

crease in the attendance at the Colleges of Pharmacy, all indicate that the pendulum is now swinging back to true Pharmacy. Education and individuality are being more and more recognized by people in general.

This Association has been called a post-graduate course in Pharmacy. It has been the strong hand for the betterment of Pharmacy and its influence as an educational factor will be recognized to a greater extent in the future.

"So it behooves every member of this Association to stand with one purpose, one aim, to raise high the standard of our profession and do all we can and should do in relieving pain and suffering."

At this time I wish to call your attention to the prompt and efficient work of the Council for the continued prosperity of the Association and to heartily thank the officers and committees for the very able manner in which they have performed their duties to the Association and for their great assistance to me.

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## REPORT OF THE GENERAL SECRETARY AND EDITOR OF THE JOURNAL.

### FINANCIAL ACCOUNTS IN CARE OF GENERAL SECRETARY.

Owing to the change in fiscal year to coincide with the calendar year, the financial accounts of the General Secretary are separated into two divisions, the first covering the period from September 1, 1911, the time the books were turned over to him, until the end of the fiscal year, December 31, 1911; the second covering the first half of the new fiscal year, or from January 1 to July 1, 1912, inclusive.

#### *Cash Received From September 1, 1911, to December 31, 1911.*

(As per itemized statements submitted herewith.)

National Formulary .....	\$ 733.31	
Badges and Bars .....	5.20	
Hunter Estate .....	.99	
Proceedings .....	30.80	
Journal Subscription .....	3.00	
Total .....		\$773.67

#### *Cash Received for First Half of Fiscal Year, January 1, 1912, to July 1, 1912, Inclusive.*

(As per itemized statement submitted herewith.)

National Formulary .....	\$1,699.54	
Proceedings .....	67.51	
Badges and Bars .....	4.37	
Journal Subscriptions and Advertising .....	731.97	
Advertising Collected Since July 1 .....	896.23	
		\$3,399.62
		\$4,173.29

### RECEIPTS AND EXPENDITURES ON ACCOUNT OF NATIONAL FORMULARY.

As shown by preceding exhibits, the receipts on account of National Formulary from September 1 to December 1, 1911, and from January 1 to July 1, 1912, amount in all to \$2432.85.

Expenditures on account of National Formulary in the same period of time amount to \$1,134.61, of which was expended for manufacture and sale of the book \$554.51, and \$580.10 devoted to the work of revision. During the year there were ordered four printings of 500 copies each.

According to the last report received from the printer, there should be in his possession and on hand at the Secretary's office, sixteen copies in cloth, plain; three copies in cloth, interleaved; six copies in sheep, plain; thirty-two copies sheep, interleaved, and 500 copies in sheets ready for binding.

REVISED EDITION OF THE NATIONAL FORMULARY.

The general Secretary not being a member of the National Formulary Committee, is unable to name any date at which time the Fourth Revision of the volume may be expected, but hopes that the manuscript will be ready for the printer some time near the middle of the year 1913. Allowing a liberal amount of time for the setting of type, preparing of plates, printing and binding, the new volume should be ready for distribution not later than the first of January, 1914.

This estimate is based upon an examination of the published reports of the committee's work.

FUTURE METHOD OF PUBLICATION AND SELLING THE NATIONAL FORMULARY.

Hitherto the Association has assumed the burden both of manufacturing and of marketing the National Formulary. The printing and binding have been done by the Wickersham Printing Co., of Lancaster, Pa., while the marketing of the volume has been in the hands of the General Secretary.

The schedule of prices is as follows:

National Formulary, cloth, plain .....	\$1.50
National Formulary, cloth, interleaved .....	1.75
National Formulary, sheep, plain .....	1.85
National Formulary, sheep, interleaved .....	2.00

The discounts allowed are as follows:

On orders for 1 to 10 copies.....	10%
On orders for not less than 50 copies.....	20%
On orders for not less than 100 copies.....	25%

Orders for five or more copies are sent directly to the printer, who attends to the work of packing and shipment. Orders for smaller numbers are filled directly from the Secretary's office.

The Secretary believes the time has come when the Council should seriously consider whether this method of sale is to be continued, or whether the Association shall pursue a method similar to that employed in the marketing of the United States Pharmacopoeia. The latter is manufactured by one publishing house and, on order of the Board of Trustees, is turned over, in quantities of several hundred at a time, to another publishing house, which attends to all the details of distribution. The distributing agent is responsible for the books from the time they are turned over until the price of the same has been remitted to the Board of Trustees.

Each copy bears a serially numbered coupon. These coupons are held by the Secretary of the Board and are supplied to the manufacturer from time to time as required, so that the number of books printed and sold can be traced at all times.

