

whereby the medical profession, the public health agencies and the public as well may be acquainted with the present advances in pharmaceutical education and to realize just how this advancement may be utilized in the fight against disease. Frankly, it is amazing just how little is generally known about the progressive and constructive changes which are being brought about. I have had occasion to discuss just these things with members of the medical profession and others who should be informed, and the fact is lamentable that, as a class, they know so little of what is embraced in the pharmacist's training and even less of what they are qualified to do. I am certain that as a general thing they are not aware of the approach of pharmacy to a standard collegiate basis. When it is realized that the new era in pharmaceutical education will include pharmacology, bacteriology, physiological chemistry and the many subjects embraced in the field of clinical technology, it becomes essential that the medical man, his patients and the public be made to appreciate these things and to make use of this broader service which will be available to them. The dissemination of the truth of these things is an undertaking important enough, large enough and imperative enough to enlist the brains and the finances of the pharmaceutical world.

As a summarization and in conclusion, pharmacy should devote itself to the principle of maintaining the highest standards in education and in its service to the public. It should adopt and remain true to a policy distinguished by its constructive purpose and objective outlook, which would demand and receive the commendation of those who appreciate intrinsic worth in all things. In the steadfastness with which this policy is supported, there should be "no wavering and no shadows cast by turning." In the words of Dryden, "They conquer who believe they can."

WHAT THE PHARMACIST MAY DO FOR HIMSELF.

BY E. C. BROKMEYER.

AN ADDRESS BEFORE THE SECTION ON EDUCATION AND LEGISLATION, AMERICAN PHARMACEUTICAL ASSOCIATION, AT THE SEVENTY-SEVENTH ANNUAL MEETING, HELD IN RAPID CITY, SOUTH DAKOTA.

The subject, "What the Pharmacist May Do for Himself," was selected because of the general concern manifested over the trials and tribulations of the so-called independent retail druggist, some real and others imaginary. The designation "Independent Retail Druggist" is justified only for the purpose of distinguishing between chain stores and individually owned and operated drug stores. No person engaged in professional or commercial activity to-day may truthfully be said to be independent. First of all, one is dependent upon himself. He is also dependent upon civil society, of which he is a member. Necessarily he is dependent upon government for the protection of life and property and the pursuit of happiness. These obvious facts are recalled lest they be forgotten. What the pharmacist may do for himself must be considered in connection with the pharmacist's relation to society and government.

POINTERS FOR THE PHARMACIST.

The limitations of time prevent more than the mention of a few of the things that the pharmacist may do for himself. He may:

1.—And should submit to a practical test his professional attainments from time to time and improve them if possible.

2.—Study his commercial qualifications in comparison with the keen competition he is called upon to meet.

3.—Intelligently analyze the demand on him for pharmaceutical and commercial service and provide it with the greatest efficiency and dispatch at a cost fair and reasonable alike to himself and to the public.

4.—Develop himself as an important factor in the social, economic and political life of the local community. Perform his highest duty as a citizen by doing his full part in making this a Government of, by and for the people. Unless he does, he may expect little consideration in the making and enforcement of the laws affecting him.

5.—Coöperate to insure the enactment of wise and just laws and the administration of justice.

6.—Support financially and with personal activity local, state and national pharmaceutical associations, because only in this way can the full strength and power of pharmacy be registered with the government and before the public. The pharmacist and his local associations hold the key to the situation. They constitute the voters on whom lawmakers and administrators depend for election.

COÖPERATION IMPERATIVE.

However large pharmacy may loom to pharmacists because of its importance in the world of to-day, as in all the past, it is a regrettable fact that its importance is appreciated by few in the Federal and State governments and by not many of the public. Intelligent and persistent publicity in the daily press has been woefully neglected. Only a practical newspaper man is qualified to handle this. I am constrained to emphasize this point after my twenty years' experience at the national capital and nearly twenty years' observation at the capital of my native State. This is most serious when it is remembered that pharmacy, in all its branches, is more affected by laws and their enforcement than any other professional or commercial activity. Because pharmacy is not understood by a majority of those who make and administer the laws and by most of the public is why pharmacy does not obtain its just dues in the enactment and enforcement of the laws. Therefore coöperation between all branches of pharmacy—manufacturers, wholesalers, retailers, colleges and boards of pharmacy—under intelligent direction is imperative if pharmacy would come into its own. Nor should coöperation be thus limited. Practical experience at Washington has demonstrated beyond question that because of pharmacy's weakness its organizations must coöperate with other interests to protect and promote its welfare, not only in the making and enforcement of the laws but in pharmaceutical education and the development of more efficient business methods and policies.

