

EDITORIAL

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THE SEVENTY-THIRD ANNUAL CONVENTION AT DES MOINES
DURING THE WEEK OF AUGUST 24.

THE Des Moines meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION, which will be held month after next, specifically during the week of August 24, promises to be one of the most important in the history of the organization. Further steps will be taken for the establishment of the American Pharmacy Headquarters, and the full-time secretary will be chosen. Both transactions promise much for American Pharmacy and the AMERICAN PHARMACEUTICAL ASSOCIATION.

The American Conference of Pharmaceutical Faculties and the National Association of Boards of Pharmacy have, among other problems for consideration, the adjustment of the minimum 3-year course in schools and colleges of pharmacy to the curricula, and acceptance of candidates for the Board examinations. Pharmacognosists, plant chemists, and others interested in drugs and drug-yielding plants, will again confer on all subjects relating to this division. The Pharmaceutical Laboratory Conference proved a great success at the Buffalo meeting and it is to be expected that the work so well begun will be of even greater value to the participants this year.

The census of pharmaceutical research, published in the May JOURNAL, A. PH. A., is indicative of the development of pharmaceutical research and of the increasing number of research workers, and also of a growing interest in the coming conference.

Both the U. S. Pharmacopœia X, and National Formulary V, are nearing completion, so that the reports of this year will be, practically, on the completed revisions. The work on the A. PH. A. Recipe Book has progressed, as indicated by the editorial in the April JOURNAL, A. PH. A. A number of chapters of the History of American Pharmacy have been written, and in part revised. The intent of the authors is not only to have the work comprehensive but a record of facts, so that he who reads may find reliable data and information. It is a great undertaking, and its completion will represent a commemoration volume of the American Pharmacy Headquarters. The revision of the Pharmaceutical Syllabus has been completed, and may be obtained from Secretary C. M. Snow, or Chairman Theodore J. Bradley—see Bulletins in May JOURNAL, A. PH. A., p. 444.

The foregoing references speak of pharmaceutical progress, and the programs of the Sections are, in a way, linked up with these great undertakings. The chairmen and secretaries of these sections will be very busy during the next few weeks, and the coöperation of the members by responding promptly will lighten their work and add interest and value to the sessions. It is not necessary that members wait for formal requests from the Section officers, whose addresses will be found in the Roster on pp. X to XIV of the JOURNAL; in fact, such coöperation will be appreciated by them. If the papers of prospective contributors have not been completed, the titles may be sent in and the papers at a later day. In

that way the contributions will be given in the program. Carbon copies of the papers may be sent to the JOURNAL Office.

State Associations, at their annual meetings, should pass on resolutions to be submitted to the House of Delegates A. PH. A., and have them presented by their respective delegates. Credential blanks for delegates may be had of Secretary William B. Day, 701 South Wood St., Chicago, Ill. Committee reports should, as far as possible, be signed by all members of the respective committees.

Referring again to papers, each member will express his preference of the Section before which his report is to be read and discussed. However, there are certain rules which govern and in some instances it may be necessary to refer a paper to some other Section than contemplated by the author; abstracts of articles should accompany the originals, if more than 10 minutes are required for reading; the time for presentation may be extended by consent. The By-Laws on p. 1069, November JOURNAL, A. PH. A., were adopted in substance by all sections with the necessary changes to make them applicable.

Doubtless, a meeting will be provided for the State Chairmen of the American Pharmacy Headquarters' Fund, at which time reports will be made and action taken to bring the campaign for funds to a successful conclusion. Pharmacists never have had such an opportunity to express their belief in the mission of pharmacy.

The Headquarters will become an accomplishment, and to that end a large number of all of the divisions of the drug trade have subscribed liberally, and all others in any way associated with these industries should do likewise *as an expression of their faith in Pharmacy.*

E. G. E.

PHARMACY WEEK.

IN HIS address as Chairman of the Section on Practical Pharmacy and Dispensing of the AMERICAN PHARMACEUTICAL ASSOCIATION, at the 1924 meeting, Robert J. Ruth pointed out the value and importance of enlisting all pharmaceutical interests in a campaign to inform the public relative to the mission and service of pharmacy. He outlined the work of "A National Pharmaceutical Week" that would concentrate the thoughts of the public in general on that which pharmacy has done, is doing, and contemplates doing in order to give it better service and protection—to this end the people must be informed of the importance of giving support, by encouragement, to those who seek to raise the standards of pharmacy, whereby public health is protected and the progress of pharmacy stimulated. Education is an essential of progress. We are sometimes impatient because the laity and others do not accept our views, and urge laws to compel them to do those things which we know to be good for them. This is not always the right way. Laws are no stronger than the public opinion that supports them, and public opinion must be created by education.

