

Weinland, R., and Heinzler, J.

Pyrocatechin-arsenic acid

*Chem. Ztg.*; through *Pharm. Weekblad*, 57  
(Feb. 14, 1920), 181

Weiss, J. M., and Downs, C. R.

Maleic acid from benzene

*J. Ind. Eng. Chem.*, 12 (March 1920),  
228

## CORRESPONDENCE

### CORRESPONDENCE ON JOURNAL.

The Chairman of the Committee on Publication has received the following letters on the subject of the JOURNAL:

A. L. I. Winne, of Richmond, Va., writes:

"I am in receipt of a request issued by Mr. W. F. Rudd, Chairman, Special Committee appointed to study the question of how the JOURNAL OF THE A. PH. A. may be made a better and more useful publication; and it is rather with reluctance that I address you on the subject, realizing as I do that you have the advantage of larger experience, and probably of more mature thoughts on the question than I have. Nevertheless, I will express myself in the light of an individual reader of the publication.

"Before doing so, however, may I say a commendatory word regarding your very frank editorial on this subject in the January issue of the JOURNAL? I think that you have ably pointed out the course that the JOURNAL has pursued, and have frankly invited outside suggestions. I believe that the JOURNAL has well followed the course mapped out for it.

"That brings me to a rhetorical question. Has the course followed by the JOURNAL produced the results that that course was designed to bring about? It seems to me that therein is the crux of the problem. There are roughly fifty thousand pharmacists in the United States; how many are members of the A. Ph. A.? Why are not the other forty-odd thousand interested in the affairs of the leading pharmaceutical association in the country?

"The Journal of the Association is published only to promote the objects of the Association, you say in your article. Without any hesitation we would all assume that the objects of the Association, speaking in the broadest sense, in an all-inclusive way, are to raise to the highest standard the practice of pharmacy in each and every pharmacy, from Maine to California, from the Lakes to the Gulf. The Journal of the Association then is the servant of the organization, its mouth-piece, its medium of propaganda. To serve its purpose, then, it must be read by those into whose hands it falls; to accomplish this it ought to be readable from the point of view of the man in the store, to the man who might not be interested either in the verbatim proceedings of the annual meetings or in the scientific papers showered in such profusion in the various subsections of the Association at its annual gatherings. Has not the Journal in the past, and is it not now, gotten together more with the likelihood of appealing to the vanities of those already strong for the Association—a course which has its points of merit—than with the premeditated aim of drawing others to the fold? In its present scope it undoubtedly livens enthusiasm among those who have already evidenced allegiance to the organization.

"I am personally of the opinion, however, that a great deal of the space of the JOURNAL could be conserved and devoted to other purposes, if the proceedings of the annual meetings were reported in a condensed form, rather than verbatim. Also, I am of the opinion that a great many articles which are published, such as go into details, having long and tiresome tables of statistics and comparisons, might profitably be omitted. Timely discussions on almost any pharmaceutical subjects are of interest to the average man, and being readable, are read. Much of the excellent material published in the JOURNAL is not read by probably 95 percent of those into whose hands the JOURNAL falls. While the printer's bill is a matter of moment, conservation of space resolves itself into a conservation of money. This same money conserved might be expended in securing the same space devoted in part to matter that is designed to appeal to the pharmacist who is not quite so well informed about the aims and objects of the Association as some others are, the commercial side of pharmacy might be given passing notice, inasmuch as it comprises probably 80 percent of the activities of the average pharmacist.

"Legal and legislative matters at this day and time interest the pharmacist about as much as any part of his business does. He is interested in knowing what he may and may not do

how to keep out of trouble. These things are vital to his prosperity. A department in the JOURNAL which would help him steer clear of legislative pitfalls would be a real service to the man in the store, the little man. It might elicit his interest in the whole matter of pharmaceutical uplift. And there are many such ways that the JOURNAL might appeal to the smaller man in the trade who is now on the outside—not even looking in.

"So long as the A. Ph. A. is an organization composed of pharmaceutical teachers, chemists, authors, editors, research workers, laboratory workers and men otherwise engaged in pharmaceutical work, with a small percentage of the druggists of the country among the faithful—however commendable their efforts, however representative the nucleus—in the biggest sense it is failing to measure up to its self-avowed objective. It is not reaching the mass of the pharmaceutical profession; in spite of all that has been done they remain coldly indifferent.

"I am almost prepared to say that the aims of the Association might be better met if the JOURNAL were made smaller, snappier, less expensive, but a regular propaganda proposition, put into the hands of the druggists throughout the country, for a while at least, whether they pay for it or not. It seems the logical way to reach the man you want, and who now does not know or care what the Association's aims are, or how helpful membership in the Association might be to him as an individual. That might be expensive for a period, but all such campaigns yield their percentage of responses.

