

EDITORIAL

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REORGANIZATION OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

THE report in this issue of the JOURNAL on the tentative plan for the reorganization of the AMERICAN PHARMACEUTICAL ASSOCIATION is one of the most important and far-reaching ever presented affecting pharmacy in general, the parent pharmaceutical organization, the state pharmaceutical associations and, in fact, all pharmaceutical interests, and should receive most careful study.

All pharmaceutical activities depend largely for their development and growth on the service of pharmacy—there is coördination of buying and selling in the pharmacy; of dispensing and manufacturing; of pharmaceutical education and publicity. The additions and deletions of the Pharmacopoeia and National Formulary are responsive to the determinations made in the pharmacy in coöperation with medical practitioners. This is a circumscribed view that may be taken of the amplified plan submitted for reorganization of the American Pharmaceutical Association, the aim and purpose of which are to coördinate all fields of pharmaceutical endeavor into an organization representative of Greater American Pharmacy.

Reorganization, by extending and improving the service of the American Pharmaceutical Association, is not a new thought; it has been the message of several presidential addresses,¹ of reports,² and, earlier, found expression in the creation of the House of Delegates.³ A realization that the underlying plan could be made to serve in a larger way resulted in the action taken at New Orleans whereby the Executive Committee of the A. Ph. A. was charged with the duty of "presenting to the Council, in 1922, a comprehensive plan of reorganization." The importance of the duty assigned to the Committee speaks for the careful consideration given by its members to the subject, and the various state associations and the Association members are now requested to discuss the proposed tentative plan and, thereafter, submit personal views and reports of their discussions which, "it is hoped, will be of service to the Committee in drafting its final report and to the Council in disposing thereof." For further reference the addresses of the Chairman and Recording Secretary of the House of Delegates will be found in the October number of the JOURNAL A. PH. A., 10, 785-790, 1921, and other articles of the same volume bearing on the subject of reorganization are printed in the May number, p. 327, July, p. 495, and October, p. 729.

If the plan is acceptable and meets with approval, prompt action will expedite organization. The existing organization of the American Pharmaceutical Asso-

¹ F. J. Wulling, JOUR. A. PH. A., 6, 778 and 854, 1917; A. R. L. Dohme, *Ibid.*, 7, 488 and 665, 1918.

² H. P. Hynson, *Ibid.*, 4, 524 and 844, 1915; 5, 234 and 951, 1916; E. L. Newcomb, *Ibid.*, 9, 449, 1920.

³ JOUR. A. PH. A., 1, 928 and 1056, 1912.

ciation is understood; the plan presented by the Committee after most careful deliberation is commended to the thoughtful consideration of the readers, knowing that the importance of the subject and of the report will be fully appreciated; as in all comprehensive undertakings worthy of promotion and in which diversified interests are coördinated, engagements entered into demand continued coöperation and delegate coöperative responsibility.

The two associations, Iowa and Minnesota, which have met this year voted favorably for affiliation and pledged their support to the movement creating the contemplated larger organization of American pharmacy. The action taken at the Cleveland meeting will be influenced by that of state associations; it is therefore earnestly requested that all of them discuss the proposed plan, criticize constructively, if it meets with favor; if not, point out in a helpful way how bigger things may be accomplished by the American Pharmaceutical Association, and give their counsel and support in an effort to reach conclusions which can be made effective. The growth of an association is in the development of something better on the work it has accomplished.

The tentative plan* has been carefully outlined by the committee, and the explanatory statement accompanying it has been made with due regard for the views of all concerned and inviting discussion. Plans may be prepared with nicety of detail and fitness, and the machinery may exist for conducting the work of organized pharmacy, but the value of both depends on the motive power, and the motive power is a deep coöperative interest, the personality of the executive officers of the several organizations, state, divisional and national, together with the membership of these organizations.

E. G. E.

THE PUBLIC'S ESTIMATE OF PHARMACY.

Druggists themselves have so emphasized the commercial features of their business that the public has lost sight of the professional side. Other lines of trade are insistently teaching the public that it is not necessary or economical to buy drug store supplies at a drug store.

Public opinion is shaped by publicity; there can be no question about that. The average person accepts as true that which appears in print. The printed word is the only means of information open to most people. Pharmacy can be glorified or denounced by the printed word. When the public is warned to accept no substitute the inference the public draws is that pharmacists as a class are substitutors, always seeking the opportunity to sell some inferior product, even a dangerous one, for their own gain.

For the past year some manufacturers have been persistently telling the public about the professional character of the drug store and have been urging the people to increase the efficiency and usefulness of the drug store by giving it more of their patronage. They originated the expression, "Your druggist is more than a merchant," and they are using the influence of home magazines to make that sentence a great slogan for pharmacy and to impress the public that it should "Try the Drug Store First."

Every pharmacist owes it to his profession to do something to put pharmacy in its true light before the public. It rests with them to determine just what to-morrow's opinion of pharmacy is going to be.—Extracts from a paper by A. J. Aberwald, before 1922 meeting of Minnesota Pharmaceutical Association.

* See pp. 266-269, this issue of the JOURNAL.