

# EDITORIAL

E. G. EBERLE, EDITOR

10 West Chase St., BALTIMORE, MD.

## A Merry Christmas and a Happy New Year.

AT THE THRESHOLD OF ANOTHER YEAR.

EVERY year brings to that which follows some unfinished work. The members of the AMERICAN PHARMACEUTICAL ASSOCIATION can look back upon the events of 1929 with a high degree of satisfaction in the accomplishments of the waning year, but, with the assurance that much work remains to be done in 1930. The annual meeting held in Rapid City was well attended; its transactions have been reported in the last three issues of the JOURNAL and the members have had an opportunity for studying them. The report on the Headquarters project is most encouraging and the work accomplished points to further opportunities; the results thus far transcend the hopes of several years ago—then it was a dream, now it is a vision and next year it promises to be a realization. The subject has been carefully presented in detail by the Chairman and commented on editorially, with confidence that the members will continue their support to make the American Institute of Pharmacy the greatest achievement of American pharmacy—this is a Christmas Wish and a New Year's Hope.

---

### THE MUSEUM OF THE A. PH. A. HEADQUARTERS AS A DEPOSITORY FOR ORIGINAL MATERIA MEDICA SPECIMENS.

BEFORE the erection of the American Institute of Pharmacy—the name proposed for the Headquarters Building—is even begun, a suggestion of great importance has been made with respect to the museum which is to be one of the principal features of the Institute. Dr. H. H. Rusby, at the recent meeting of the National Conference of Pharmaceutical Research, in Rapid City, pointed out that authenticated samples of drugs should be preserved in the American Institute of Pharmacy so that when occasion demands these may serve for identifying other specimens; likewise constituents and preparations. He brought the thought into his address at the Hanbury Medal presentation when he referred to the work of Sir Clement Markham on Cinchona, which to a great extent was nullified because of an error in the determination of the plant upon which a large part of his effort was expended. In a related way he referred to Apocynum, Strophanthus, Viburnum and a number of drugs, the reputation of which has suffered because they are not of the source which gained recognition for them. He mentioned the fact that Dr. Thomas Lloyd had discovered collectors gathering *Cactus grandiflorus* in a country where the genuine plant does not exist. The following paragraph is quoted from the address:

"In my opinion, it would not be going too far to decree that no report of research work in pharmacognosy, chemistry, pharmacodynamics or therapeutics shall be regarded as valid or given serious recognition unless such report shall state where authenticated samples of the material employed have been perma-

nently deposited. The earlier in the history of the drug that this can be done, the better, but it is never too late, as witness Farwell's recent tracing of *Cascara amarga* to the genus *Sweetia*, in the family *Papilionaceæ*, whereas no student of materia medica ever expected it to be referred to any other family than the *Simarubaceæ*. It is notable that Farwell has taken pains to preserve specimens of the bark and of the tree yielding it."

As in all other things, there are limitations, but there are possibilities of great value in this suggestion for service in the interest of public health in which pharmacy has a large part. In a communication Dr. Rusby mentions that original botanical determinations may have been erroneous and, if posterity has nothing more than the name, the establishment of exact facts is very difficult. Unless we have original materials for examinations there is no definite understanding of the exact plant that was used under the original name; the interpretation of a botanical name may be changed as we come to know it and its allied species.

"One of the most general and perennial of human regrets is that most of the results of experience of one generation are not preserved for the use of the next generation." This is in a degree applicable to Pharmacopœial and National Formulary revision—investigations are pursued in one revision which must be renewed in a succeeding one, whereas if the records and evidence are preserved doubts and arguments can be settled.

The references herein chiefly concern botany, pharmacognosy and pharmacology, but it points to larger opportunities of service through the American Institute of Pharmacy.

---

#### PHARMACY WEEK OF 1929 AN OUTSTANDING SUCCESS.

**P**HARMACY Week of 1929 has been a greater success than that of preceding years and has found increased favor in countries where a try-out was given last year—the idea now being accepted as an opportunity for acquainting the people with the mission of pharmacy; and in other sections of the world the initial effort of this year has been most encouraging.

The continued and progressive success of Pharmacy Week will depend on properly carrying the message of pharmacy to the public by means of publicity that will have cumulative value. No one questions that the practice of pharmacy is a means for livelihood—Pharmacy Week is a part of an educational system for acquainting the public with the profession of pharmacy—that it is an important activity in various divisions of public health work.

Those who for one reason or another seek to belittle pharmacy as an integral of their business are unwilling to discontinue the sale and dispensing of medicine, because they know that public confidence rests on pharmacy. The requirements for pharmaceutical practice, therefore, not only demand the qualifications exacted by the state for the protection of the public, but for impressing on all who practice pharmacy a full appreciation of the obligations assumed and a corresponding regard for their professional standing.

The extent of the Pharmacy Week program is greater than most pharmacists realize, because it is difficult to estimate the efforts put forth by individuals, firms

and local organizations. Details of the big national promotions (and international) have been reported, but even so, these were productive of other efforts. For example, the maps used in window displays have attracted the attention of teachers and librarians, who recognize in them sources of information, the results of which may be viewed from various standpoints as influential, educational and commercial factors, the inchoation traceable to Pharmacy Week—if pharmacists will be mindful of their opportunities.

No one can estimate the audience of radio broadcasts, for quite a number who have no direct interest in pharmacy added brief messages commending Pharmacy Week; to the latter and the larger number who in one way or another share in pharmaceutical and drug-trade activities the thanks for coöperation are due; after all, the fullest measure of success and prosperity is possible for each division when all recognize their common interests for the welfare of those they serve. In addition to the nation-wide broadcast over the Red and Blue network the message of Pharmacy Week was given over local stations by pharmacists of prominence.

The fine publicity of magazines, dailies and weeklies and advertising services contributed by wholesalers, manufacturers and publishers gave support to the metropolitan newspaper service and brought the message of pharmacy to the attention of all who have a desire to be informed. To all who participated in this wonderful effort the body-pharmaceutic expresses appreciation and thanks.

Local associations and alumni took advantage of the occasion for getting together in meetings, and several of these organizations honored individuals for outstanding services rendered to pharmacy. The success of all of this was promoted by committees and the untiring efforts of officers, guided by the chairmen. The enthusiasm and encouragement of the latter have found expression in the fact that the National Executive Committee is already formulating plans for the sixth annual observance of Pharmacy Week in October of 1930.

---

#### OFFICERS-ELECT OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

The Board of Canvassers of the AMERICAN PHARMACEUTICAL ASSOCIATION—composed of L. F. Bradley, A. C. Taylor and R. L. Quigley, all of Washington, D. C.—has announced as the result of the mail ballot for officers of the ASSOCIATION, the election of the following:

*President*, H. C. Christensen, Chicago, Ill.

*First Vice-President*, Walter D. Adams, Forney, Texas.

*Second Vice-President*, D. B. R. Johnson, Norman, Okla.

*Members of the Council* (for three years), H. V. Army, New York, N. Y.; T. J. Bradley, Boston, Mass.; W. B. Day, Chicago, Ill.

These officers will be installed at the next annual meeting of the ASSOCIATION in Baltimore, Md., May 5-10, 1930.

E. F. KELLY, *Secretary*.

---