"I trust my observations may not appear to you as too radical, and that they will be taken in the light of the expression of but a single individual."

To this the Chairman replied

"I thank you for your letter of February 18th, giving your views relative to the development of the JOURNAL, and am in hearty accord with many of them.

"Some of the suggestions you make have already been put into effect and others are on the way, notably the matter of condensing proceedings of annual meetings and discussions, personal notes and information of appeal to pharmacists, and legal information, etc.

"You will be interested in learning that the Executive Committee at its recent meeting at St. Louis passed a resolution recommending to the Council that a Department of Commercial Pharmacy be established in the JOURNAL for one year, the said department to be a symposium of articles on commercial pharmacy, past and present, to be edited by a special committee, and that Prof. E. Fullerton Cook be requested to act as chairman of the committee.

"If such a recommendation be adopted for one year, I am confident that its value will be so strongly demonstrated that it will become a permanent feature of the JOURNAL. I hardly think that 80 percent of the activities of the average pharmacist are commercial, but more than one-half certainly are.

"There are many ways in which the JOURNAL may be developed so that it will appeal more generally, but the big thing for all of us to remember is that what we need in the JOURNAL is to have a periodical that is 'properly balanced' in its subject matter, so that it shall appeal to *all* the classes of pharmacy represented in the membership of the A. Ph. A.; not to the retail pharmacists only, or to the wholesalers, or to the manufacturers, or to the teachers, or to the boards of pharmacy, but to all pharmaceutical interests, because it is such interests that the A. Ph. A. serves.

"We cannot appeal to the retail druggist only—this field is well covered by the N. A. R. D.

"Now, in the publication of the subject matter of the JOURNAL, the editor must be governed by certain conditions—he must publish the papers presented by the members at the annual meeting. He cannot control the character of these papers. In a sense, the JOURNAL is just what its members choose to make it. If they present 'high-brow' papers, so called, the editor must publish them; and if 'low-brow,' he must publish them, also.

"I do not agree with you that the JOURNAL has been 'gotten together more with the view of appealing to the vanities of those already strong in the Association.' As I said before, all the papers presented to the Association are published, and the JOURNAL is just what its members choose to make it through their papers.

"I want to say frankly, and I do not believe I am violating confidence when I do so, that to my knowledge the editor frequently rewrites entirely and condenses to the limit lengthy papers presented, submitting the same, of course, to the authors for approval before publication. And, I believe that the Editor should be given large authority in the matter of condensing papers.

"Regarding the matter of more 'general information' in the JOURNAL, it must be remembered that very much of such matter is purely 'ephemeral' in character and space is costly. Too much space cannot be given to it. The serious matter is the meal and the lighter matter is the dessert of the meal, and as we cannot make a meal out of dessert only, so we cannot or should not make a mental meal out of the lighter stuff.

"In other words, a 'properly balanced' JOURNAL should be like a properly balanced diet—it should have the right elements in the right proportions to make a satisfactory mental meal to all who read it.

"I believe with you that the JOURNAL should be made as appealing as possible to the retail druggists of the country, but I do not believe that it should be a 'regular propaganda proposition,' except indirectly. The JOURNAL has a mission to serve and this is to satisfy the needs of the members of the Association, faithfully and well, and then second, to reach out for new members.

"If we can do both things at one and the same time, well and good, but the 'service' to the members should never be impaired or sacrificed.

"I shall take pleasure in sending your letter to the Committee on Publication and the Special Committee of the JOURNAL, and trust that out of the discussion on the subject of the JOURNAL, much good may result."

President L. E. Sayre, of Lawrence, Kans., writes:

"I have read your reply to Mr. Winne's criticisms of the publication and endorse your excellent reply. We are obliged to accept all these criticisms that are made in good faith and to be careful not to misconstrue the spirit that is behind them. I think the majority of the membership of the Association should control the policy of the Association and if 40,000 of the 50,000 druggists should become members of the Association and if the majority of those 50,000 should dictate the policy along the lines of commercialism and also of the propaganda suggested, I should be only too glad to accede to the wishes of the majority. I am that much of an American politician, believing the majority should rule. However, since we have only 10 percent of the druggists of the United States faithful to the Association, this ten percent should not overlook their mission and do everything in their power to interest the 90 percent of non-members. Therefore, I am inclined to feel that there is a point in Mr. Winne's letter that should be carefully considered and answered, as I think you have very satisfactorily done. I hope it will not rest there but that it will go still further and be fully ventilated so that, by publicity, it will finally come to a compromise, which will be satisfactory to all."