The present method of marketing the National Formulary involves a great deal of detail and occupies a considerable portion of the time of the General Secretary, which, I believe, could be used in other ways to the greater advantage of the Association.

It is probably true that under the present method the Association derives a somewhat larger revenue from the book than if it were handled by a general agent, but I doubt whether the small additional profit is sufficient in the long run to compensate the Association for the amount of the General Secretary's time which it requires, and if an additional assistant were employed to look after the work, this saving would be more than entirely wiped out.

After a serious consideration of the matter, and after consultation with some of the members and officers most intimately connected with the business of the Association, I am inclined to recommend that, beginning with the issue of the Revised or Fourth Edition, the work of marketing be placed in the hands of some responsible firm whose business it is to publish and sell books; that the manufacturing of the book be retained in the hands of the association, under the direction of the Council and Publication Committee; that each volume have a serially numbered coupon attached in order that all sales may be accurately traced; and that the retail price of the book be advanced 50 cents on the copy in each binding, this advance to be added to the wholesale price of the book.

If these changes are made, I am fairly confident that a larger number of copies will be sold, and at a better profit than the Association now receives, while the time of the Secretary thus saved could be advantageously employed in other more important features of association work.

#### INCREASE IN MEMBERSHIP.

Promptly with the taking over of his office the General Secretary made it a part of his care to assist in the work of increasing the membership roll. Old members have been constantly appealed to by personal letters to assist in this work. While the measure of success has been far below his hopes in the beginning, the increase for the year has been fairly gratifying.

About 100 new members have come through the Secretary's office, most of which have been obtained either by direct solicitation of the applicant or through correspondence with the members who secured the applications. It is hoped that this number may be materially increased next year.

The work of the General Membership Committee, under the efficient direction of Chairman Day, has been continued with the same vigor as for several years past, and it is to be hoped that Professor Day can be persuaded to retain the chairmanship of this important committee for the ensuing year, in connection with his office as President of the Association.

The new members secured during the past year are of unusually good quality and it is believed that many of them will in time become important factors in the Association's work.

At the present time the Association has the largest number of dues-paid members, and is carrying upon its roll the smallest number of members in arrears of any time in its history. At the present rate of increase the membership and income will in a few years be somewhere near what they should be to enable the Association to carry on its work in a manner suited to the importance of the position which it occupies in American pharmacy. But this rate of increase should be materially accelerated, and will be if every present member will lay upon his conscience the duty of securing at least one new recruit during each calendar year.

#### CLEARING THE MEMBERSHIP ROLL.

It is needless for the Secretary to commend the services of the Treasurer for his work in clearing the membership roll of delinquents. His zeal and careful attention to the business of his office has been brought repeatedly to the attention of every member.

His policy of reducing the length of time for which non-paying members shall be continued upon the rolls is heartily concurred in by the General Secretary. As one of the Membership Committee, and as Chairman of the Council for many years, this question was frequently brought to my attention, and after serious consideration I am fully convinced that the Association will in all respects be better off by reducing the period of permissible delinquency to not more than four months after the expiration of the fiscal year for which the member should have paid. Members who will not pay, or who are unable to pay, are of no value to the Association, and of no assistance in the work which it aims to do. Experience shows beyond question that when members are in arrears from two to three years they are more likely to drop out than to continue. If the period of permissible delinquency be reduced to four months, many of those who otherwise would permit their dues to accumulate will pay up. Those who would not pay in any event will be quickly disposed of, while the few who may be temporarily unable to keep up their payments are in a position to withdraw, and can reunite with the society when they are in more favorable circumstances.

#### LOCAL BRANCHES.

The local branches represent an exceedingly important element in the life of the Association, and one capable of very great extension.

In the opinion of the Secretary, no pains should be spared to encourage the development and activity of the branches and to create new branches in centers of population where they do not now exist.

Where A. Ph. A. branches exist and are active there can be noted a constant and distinct improvement in the professional status of pharmacy and in Association interest. Owing to the fact that in numerous cities there are not sufficient druggists interested in professional work to meet the present requirement for the formation of a local branch, I think it would be well to reduce the number to twelve or sixteen. Where this number of earnest and energetic men can be gathered together it will not be long until they have added to themselves any remaining good material in the district.

The Secretary also presents for your consideration the advisability of granting permits for the formation of "Junior Branches" at colleges of pharmacy, re-

ducing the annual fee for students actually in attendance at college to an amount sufficient to cover the cost of the JOURNAL.

Members of the faculties of several colleges have advised the Secretary that they would be able to organize and successfully conduct such junior branches at their respective institutions, if permission for the same should be granted by the Council.

