

ADDRESS OF THE PRESIDENT OF THE AMERICAN  
PHARMACEUTICAL ASSOCIATION.\*

BY DAVID F. JONES.

It seems to be my duty, and I feel it an honor and privilege, to address you for a short time on this the 77th occasion of the meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION.

This ASSOCIATION represents a profession that, according to Professor C. H. LaWall, has a background of 4000 years. Before taking up for discussion the many points of vital interest to the growth and stability of the organization, I wish to assure our guests that the pharmacists of the state of South Dakota feel highly honored in having the opportunity of acting as hosts to this convention. I desire, personally, to thank the committee for their selection of Rapid City as a suitable place in which to gather for study and recreation. In this particular they have followed the good judgment of President Calvin Coolidge in his selection of the Black Hills of South Dakota for the location of his summer residence in 1927.



D. F. JONES.

Geographically speaking, the location is convenient, being almost centrally situated east and west between the two oceans. Climatically, it is ideal for a careful study of problems that can only be given proper consideration when individuals so engaged are comfortable, as to temperature—not depressed by a sea-level location and yet not nervous because of too high an altitude.

This section of the country, at first thought, might seem to be very new; yet the 4000 years in which pharmacy builded its professional foundation is as merely a day when compared to the age of this locality, as has been set forth in your hearing by so recognized an authority as President C. C. O'Harra, of the State School of Mines.

On the one side of us rise lofty peaks covered with the beautiful green verdure of youth, fresh with vitality, holding in their bosoms unestimated wealth in the richest minerals. Yet with all their freshness they are so old that they may at least be called stable. On the other hand, extending over an area about equal to that of the mountains, is an entirely different formation, as those who have been fortunate enough to have passed through it in journeying to this meeting place have discovered—a formation almost devoid of vegetation, yet it holds your interest. Bare and uninviting in aspect, yet it fascinates because of its bleak silence. Almost no streams to refresh; no restful shade! Hoary and gray with

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age, millions of years look down upon you. You are impressed with the seeming insignificance of man as the picture of the ages surrounds you. Before the pinnacles rising about you were formed, life not now known to the world sported in the waters covering this same section or basked in its sunshine, feeding on its tropical forests. The feeling that creeps over you is most impressively described by Badger Clark, Poet Laureate of South Dakota, who at this time will read into this address his poem entitled:

THE BAD LANDS.

<p>No fresh green things in the Bad Lands bide; It is all stark red and gray, And strewn with bones that had lived and died Ere the first man saw the day. When the sharp crests dream in the sunset gleam And the bat through the canyon veers, You will sometimes catch, if you listen long, The tones of the Bad Lands' mystic song, A song of a million years.</p> <p>The place is as dry as a crater cup, Yet you hear, as the stars shine free, From the barren gulches sounding up, The lap of a spawning sea, A breeze that cries where the great ferns rise From the pools on a new made shore, With the whip and whirl of batlike wings And the snarl of slimy, fighting things And the tread of the dinosaur.</p>	<p>Then the sea voice ebbs through untold morns And the jungle voices reign— The hunting howl and the clash of horns And the screech of rage and pain. Harsh and grim is the old earth hymn In that far brute paradise, And as ages drift the rough strain fall To a single note more grim than all, The crack of the glacial ice.</p> <p>So the song runs on with shift and change, Through the years that have no name And the late notes soar to a higher range, But the theme is still the same. Man's battle-cry and the guns' reply Blend in with the old, old rhyme That was traced in the score of the strata marks While millenniums winked like campfire sparks Down the winds of unguessed time.</p>
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There's a finer fight than of tooth and claw,  
More clean than of blade and gun,  
But, fair or foul, by the Great Bard's law  
'Twill be fight till the song is done.  
Not mine to sigh for the song's deep "why,"  
Which only the Great Bard hears.  
My soul steps out to the martial swing  
Of the brave old song that the Bad Lands sing,  
The song of a million years.

That finer fight is life—the fight in which we are engaged. Toward the end of the betterment of the race, and of ourselves, we are assembled here to survey our equipment, lend our energy and do our part in that endless struggle that began with creation, and toward whose end it is our destiny to work.