John Uri Lloyd, of Cincinnati, Ohio, writes:

"Your editorial in the January number of the JOURNAL OF THE A. PH. A. has been read by me, and afterward studied carefully. The problems you present are in my opinion fairly put, and need be carefully balanced, both as concerns the make-up of the JOURNAL and the financial problem connected therewith. You state it correctly, in my opinion, that the JOURNAL 'occupies a field that is peculiarly its own,' and it would, in my opinion, be a mistake to divert it from its present policy and a disaster to abandon it.

"The Bibliographical Index undertaken by Prof. Army will be of great service in the passing along, and of unspeakable value in a time to come. In my opinion it will be so important a feature that the JOURNAL will become a necessity for that very reason, in many directions where scientific research is essential, and in scientific libraries seemingly afar from pharmacy. I congratulate you on that move.

"With my kindest regards and best wishes, and the added hope that your editorial will be to other readers of the great service it has been to me, I am, Etc."

Zada M. Cooper, of Iowa City, Ia., writes:

"May I tell you that I believe the publication of a bibliography of pharmaceutical research each month is an excellent plan. I can think of no other thing that will add so much to the JOURNAL's usefulness. A monthly abstract journal is neither necessary nor wise—unnecessary if titles of articles are to be had while the work is still new, unwise in the face of present prices.

"The YEAR BOOK is a most valuable reference work; the Association cannot afford to dispense with it.

"No feature of the JOURNAL can be eliminated and if new features can be added only at the expense of present ones perhaps little change can be made. Proceedings of sessions and discussions should be condensed as much as possible and still be intelligible, but there is a limit beyond which that cannot go and anything tangible remain. Often discussions bring out very valuable information.

"Dr. Beal's statement of the purpose of the JOURNAL is as applicable to-day as it was eight years ago and no one who would make his criticism constructive should lose sight of the fact "that the first and last test will be its ability to serve the welfare of the Association and the cause for which it labors."

Edward Kremers, of Madison, Wis., writes to Dr. W. F. Rudd, chairman, special Committee of JOURNAL, as follows:

"I have little to add to Mr. England's discussion of the JOURNAL situation. I have always maintained that the abstracts which were formerly published in the Report on the Progress of Pharmacy and are now published in the YEAR BOOK should be published at the earliest date possible, hence in a journal which appears monthly or oftener. The YEAR BOOK should be made up of annual reports covering specific subjects, not abstracts of individual articles. Such reports should be prepared, not by abstractors, but by specialists in their respective fields. Thus, e. g., the subject of alkaloids might be assigned to as many as three specialists; one reporting on the advance made in the revelation of the chemical structure; a second to report on new phytochemical discoveries in this direction; and a third on alkaloidal assaying for the year. Indeed, a fourth could report on the progress made in the manufacture of alkaloids, and a fifth on alkaloidal testing. Such annual reports or résumés should avoid the detail given in the abstracts and should refer to the abstracts as well as to the original literature for references.

"To cover a field in this manner would mean a valuable contribution to pharmaceutical and related scientific literature. These résumés would afford reading matter and be of great interest to many who are not interested in the abstracts. The latter are for specialists, the former would appeal to a much larger circle of readers."

William B. Day, of Chicago, Ill., writes to Dr. Wortley F. Rudd, chairman, Special Committee on JOURNAL:

"I have your letter of the 28th, which I intended to answer earlier, but through an oversight the answer has been delayed.

"When I think of a successful professional journal, such as the A. PH. A. should have, my thoughts turn to the *Journal of the American Medical Association* as a type. You no doubt are aware that the success of the *Journal of the A. M. A.* is generally credited to the editor, Dr. Simmons, and my understanding is that Dr. Simmons has been given large discretion in its development and direction. While I recognize the necessity for indicating in a general way the lines along which the JOURNAL OF THE A. PH. A. shall be conducted, I am willing to trust to our editor, E. G. Eberle, to develop our journal along the lines which lead to success. I do not share the view that our journal should be converted into a 'popular' drug journal. There are already a number of good popular drug journals. \* \* \* I do not believe that we should in any degree abandon our field of professional pharmacy to enter into competition with these. I think that our function is to present information concerning professional and scientific pharmacy in a way that can be assimilated by the average pharmacist as well as to keep our members fully in touch with the activities of our association.

"Do not let us imitate the dog of the fable, who, looking down into the water, saw the 'other' dog with a bone, and striving to grasp that shadow, lost his own real bone. I fear that if we try to grasp popularity we shall lose our hold upon professional pharmacy, which is our prime reason for existence as an Association."

With kind regards, I remain,

Yours very truly,

March 12, 1920.

(Signed): WILLIAM B. DAY, *Dean.*