

EDITORIAL

E. G. EBERLE, EDITOR

253 Bourse Bldg., PHILADELPHIA

THE ALL-PHARMACY HEADQUARTERS CAMPAIGN AND THE BUFFALO A. PH. A. MEETING.

THE annual meeting of the American Pharmaceutical Association promises to be well attended. The local committee in Buffalo has all convention matters well in hand, the program has practically been decided upon and the hotel facilities are as nearly perfect as it is possible to arrange for. Most of the sessions will be held on one floor of Hotel Statler, thus making it convenient for members interested in concurrent sessions to go from one Section Meeting to the other.

The tourists' rates apply to Niagara Falls where the tickets must be validated; the stop-over privileges extend beyond the time limits of the convention. The program of the meeting is printed on pp. 653-654, 660-662, and XX of the July number, and it is hoped to have additional matter under Societies and Colleges of this issue. The official program will be distributed at the convention.

The importance of this year's meeting is enhanced by the All-Pharmacy Headquarters Campaign report, which will interest all divisions of the drug industry, associations and individuals, in any way connected with pharmacy.

Director of Publicity E. L. Newcomb, in a recent communication addressed to state association members, points out that "the combined capital, power and influence of American pharmacy greatly exceeds that of medicine or of any other professional group. Heretofore our efforts have been divided. Now all are concentrating on one great accomplishment. Manufacturers, wholesalers and retailers are backing the Headquarters Building project to the limit. A federation of American pharmacy under the auspices of the American Pharmaceutical Association is rapidly taking place."

No effort on the part of pharmacists has been as successful in bringing the various interests into close and enthusiastic coöperation; the success of the campaign is assured; the measure of it will be made known at Buffalo. All pharmacists in whatever activity—clerk or proprietor, teacher or manufacturer—are invited to share in the undertaking. The larger the fund the greater the possibilities of achievement will be. If you have not contributed to the All-Pharmacy Headquarters, your opportunity is now!

What some of the large contributors of the divisions indicated above think of their investments the following extracts from more lengthy communications will evidence.

"The profession of pharmacy dignifies its followers and to me it is a seemly thing that pharmacists of this country should create this fund. I do not believe that any will look upon it as a duty to contribute, so much as they will a pleasure and a small return for great benefits received."

"In order to make this project a success, it depends largely on the coöperation and the willingness of every pharmacist in the country to do his share, even though it is necessarily small in some instances."

"A Headquarters Building appeals to me particularly as being an establishment which will afford just pride to every worker in the realms of pharmacy. From such a building should come greater unity of interest, clearer understanding of the sometimes conflicting problems of business and profession, and inspiration would unquestionably go out from its doors in all directions, to raise and strengthen the high standards that are being so energetically sought by the leaders in the profession."

"This home must be a research center. Into it should be poured the intense determination of all the people interested in the progress of pharmacy in all its phases to create higher standards and rise to new planes of achievement. It deserves the support of every man who believes that drugs still have a place in the treatment of disease. Such an institution may be a power to counteract the influence of the many who are supporting the drugless healer, the faker—in fact, quackery in all its forms."

"American pharmacy needs a focusing of its efforts and a concentration of its powers, to the end that instead of drifting with the tide, the profession of pharmacy may become a potent factor in the life of the Nation. This Headquarters Building project when it has been carried to fruition (and it most certainly will be) will do much toward attaining that much-to-be-desired consummation."

The foregoing words from a few of many hundred messages are fine. They are representative and convey the sincere good wishes, as do the many, of the correspondents and their financial support which also is representative of the larger number referred to. It is hoped that all of them will come to Buffalo; join them; the convention is yours and the Buffalo committee will give you a hearty welcome.—Come!

E. G. E.

MISAPPLIED BENEFITS RESULT IN EVIL.

PERHAPS no class suffers more from misapplication and misintépretation of duties than pharmacists. The horrors of surgical operations have been largely removed by the use of anesthetics, but the misuse of narcotics has added in a degree to the misfortune of some individuals and an additional number suffer, in various ways, because of those addicted to narcotics. Misuse of narcotics is the result of disobedience for no matter how cautionary danger signals may be displayed some will disregard them. Viewing the latter situation at its worst, only very few would consent to return to surgical methods of the past and most of them would be silently hopeful that they will not be so unfortunate as to be compelled to have their courage and sincerity tested. The same holds good relative to administration of narcotics for relieving pains accompanying disease conditions. As a result of the misuses indicated, and in the paths of vice, we have with us narcotic addicts.

The use of alcoholics dates back almost to the beginning of things and habituation, if it may be so termed, quite naturally became more or less general for like reasons that many individuals over-eat and, perhaps, still more use sugar and condiments excessively, etc.

The diseases flesh is heir to and those that are developed in one way or another stimulate search for remedial agents and seekers for them by the afflicted.

That there are some who encourage the use of narcotics and alcoholics and introduce them by deceptive methods in preparations otherwise designated is well-known, and also that the general knowledge of the public of some drugs, the re-

searches and discoveries of scientists and laboratory workers, are misapplied or misrepresented in products manufactured chiefly or solely for profit.