This address will take up situations as they now seem to exist, and offer suggestions rather than recommendations. I feel that enough work has already been laid out to occupy the attention of all officers and committees for at least two years. The accomplishments of the ASSOCIATION through the various committees and sections I shall attempt to set forth by dealing with them under separate heads.

I want at this time to express my appreciation of the fine attitude and the most excellent work of the committees appointed during my term of office, which is indicative of their interest and acquaintance with the subjects at hand, and the

outlining of their work in a most comprehensive manner, all of which gives me the assurance that they expect to see the work through to a finish. With the more intimate knowledge of the personnel and the subject matter than I now have, I feel that I could not have made a happier choice in my selection of committee members.

#### THE UNITED STATES PHARMACOPŒIA AND THE NATIONAL FORMULARY.

With the coming of a new revision of the U. S. P., considerable controversy is attendant, and criticisms, charges and denials are naturally expected during such a season as the approach of the time for a decennial revision.

The Revision Committee of the U. S. P., as it now exists, consists of a group made up of about two-thirds pharmacists, chemists and allied workers and one-third physicians. Part of the controversy seems to center around this arrangement, particularly around two committees in which the physicians have been given full control.

One of these is the committee on Scope of the Pharmacopœia. There is no doubt that the physicians should exercise the greater amount of supervision here, as it is quite distinctly their own field.

It is my belief, however, that while the balance of power of this committee should remain where it is, well-informed, broad-gaged pharmacists in the committee on Scope can render a distinct service to the committee and to those who use the Pharmacopœia. There are phases even in Scope that the pharmacist understands better than the physician, and here pharmacists might be of assistance and service to the committee.

The Pharmacopœia over a period of years seems to have grown of less practical value to the retail and dispensing pharmacist and the practicing physician. With each revision, it seems to have become more and more a book for the manufacturing pharmacist, the teacher, and those employed in law enforcement, and of less use to the pharmacist who desires to make and standardize his own preparations, and the practicing physician in the treatment of the sick. The working formulas which made the old revisions books of value, have largely disappeared. Careful note should be made of the fact that thousands of retail pharmacists are seemingly able to conduct their stores without a copy of either the U. S. P. or N. F.

Some have been inclined to blame the physicians' influence for this condition in the revision of the U. S. P. An examination of the N. F., however, will reveal a similar trend, and there are but two physicians concerned in the Revision Committee of the National Formulary. Therefore, it is evident that the physicians should not be held to blame; and beyond any question they are of assistance on the committee.

Years ago, referring to my own experience, in a decennial period I was accustomed to use four or five copies of the Pharmacopœia. They were literally worn out from use. Now, one or two copies seem to suffice for the entire ten-year period. Perhaps this is due in part to better mechanical work and better material entering into its construction. Is it not possible, however, that this is due to the fact that it is of less practical value as a reference book in every-day work?

It might not seem strange if it were to be discovered that, under present

tendencies, selfish interests are an ever-increasing cause of this decline in value. The present revisions, I fear, are becoming of more value to the manufacturer and of less value to the dispensing pharmacist, when the opposite should be the aim of each revision committee. The pharmacist, in pursuit of reliable information as to the preparation of some material for which he has an emergency demand, invariably turns to the Official Books, often to be disappointed by finding only a bare statement of fact, with no elaboration. He must then refer to a more extensive library and secure his information from among many pages, or wait helplessly until material can be obtained from some manufacturing establishment that may be days or even weeks away. Such seems to be a condition generally existent throughout the country.

To-day, one will find that the average prescription pharmacy is becoming more and more dependent on the store's private book of working formulas, and less concerned with the Official Books, aside from their presence as a legal obligation. And, at the same time, the practicing physician is experiencing the same difficulty, and is working more closely with his nearby pharmacist, and the U. S. P. and N. F. are not now frequently found in his library.

These working tools must be restored, and organized interest prevented from influencing either the scope, formulas or methods of standardization in revisions of the U. S. P. and N. F. if they are to remain in the high esteem of the practicing pharmacist and physician that they once were held.

Another matter is the suggestion that the members of the Revision Committee should be selected with reference to the geography of the country.

This is a point well taken, as different parts of the country have different conditions to meet, different materia medica and different trends of thought on the part of physicians who are medical practitioners.

The medical schools have no little influence in this. It has been said that one might take ten prescriptions from each of ten physicians, and by careful study determine from what school each was graduated. Personal observation has been that such a study might lead one to believe that some medical schools had entirely overlooked instruction in prescription writing.

