

PROCEEDINGS OF THE LOCAL BRANCHES

"All papers presented to the Association and Branches shall become the property of the Association with the understanding that they are not to be published in any other publication prior to their publication in those of the Association, except with the consent of the Council."—Part of Chapter VI, Article VI of the By-Laws.

Article IV of Chapter VII reads: "each local branch having not less than 50 dues-paid members of the Association, holding not less than six meetings annually with an attendance of not less than 9 members at each meeting, and the proceedings of which shall have been submitted to the JOURNAL for publication, may elect one representative to the House of Delegates."

Reports of the meetings of the Local Branches shall be mailed to the Editor on the day following the meeting, if possible. Minutes should be typewritten, with wide spaces between the lines. Care should be taken to give proper names correctly, and manuscript should be signed by the reporter.

BALTIMORE.

The December meeting of the Baltimore Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held at the Hotel Emerson January 17, Dr. R. L. Swain presiding.

Prof. John C. Krantz, Jr. of the School of Pharmacy of the University of Maryland, spoke on the subject—"The Electrometric Evaluation of Vegetable Drugs."

The importance of physical chemistry as a means of solving pharmaceutical problems was emphasized, and the theory of hydrogen-ion concentration was reviewed. Prof. Krantz discussed in some detail the electrometric method of determining hydrogen-ion concentration and reviewed at length the work of McGill on the electrometric titration of alkaloids. Other work along the same lines originating in the Pharmacy Laboratory of the University of Maryland was discussed, which included a method of determining quantitatively alkaloidal solutions by means of the potentiometer without the aid of alkaline solution for residual titration. This method has been satisfactorily employed in the evaluation of Cinchona, and at the present time effort is being made to make it applicable to other alkaloidal bearing drugs of the Pharmacopœia.

The "Solanaceæ Family"—representing young artists of the School of Pharmacy of the University of Maryland, furnished music for the occasion. The music was quick, spicy and very entertaining; it was the consensus of opinion that the group should have been called the "Piperaceæ Family."

Dr. Samuel L. Hilton of Washington, D. C. will be the speaker at the January meeting of the Branch. Election of officers also will be held at this meeting.

B. OLIVE COLE, *Secretary-Treasurer.*

CHICAGO.

The 155th meeting of the Chicago Branch, AMERICAN PHARMACEUTICAL ASSOCIATION, was held at the School of Pharmacy Bldg., January 8 at 8:00 P.M. The annual meeting of the Branch was called to order with Peter J. Kolb presiding.

The report of the Secretary-Treasurer was presented as follows.

During the year 1925, the Branch has conducted eight meetings, namely, the 147th to 154th, inclusive. These included two meetings in which Cod Liver Oil was the subject of discussion. Dr. Arthur D. Holmes of Boston addressed one of these meetings and Prof. Day, Mr. Harris and Dr. Fantus, the other. Dr. Gladys Dick presented a very able discussion of Scarlet Fever Antitoxin and Dr. Ralph G. Webster a splendid talk on Toxicology. Dr. Richtmann, of Madison, Wisconsin, lectured on Camphor and Dr. C. E. Thorandson on Sponges. The reception to new members at the December meeting combined with an entertainment and refreshments brought out an attendance of 250. The average attendance has been very good.

Due to the several campaigns for subscriptions to the building fund of the A. Ph. A. and the free membership to subscribers our annual increase in membership has failed for the first time in a considerable number of years. We have added during the year, 53 new members but have lost 82 members leaving a net membership December 31st of 475. Quite a few of those lost to the Branch moved into other territories and therefore were not lost to the ASSOCIATION.

FINANCIAL STATEMENT.

Bal. on hand, January 1, 1925	\$163.52
Contributions	114.50

Commissions	30.00
	—————
	\$308.02
Printing and postage	105.92
Speakers	17.00
Dinners	10.57
Sundries	21.56
Balance, December 31, 1925	152.97
	—————
	\$308.02

The report of the nominating committee presented the following names and after the adoption of the report, these nominees were elected to their respective offices:

President, P. J. Kolb
First Vice-President, E. H. Wirth
Second Vice-President, Frances Douglas
Third Vice-President, Samuel Shkolnik
Delegate, Clyde M. Snow
Secretary-Treasurer, E. N. Gathercoal.

The present chairmen of committees were renominated.

The newly-elected President, Mr. Kolb, expressed his thanks for the honor of the office and asked for the hearty support of the members during the ensuing year.

Dean Edward H. Kraus of the University of Michigan, College of Pharmacy, was introduced by President Kolb to address the Branch on the subject of "Some of the Recent Advances in our Knowledge of Crystal Structure." This interesting and very profitable address by Dr. Kraus was well illustrated by the use of the lantern and a number of models. In the discussion that followed the address there was a marked note of interest and even amazement as to the remarkable advance in the knowledge of crystal structure of the molecule that has been obtained during the past 14 years through the use of the X-ray.