The address referred to is printed on p. 184 of the November JOURNAL, A. PH. A., and editorial comment is made on p. 886 of the October number. Mr. Ruth gave thoughtful consideration to the subject, realizing that every week should be "pharmacy week" in a pharmacy; he stressed the importance of an educational

week during which the public would be informed regarding the mission and service of pharmacy through articles in newspapers and magazines, addresses at Rotary, Kiwanis, and other meetings, Chambers of Commerce, Women's clubs, neighborhood clubs, etc., of which public health should be the keynote, and pharmacy's part in this important work, by observance of pharmaceutical ethics. Chairman Ruth dwelt at length on ways and means for making "Pharmacy Week" a success and benefit.

The point of paramount importance, in order that "Pharmacy Week" may be a real benefit, is to disseminate information relative to pharmacy—that higher educational standards are essential for coöperation with doctors—that improper conduct of a pharmacy represents not only poor service but may endanger health and discredit a neighborhood. Information along these lines seems of greatest importance, and can be communicated by the means that have been suggested. Some may contend that there are too many "days" and "weeks" now, and that they cease to hold the interest of the public, but this is a different proposition—it is to inform and, certainly, a message of health conservation, to keep the neighborhood free from undesirables, conveyed by right methods, will enlist interest.

The pharmacy during the week, which has been fixed as the last week of October, should, in a becoming way, inform the public; the show window—which is "the outward visible sign" of the store—with educational displays that can be comprehended by those who pass, and the inside of the store should also tell the story of pharmacy. All good publicity aids the cause. These general suggestions are sufficient, for each one will develop ideas according to his or her preferences. If pharmacy is to benefit from a "Pharmacy Week" that phase of the store must be the feature of the week; its benefits will be far-reaching if *properly conducted*.

In the address referred to the suggestion was made that the inter-relation of interests be discussed; that meetings be held with members of the bar, legislators, etc., for the discussion of measures that will be acceptable, enforceable, and advance the cause of pharmacy. The interest of educators may also be enlisted, and students directed to pharmacy for their life work.

An editorial comment on a related subject and an educator are quoted in the following paragraphs:

"'Educational campaigns are all right,' our friend said. 'Too much cannot be done, perhaps, to inform people at large about the importance of preserving health or regaining it after it has been lost. But when we leave this altruistic field and get wholly and noisily into the field of self-interest what, finally, must the casual bystander think? May we not expect a little criticism? Will not the thin veil be penetrated and a little tinge of disgust be created?'"

"'To be perfectly open and above-board nearly always has its virtue. A man or an enterprise may be frankly commercial, all the claims made may be on a commercial basis, and still no harm will be done, for everything will be taken at its face value and no further thought given to the matter, one way or the other. Thus the slogan "Try the Drug Store First" becomes a masterpiece. It will result in additional trade in many drug stores, and the man who devised it should receive a great deal of credit for his work. Everything being on the dollars-and-cents basis, the situation is understood and accepted without reserve by all the parties

concerned. But when we get to carrying water on two shoulders then the trouble begins.'

"Two thoughts are concerned here, it will be noticed. One is that the status of the druggist as a professional man should not be questioned, even inferentially. The other is that the druggist should not exploit his professionalism with the thought in mind of advancing his commercial activity by such a course. Both points, as stated, are hard to get away from. The professor is much more than half right."

There are great possibilities in "Pharmacy Week," and the American Pharmacy Headquarters should be featured. It is not unlikely that its location will have been determined before October. The public is interested in the library and museum; a realization of the value of museums is growing.

E. G. E.

PRICE MAINTENANCE.

THE visit of Sir William S. Glyn-Jones to Canada and his side trip to the United States have stimulated an interest in the subject of price maintenance. There is reasonable assurance that the method followed in Great Britain will, with some changes, be adopted in Canada; here in the United States there may be a modification of the price maintenance bills, which are nearing enactment, even though slowly. It may safely be said that the visitor impressed those who heard him outline the Proprietary Articles Trade Association plan, and gave encouragement to his listeners that the day is not distant when fixed prices will be established as a general practice and, perhaps, a legal demand. Coöperation is an essential factor in bringing about uniformity in sale prices. Sir William remarked that there are difficulties to overcome in trade relations, but all the divisions can agree on moral rights—"the public has never asked druggists to work for nothing and never will."

