

THE DEPARTMENT OF THE NATIONAL ASSOCIATION OF BOARDS OF PHARMACY

A. C. Taylor, President, Washington, D. C. J. W. Gayle, Treasurer, Frankfort, Ky.
Lucius L. Walton, Chairman of Executive Committee, Williamsport, Pa. H. C. Christensen,
Secretary, 130 N. Wells St., Chicago, Ill.

ACTIVE MEMBER STATES.

Alabama	Indiana	Montana	Rhode Island
Alaska	Iowa	Nebraska	South Carolina
Arizona	Kansas	Nevada	South Dakota
Arkansas	Kentucky	New Hampshire	Tennessee
Colorado	Louisiana	New Jersey	Texas
Connecticut	Maine	New Mexico	Utah
Delaware	Maryland	North Carolina	Vermont
D. of Columbia	Massachusetts	North Dakota	Virginia
Florida	Michigan	Ohio	Washington
Georgia	Minnesota	Oklahoma	West Virginia
Idaho	Mississippi	Oregon	Wisconsin
Illinois	Missouri	Pennsylvania	Wyoming

A WEEK OF MEETINGS.

The week of April 23rd might well have been termed "Pharmacy Week" in Chicago. The method of celebration was a series of meetings of varied and far-reaching effect in pharmacy.

On Monday, the N. A. B. P. held its annual Executive Committee meeting, at which all matters of importance in the functioning of that organization were given consideration.

The special meeting on Tuesday was undoubtedly a most important one in pharmaceutical history. The Executive Committees of the American Association of Colleges of Pharmacy and the National Association of Boards of Pharmacy met in joint session to discuss the plan outlined by the N. A. B. P. for conducting a survey of the colleges of pharmacy, as approved at the convention of the latter body last August. A number of prominent educators had been invited to participate in the meeting but some were unable to attend. Dr. Samuel P. Capen, Chancellor of the University of Buffalo, was present and very graciously and freely gave suggestions and advice based on his vast experience in conducting similar surveys for medicine, liberal arts, nursing and other professions.

The only criticism made of the N. A. B. P. plan for a survey was that it was not comprehensive enough, due to the limitation of the budget to \$10,000. The original intent was, of course, merely to furnish member N. A. B. P. boards with accurate statistics on colleges for purposes of State Board recognition. Such a survey, it was pointed out, would delay a more comprehensive one for perhaps ten years, and further, that pharmacy is in a deplorable condition and needs a comprehensive survey now to put it on a sound, professional basis.

That the benefits of the more comprehensive survey would be manifold none contested; it would do away with mushroom schools and save the student entering pharmacy a loss of much time and money by furnishing an accurate, unbiased

report on the standing of all schools. As a result of the surveys conducted in medicine and dentistry, these two professions were given the recognition which they deserve. When pharmacy completes a similar survey, it too will come into its own. The heads of universities generally have paid little attention in the past to the actual needs of pharmacy schools; after the survey is completed and published, such attention will be compelled.

The consensus of opinion seemed to be that the more comprehensive survey should be undertaken, using the \$10,000 appropriation made by the N. A. B. P. as a nucleus, and soliciting further funds from other organizations and individuals interested in the welfare of pharmacy. The Executive Committee of the A. A. C. P. felt that its member schools would be glad to donate a given amount for three successive years in order to get the comprehensive survey started and asked the N. A. B. P. to delay commencing its smaller project until a solicitation of the colleges of pharmacy in the country had been made—before the Portland convention. A committee on ways and means was appointed—three to represent the colleges and four to represent the boards—to carry on this work and report to the conventions of both bodies.

A prominent educator who has had experience in conducting surveys will be selected to carry on the work so that there will be no question as to its authoritativeness when completed.