A very hearty vote of thanks was extended to Dr. Kraus by the audience.

E. N. GATHERCOAL, *Secretary*.

DETROIT.

The January meeting of the Detroit Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held at the Wayne County Medical Building, Friday, January 8, 1926, preceded by the usual dinner, which was well attended.

After call to order by President Rowe, the minutes were read by the Secretary and approved.

Treasurer F. F. Ingram, Jr., made a report on the finances of the Branch, as of January

8th, which showed a balance on the right side of the ledger without imposing an assessment upon the members.

President Rowe then read a communication from Ex-President H. V. Army, A. PH. A., who will address the Branch at the February meeting; plans were formulated to give the speaker a fitting reception. Mr. Lakey then outlined the program for several future meetings as follows: Dr. A. L. Jacoby, City Psychiatrist, will speak on "Crime and Its Cure," at the March meeting, and the May meeting will be held at Ann Arbor at which time Dean Kraus will give a talk on the educational system in Europe. He will just have returned from an extended trip through that country.

Mr. Seltzer then suggested a student program for the open date remaining—the April meeting. This suggestion met with hearty approval.

Mr. Hall made a report for the membership committee. He showed a small gain in the membership of the branch in the last year.

President Rowe then presented Mr. Ingram, who spoke on Shakespeare and his works; he illustrated the value of literature as applied to every-day life.

A general discussion followed, participated in by Messrs. Hall, Webster, Gorenflo, Prof. Tompkins of the English Department of the Central High School, and others.

All expressed the general opinion of the assembly in complimenting Mr. Ingram for his efforts in preparing his highly educational talk. The speaker was given a rising vote of thanks.

BERNARD A. BIALK, *Secretary*.

NEW YORK.

The December, 1925 meeting of the New York Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on Monday Evening, December 14, 1925 in the Lecture Hall of the New York College of Pharmacy Building.

In the absence of President Hostmann, Vice-President Clyde L. Eddy presided.

Thirty-six members and friends were present.

The minutes of the preceding meeting were read and approved.

Treasurer's Report: Treasurer Gerstner reported \$359.96 in the treasury.

Education & Legislation: Mr. Clyde L. Eddy reported in the absence of Chairman Lehman on pending pharmaceutical legislation.

Communications: A letter from the Pharma-

ceutical Conference was read but required no action.

SCIENTIFIC SECTION.

Dr. Robert P. Fischelis presented a talk on "Pharmacy's Message to the Public." An interesting discussion followed.

It was moved, seconded and carried that the act of the Drug Trade Board of Public Information relative to the doubling of the contributions to this board be endorsed and that the Branch shall urge the Board of Directors of the Parent Organization to vote such increase.

A vote of thanks was extended to the speaker.

HUGO H. SCHAEFFER, *Secretary.*

PHILADELPHIA.

The January meeting of the Philadelphia Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held Friday Evening, Jan. 8th, at the P. A. R. D. Building, 2017 Spring Garden Street. The meeting was called to order at 8.30 o'clock. President Smith presided. The minutes of the last meeting were read by the Secretary and approved.

As there was no business to come before the branch, the President introduced the speaker of the evening, J. Stanley Probst, Director of Publicity of the Naborhood Stores Association. Mr. Probst spoke on the "Naborhood Druggist" propaganda and gave one of the most interesting talks that the Branch has had for some time, his easy manner and his splendid presentation of his subject keeping the audience at attention every minute.

The story that Mr. Probst outlined seemed to offer many possibilities and suggestions for the present-day pharmacist and the one fundamental point brought out was the fact that with a little coöperation so much can be accomplished. The Secretary feels that the main facts of Mr. Probst's story would be of value and prove of interest to druggists of other communities who might read the Branch minutes and he has taken the following material directly from Mr. Probst's notes:

"For the past two years, street car cards in all Philadelphia surface, subway and elevated cars have been urging 2,500,000 daily passengers to 'Patronize Your Naborhood Druggist' and 'Buy Where You See the Sign'—'The Sign' being the Naborhood Store Emblem which is displayed on the windows of 1258 Philadelphia druggists.

"The cost of the advertising space devoted

to the propaganda is \$2700 per month, or \$32,400 a year. The expense involved in preparing the messages, which are changed monthly, is more than \$5000. Other incidentals such as transparencies of the emblem for the Druggists' windows, individual merchandising helps, office overhead, etc., bring the total investment to more than \$60,000 annually. If the cost were distributed *pro rata* among the 1258 members of the Association, the *per capita* assessment would be about \$47.00, not an inordinate amount, since the Texas druggists spent \$50,000 in farm papers alone—and in other lines, larger sums have been paid by retail associations for institutional advertising designed to improve their trade, but in Philadelphia the cost of the 'Naborhood Druggist' propaganda is not distributed *pro rata* among the members of the Association. They do not share any percentage of the expense. The answer to the question: 'Who does pay for it—and why?' will be found in the following brief explanation:

"The Philadelphia Advertising Company controls the advertising space in all Philadelphia cars. A large part of this space is sold to manufacturers whose products are distributed through the retail druggist. It is logical that any improvement in the status of the retail druggists benefits the principal clients of the Philadelphia Advertising Company. It can easily be understood then that this company may profitably finance a plan that has for its ultimate object the promotion of the retail druggists' business. Therefore the entire cost of the 'Naborhood Druggist' propaganda is paid by the Philadelphia Advertising Company.