The Revision Committee should be made up of well-qualified representatives of all branches of the professions, from all parts of the country. Further, no man should be elected to serve on the Committee, no matter how valuable he might be, if the selfish interests of a commercial organization can in any way influence him, or sway his judgment while so serving. The full committee in session should endeavor to so shape their text as to make it of the greatest possible value to the greatest number of dispensing pharmacists and the practicing physicians—those particularly concerned at first hand with the treatment of the sick and conserving of the public's health. Manufacturing pharmacists will find such a book of no less value to them.

#### THE RECIPE BOOK.

The compilation and publication of the Recipe Book for the past ten years has been the work of a carefully selected committee. This book which has just recently come upon the market is one well adapted to the needs of the retail pharmacist, bacteriologist and laboratory technician, because of the various formulas

contained under its many divisions. Each one of these is of very practical value, to pharmacists generally who are working in close touch with the practicing physician and supplying his needs in the way of laboratory material for the technician. Without doubt a standardization of these preparations will have to be carried on by further work provided for by the ASSOCIATION, in the present publication as well as in the future revision of the book. In this particular we should keep in mind the fact that the work is intended, first of all, to be of practical value to the dispensing pharmacist. Criticisms and suggestions for its improvement from any source, I feel sure, will be gratefully received.

Fully one-half the material on the shelves of the drug stores of our country to-day is unfit for use. I have seen many stores on my recent trip where I would hesitate to compound a physician's prescription, selecting the material at random. This material has been placed there at the suggestion of men eager to sell the goods of the house they represent, when there is no warrant in good business practice for stocking them.

From long years of experience I would raise the question—is there the need of detail men or manufacturers' representatives making their territory every two weeks so as to keep the pharmacist and physician in touch with the new remedies that are being brought out? This practice piles up overhead and this in turn is paid by the retailer. Unless this is corrected, the injury to the drug trade will be difficult to remedy.

The one great necessity in the proper treatment of those requiring medical care, under existing conditions—when we find the shelves of drug stores loaded to the limit with manufactured preparations placed there at the suggestion of the physician while under the very temporary influence of the last detail man's visit—is the assurance of the permanency of these products and the knowledge that they will retain their activity when dispensed. Together with working out a plan for keeping this stock in proper condition there should be some plan whereby stocks could be simplified and the practice of continually promoting and featuring new remedies in an already overcrowded field be somehow curbed or controlled, and in its place the retail pharmacist should be guided and encouraged and in every possible manner supplied with working formula so that he may assure fresh and potent remedial agents convenient for the physicians' requirements.

#### RECOGNITION OF PHARMACY IN GOVERNMENT SERVICE.

Much has been done during the year in the campaign for the securing of Government recognition of Pharmacy on a proper basis. By the Charter's report following the study provided for under the Commonwealth Fund, pharmacy was classified as a profession, and a definition of what constituted a profession was set forth. At present the ASSOCIATION is interesting itself in three phases of governmental service, namely, Public Health, Civil Service and the Army. The situation in the Navy and the Veterans' Bureau is quite satisfactory.

The Parker Bill, providing for recognition in the Public Health Service, as you know, was at one time passed by Congress and vetoed by President Coolidge. The bill, modified, has just been introduced in the present Congress and this provides for full recognition of Pharmacy. For the first time in any governmental

service, pharmacy will be recognized on the same basis, as to appointments, as Medicine and Dentistry.

A bill to create a Pharmacy Corps in the Medical Department of the United States Army was introduced into the 70th Congress, and a very satisfactory hearing was held before the Committee on Military Affairs. A report of the committee on the Pharmacy Corps in the Army will be given during the week, and I am sure that you will all want to hear this report, as the facts that will be presented may be somewhat startling. I want to express my personal appreciation of the most excellent work that this committee has accomplished thus far. It seems too bad that to accomplish the good for the public that this will bring about—that he who revealed this need must suffer.

Some years ago when the civil service employees of the government were classified, Pharmacy was listed as a sub-profession. Last year the ASSOCIATION filed a protest and submitted evidence to show that Pharmacy is entitled to be listed as a profession, as are Medicine and Dentistry. An investigation of the Personnel Bureau of the Civil Service is now going on with what we expect will be favorable results.