The joint meeting of the Boards and the Colleges of District No. 3 followed on Wednesday and Thursday, also at the Bismarck Hotel, Chicago. This conference had a monopoly on national officers as the following were in attendance: For American Association of Colleges of Pharmacy—President Edward Spease, Secretary Zada Cooper and Deans Charles B. Jordan and Edward H. Kraus of the Executive Committee. For National Association Boards of Pharmacy—President A. C. Taylor, Secretary H. C. Christensen, Treasurer J. W. Gayle and John Culley and M. N. Ford of the Executive Committee of that body.

The following resolutions were adopted at this Conference:

RESOLVED, That it is the sense of the colleges and the boards of District 3 that our schools request of our boards and our boards be willing to give them a list of the students taking examination as well as their grades, with no designation in the list of the school from which the candidate graduated.

RESOLVED, That it is the sentiment of this meeting that members of college faculties and persons in any way directly or indirectly connected with colleges of pharmacy should not serve as board members except in an advisory capacity.

In addition to the other topics on the program, each state board submitted a set of examination questions on an assigned subject, and these questions were freely discussed and criticised by all present.

On Thursday morning, all the delegates were taken through the University of Illinois College of Pharmacy and, later, attended the regular weekly luncheon of the Chicago Veteran Druggists' Association.

Before adjournment, a motion was passed accepting the invitation of Detroit to hold next year's district meeting in that city, the time to be set by the Chairman in charge of arrangements.

STATE BOARD NEWS.

Alabama.—Secretary Bingham very aptly states, "The board of pharmacy of Alabama, McCawber like, 'is waiting for something to turn up' in the way of eligible candidates for exami-

nation." The college prerequisite recently became effective in Alabama and non-graduates are barred from examination. As yet, the first crop of three-year graduates has not arrived.

Colorado.—In reporting an analysis of the January examination, Secretary Clayton writes: "The usual experience of recent months was repeated, in that chemistry proved to be the easiest of the written subjects and pharmacy the most difficult, materia medica and arithmetic occupying the intermediary positions, while the grades in practical work were considerably higher than any of the preceding, the average of all candidates taking the registered pharmacist examination being as follows:

Chemistry	78	Practical Work	83	Problems	60
Materia Medica	69	Pharmacy	52	All Subjects	66.7

Reciprocal registration was recently granted to George P. Fry from Illinois.

District of Columbia.—Secretary Kerfoot writes: "The first examination under the new law which provides for college graduation as a prerequisite was held on the 12th and 14th. Only six candidates presented themselves. The results have not been ascertained. President Taylor and Secretary Christensen were callers at this office to-day. They were homeward bound from the district meeting recently held in Bristol, Tenn."

Louisiana.—The Board of Pharmacy adopted a resolution of tribute, at a recent meeting, to George W. McDuff, a former member and Secretary-Treasurer of the Board, who died on February 23, 1928. Quoting from the resolution, "During his régime he endeared himself to the membership and his death brings a tinge of sorrow to those who had the pleasure of personal contact with him. His acquaintance with members of the pharmaceutical profession was large and through his genial personality he drew about him a circle of staunch friends."

Michigan.—The dispute between the Governor of Michigan and the Board of Pharmacy has finally resulted in two resignations—that of H. H. Hoffman, director of drugs and drug stores, and Alexander Reid, a Detroit member of the Board.

Last year the Governor made charges against the Board and its director, which the legislature investigated. The Board and the director were given a clean bill of health. With the honor of the Board vindicated, the director felt free to resign and Mr. Reid's resignation followed as a sympathetic movement.

Mississippi.—It is reported that there has been a complete change of personnel on the Board of Pharmacy, but the N. A. B. P. has not been informed who the new appointees are.

Missouri.—The Board examined thirty-three candidates for full registration and eighty-two for the assistant license at the April meeting held at the Kansas City College of Pharmacy.

The next examination will be given at Sedalia, Mo., on June 18th and 19th.

North Dakota.—The next regular meeting of the Board will be held at the College of Pharmacy, Fargo, June 12, 1928.

Examination of candidates for registration and other regular business will be carried on. All requests for information should be sent to the Secretary, P. H. Costello, Cooperstown, N. Dak.

