

COMMITTEE REPORTS

REPORT OF COÖPERATIVE COMMITTEE, AMERICAN PHARMACEUTICAL ASSOCIATION.

(Continued from p. 142, Feb. JOURNAL A. PH. A.)

Report of the Drug Trade Board of Public Information to the Conventions of Its Constituent Bodies.

The Drug Trade Board of Public Information, organized June 30, 1920, to disseminate information of a scientific, educational and commercial character to newspapers and magazines, has entered upon the second year of its existence.

A large part of the first year was spent in collecting necessary funds from the various member Associations and the Board now has a little over one thousand dollars on which to work.

The Second Annual Meeting was held July 22 at the Congress Hotel, Chicago, and the following officers were elected:

Chairman and Director of the News Service, Dr. R. P. Fischelis; *Secretary*, C. H. Waterbury.

The Director of the News Service was empowered to issue bulletins from time to time on pharmaceutical matters which would be of interest to the public.

The first of these bulletins* was released to the press on August 25, 1921, and called attention to the conventions and activities of the American Pharmaceutical Association, the National Association of Retail Druggists, the National Wholesale Druggists' Association, the American Conference of Pharmaceutical Faculties and the National Association of Boards of Pharmacy.

By a special arrangement with the Jason News Feature Service of New York, this bulletin was circulated to 1300 daily newspapers and 4000 weekly papers in the United States.

We have engaged several Clipping Services to supply us with newspaper clippings which will indicate the extent to which the bulletins have been published by the newspapers.

It is hoped that our attempt at providing proper publicity for pharmacy on a coöperative basis will be successful and further reports will be made to your Association from time to time.

Respectfully submitted,

ROBERT P. FISCHELIS, *Chairman and
Director of the News Service,*
C. H. WATERBURY, *Secretary.*

Extracts from a communication of Director Robert P. Fischelis follow:

For some time past you have heard occasionally of the Drug Trade Board of Public Information, and you will doubtless recall that it was organized largely through the efforts of Dr. H. V. Army of New York, as a part of the plan of federating the Pharmaceutical Associations of the United States.

Dr. Army's plan was to have each of the National Pharmaceutical Associations appoint a committee on publicity and have the chairmen of these committees group themselves in a publicity board, to which the name "Drug Trade Board of Public Information" has been given. The associations coöperating in this movement are: The American Pharmaceutical Association, The American Conference of Pharmaceutical Faculties, The National Association of Boards of Pharmacy, The National Association of Retail Druggists, The National Wholesale Druggists' Association, American Drug Manufacturers' Association, The Proprietary Association of America, The American Pharmaceutical Manufacturers' Association.

The Board has held several meetings and has made a study of the publicity methods followed by various organizations. At its last meeting it was decided to issue bulletins to the newspapers periodically and to place the responsibility of issuing these bulletins in the hands of the chairman of the Board, who is also the Director of the News Service.

Since this authority was granted, six bulletins have been sent out at intervals and the response, judged by the clippings furnished by various clipping bureaus, has been very gratify-

* Bulletin No. 1 is explained and was represented in the daily press by extended notices of the conventions referred to, programs and special features of the conventions. Bulletin No. 5 is included in this report in order to show character of this publicity.

ing. The first bulletins were issued more in the way of testing out the possibilities of the service that could be rendered to pharmacy by making public certain phases of its work. It is now felt that we are on the right track and bulletins will go out periodically.

Some idea of the newspaper space given to the bulletins that have been issued so far can be gleaned from the following figures:

Bulletin No. 1 received 315 inches of space.

Bulletin No. 2 received 365 inches of space.

Bulletin No. 3 received 810 inches of space.

Bulletin No. 4 received 46 inches of space.

This refers only to the clippings sent to us.

It is generally assumed by clipping bureaus that only about one-quarter of the number of articles resulting from a publicity bulletin are recovered in the way of clippings.

Furthermore, we have confined our bulletins to a list of about 200 daily newspapers located in the large cities of the United States and the clipping bureau employed does not always cover all of these papers. * * *

We are sending these bulletins* to the secretaries of all state pharmaceutical associations and urging them to turn them over to their publicity committees for local and state use. In this way we are expanding our service and at the same time making the work of the state association publicity committees easier.

The work is being financed entirely by contributions from the eight associations which have taken part in the organization of the Board. So far the American Pharmaceutical Association, the National Association of Retail Druggists, The National Wholesale Druggists' Association, The Proprietary Association of America, The American Drug Manufacturers' Association and the American Pharmaceutical Manufacturers' Association, have each contributed \$200, and the American Conference of Pharmaceutical Faculties and the National Association of Boards of Pharmacy have contributed \$50 each. The services of the director and secretary are purely voluntary and the only expense incurred is in the mailing and multigraphing of bulletins. When the fund thus collected runs out, the associations will be appealed to for further allowances.

If the bulletins issued meet with favor and if it is found that this national publicity service is of real value to the pharmaceutical interests of the country, it will no doubt be increased and suggestions for making it more useful are always welcome. Likewise, we are very glad at all times to receive suggestions for subjects for bulletins from all sources.

Bulletin No. 5 follows:

WHY ALCOHOL IS NECESSARY IN MAKING MEDICINES.