#### A STUDY OF PHARMACY.

A year ago, at the Portland convention, the National Association of Boards of Pharmacy proposed a plan whereby a detailed study of Pharmacy could be carried forward. The plan they adopted created an interest in the Association of American Colleges of Pharmacy and they took action somewhat similar to that of the National Association of Boards of Pharmacy, both making appropriations adequate to cover the beginning of the work contemplated. These Associations invited the AMERICAN PHARMACEUTICAL ASSOCIATION to join with them and cooperate in this study. The plan adopted in part called for the appointment of a committee of three from each organization. This committee was appointed by the President of each Association. They held their first meeting in Washington in the month of December 1928. The officers of each organization met with the committee in Washington and discussed the work with them. The committee was very fortunate in interesting the American Council of Education in the work that they endeavored to carry forward and at its first meeting they had with them the officers of the American Council of Education, who advised and offered suggestions as to how the work might be carried forward successfully. The conclusion reached was that the work already begun by the Commonwealth Fund should be continued.

The object of the plan is to learn, by actual study, the duties which the pharmacist is called upon to do in actual every-day practice. This information is to be used as a basis for working out a satisfactory course of study for his collegiate instruction; more dependable methods for determining his qualifications—better and more comprehensive, as well as more uniform methods for conducting examinations to practice Pharmacy. In other words, the committee is endeavoring to establish sound basic determinations that will be beneficial in correcting the present-day shortcomings with regard to the conceded necessity that education, registration and regulation as applied to Pharmacy should be based on facts and the actual needs and activities of pharmacists, rather than on theories. In this effort the

Associations have been fortunate in securing the active coöperation and assistance of the American Council of Education, and the studies which will be made will be carried out under the auspices of this Council.

The several members forming this joint committee concluded to add to their number the chairman of the Syllabus Committee, which I believe showed very good judgment. This makes a committee of ten who are proceeding in their work under most favorable conditions and are enthusiastic over the outlook, although they have not been able to progress as far with the work as was expected then; and the ultimate success of the whole proposition rests upon the securing of adequate funds with which to do it thoroughly.

#### CONFERENCE OF ENFORCEMENT OFFICERS.

Arrangements have already been made to bring together at this meeting the officers who have in charge the enforcement of laws regulating Pharmacy in the various states. If a permanent organization of these officials can be arranged, then steps toward a greater uniformity of laws may be taken, with good results. As it now is, there seems to be too much confusion. There seems to be a desire on the part of each state's legislature to enact laws that have the effect of going a step further than those of their neighboring states, without taking into consideration the possible detrimental results.

Before the organization of the National Association of Boards of Pharmacy, it was the practice of the various states, through the rulings and regulations of their Boards of Pharmacy, to set up machinery that in effect was for the purpose of determining how much knowledge a candidate possessed rather than whether he was a safe person to entrust with the dispensing of medicine to the public. The tendency is that each state's officials consider themselves superior in comparison with others, unless they have occasion to work so close together as to become acquainted. Such an Association as this conference suggests will wield an influence that will promote closer harmony, uniformity of action and coöperation of effort. A sane and proper enforcement of pharmacy laws will do more than anything else to impress upon the public the importance of Pharmacy in relation to public health, and the necessity for limiting its practice to those who are fully qualified, and who, therefore, appreciate the danger and responsibilities.

#### THE PLANT SCIENCE SEMINAR.

I would recommend that all the encouragement possible be given the Plant Science Seminar to meet in the future in conjunction with and at the same time as the AMERICAN PHARMACEUTICAL ASSOCIATION. There are two great advantages of a joint meeting place. First, the ever-desirable tendency toward closer coöperation and coördination between the various branches of Pharmacy and the mother organization; second, the opportunity that it offers the individual to attend both meetings without being put to extra expense.

At present the work of this organization is attracting the attention of the Departments of Agriculture of various states, especially those that are interested in Agriculture and development and conservation of their natural resource. Centers that are largely industrialized fail to give sufficient attention to a conservation program.

The meeting this year has been very attractive to those within the state working along similar lines, and they appreciate the assistance of a body of scientists gathering within their borders for the purpose of studying what nature has supplied in abundance. The impression made on the laity is far-reaching and will call attention to the scope of the field in which Pharmacy is interested.