In the opinion of the Secretary this question is deserving of serious consideration. The Association stands for the same things the colleges stand for, and students should look forward to membership in it as they look forward to graduation.

#### THE JOURNAL.

Eight issues of the JOURNAL have been printed and distributed to dues-paid members and subscribers, and the ninth monthly issue is now in press.

At the outset it was very difficult to have members to understand that under the rules of the postoffice the JOURNAL could not be sent to dues-paid members unless they had specifically instructed the Treasurer to apply a portion of their dues to the subscription account, since the rules of the postal department require that membership dues and JOURNAL subscriptions be separate. This difficulty has now been largely overcome, and it is believed that all dues-paid members are regularly receiving the JOURNAL. Complaints of non-receipt of the JOURNAL have usually been found to be due either to a failure to sign and return the subscription cards to the Treasurer or to a change in address which has not been promptly forwarded to the Secretary's office. Some failures in mailing and delivering will always occur, though it is the aim of the Editor to reduce such mistakes to the lowest possible number.

The printing and mailing of the JOURNAL is done at Columbus, Ohio, by a very well equipped firm which makes a speciality of magazine publication.

The preparation of copy and the reading of proof have been done by the Editor with the aid of one assistant, who also acts as stenographer and typewriting machine operator.

To the ordinary difficulties of the work, the editor labors under the added disadvantage of residing at a distance of more than 100 miles from the city of publication, necessitating an almost weekly trip, the time consumed in traveling amounting on an average to twelve hours a week. The railroad fare and hotel expenses for these trips must come out of the editor's private purse, since there is no association fund which can be devoted to this purpose. To date, the expenses of these journeys have amounted to something like \$350.

#### ADVERTISING.

Prior to the publication of the first issue of the JOURNAL the editor prepared a list of rules for the censorship of advertising, which were unanimously adopted by the Publication Committee. These have been printed in each issue of the JOURNAL, and also upon the face of every advertising contract. These rules are of such a nature as to keep the JOURNAL free from announcements not in perfect accord with the ethical professions of the Association, and it may be regarded as a certificate

of good character for a firm or product to be represented in the JOURNAL's advertising pages.

No advertising solicitor has been employed, and consequently all advertisements thus far received have been in response to written requests sent out by the editor. While the result has been gratifying, the patronage is far below what might be legitimately expected when we consider the class of readers to which the JOURNAL is addressed and the number of paid subscribers.

Three thousand (3000) copies have been printed each month, except one, and the last investigation of the mailing list showed that nearly 2600 copies are being mailed each month to paid subscribers, which number does not include exchanges or copies mailed to advertisers. Sample copies have been sent only to persons who have requested them, and to several small lists of names which have been furnished from time to time by the Chairman of the Membership Committee.

It will thus be seen that our subscription list is unusually clean, and free from unpaid circulation which is of little value to advertisers. Those who receive the JOURNAL pay for it, and consequently can be relied upon to scan its pages.

While there is evidence that the advertising patronage of the JOURNAL will continue to grow, the increase will not be as rapid as it should be unless we either employ a regular advertising solicitor, or unless the individual members of the Association cooperate with the Editor in bringing the publication to the attention of advertisers to the trade.

Advertisers naturally like to feel that their expenditures for space are bringing proper returns in the way of publicity, and our members can assure them of this fact in a very practical and effectual manner by giving our advertisers preference in the purchase of goods when prices and quality are equal to those of the non-advertisers, and also by personal expressions of appreciation to those who use the JOURNAL. Occasional reminders to those who are not advertisers that they should be represented in the columns of the JOURNAL will also be of great assistance.

#### EDITORIAL POLICY.

In general the Editor has adhered closely to the policy enunciated in his initial editorial in the January number, namely, that it is the especial function of the JOURNAL to be the organ of the American Pharmaceutical Association, and that it should not intrude upon the field so ably filled by the independent journals any further than is necessary to discharge this function. Consequently the JOURNAL has not aimed to cover the general news field of pharmacy, and has been in no sense therefore a competitor of the independent journals. Some of the latter have appreciated this policy and have quoted from its pages, with due credit. Others have apparently failed to make such recognition, and although they have quoted liberally from the JOURNAL columns, have done so without other credit than the statement that the paper was read before a Section or Branch of the A. Ph. A.