There is bound to be a minimum profit factor which courts as well as patrons will accept as right and necessary for proper conduct of business, and that means for the welfare of all citizens. Price-cutting began and obtains because some merchants think they can, or do, draw patronage from competitors, because they (the cutters) rely on their sales systems to make up in some way the loss sustained by under-selling; it creates instability and destroys confidence.

The P. A. T. A. plan had its inception because a large part of Sir William's sales were made without profit, and this prompted him to sell, whenever possible, articles that would give him a profit, and to discourage, without unreasonable prejudice, the sale of items that represented a loss. The latter had been displaced by the former by means of publicity. Admittedly, there should have been profit, but prevailing methods of merchandizing of the distributors in dealing with consumers had not only destroyed the profit but confidence as well; buyers were no longer certain that the price they had paid was the lowest obtainable. The same influence prompted the retailer to question whether the wholesaler was not showing preference to a competitor, and the wholesaler felt the same way about the manufacturer.

It did not take so very long to recognize the effect of the trade conditions referred to, both in England and the United States. In the former country it was possible to fix reasonable profits for each division; in the United States there was interference by courts, but there is progress toward uniformity in prices which will meet general approval. In other industries values are fixed by manufacturers. Why should it not be possible with articles of merchandise sold by druggists? It works in England, why not in the United States? Admittedly, we cannot proceed along the same lines, but methods can be provided which will bring about related results. Sir William cited examples of the effectiveness of the P. A. T. A. plan in England and showed that conditions were quite the reverse here. He had purchased several items which are sold at fixed prices in England, at three different prices for the same articles, and all of them below manufacturer's list. He also said that if things had continued in England as before the time of the P. A. T. A. organization, the retail drug trade would have been in the hands of a comparative few, and he was confident that 80,000 retailers served the public better. Pharmacists need not be told what exclusion of the independent retailers means; wholesalers and manufacturers know the dangers of control by a few, and the thinking patrons can be made to grasp the significance, for at the opportune time prices would be advanced, or articles which they had need of would be discontinued. When once the public realizes that a merchandiser must have income in excess of overhead costs in order to meet living expenses, it will not be difficult to gain its support. Public opinion must be developed by education—it governs business conditions and prompts enactment of desirable trade regulations. E. G. E.

THE HANDMAIDS OF MEDICINE.

Lawrence H. Baker—formerly of the faculty of Johns Hopkins University, now of the editorial staff of the *Baltimore Sun*—contributes an article under above caption to the *Atlantic Monthly* for June. He describes the holy of holies in the sanctuary of Asclepius, God of healing, at the foot of the Acropolis in Athens, and then compares the period when a man imagined a close relation between religion and disease with present-day thought. He states that behind the prescription calling for fillet of a fenny snake***eye of newt and toe of frog, etc., "has been found a substantial natural justification, even though Macbeth's witches may not have known its existence. The pharmacologist has extracted bufagin, and the administration of bile and gland therapy are cited. Thus by interesting steps the writer presents medical history.

"Medicine, chemistry, physics, biology, and psychology—these are the ends" the writer states, "at least the visible, modern ends of the thought started when the first Job was visited with boils or trodden upon by a masto-

don. The nature of the catastrophe is immaterial. Medicine is the patriarch of the group, but a patriarch who has only recently come to mobilize the entire forces of his family in the age-old feud with disease."

The article is well worth reading, it is interesting, informative; however, the pharmacist should have been mentioned somewhere. Perhaps the author thought of him in connection with Medicine, but the physicist and the pharmacologist are thus favored and also the chemist. The interesting article closes: "Owing to the vast variety of aspects presented in the human problem—for each person may be thought of as offering a new variation of some medical law—perhaps medicine can never be anything but empirical. But herein lies the greatest hope for its advance. 'Empirical' relates to experience gained by test and trial. That which tests and tries may evolve many things. The medicine of 1950 may make that of to-day seem crude, even recklessly dangerous; and the medicine of 2000 A. D. may look back with indulgence on that of 1950."