Through the efforts and studies of this group, many undeveloped sources of supply may be opened up within our country, with a resultant economic advantage to three classes—a lessening of expense to the consumer and to the pharmacist; and an increased outlet for the agriculturalist.

To Pharmacy, the Plant Science Seminar is in the field of raw materials what the research laboratory is in the fields of analysis and synthesis. Great steps have been taken in the latter; great possibilities are within the range of the former.

#### COSMETICS.

During the year a committee on Cosmetics has been named by action of the ASSOCIATION upon a recommendation of President Johnson. This committee has organized and outlined its work, and has made a careful estimate of what will be necessary in carrying it forward in a comprehensive manner.

For some time the question of cosmetics has occupied the attention of persons in several parts of the country. Questions, charges, replies and counter-charges; pamphlets, advertising demonstrators, both hidden and open and numerous other evidences of strife among the manufacturers, with resultant suspicion on the part of the consuming public, have been whirled through the air in kaleidoscopic disorder, all thrust from somewhere, but seemingly arriving nowhere. Out of the mêlée comes the rising questions of whether there is anything wrong with cosmetics; if there is, what is it, and what are we going to do about it? Over and over there comes a cry for legislation, the old panacea for all ills of commerce—the cure-all whose reaction often outstrips its effect. From out of this chaos the committee on Cosmetics will endeavor, by cool, methodical study and analysis, to bring a satisfactory answer, and make such recommendations as it may deem necessary to place cosmetics on a safe and sane basis.

If certain work can be accomplished which will result in clearing up the situation relative to products now on the market, then it will not be necessary to resort to legislation to correct existing conditions.

The committee selected are men of experience and well qualified to carry on this work. It only remains to work out certain details; then the committee can get into action and their findings will be based on a most comprehensive study, with the final result of giving protection to the public without involving ourselves in a mass of legislation which might prove very detrimental. With patience, I believe that this can be worked out to the advantage of all concerned.

#### HEADQUARTERS BUILDING.

I am very happy to announce that the chairman of the committee for the Headquarters Building Fund is to make a very comprehensive report covering the work of the committee, which has practically completed the work it was instructed to do. The site for this building, following the selection of Washington as its location, has been secured. It is perhaps the most desirable from every stand-



point that could be secured for its purpose anywhere in the country. I will not go into detail with a description of this beautiful location. Plans and all details will be covered by Dr. Dunning, who is familiar with every phase of the enterprise. All I shall ask is that every person be present to hear this report. The time of its reading is given on the program. I am confident that this movement is but the beginning of great things for the AMERICAN PHARMACEUTICAL ASSOCIATION. Following the completion of this building, there will be, no doubt, a closer and more compact organization of all forces working under various heads and sections. With the equipment already planned, it will be a natural place for the centralization of all effort, investigation, research, propaganda and information pertaining to all things pharmaceutical, I trust.

At the Portland meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION two papers were read; one by Dr. H. V. Army and the other by Dr. Frederick J. Wulling. The section before which they were read was instructed to offer them to the President for further study. I have given these papers careful consideration with the following result: A call has been issued for a meeting of those interested in the formation of a distinctive organization of prescriptionists. The type and requirements covering its membership would be worked out at this called meeting, if possible.

So as to get the opinion of the ASSOCIATION, I desire to recommend that the organization when formed, shall constitute a body within and governed by the AMERICAN PHARMACEUTICAL ASSOCIATION. The purpose of this recommendation is that with the completion of the Headquarters Building, it, with all other organizations, should form a compact body centered in what has already been termed an Institute of Pharmacy.

#### CONTACT.

I find, upon careful study of what might be termed an inventory of the resources of the ASSOCIATION, that it has great possibilities in the way of increasing its usefulness to its membership and the retail drug trade at large, and through them of bettering the service to the physician and public.

During the year, at my suggestion, the Secretary has been carrying on a work that will in time allow a careful classification of the membership of the ASSOCIATION. Membership blanks used in this work call for a checking of the applicant into one or more of the various classes as follows: Retailer, Wholesaler, Manufacturer, Drug Jobber, Teacher, Research Worker, Editor, Publisher, Representative, Pharmaceutical Chemist, Food and Drug Official, Association Official, Hospital Pharmacist, Pharmacist in Government Service, and a blank space for entering the name of any other classification.

