

The title is enclosed in an ornate, hand-drawn frame with flourishes at the top and bottom. On either side of the main title, there is a small shield-shaped emblem containing the letters 'A.P.A.' in a stylized font.

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THE POLICY OF THE JOURNAL.

THE JOURNAL is not an object but an instrument. The American Pharmaceutical Association does not exist for the purpose of producing this publication, but the latter has been brought into existence to serve the necessities of the Association. Except for its ability to render this service in more complete manner and form than can be rendered by other existing agencies, the JOURNAL has no excuse for being.

The prime object of the JOURNAL is to furnish a more direct and speedy means of communication between the Association and its members than is possible through the columns of the other pharmaceutical journals. The latter, while they have been lavishly liberal in extending the use of their columns to the Association, can not, in the very nature of things, report its proceedings and the activities of its officers and committees with the fullness and detail necessary to the complete information of the members; while to withhold this information until the issue of the annual volume, or year book, as has been done hitherto, is to withhold it until it possesses value for only one division of the Association, to wit, the Section on Historical Pharmacy.

Beyond the extent necessary to adequately discharge its mission as the official organ of the Association, the JOURNAL will not, under its present editorial control, attempt to enter the field served by the general pharmaceutical press.

The reason for this self-limitation of function is sufficiently obvious. Evidently the Association would not add to its reputation nor increase its service to pharmacy by adding another to the numerous excellent publications addressed to the general drug trade, while to produce one that would be superior to the better of those now existing would not only tax its resources to the utmost, but would require a far more elaborate organization and much wiser and more efficient editorial direction than have been provided.

In fine, the JOURNAL will be satisfied to be and remain the official organ of the Association, and the first and last test that will be applied to any proposed policy or utterance will be its ability to serve the welfare of the Association and the cause for which it labors.

In pursuance of this policy, the JOURNAL will accept subscriptions outside of

its own members, but will not actively seek them, and its acceptance of such outside subscriptions will be based mainly upon the hope that the chance subscribers will thereby be attracted to and become members of the Association.

So also, the JOURNAL will accept advertising, but will not actively canvass for it. In its advertising policy the JOURNAL will be as independent as a government publication, or even more so, if common report be not a libel monger; and no firm will be big enough or rich enough to warp its editorial utterances, or buy space for the advertisement of any substance or service considered to be out of harmony with the expressed or plainly implied professions of the Association. The five formal rules of censorship to be found on another page are printed upon the face of every contract, and should this pentologue be infringed upon it will be due to the defective knowledge or judgment of the person whose duty it is to decide upon admissions and exclusions rather than to conscious evil intent.

While the JOURNAL will not knowingly accept advertisements not in accordance with the ethical professions of the Association, it will not undertake to run amuck with every individual or interest with which it does not agree. When duty seems to require it, the JOURNAL will not hesitate to discuss such topics with candor and directness, but, it is hoped, always temperately and with fairness. In defining its stand upon moral and ethical questions, the JOURNAL will not lack aggressiveness, but it will especially aim to be aggressive in minding its own business.

Any close observer will soon discover that the publication which makes the loudest profession of ethical cleanness is not necessarily the most nearly aseptic. Over noisy declarations of holiness, like the smell of chlorinated lime in a closet, usually indicates the presence of something that needs disinfection, and no advertising solicitor has ever earned such commissions as the club of the condemnatory editorial.

In selecting articles for admission to the reading columns regard will be had to the peculiar make-up of the Association.

The several branches of pharmacy very properly have their separate associations and separate organs, but as the A. Ph. A. aims to represent pharmacy as a whole, and as a grand division of human vocations, it acknowledges a duty to every legitimate subdivision and to every individual connected therewith, and professes to afford a forum where all may have a fair hearing and be judged according to the evidence and argument.

In a public address delivered many years ago, the writer referred to the A. Ph. A. as the clearing house of pharmaceutical opinions because it afforded every branch of pharmacy the opportunity to present its own views and to advocate its peculiar policies. The same will be true of its official organ, and the editor will as readily print the views of those who do not agree with him, as of those who do, provided they are in other respects of sufficient merit to warrant the use of the space required, and are free from offensive personalities.

In what is said above the editor is assuming that his statements fairly represent the collective opinion of the Association as to what should be the scope and policy of its official organ. Should subsequent events prove that, either in this or in other respects, he has erred in gauging the intentions of the society, he

stands ready to retire in favor of any one deemed better able to correctly appraise and properly express its purposes.

According to a resolution adopted at the Richmond convention, and as yet not formally repealed, "editorials shall be limited to synoptical references to the current JOURNAL, and on stated questions must be confined to the attitude of the Association."

This resolution, or so much of it as is understandable, would, if literally interpreted, reduce editorial utterances to mere perfunctory expressions which might as well be left unexpressed. The editor will presume, therefore, to adopt a somewhat more liberal construction, and will proceed upon the theory that he is to have "reasonable latitude of action," always acknowledging full responsibility to the Association for the manner in which he shall exercise his discretion.

In some respects the editing of a journal is like the stirring of a soft coal fire—the average onlooker feels that he could perform the operation somewhat more efficiently than the individual who has the poker—an opinion which in the present case will doubtless be frequently justified by the facts. The editor does not, therefore, expect to escape criticism, or even to avoid giving just cause for it, but would call the attention of his critics to the tolerant spirit of the notice said to have been posted in a frontier concert hall, "Please don't shoot the man at the piano; he's doing the best he knows how."

J. H. BEAL.



THE OPPORTUNITY OF AMERICAN PHARMACY.

The pharmacist is coming into his own. His light is no longer to be hid under a bushel. His profession is now regarded as a learned one and the pharmacist is recognized as having a place in the society of scholars.

The progress in pharmaceutical education and the raising of the standard of pharmaceutical efforts have been the leading causes in the development of pharmacy as it stands today.

The time has long gone by when any man, no matter whether he had the training or not, commanding a few hundred dollars, could open a corner drug store, without leave or license. In nearly every state the laws regulating the practice of pharmacy are now rigid, and when properly enforced, restrict the practice of this profession to those qualified to follow it. At the same time the colleges of pharmacy have raised their standards of entrance and stiffened their requirements of graduation to such a degree that the young graduate may with some right claim the title "doctor."

Another step in the direction of the greater dignity of the profession has been the enactment of state and national laws securing to the pharmacist a degree of certainty that he is handling the articles which bear the names. It must be a great satisfaction to the honest, upright and ambitious pharmacist that he is absolutely certain of the wares in which he deals. This certainty to some degree assists in eliminating unfair competition which has been the stumbling block over which so many well meaning pharmacists have fallen.

Further, the publicity which has been given in the last two or three years to the enormous frauds which have been practiced in certain patented and pro-