and develop his ability, but will help in shaping the destiny of his chosen profession.

E. G. EBERLE.



THE SAN FRANCISCO MEETING OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

THE time for the next annual convention of the American Pharmaceutical Association is rapidly approaching and the chairmen of the various sections are arranging their programs. Papers should be in their hands somewhat earlier than usual, as some members contemplate visiting the Exposition before the meeting and making side trips on their return journey.

Chairman H. P. Hynson, with whom are associated Messrs. F. H. Freericks, Joseph L. Lemberger, W. C. Anderson and F. M. Apple, were appointed on a committee "to investigate the House of Delegates and see if its usefulness could not be improved." A letter has been issued and was printed in the April number of the Journal, setting forth in a general way the value of this body, not only to the American Pharmaceutical Association, but to State and other organizations,

and we invite your careful consideration and afterward your suggestions, to be communicated to Chairman Hynson.

With all the possibilities of the American Pharmaceutical Association nothing will be accomplished unless the members co-operate. This is the secret of all success in association work; the conventions are always enjoyable, but not the main object. An important change has been made this year by convening the American Conference of Pharmaceutical Faculties and National Association of Boards of Pharmacy during the latter part of the week, preceding the annual meeting of the American Pharmaceutical Association.

We hope to have a list of all committees in the present number. From now until the meeting every possible effort should be put forth to increase our membership, one new application from each member would double the strength of the Association for doing good. Will you not resolve that your name be attached to one application before the next issue?

It is hardly necessary to say much of the trip involved in going to San Francisco, the opportunities for education and enjoyment are only circumscribed by the contents of your purse. The readers have doubtless informed themselves regarding the Exposition and therefore comment is needless; suffice it to say, San Francisco has made good her promises. The druggists of California anticipate entertaining the largest number ever in attendance at a convention of the American Pharmaceutical Association. Prepare for a profitable meeting, an enjoyable occasion, and the greatest sight-seeing tour of your life. E. G. EBERLE.

The Hotel Bellevue has been selected as headquarters for the San Francisco meeting.



PHARMACY AND THE PUBLIC.

THE newspapers often take a fling at pharmacists and included statements go by unchallenged. As a result the public has an entire misconception of the services rendered by pharmacists to humanity. On the other hand, we are neglectful in not seeking to obtain full credit, when the work of pharmacists is reported in the daily press. At the present time, pharmacy is really a great factor in many industrial lines.

The Journal of Industrial and Engineering Chemistry for April, 1915, in an editorial, makes it very plain that the public has not been informed relative to the vast and varied field of professional activity of the chemist, even ascribing the public sources of relative information to the signs displayed on the corner drug stores. The writer recites that chemists have received less public acknowledgment than the workers of any other profession and recognizes the publicity which has been given recently to the coal-tar dye industries and the public acknowledgment of the chemists' responsible connection with this important industry, as a great accomplishment.

That the editor is well pleased with the publicity given is clearly evident when he states that "it matters little whether the chemical profession comes into view riding the spectacular coal-tar hobby, whether it is 'trimmed' by the public press for its lack of initiative in seizing opportunities, or whether it is charged with an

utter absence of business acumen, so long as it comes to be publicly recognized as an important and as an essential factor in the industrial development and councils of this country."

We abstract further, "if the newspapers make mistakes in discussing our intricate scientific and industrial problems, we should not be content to blink and chuckle in our superior wisdom, but should come out in the open and set them right. If legislative styles point unmistakably to pension log-rolling, bureaucratic log-rolling, tariff log-rolling, it is our duty to teach legislators the value of rolling the logs that will develop the industries which support our profession."

We have thus quoted at length, because what is stated in that editorial might easily be shaped and made applicable to pharmaceutical activities, and also because of the very close existing relations, or perhaps better, because their industries are mutually dependent.