With this information at hand, it will be easy to get a correct figure in classification as to what constitutes the working body of the ASSOCIATION. If the record shows that any one class as listed is not represented in numbers as it should be, there can be a special effort made to strengthen the membership in that particular field. At present it would seem from figures that the retail pharmacists are not represented in such numbers as would naturally be expected; therefore a special effort would be made to increase the membership from that source.

This situation can be remedied, it would seem, in but one way. A direct personal contact must be made with all classes, the retailer in particular. Through this contact they can be interested in the objects of the AMERICAN PHARMACEUTICAL ASSOCIATION and informed as to the work it is doing. I find, upon calling on stores throughout the country, as I have been doing during a part of the year, that many of the owners and employees of these stores are unfamiliar with the work and objects of the AMERICAN PHARMACEUTICAL ASSOCIATION. Upon entering many stores I have studied the strange expression coming over the faces of many of the individuals approached; an expression that would denote surprise, and in conversation the indication was that the person was not quite sure of his ground. He felt that he was familiar with an Association as prominent as the AMERICAN PHARMACEUTICAL ASSOCIATION, and yet was not quite well enough informed as to care to discuss the matter. Others would meet me with beaming countenance that showed an interest and indicated that they felt highly honored with the call made upon them by its President. In one town in California, a most beautiful little city wherein were located twelve drug stores, only one man connected with all of these stores was a member of the AMERICAN PHARMACEUTICAL ASSOCIATION. He, an elderly gentleman, had been located in the community since the eighties. To quote from remarks he made: "I feel highly honored. I am an enthusiastic member of the AMERICAN PHARMACEUTICAL ASSOCIATION and, if my memory serves me correctly, this is the first time that a president of the ASSOCIATION has ever visited this town. We have a local organization that is very active and holds frequent meetings, and at the next gathering I will be happy to inform the boys of your call." If I had had the opportunity of a personal call upon each store, unusual interest could have been created.

Gentlemen, we often fail to appreciate the value of personal contact. I have had so many things on my mind that I have devoted very little time to even a thought of securing memberships; but with what has been my experience during the year, I am convinced that a mature, intelligent man of high type—one who could readily mix with people—could easily secure sufficient applications for memberships that would more than cover his salary and other expenses. These applications would not otherwise be easily or naturally secured.

In my opinion, a man well qualified to do good work could be secured for \$5000.00 a year, with another similar amount for expenses. His time could be well utilized in visiting Colleges of Pharmacy, organizing student branches, in visiting Boards of Pharmacy, and making a contact there that would create an active interest in professional pharmacy. He would be building up an atmosphere that would be helpful in promoting a higher type of conduct of drug stores generally.

I wonder if I can bring home to you the impression made upon me during my recent trip, prompted by the suggestion of the ASSOCIATION that your President should during his term of office visit as many associations and places of business as possible. Gentlemen, it is difficult for me to avoid the conviction that the highest type of drug store is to be found in the towns of 1000 to 20,000 population and the least professional store is in the thickly populated centers, with but few exceptions. During the year, I have had several communications in which the neighborhood drug store was singled out, seemingly, as the only class worth consideration outside the business districts of great cities. Let me tell you that the

neighborhood store in the large city is but a copy, on a smaller scale, of the downtown store. They are simply small department stores with a drug sign, and with very few exceptions, all dissatisfied, even though doing a volume of \$50,000 to \$100,000 a year. With scarcely any exception, the small-town drug store was doing a satisfactory business and not complaining. The conclusion almost forced itself upon me that the small-town drug store is maintaining the professional standing and balance of pharmacy in the United States to-day.

Why not give this pharmacist the consideration that more properly belongs to him, rather than give the city stores with all their disintegrating influences such attention as they are now getting, because of the fact that they are located in centers which have facilities for easily disseminating publicity, augmented by the fact that thousands are passing their doors.

About seven per cent of the drug stores of America are chain stores. About twenty-five per cent, including the chains, are located in the great centers of population. The balance, seventy-five per cent, are in the smaller cities and rural communities. The latter are progressive, high type, semi-professional stores. Give them attention such as I have mentioned, and an invitation to take their part in the ASSOCIATION that stands for professional Pharmacy—upon which foundation the drug business is based—and you will see progress in the profession of Pharmacy that will bring success, stability and public respect through a finer community service, linked with the physician in the relief of human suffering.