"The only requirement expected of the members is coöperation. Just as it is manifestly the druggist's advantage to hold his Naborhood Trade, it is equally to his advantage to confine his purchases as far as possible to products that are adequately advertised. Assurance of coöperation is given in a written agreement by which the 1258 members of the Association pledge that they will stock quality products that are street-car advertised and salable in the Naborhood Stores. Thus the honest manufacturers who keep their promises are able to secure retail distribution of their products coincident with their advertising to consumers, and the druggists in turn are protected against purchases of merchandise not adequately advertised. In addition, the Company offers the druggist services of trained

men to prepare circulars, etc., for 'Naborhood' distribution, and others to assist and give help in preparing windows and various displays, all for the betterment and to the advantage of the druggist. The Company maintains a common sense policy of rigidly investigating manufacturers seeking space in the cars, and coöperation of the Association. The good-will of the druggists, acquired at great effort and expense, cannot be jeopardized. There is too much at stake. No questionable products are accepted. The record of the organization is eloquent proof of that.

"The foregoing information answers the questions: (1) 'What is the Naborhood Druggist propaganda?' (2) 'Who pays for it?' and (3) 'Why?' The next question is 'Does it have any appreciable effect on the trade as a whole or on the business of the individual druggist?'

"In styling this advertising as 'propaganda,' we use the word advisedly. It is not designed to sell a certain item, at a given place, at a stated time, for a stipulated price. Its object is to influence public opinion and move public action in the mass. It is not reasonable to expect apparent results within a short time or see tangible evidence of its effect. Ultimately the constant repetition of the slogan 'Patronize your Naborhood Druggist' to 2,500,000 daily passengers in the street cars will affect the buying habits of Philadelphians. It is inevitable that the persistent reiteration of that phrase will make a lasting impression in the public mind. The proposition is fundamentally sound. No one would want to live in his Naborhood if the druggist were not there for emergencies! Obviously, the druggist cannot maintain his store on the sale of medicine exclusively. Only 10 per cent of his business is in medicine. The other 90 per cent is in general merchandise. To enable him to remain in the community his 'Nabors' must buy from him the many things he carries in stock for their convenience and his profit. They owe him that in loyalty. He is 'a friend in need.' He deserves support in fair weather. This appeal is just. It is irrefutable. Broadcasting it to the 2,500,000 daily passengers in Philadelphia street cars is bound to bring results."

KEATS' HOUSE DEMOLISHED.

An old house at Edmonton in which Keats, the poet, served his apprenticeship to a chemist has been demolished, before a group of his

At the close of Mr. Probst's talk there was considerable discussion from the floor and a rising vote of thanks was given to the speaker for his interesting presentation.

President Swain, of the P. A. R. D. Association, gave the Branch a special invitation to attend the P. A. R. D. meeting which followed that of the Branch.

The usual dinner of the Branch had been held early in the evening, at the Longacre Hotel. There were about fifty present at the meeting proper and adjournment was made at ten thirty o'clock.

ADLEY B. NICHOLS, *Secretary*.

PITTSBURGH.

The second meeting of the season was held at the Pittsburgh College of Pharmacy, December 15, 1925.

The program of the evening was a comparison of the U. S. P. X with the U. S. P. IX by Prof. Louis Saalbach.

The only other business of the meeting was the appointment of a nominating committee by President Blumenschein. Their report was laid over until the January meeting.

The third meeting of the season was held at the Pittsburgh College of Pharmacy, Tuesday Evening, January 19, 1926.

After the reading of the minutes of the previous meeting President Blumenschein called for further nominations for officers. There being none the Secretary was instructed to cast the ballot for the nominees of the committee as follows:

President, I. Paul Griggs.

Vice-President, Frank S. McGinnis.

Secretary, Louis Saalbach.

Treasurer, P. Henry Utech.

Delegate, to the House of Delegates, Louis Emanuel.

The talk of the evening was a discussion of Price Maintenance and the various bills which have been before the Congress from time to time. The discussion was led by I. Paul Griggs.

The meetings of the Branch are usually held the third Tuesday of the month during the college year.

LOUIS SAALBACH, *Secretary*.

admirers had time to raise money to halt the work of the pickax.

The bricks and stones will be used to erect a memorial to the poet.