THE "LOBBY."

We hear much about the "Lobby" these days. One sometimes wonders whether some of those who condemn it really know what the "Lobby" means. In the olden days the term "Lobby" was used as signifying something tainted, or unlawful, in the way of legislative activity. Such activity, of course, is as reprehensible to-day as ever. Imposters and corruptionists have no place outside of the penitentiary. Lawyers, however, are obligated to represent their clients whenever the need arises before any branch of the Government. Citizens have a constitutional right to such representation and a pressing need for it. Business

and professional men certainly may and must be represented at the national and state capitols directly or through associations. An attorney qualified as a specialist in pharmacy law and practical politics on the ground where the laws are made and interpreted alone is in a position to intelligently and safely advise pharmacists. He must be in constant touch and know the practice and procedure, as well as governmental methods and policies, not to mention the relation of other interests—professional, commercial, welfare, etc.—to the Government to know how and when to act. What would become of the American people if those who make and enforce the laws were deprived of the information and advice of professional and trade associations, represented at Washington and state capitals, especially when technical questions arise, or when information and judgment can only be furnished by law specialists and business and scientific experts? What would life be worth in the United States of America to-day if Congress had not enjoyed the benefit of the information and advice of the National Drug Trade Conference, including its Washington representatives, in the enactment of the Harrison Narcotic Act? The Food and Drugs Act, the National Prohibition Act, the revenue, tariff, postal, interstate commerce, public health and other laws also required such information and advice in their enactment and amendment.

PUBLICITY.

Reference has been made to the weakness of pharmacy. If the government and the public do not know pharmacy, or appreciate the value of its indispensable function in relation to human health and life, it is because pharmacy has neglected to enlighten the public. It is becoming, as well as ethical, for a profession to abstain from advertising, but the fact remains that under the conditions confronting pharmacy to-day, including the public's indifference to government, pharmacy must educate the public and the government, or function under the most trying circumstances, if at all. Highly organized and adroitly conducted minorities are said to be largely influencing the government at Washington. Even former President Coolidge recently remarked this. He went further and stated that because Congress failed to function under fear of these minorities the Chief Executive of the nation was compelled to "more and more stand as the champion of the rights of the whole country." How have these minorities developed the power attributed to them? Publicity and propaganda persistently promoted, without regard to expense, propriety or public policy, have been their principal instrumentalities. Public opinion has been their goal. As the government is the creature of public opinion, those who influence and control public opinion necessarily dominate the government. What has pharmacy done to enlighten public opinion politically? Mr. Coolidge said recently in a magazine article (*American Magazine*, August issue) that when he was President and failed to obtain from Congress what he believed the welfare of the nation needed, he appealed to the "country." In other words, Mr. Coolidge resorted to publicity. He said he finally succeeded. Pharmacy has at its command what Mr. Coolidge and any other profession or business has—organization and publicity. It has more—the point of contact with more voters than any other profession or business, the drug store. If pharmacy does not use the implements and opportunities at hand, have pharmacists any just cause for complaint when they do not receive their professional

or commercial deserts at the hands of the government, or progress as other industries and professions do through intelligent coöperation and publicity?

WHAT PHARMACY NEEDS.

There are quite a number of things which pharmacy needs. Some of these briefly may be stated as follows:

1.—Equality of pharmacists before the law, as guaranteed by the Constitution. Pharmacists should have the legal right to make agreements for the maintenance of resale prices on trade-marked articles under competitive conditions. Large corporations and combinations exercise this legal right through "mergers" and the establishment of factory branches and chain stores in order to operate the agency system of distribution. Mr. Ford fixes and maintains the resale price of his automobiles through his own agents. Drug manufacturers, wholesalers and retailers would go to jail if they did what Mr. Ford is doing unless they had sufficient capital to establish and operate the agency system of distribution. If the Capper-Kelly Fair Trade Bill enacted into law would not remove the inequality complained of, Congress is obligated to furnish the remedy in some other form to insure competition for the protection of the public and independent drug manufacturers, wholesalers and retailers against growing monopolies, enjoying the undue advantage of collective price-fixing and price-cutting through their own branches or stores.