Just as long as propaganda is disseminated from manufacturing institutions of any type whatever, that are not satisfied unless each successive year shows an increase in their sales volume, we cannot look forward to anything but a final overthrow of Pharmacy's superstructure, with perhaps damage to its very foundations. I make a plea to you to give the most careful study to this condition. This is not the viewpoint of a pessimist, but rather of one who for forty years has followed the retail game, and for thirty-five years has conducted his own business successfully on what has been termed by those familiar with it, a highly ethical and semi-professional plane, and who further realizes the possibilities of still greater success along these lines.

Parallel with this is the ever-increasing influence of those who do not seem to have the business sense to realize that in this great country of ours we are smothered, suffocated, drowned under avalanches of goods and commodities that the industrial masses cannot purchase with their present income. The buying public is mortgaging its future in buying on the deferred payment plan.

I quote from a writer in a current magazine as follows:

"What is the purpose of industry? To supply human wants? To aid men in the struggle for life, liberty and happiness? To relieve men from the fear of want? To feed, clothe and shelter their children? To give them time, leisure and peace to enjoy the only worthwhile things of life—serenity, love, beauty and freedom? Banish the thought! The purpose of Industry is Industry. It is to make money to buy machines, dig mines, erect new plants, so as to make more money to buy, dig and erect, until we dig a grave for ourselves in a bedlam of speed, noise, smoke and dust."

What a picture in comparison with the beauties of nature that the human family was created to enjoy!

Quoting Bernard Shaw,

"Science as we find it to-day, becomes a propaganda of quack cures, manufactured by companies in which the rich hold shares, for the diseases of the poor, who need only better food and sanitary houses, and of the rich, who need only useful occupation, to keep them both in good health."

May I set forth the danger existent in the marketing of the multitudes of products of the research laboratories under copyright and trade-mark protection detailed to physicians by highly trained men as specific remedial agents, the nature of whose complex formula is presented perhaps by numerals or letters only, and thus prescribed? No physician, with the multitude of articles presented, can in any manner develop a memory that will retain an intelligent understanding of all. Even if he is able to do this to some extent, he will sometimes diagnose the case of a person suffering from an ailment which would indicate, say, the use of S. X. 2493, and carelessly say to the patient, "Go to the drug store and get a package of S. X. 2493." The patient steps into the store, and remembering only part, says, "I want something recommended by my physician that sounds like X93." The druggist replies, "Yes, you want this," and produces the article. When again in need, the physician is overlooked, and the patient goes direct to the drug store and makes his purchase. Then he tells his neighbor. Soon, half the community is calling for S. X. 2493 for their real or imaginative ailments. Before long, some of them have formed a habit—there are habit-forming drugs coming out of these laboratories, even though they are not classified as such—and before long observation will show that no little damage is being done by the wilful maladministration of a product that was first carelessly ordered for a specific and deserving condition. The producer has an increased demand; he is a clever advertiser, increasing further the call for his product, and again we have an example of the research chemist and the manufacturing pharmaceutical house replacing to-day, to a large extent, the old patent medicine man with all his fakes and cure-alls. What a state of affairs!

A full-time man making contact with all types of the drug trade, and studying the situations growing up throughout our land; visiting the classes of our colleges of Pharmacy and bringing to them the objects and purposes of the profession as represented by the AMERICAN PHARMACEUTICAL ASSOCIATION; organizing these young people into branch chapters; calling on the manufacturer, carrying to him the needs of those engaged in the distribution of his products, and lessening the breach between them; creating greater interest in the use of the U. S. P., N. F. and Recipe Book; collecting news and items of interest for the JOURNAL; organizing district associations, and generally promoting an inter-group feeling of fraternity and good-will—not to mention bringing before the Annual Conventions the great needs of Pharmacy generally—might accomplish wonders if we but substitute sledge hammers and full-arm strokes where soothing balms and protective agents have been used. Like the old hen that is continually scratching in the dirt for a living when she should be busy laying eggs for the incubator, we have shirked our duty.

