

EDITORIAL

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THE "RECIPE BOOK."

GRAY'S immortal elegy was not written in a brief afternoon when the Muse was unduly profuse and prolific. It required many, many, years so the author claimed, to shape this magnificent composition, in which each word bears marks of careful chiselling to fit it to its proper vantage place.

And though perchance the comparison is both odious and odd, that peer of pharmacopœias, our own, is also a much delayed distillate. To afford its quality, its usefulness, its dependability, Time, the gracious ally of the framers and revisers of that ponderous tome, hovers slowly over its composition.

So also with the Recipe Book. Since Hynson's suggestion gave birth to this undertaking, many years have slipped away. During that time many hands and heads have contributed to the furtherance of the project. Yet the book is still unfinished, and there is even now no immediate danger of its being too rapidly completed.

However, if the passage of time, as recorded above, grants to this book, as it seemingly does to the Pharmacopœia, quality, usefulness and dependability, then the dilatoriness of its compilers has a strategic basis. But the mere passage of time does not beget accomplishment. There must be action within the time, and it is believed that members of the Association who look forward to the publication of this book can now be reassured of the fact that the work is progressing, and that its appearance will not be too long delayed.

The admirable work of the successive chairmen of the committee in collecting and in testing formulas, has required a great deal of effort and time. Their compilation is now being condensed, assembled and arranged for final adjudication by the Committee on Scope, and it is hoped that the work will be expeditiously brought to such a state that the Committee on Publications of the Association will have the completed manuscript in hand before another year has passed.

It is believed, when the book is finally published, that it will be useful, comprehensive, up-to-date and reliable, well worthy of the Association that sponsors it. That indeed, is the only kind of a Formula Book that the AMERICAN PHARMACEUTICAL ASSOCIATION can afford to sponsor.

IVOR GRIFFITH.

WHAT UNITED AMERICAN PHARMACY MEANS.

CHAIRMAN H. A. B. Dunning has sent out an appeal to pharmacists to join hands in support of the American Pharmacy Headquarters Project on April 17. Whether the latter day will have passed before the JOURNAL reaches the members or not, the call is applicable to other days when pharmacists in some localities can join in concerted effort to augment the Headquarters' Fund. It was deemed advisable to change the Campaign Day from April 10th to 17th. This accounts for the date given in the slogan of the March issue and the effort to have the April JOURNAL, mailed in advance of the usual mailing day, which may, however, not be possible.

The idea of selecting a day on which special effort is directed to complete the fund is a good one. There is strength in united action; there are days which pharmacists devote to the support of worthy causes, and this is one in their own interest and pharmacy in general which will speak for united pharmacy. Really, there should be an annual pharmacy week, when the public is made aware of the services of pharmacy, and one or more of the days should be given to the Headquarters' Project for, after all, a calling is valued by the general public at the estimate of its own members. Pharmacy should have due consideration during every day of the year; "if the public knows that the calling is held in high esteem by its members, that they are ready to make sacrifices for it; if the public has tangible evidence of the quality of the calling through knowledge of the achievements of its members; if the public sees 'outward visible signs' of the value of the calling; then and only then will the public say, 'this is truly of great service.'"

The message of Chairman H. A. B. Dunning follows:

"Every drug man in the country is now interested in the Great Central Headquarters Building to be established for American Pharmacy. All know that the future of every branch of the industry demands such an institution. All know that the power and influence of American Pharmacy will never make itself felt until we begin to work together. All know that this great project has the unanimous endorsement of the drug industry, and that the benefits to be derived from the operation of the building will increase rapidly as the years go by.

"The Campaign Committee in less than one year has accomplished what many held to be an impossibility. It has produced a united sentiment for wholehearted coöperative effort in pharmacy. It has effectively paved the way for American Pharmacy to obtain the recognition and standing to which it is entitled. It has, through its work, gained more favorable comment for pharmacy than has ever before been obtained. It has secured not only the active support of all branches of the drug industry, but in addition subscriptions totaling half of the amount necessary to establish a great Headquarters Building.

"American Pharmacy is now ready to complete this great project. The Campaign Committee has designated April 17 as All-Pharmacy Campaign Day. Every druggist in the United States is now requested to give of his time and energy on April 17 to the work of completing this fund. Retailers, wholesalers, manufacturers, teachers, and students—all are vitally concerned, all are now urged to help. The national and state associations, boards of pharmacy, colleges of pharmacy, and hundreds of local associations have all endorsed the project and all are urged to give active support on April 17.

"Six thousand five hundred pharmacists were especially requested by letter to give service on April 17. These men represent all branches of the drug industry. About half of them are members of the AMERICAN PHARMACEUTICAL ASSOCIATION, under whose auspices this great work for the benefit of all pharmacy is being done. These men have pledged themselves to give full service, and Prof. E. L. Newcomb, University of Minnesota, Minneapolis, Minn., is now sending them supplies and giving the necessary coöperation.

"Thousands of other pharmacists are needed to complete this great work on April 17. Every one who is interested in the welfare and progress of pharmacy and willing to help *is urged* to communicate with Publicity Director Newcomb at

once. He will supply all who coöperate with cards and a small folder, giving special information which will enable the solicitor to properly inform the prospective subscriber.

"Now is the time to act! Collectively and individually, we should now, all of us associated in any way with pharmacy, do our duty on April 17 and complete this great fund.

"Surely there are few of us, we the druggists of the United States, who cannot willingly give, at least, one day's time, April 17, to this work, which is of such vital importance to pharmacy and to ourselves."

PUBLICITY FOR PHARMACY.

Abstracts of the bulletins of the Drug Trade Bureau of Public Information are printed in this issue and, in these columns, on a number of occasions, the splendid work of this Bureau has received favorable comment. In this number attention is specifically called to the posters being arranged and distributed through the AMERICAN PHARMACEUTICAL ASSOCIATION. The first of these speaks of some of the services rendered by pharmacy in the cause of public health and how the new research institute for pharmacy in the American Pharmacy Headquarters will benefit the public. The posters can be obtained from Publicity Director E. L. Newcomb. The messages will inform the public relative to the service of pharmacy; therefore, every pharmacist should become a distributor of them—it represents publicity of progressive value.

Dr. Otto Neustatter, director of the Society for Promoting Health Education, of Munich, has been in this country for two months investigating health education in the United States. Before leaving he said,—“I am taking a collection of health posters to exhibit in Germany. I am particularly impressed by the visual appeal these posters make. The physicians in this country have seen that they must participate in the movement for popular health education, and that they cannot remain aloof. I have obtained many ideas to report to my organization.”

Pharmacy needs to encourage the publicity campaign and, more effectively, bring its message to the public; pharmacists now have the opportunity and other professions are wondering why their great interest is not greater and their evident enthusiasm not more pronounced.

Let us do our part in acquainting the public with the service of pharmacy, share in public health promotion, evidence our belief in pharmacy and its mission.

E. G. E.

Have you done your part toward making the American Pharmacy Headquarters an accomplishment? It will be an “outward visible sign” of the values we place on our service to humanity.