#### SIZE AND COST OF THE JOURNAL.

In the Report of the Chairman of the Publication Committee last year it was estimated that 64 pages a month or 768 pages a year would be sufficient to represent all the activities of the Association. Actual experience, however, has shown

that this amount of space is insufficient, and it has required 340 pages of the last four numbers of the Bulletin and 898 pages of the JOURNAL, or 1238 pages altogether, an increase of approximately fifty per cent above the estimate, to print the proceedings of the Boston meeting and the proceedings and papers of the local branches, while much material that properly should have appeared in the JOURNAL has been excluded for the want of space. The estimate also did not take into consideration the cost of illustrations nor of reprints, both of which have added to the increase in size and cost.

The estimate made for the printing and mailing of the JOURNAL was \$195 a month, whereas the actual cost has been in the neighborhood of \$400 per month; and if the JOURNAL is to be continued upon the present scale, we must expect that it will cost the Association for the actual printing and mailing not less than \$4,800 to \$5,000 a year.

Some savings have, however, been made in other directions. The estimated salary of the editor was \$2,000, while the salary finally agreed upon was \$1,800. An estimate of \$1,250 as salary, and 25 per cent commission on advertisements was made for an advertising solicitor. The soliciting of advertising being placed in the hands of the editor has saved this \$1,250, and the percentage on advertising, though it may be fairly doubted whether an efficient solicitor would not have increased the advertising income to an amount more than sufficient to pay his salary and commission.

The original estimate of \$600 for clerical assistance was afterwards increased to \$1,000. Thus far the expenditures have been kept within this allowance, although it has required the Editor to work seven days of every week and from 15 to 18 hours daily in order to do so.

The total expense of printing and mailing the JOURNAL for the first six months, including clerical services and editor's salary is \$2,985.62.

The total receipts for subscriptions from persons not members of the Association and for advertising printed in the first six months amount to \$1,631.10, so that the first half year of the publication represents a net loss of \$1,354.52. If, however, we take into account the subscriptions received from members this deficiency is changed to a credit balance of approximately \$2,500.

#### GENERAL ASSOCIATION AND PERSONAL NEWS.

Owing to the limitations of space and cost imposed upon the Editor, it has been necessary to restrict the amount of personal and general pharmaceutical news to a minimum during the eight months past. The editor believes that the value of the JOURNAL would be materially added to if more Association news could be printed and especially if each number could include a news letter from the principal centers of the United States and leading drug centers of the world. Such an inclusion would, however, add materially to the size of the JOURNAL, and monthly letters to be of value would necessarily have to be paid for. The Editor therefore does not make any specific recommendation, but refers the subject to the consideration of the Council and Publication Committee.

## PUBLICATION COMMITTEE.

The Editor desires to here express his sense of appreciation of the assistance rendered by the Publication Committee. From the beginning the committee gave the Editor a free hand in determining the character, make-up and contents of the JOURNAL, and at the same time has always quickly responded with advice and suggestions when these were called for.

Respectfully submitted,

JAMES H. BEAL,  
General Secretary.

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SOME INCIDENTS IN THE LIFE OF A TREASURER.\*

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DR. H. M. WHELPLEY, ST. LOUIS, TREASURER AMERICAN PHARMACEUTICAL ASSOCIATION.

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The average person interested in the activities of organizations has a feeling that association dues, like doctors' bills, are really due only when it is convenient to pay them. The by-law which provides for payment in advance is regarded as a matter of form, not to be taken seriously.

When I became treasurer of the A. Ph. A., I found fully three-fourths of the members in arrears for dues. Some owed only for the current year, and others from two to five years. A study of the records showed that many members were in the habit of letting the Association carry them along as delinquents. They would pay annually, but continually remain a few years behind. This custom was not confined to members with little interest in the Association, but was a habit with some who frequently attended the meetings, served on important committees, and even accepted offices of honor and trust.

I have always held that association dues constitute an obligation which should be met as promptly as bills at the wholesale houses. I believe the treasurer should push collections by monthly statements or communications, as do the credit-men in jobbing houses. I realized that the membership would not stand the shock of a sudden adoption of such radical methods, so when I took up the work in 1908, I was careful to feel my way and gradually educate the Association up to what seems to me to be a safe and sane custom of paying dues as provided for in the by-laws. Many told me that it could not be done. Others supported my position, and leading members all over the country have cooperated with the treasurer in bringing local members up to date. One member of national as well as local influence in pharmaceutical affairs wished me success in my work, but said he could not approach local delinquents, because, as he explained, "Persons who do not pay their debts are touchy about it when an effort is made to collect."

During the past year I have been more persistent than before, and am pleased to report that, out of more than 2500 members, less than one-fifth owe the Association dues. What is more, this small number is confined to members who are paid up to July 1, 1912, and have been delinquent for only six weeks.

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\*Submitted in connection with the Treasurer's Report.