The modern doctor of medicine is a miracle worker compared with the medicine man of old. This is due largely to his superior knowledge born of extensive study and long observation and also to the fact that he has at his command the best facilities and highest type of medicines that modern science affords.

The making of medicines or, in other words, the practice of pharmacy, is an ancient art. In early times the medicine man selected certain herbs and roots and made teas or decoctions of them which were all but pleasant to take, yet they were often effective though sometimes fatal to the patient.

To the average man of the last generation, medicines of vegetable origin and bad tastes always went hand in hand but developments in the past fifty years, which have given us such preparations as tinctures, elixirs and fluidextracts, have largely taken the bad taste out of medicines. This has been possible because pharmacists have discovered processes and solvents by which the active part of a vegetable drug can be separated from the non-essential part. Thus highly concentrated medicines can be prepared of which a few drops are as effective as a big drink of the old-time decoctions or teas made by the primitive medicine man and his successors.

Alcohol—scientifically known as Ethyl Alcohol or Ethyl Hydroxide—is the chemical which, more than any other, has made possible this great advance in the manufacture of medicines from vegetable drugs in palatable and concentrated form. Alcohol not only extracts the valuable

* Bulletin No. 2 related to action of Wholesale Druggists' Association on bootleggers; No. 3, attitude of same body on fire insurance; No. 4, award from research fund of AMERICAN PHARMACEUTICAL ASSOCIATION; No. 5 is printed as part of this report; Nos. 6 and 7 relate to recent action on denatured alcohol for internal medication; No. 8 to progress of revision of U. S. Pharmacopoeia.

ingredients from the cells of the drug but it preserves the resulting medicinal preparation for an indefinite period. Water extracts, in addition to being weak in their action, spoil in a few days. Other solvents such as vinegar and wines were used in the earlier days of experimentation but they not only failed to extract the active material but also failed to preserve the finished medicine long enough to be stored or shipped.

Thousands of experiments have been conducted with chemicals like glycerine and other solvents in an endeavor to find a liquid which would satisfactorily replace alcohol for extraction purposes and at the same time yield a relatively non-poisonous palatable medicine but alcohol seems to be the only product known to science which possesses all the necessary qualities. It is, therefore, absolutely indispensable for the making of medicines aside from its innumerable uses in the arts and in chemical industries.

The research workers in large pharmaceutical laboratories are constantly endeavoring to cut down the percentage of alcohol in the liquids used to extract drugs because of the high cost of alcohol; but tests covering long periods of time have indicated that there is an irreducible minimum beyond which it is neither safe nor wise to pass if the full medicinal action of the drug is to be maintained. The standard alcohol percentages to be used in preparing tinctures, fluid-extracts, elixirs, etc., are prescribed in the official book of standards known as the United States Pharmacopoeia.

Under the Federal Food and Drugs Act all wholesale and retail druggists and manufacturers must guarantee that the official preparations they dispense contain the amount of alcohol and active ingredients specified in the formulas of the Pharmacopoeia.

THE CLEVELAND A. PH. A. MEETING.

THE 1922 MEETING OF THE AMERICAN PHARMACEUTICAL ASSOCIATION IN CLEVELAND, DURING THE WEEK OF AUGUST 14.

A consideration of the months which have passed since the New Orleans meeting of the American Pharmaceutical Association brings us to the realization that very soon the sessions of the Seventieth Annual Convention will be opened. What have you done in preparing for the annual event?

The names of the officers of the sections for this year will be found in the minutes reported in Volume X of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION: House of Delegates, p. 791; Scientific Section, p. 873; Practical Pharmacy and Dispensing, p. 876; Commercial Interests, p. 886; Historical Pharmacy, p. 972, and Education and Legislation, p. 986.

Committees appointed by President S. L. Hilton are reported on pp. 783 and 784; Officers and Committees of the Council are given on pp. 804-806; names of officers of the Association are printed on p. 238 of the March 1922 issue of the JOURNAL, and the officers-elect on p. 83 of the February number.

The Section officers are desirous of completing their programs as early as possible so as to have the papers listed in the official program. In order to do this the titles of the papers must be sent in by July 1, or very soon thereafter; the papers may be mailed somewhat later, but should be in the hands of the officers before they leave for the convention.

SCIENTIFIC SECTION A. PH. A.

Fellow Workers in Pharmacy:

In order to obtain a census of scientific pharmaceutical research and to stimulate further work, the following recommendations were adopted by the Scientific Section at its last meeting.

1. To ascertain the nature and extent of scientific work carried on by pharmacists, completed in 1921, and now in progress.

2. To urge workers to carry on at least one piece of constructive work dealing with scientific pharmacy and publish the original or an abstract in the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

We cannot accomplish our task without the cooperation of those who are in a position to give it.

Should the splendid "Bibliography of Pharmaceutical Research," published monthly, be incomplete in any particular, give us the missing data.

Indicate the general nature of your studies in progress, so that duplication of work will be avoided, the scientific activity of pharmacists be more fully recognized, and new research be suggested.

Do your part in solving at least one problem connected with pharmaceutical research.

Prepare papers for publication, and at least one paper for presentation at the forthcoming meeting in Cleveland.

We count on you for full support!

Fraternally yours,

ARNO VIEHOEVER, *Secretary.*

HEBER W. YOUNGKEN, *Chairman.*