There is need for closer co-operation between industry, science and finance in the United States. When industry and science do not work together, industry is often handicapped by out-of-date and wasteful processes, conversely science has not the opportunity for research. German success must largely be ascribed to a more general and efficient organization supported by a superior educational system; their boast having been that within ten years there would be no such thing in the German Empire as an untrained workman, from the chimney sweep to the high-grade artisan. Liebig, Woehler, etc., founded schools which were later subsidized by Germany and brought into co-operation with her chemical industries.

We must adopt some of the German methods, if we desire to take advantage of the opportunities now before us; there must be co-operation between science, industry and finance. Financiers will profit by promoting industries; the latter will be made more productive through research work in the schools and laboratories; contact with the industries will stimulate the students, pointing out to them leads for research subjects, and professors will be turned from their accustomed system of teaching to methods that will be more practical, even though not as pleasingly ideal.

E. G. EBERLE.



STATE ASSOCIATION MEETINGS.

THE American Pharmaceutical Association extends to all State Associations best wishes for successful and profitable meetings.

During the past year much has transpired that has affected the drug business adversely, more particularly through the unsettled conditions of the market, influenced by the war in Europe. To such an extent was the commerce of the United States involved that it became necessary to impose a stamp tax, and as usual many articles sold by druggists were designated as a source for such revenue.

Later the Harrison bill was enacted and again druggists were troubled for a time, feeling that a misinterpretation of the law might bring them trouble. Thus far the Revenue Department has given every aid possible and shown fairness. There have been a number of convictions, but these seem to have been deserved. What the inspectors will do, when there have been unintentional violations, remains to be seen. From the very fact that druggists labored for this law and as

a class have signified obedience, it would seem that fair and proper consideration should be given them.

In many states the legislatures have failed to enact laws complying with the National Act. In this issue will be printed a bill prepared by Messrs. J. H. Beal, F. H. Freericks and Hugh Craig, at the request of the National Association of Retail Druggists. This committee is desirous of having comment thereon from State Associations and they will present the same for discussion at the meeting of the American Pharmaceutical Association in San Francisco. In our opinion the committee has been eminently successful in the construction of the bill and your endorsement after careful consideration is expected.

It is hoped that the various State Associations will express their opinion anent the possibilities of the House of Delegates of the A. Ph. A., in bringing about a closer relation with the parent organization. Each state is entitled to a representation of three delegates from their association, and such selection should not be overlooked.

We may congratulate ourselves that there are evidences of returning prosperity. Our greatly increased exports have, in the first nine months of the Government's fiscal year, produced a favorable trade balance of 700 million dollars. If such a condition existed at any other time than during the present European war, it would bring about an unprecedented boom to business.

In again wishing to each association large and successful meetings, an invitation is extended to all their membership to meet with the American Pharmaceutical Association in San Francisco, during the week of August 9-14, 1915.

E. G. E.



THE MODEL STATE NARCOTIC LAW.

IN this issue under "The Pharmacist and the Law" we have printed in full a bill prepared by Messrs. J. H. Beal, F. H. Freericks and Hugh Craig for a Model State Narcotic Law. The work was done at the request of the National Association of Retail Druggists and is deserving of thankful recognition by pharmacists throughout the United States.

There may be a difference of opinion as to whether a State law is necessary, complying with that enacted by Congress. This has nothing whatever to do with the duty that was assigned the committee and which they so conscientiously and efficiently performed. The bill, in our opinion, is a most complete and satisfactory draft and avoids adding even the least additional burden upon the several branches of the legitimate drug trade.

We invite a careful reading of the bill and if members have suggestions to offer, they will be welcomed by the Chairman of the Section on Education and Legislation, where discussion of the bill has a place on the program.

If a State provision is necessary, then compliance with the Harrison law is essential so as not to subject druggists to further burdens. It should be emphasized that the work of the Committee is deserving of unstinted praise for the efficient manner it was performed, and every encouragement should be extended to accomplish the purpose of the request made of them. Let us never be derelict in acknowledging services faithfully performed.

E. G. EBERLE.