Pennsylvania.—At the examinations held on April 12th to 14th by the Pennsylvania Board in Pittsburgh and Philadelphia, 107 candidates for "pharmacist" registration and 176 candidates for "assistant" registration were examined.

The Philadelphia examinations were held in the new building of the Philadelphia College of Pharmacy and Science for the first time.

Rhode Island.—At the examination held at the State House, Providence, April 2nd, thirty-six candidates appeared. Only ten of this number passed.

South Carolina.—Sam. B. Mitchell of Sumter has been appointed a member of the Board to succeed A. Clyde Ellerbe whose term of six years recently expired.

Utah.—The Board of Regents of the University of Utah voted to discontinue the department of pharmacy at the University following the completion of the present school year.

Mrs. John Culley of Ogden, Utah, is as prominent in women's club work in her state as her husband is in pharmaceutical circles. She was recently elected without opposition to the office of President of the Utah State Federation of Women's Clubs. The Ogden Service Star legion, of which she is also a member, presented her with a silk American flag and a Service Star pin in honor of her election. John Culley needs no introduction as he has been a member of the Utah Board of Pharmacy for many years and is nationally known in pharmacy.

Vermont.—The annual meeting of the Board was held at the State House, Montpelier, on February 1st. The following officers were reelected for the coming year: *President*, Fred W. Churchill; *Secretary*, Fred D. Pierce; *Treasurer*, Harris W. Alexander.

An examination was held at that time and eight out of the twenty-one candidates who appeared passed.

Secretary Pierce has been spending the last two months at his winter home in Oneco, Florida, and Ralph C. Root of Brattleboro has been serving as Acting Secretary.

Virginia.—The annual meeting of the Board of Pharmacy was held at Richmond on April 24th, but the results of the election were not received at the time of going to press.

The Spring examination will be held in June this year, exact date to be announced later.

W. L. Lyle, of Bedford, was re-appointed to the Board for a term of five years dating from March 1, 1928. Mr. Lyle is at present Vice-President and Chairman of N. A. B. P. District 5.

Wisconsin.—The Board concluded its examination on April 21st, with 55 out of 210 candidates passing. Seventeen of these passed the examination for full registration and thirty-eight passed as "assistants."

The next meeting will be held in Madison on Monday, July 16th, and all applications must be in the hands of the Secretary on or before July 6, 1928.

The following officers were elected at the annual meeting: *President*, Edwin J. Boberg of Eau Claire; *Secretary*, Henry G. Ruenzel of Milwaukee.

ADVERTISING A NEIGHBORHOOD RETAIL DRUG STORE.*

BY W. H. LAMONT.

Advertising is the greatest force in American business life.

President Coolidge said in an address before the American Association of Advertising Agencies, "Advertising is the life of trade and the foundation for enlarged production."

In our own language, advertising is the I. Q. & S., the Syrup of Hypophosphites Compound, to a declining or stationary business. It's the Malted Milk to the infant industry. It's the Castor Oil to the wheels of commerce that drive big business along the highway of progress.

Advertising is as flexible in its adjustments to meet the needs of all classes of merchants as is electricity in the mechanical world. That wonderful force can be harnessed up to move the wheels of the giant rock crusher or speed the purring motor or the barber's hair clipper. Advertising can be made to fit the demands of the million-dollar concern or the corner drug store.

The retail drug store affords a greater variety of methods of advertising than any other business. It has more avenues of reaching its trade, and gives one more opportunities of making the appeal to buy. The retail druggist can reach the whole family; he has something to sell the baby and the grandfather, the young and the old, the rich and the poor. Every man, woman and child is a potential drug store customer, and all you have to do is to cultivate the customer.

BUT, HOW? THAT'S THE GREAT QUESTION.

Of course when you say "Advertising" you immediately visualize the newspaper. You know and I know that the world believes that the newspaper is the most productive medium in the world. It reaches the masses, and your message can be changed for every issue.

* Section on Commercial Interests, A. Ph. A., St. Louis meeting, 1927.