

## Editorial

E. G. EBERLE, Editor..... 63 Clinton Building, Columbus, Ohio

### PROGRESSIVE WORK OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

**I**NTERESTED workers in the American Pharmaceutical Association give thought to continued usefulness of the Association. The question of representation in and functions of the House of Delegates is receiving much consideration at the present time. A number of state associations have taken action on this important matter, and expressed their wishes in the resolution submitted by Chairman H. P. Hynson, as follows:

WHEREAS, The correlation of the state associations and their attachment to the A. Ph. A. would greatly enlarge the scope and increase the usefulness of the several state associations and would also increase the strength and influence of the American Pharmaceutical Association; and

WHEREAS, Such correlation and attachment would be in line with the progress of the times and consistent with all forms of effective organization; therefore, be it

*Resolved*, That this Association in convention assembled does hereby endorse the proposition to make the House of Delegates a body composed exclusively of representatives of the state associations; and be it

*Further Resolved*, That the delegates of this Association are hereby instructed to lend all the assistance in their power toward the formation of a House of Delegates composed of state association representatives, only.

If this plan of organization is adopted it will give the state associations complete control of the House of Delegates. Whether or not it might be better to have the Association and the Local Branches represented, also, in the membership of the House of Delegates, is not the question—this will be decided probably at the San Francisco meeting—the big thing is that the plan proposed will correlate the state associations with the A. Ph. A. and provides for an organized body for the discussion and shaping of common interests. Under present conditions each state association acts without any co-operation with the others, though organized for like purposes; the contemplated organization brings the associations together and should greatly promote their usefulness and strengthen their work. The subjects for constructive work are as numerous as those that confront the pharmacist.

The American Pharmaceutical Association early in its history recognized the importance of state organizations, in that respect proceeding along somewhat different lines than in the establishment of our Government, wherein States created the central governing body. The parent organization should welcome the "grown-up children" home, to plan for the welfare of the "pharmaceutical family." If pharmaceutical associations are serviceable to pharmacists in their respective states, and they undoubtedly are, then the scope of their usefulness will be enlarged by working together.

The prosperity and wonderful progress of this country is not the result of natural resources, for the Indians possessed these, but the utilization of them. Many, until recently, had the false impression that the United States was independent of other nations; few had reflected that pharmacy would be disturbed by the troubles of Europe. We are dependent, just as one individual lives by the labors of another, so trades and professions influence industry and science, and the thought can be made applicable to associations.

In order to stimulate the efficiency of the numerous national pharmaceutical associations the scope of The National Drug Trade Conference should be enlarged and its relation with the American Pharmaceutical Association strengthened. Many pharmacists affiliate with several organizations in a spirit of helpfulness without realizing their inability to actively participate in all of them and as a result membership, without service or benefit, not infrequently obtains. There are too many organizations for pharmaceutical workers who have similar objects and their concerted efforts would be productive of greater efficiency.

The American Pharmaceutical Association should be made the grand central organization for all pharmacists and as soon as practicable should have a permanent home where a laboratory could be established and research work conducted. This may be too great an undertaking at present, but perhaps means can be devised whereby the facilities of some institution may become available. This thought, however, is simply suggestive.



#### DIVERSIFICATION AND SPECIALIZATION.

THE department store is nothing more than a magnified general store, in the conduct of which system and business methods of a high order obtain.

We are often accused of overdoing things. There is certainly no exception in this connection, for in some of the department stores every demand can be supplied. We are also charged with changeableness; when a method has been overworked we are apt to retract suddenly. The modern drug store is often characterized as a department store, hence this comment. The side-lines in drug stores have been added for increasing the volume of sales and providing more profit; incidentally, we might add that diversification in business was part of the prevailing system.

The time will come when there will again be more specialization, some department stores are now realizing that competent managers for the many departments increase the overhead expense to such an extent that their selling prices on standard goods are not attractive, and the public is beginning to show a preference for "specialty" stores. The smaller stores are becoming more formidable competitors.

Before further comment is made on the drug store, reference to the passing of the book store will illustrate a relevant thought. Every one who was familiar with that institution will admit a preference over the departments, or books as a side-line in stores. Unquestionably the passing of the book store was due to the inclusion of sundry items, which prompted the stocking of books in other

stores as sidelines. May not the variety of stock in drug stores have suggested the inclusion of drugs in department stores?

Bringing the subject nearer to pharmacy, physicians specialized, not only to give better service, but because of greater remuneration therefrom.