2.—The elimination of corporations from the practice of pharmacy. State laws prohibit corporations from practicing law. The courts have stopped the practice of dentistry by a corporation. The organized medical profession is protesting against the practice of medicine by corporations. Due consideration for the public welfare demands the restriction of professional practice to those specially trained and qualified to engage in it. Individual professional responsibility is indispensable to the public welfare.

3.—Freedom from undue restriction in the practice of pharmacy in compounding and dispensing prescriptions and the handling of malt, vinous and spirituous liquors, habit-forming narcotic drugs, poisonous and all other necessary articles for medicinal purposes, the principle and necessity of self-determination involved in professional practice applying equally to all of these activities and obligations.

4.—The recognition of pharmacy and provision for pharmaceutical service in the army by the enactment of the pharmacy corps bill submitted to Congress by the AMERICAN PHARMACEUTICAL ASSOCIATION.

5.—The raising of the standards of pharmacy, professionally and commercially, to the highest point of practical attainment.

WHAT PHARMACY DOES NOT NEED.

What pharmacy does not require includes:

1.—Any annual registration tax for handling narcotic drugs higher than that imposed upon practitioners.

2.—An increase in the duty on non-edible blackstrap molasses for the manufacture of medicinal and industrial alcohol.

3.—Transfer of the Bureau of Prohibition from the Treasury Department to the Department of Justice.

4.—Censorship of the advertising of medicinal preparations by the Government, unless done in coöperation with the accredited representatives of organized pharmacy and the medical profession.

5.—Revision of the narcotic laws so as to further restrict the medical and pharmaceutical professions and pharmaceutical manufacturers and unduly interfere with indispensable medical and pharmaceutical service to the public.

ORGANIZATION.

Organization and coördination of organized effort to the highest point of perfection are the needs of the hour for pharmacy and all other professional and commercial activities. On all sides this is apparent. Efforts everywhere are being concentrated upon this. The organization of pharmacy, from its highest to its lowest unit, is perfect in form. All that is needed is to vitalize it. If there is room for improvement in this direction the obligation to make the improvement lies with individual pharmacists. A chain is no stronger than its weakest link. A local, state or national pharmaceutical association is no stronger than each individual member. Each unit must function. He must do his full part, professionally, commercially and politically. The active and intelligent performance of his duties determines the power and influence of his organization and the results possible to be attained. The organization of pharmacy having thus been vitalized, it only remains for it to coöperate when necessary and possible with other organizations of power and influence where the interests are common. Of course, the obligation rests on drug, pharmaceutical and proprietary manufacturers to coöperate for mutual benefit and the welfare of pharmacy and the public at large.

In conclusion, the pharmacist may help himself by doing his full part and insisting upon the representatives of his various associations doing theirs. The largest measure of success, professionally and commercially, should result with great benefit to the public.

A unanimous rising vote of thanks was tendered Mr. Brokmeyer by the Section.

ABSTRACTS OF PAPERS OF SCIENTIFIC SECTION, A. PH. A., RAPID CITY MEETING.

"Digitalis Assay Standards," by L. W. Rowe.

Comparative assays of samples of the more important methods and conclusions drawn as to the relative strength of the various standards proposed for each method. Using the standard of the U. S. P. X as 100 per cent, that of the Cat Method is about 110 per cent, the M. L. D. Frog Heart Method is 90 per cent, the Four-Hour Frog Method is 100 per cent and the Guinea-Pig Method standard is about 100 per cent. The choice of a standard for Digitalis for the next U. S. P. is discussed as well as a more suitable method than the present.

"The Pressor Assay of Epinephrine-Novocaine Mixtures," by James C. Munch and W. A. Deckert.

The epinephrine content of epinephrine-novocaine mixtures may be quantitatively measured by comparing increases in blood pressure with the increases produced in a previously injected series of doses of standard epinephrine. Small quantities of novocaine do not have an appreciable effect on the pressor action of epinephrine. Large quantities potentiate the pressor action of epinephrine. Large quantities potentiate the pressor action and the effect persists for some time.