All of this is regretted and by none more than by pharmacists. Shakespeare wrote—"Virtue itself turns vice being misapplied." Beneficences are not invariably unaccompanied by possibilities for harm; the manufacture of dyes may point the way for producing poisons; that of celluloid, for high explosives; healing gases may become means of deadly warfare; pain relievers, joys of the appetite; health and beauty restorers have had their victims. President Baekeland of the American Chemical Society takes this view along related lines of thought—"The human race has suffered as often from knowledge without idealism as idealism without knowledge."

These are the points of this comment: Pharmacists have succeeded well in abiding by the ethics of the profession but a comparative few have been prompted by mercenary motives to speculate on the weaknesses and gullibility of a class of individuals who cannot or do not exercise the power of self-control. The illegal sale of narcotics to habitues is almost entirely outside of trade channels. More and more this obtains with alcoholics but there are avenues for securing supplies for those who lend themselves to such means of gain. If classed as pharmacists, such individuals should be earnestly dissuaded or, if they will continue the practice, very much firmer methods should be applied; they bring disrepute on pharmacy and pharmacists and in ridding pharmacy of them a valuable service to pharmacy and the public is rendered. Every new discovery for the cure of disease and every search for remedial agents develop impostors who prey on the afflicted in medical practice or by sale of preparations for which unsubstantiated claims are made. The latter not only discredit manufacturers with a reputation for fair dealing, but also the retailers as a class. It is often difficult to discern the right in matters of this kind, but of late there has been an increase in the sales of cancer cures (?) sold directly to the afflicted and, perhaps, through dealers. Attention is also again directed to the article by Lyman F. Kebler, in the *JOURNAL A. PH. A.* for May, 1924, pp. 448-451, on "Some Alleged Tuberculosis Cures Exploited through the Mails." The value of human life is above class distinction and material gain.

Service is one of the essentials of a profession and pharmacists have not been unmindful of their obligations to the public, but there are always opportunities for rendering more service which uplifts. Each individual has an opportunity in his own community to correct misinformation relating to pharmacy.

We have both individual and collective responsibilities, and the application of right principles is essential to effect right relations. E. G. E.

A DEDUCTION FROM LORD KELVIN'S CENTENARY APPLIED TO PHARMACY.

ALL who are interested in science, and the world-at-large in this connection, honor the memory of William Thomson as a scientist who contributed largely to modern progress. Aside from his accomplishments and the results of his work, Lord Kelvin's activities have an additional significance for pharmacists in that

he combined in an extraordinary degree the theoretical and the practical. A comparison is possible—pharmacists make practical application of the discoveries relating to medicine which have been perfected and those being developed in the laboratories; and another, which has been frequently spoken of in these columns, that such coöperative researches and laboratory studies promote and conserve the health of the people. William Thomson held that all science was one science, that there was not one science for the mathematician, another for the physicist and another for the chemist. "He did not think it beneath him," it is said, "to turn from the most abstruse inquiries as to the constitution of matter or the doctrine of energy to the invention of the common water tap."

The medical sciences may be grouped, that is, science as it applies to medicine in general wherein scientists in related and unrelated divisions have a part, and it is up to pharmacists in a more specific way to claim a rightful share and recognition in their contributions to science, so that pharmacy may be accorded its place in the group. The complexity of pharmacy, touching the precincts of other workers, is largely responsible for dimming its own lustre and adding glory to other departments of science, the work of which is less complex. The answer is, of course, more research and that the reports thereof be credited to pharmacists and the pharmaceutical laboratories. As a matter of fact much of the research work—on more effective and safer remedials, the development of these agencies to make them more efficient and safer—originates and is perfected in pharmaceutical laboratories, and the fundamentals are taught to and implanted in the students of colleges of pharmacy. There is no desire to take away earned prestige from others nor to make far-fetched claims for pharmacy, but it is a fact that what really is pharmacy or accomplished by the work of pharmacists is sometimes, if not frequently, credited otherwise.

What is needed and has been an endeavor in these columns to persistently impress for a number of years by different presentations and viewpoints, by repetition and paraphrasing, is that pharmacy should be better understood by the public at large. This can be done by coöperative effort—there must be publicity; as we judge others from our viewpoints, so others judge us from theirs, not ours. Opportunity is taken to acknowledge the coöperation of various departments of the Government by contributions which show the bearing of the work of these contributors on pharmacy and offer thoughts that might well be utilized for impressing the importance of pharmacy to the press, the laity, physicians, educational institutions, and committees, and even some departments of the Government.

In pharmaceutical research and by the work of pharmaceutical laboratories it is sought to make practical application for better medical and surgical treatment—prevention, alleviation and cure of diseases and greater and safer success in surgery. In the pharmaceutical industries and the drug business—through gained experience—more economical and improved methods are applied, and employment is given to help which procures a livelihood for those so engaged, while pharmacy's share in the development of business and commerce is augmented, and the wealth and health of civilization benefit largely.

E. G. E.