The tendency towards side-lines in the drug store is running wild and will be the undoing of the business or result in a division into pharmacies and drug stores. There are many articles other than drugs that have a proper place in the stock carried by the druggist, but when the store presents more the aspect of a toy shop or restaurant than that indicated by the name over the door, it bids one to pause and reflect upon the effect this must have on the patron's views of pharmacy. Modern salesmanship demands a knowledge of goods in stock and the handling of them according to the methods of the specialist in the line. If druggists would carefully estimate their profits in a number of their departments, they would doubtless discard some of them.

There are extremes in diversification and specialization, and a rational medium between extremes is usually productive of the greatest good.



#### ADVERTISING.

**A** PAGEANT representing the history and science of advertising was one of the features of the program of the annual meeting in Chicago of the Associated Advertising Clubs of America.

The moral conceptions which censor advertising have during the last ten years undergone a steady and radical refinement. The force of self-interest has been largely responsible for more critical circumspection in the acceptance of advertisements by publishers and the advertisers have arrived at the conclusion that "tell the truth" policy brings the best returns.

The principle of self-interest will continue to gather force. The character of circulation has a larger element of value than quality, because it gives tone to the advertisements. The character of circulation is the reflex of the publication's character of which not only the reading pages but the advertisements give evidence. The reputable advertiser deems it obnoxious and a display of poor business judgment to have his message associated with disreputable or dishonest advertising.

The advertising of the retailer should be directed with a co-operative purpose, making his messages "salesmen" for the goods he offers for sale. The value of a sale is secondary to a satisfied customer. Both the business and advertising profit by the square deal.

We may perhaps be permitted to say a few words relative to a form of advertising that needs regulation and may be easily adjusted by wise counseling of advertisers and publishers, namely, the insertion of reading notices. We present this thought with a view of being helpful. Unquestionably most of the present day reading notices are educative and have value for the reader, and usually, they emphasize the advertisement. The adjustment should be on the basis of equity; for certainly when one advertiser is favored and another is not, one has received less value than the other. Newspapers have discontinued these

methods, why not the magazines? If all are treated alike, no one is injured. Modern advertisements are of a character that need no further support than the quality of the goods which backs them; don't scatter the shot, concentrate; the advertisements will have more force.

Successful advertising literature is persuasive, its effectiveness depends upon brief, terse and convincing argument. Honesty is implied, for he is a fool who does not know this is the foundation of success; the higher one hopes to build, the more secure the foundation must be.



#### HARRISON LAW PRESCRIPTION DECISION.

**A** RECENT decision issued by the Treasury Department (T. D. 2213) relates to prescriptions for narcotic drugs in any quantity not being exempt from the provisions of the Harrison law, unless for preparations or remedies exempted under Section 6 of that law, namely; such as contain not more than two grains of opium, or more than one-fourth of a grain of morphine, or more than one-eighth of a grain of heroin, or more than one grain of codeine in one fluid ounce. These do not require an official order blank for their sale. The decision was rendered June 7th, and reads as follows:

"Attention is directed to the paragraph on page 4 of Treasury Decision 2172 relating to the exemption of certain "preparations" and "remedies" from the provisions of this law. The question arises whether or not "prescriptions" come within the definition of "preparations" or "remedies" as given in the Act. The word "preparations" as generally used and understood, means ready-made or prepared medicines, and the word "remedies" means that which cures or is efficacious in a specific disease or diseases under all conditions, while the term "prescription" is the written direction or recipe of a physician for the compounding or preparing of a medicine and directions for its use to meet the existing conditions in the case of a particular patient.

It is therefore apparent that the exemptions in Section 6 of the Act as interpreted in Treasury Decision 2172, relating to "preparations and remedies" containing not more than the specified quantities of the drugs enumerated, do not apply to "prescriptions" written by registered physicians calling for any quantity of the narcotic drug, unless such "prescription" is written for a "preparation or remedy" prepared in accordance with the U. S. Pharmacopoeia, National Formulary, or other formula, or for a "remedy or preparation" prepared under private or proprietary formula, carried in stock by a dealer, which may be dispensed without a "prescription."

Every "prescription" therefore, containing a narcotic drug in any quantity with the exemptions noted, must have indicated thereon the name and address of the patient, the date, the name and address of the physician, and his registry number. Such "prescriptions" cannot be refilled and must be filed for a period of two years."

Mr. J. W. England, in a paper before the recent meeting of the Pennsylvania Pharmaceutical Association, says, that this decision is open to serious

question, and that the Treasury Department has erred in making this decision, whereby the medical profession is discriminated against in favor of ready-made preparations and remedies, and that an unnecessary burden is thereby imposed upon the physician and pharmacist, without resultant advantage and with the disadvantage that it tends to make the operation of the Harrison Act more complex.

Mr. England recites that under the decision the term "preparation" is limited strictly to "ready-made preparations and remedies," official and unofficial. Continuing, he says, "If the physician orders 'Elixir of Terpin Hydrate with Codeine, N. F.' no order blank is required, but if he orders on a prescription 4 grains of Codeine and 4 fluidounces of Elixir of Terpin Hydrate, which is of exactly the same composition, he has to use an official order blank. If he orders 'Elixir of Terpin Hydrate with Heroin N. F.' no order blank is required, but if he orders on a prescription 1 grain of Heroin and 3 fluidounces of Elixir of Terpin Hydrate—the same thing—the use of an official order blank is demanded. If he orders 'Compound Mixture of Glycyrrhiza,' U. S. P. (Brown Mixture) he is exempted from the use of the official order blank, but not so if he orders a prescription containing the same ingredients and quantities of the preparation.

The word 'preparation' is derived from the Latin word *preparare*, meaning 'to make ready.' It is the act of preparing, making or compounding, especially a medicinal substance fitted for the use of a patient (Webster). It is *not* necessarily a ready-made medicine. It may be made extemporaneously, as with a prescription. Many preparations now official in the U. S. P. and N. F. were originally prescriptions, and many prescriptions now being used by physicians will become official in the U. S. P. and N. F. in the future.

"The fact that a ready-made preparation may be used in a number of diseased conditions and that the physician's prescription is limited to individual use is immaterial, because the prescription ordered for an individual case may be used, also, for a number of diseased conditions, and in fact, as stated before, often becomes a ready-made preparation."

If a little levity is pardoned, law decisions sometimes bring to mind the good old lady who marked her pies "T. M.;" when asked to explain the initials with reference to one kind, she stated that they meant "'tis mince," for others "'taint mince."

Mr. England concludes his argument by saying:

"It may be claimed that the Treasury Department is justified in making such an inconsistent decision on the ground of expediency, because some physicians may be abusing the exempting privilege of Section 6 of the Harrison Act, but the proper remedy would seem to be, not in the issuance of additional and qualifying regulations, but in a more rigorous enforcement of the existing provisions of the Act."

## PROFESSIONAL PHARMACY VS. "COMMERCIAL PHARMACY."

THE judge's charge to the jury in the "Separation Proceedings" presented most interestingly in the June number of the Druggists Circular, recites that divorcement shall not be granted unless the jury is convinced; that the public will be better served by separation of professional from "commercial pharmacy;" that the physician will be better served by this separation; that the pharmacists, both professional and "commercial," will be benefited by it.

Pharmacy cannot be defined without ascribing some relation to medicine; dealing in articles, foreign to pharmacy, is frequently alluded to as "commercial pharmacy." Such erroneous designation should be discontinued. However, accepting of the term "commercial pharmacy" in the judge's charge, as quite generally applied, a jury could readily vote in the affirmative on each of the points and still the sixth argument of "Defendant's Counsel," "that it is impossible to secure the legislation necessary to bring about the proposed divorce," would render the decision of the jury valueless—a clergyman can sell paper dolls, if he desires to do so. The interesting brief should elicit many expressions and arguments of value.

The topic presents one of the most important problems pharmacists must solve and is deserving of careful consideration. The reference to the sixth argument does not imply that legislation cannot *aid* in the establishment of pharmacies and drug stores, but *infers* that a pharmacist may sell articles of merchandise if he is so disposed. If State laws would fix different standards for pharmacists by qualification than for those who do not care to dispense or sell medicines separation would be promoted. The change, however, would be very gradual and largely determined by the inclination of those who hereafter engage in the business. Law did not provide for specialization in the practice of medicine; however, specialization is the order of the day in that profession.

With the addition of numerous side-lines and the greater opportunity for encouraging such business, pharmacy is being neglected in many stores. It would seem that a discussion of the question of separation offers a most interesting topic for association meetings and, by the way, for the House of Delegates. A change will come, whether we direct or not, for the progress of medicine demands higher qualification of pharmacists; on the other hand, the income of stores is increased by sales of merchandise and as a result, proprietors encourage such business. The incompatibility is becoming more pronounced, evidenced by more frequent discussion of the subject.