The question of a full-time contact man has been discussed with many who are successful in the management of their own business and they feel that the same business principles that will apply to their own affairs, making them successful, might be applied to the affairs of an organization such as the AMERICAN PHARMACEUTICAL ASSOCIATION.

It occurs to me that the active workers of the ASSOCIATION—honest, sincere, competent, busy men, are so closely engaged in their work that they fail to get a proper picture of its magnitude. I am reminded that this might be the case by an impression made upon me while approaching Colorado Springs from Denver. I remarked to Mrs. Jones, who was riding beside me: "There looms Pike's Peak—what a magnificent sight!" And for miles upon miles Pike's Peak, from the ever-changing viewpoint, presented its beauty, magnificence and grandeur. The next morning at Manitou, I tried to get another and nearer view of the Peak. I asked a person standing conveniently by to indicate to me where I might see it. The reply came at once and without hesitation: "You cannot see Pike's Peak from here. You are too close to get a view of it, because of the many nearby prominent points that hide the great peak from view." If you want a clear view of the mountain, among all of the surrounding peaks, you must either get miles away, where you can see its every plane and angle, or you must get so close that you comprehend its immensity only in an attempt to scale its side and reach the summit.

Connected with any organization or with any profession are the Veterans. What a blessing, and how fortunate is any Association whose veterans are still interested and active! Until this very meeting the veteran of the past-presidents, Dr. John Uri Lloyd, has occupied his place on the platform. He is here in spirit to-day, and only his physician's orders and his desire to obey them, which of course is his duty, explains the vacant seat. He tells me that now in his journeys to California he will have to choose the water route, for to remain physically fit, change in altitude must be eliminated.

Hail to the veterans! And may this ASSOCIATION use its influence in furthering the organization of Veterans, where spirits congenial may meet together occasionally and exchange greetings, shake each other by the hand with a warm clasp, each gathering having the effect of the renewing of youth. All hail to the veterans of years of toil in the maintaining of their ideals!

#### HOSPITAL PHARMACY.

Hospital Pharmacy and the relations of the American Conference on Hospital Service to the AMERICAN PHARMACEUTICAL ASSOCIATION is much more satisfactory than heretofore. A list of the membership of Hospital Conference follows, which will give a comprehensive view of organizations entering into a careful study of the betterment of Hospital Service to the public:

American Hospital Association, American Medical Association, Catholic Hospital Association of the United States and Canada, American Association of Industrial Physicians and Surgeons, Medical Department of the United States Army, Bureau of Medicine of the United States Navy, United States Public Health Service, American Nurses Association, American Association of Hospital Social Workers, National League of Nursing Education, National Association of Public Health Nursing, American Dietetic Association, National Tuberculosis Association, United States Veterans' Bureau, American Occupational Therapy Association, AMERICAN PHARMACEUTICAL ASSOCIATION, National Home for Disabled Volunteer Soldiers and the Board of Hospitals, Homes and Deaconess' work of the Methodist Episcopal Church.

One thing contemplated is proper pharmaceutical supervision of the dispensing

of medicine in hospitals. An important consideration is a definition of what constitutes a hospital. That being agreed upon, there should be an effort to control their establishment, all of which has a bearing upon the policy now in existence of supplying hospitals with stock for their dispensing room.

Under present conditions, the practice of salesmen of manufacturing houses supplying material, quoting prices and otherwise interesting such institutions, for the sake of financial gain, to violate law, is deplorable. This practice is common among our most reputable sources of supply. A careful check-up of such practices should be made for the sake of protection of the public, since the establishment of the American Conference on Hospital Service has that as its principal object. This applies particularly to the small hospitals, established in almost every small town in our country. These hospitals, of course, because of the expense of operation, do not provide the service of a pharmacist or even any person qualified to exercise knowledge beyond that of a trained nurse. The condition existing in hundreds of hospitals in our land may be compared to the service we find upon investigation to-day in some of our army hospitals and posts.

#### RECOMMENDATIONS.

1. It is recommended that the committee on resolutions prepare a suitable resolution embodying the suggestions of the various State Associations, which are practically unanimous in their support of the efforts of the committee on the establishment of a Pharmacy Corps in the Medical Division of the Army. This resolution should also cover the actions of all other organized bodies.

2. I recommend that the officers of the AMERICAN PHARMACEUTICAL ASSOCIATION, as soon as is practical, employ a full-time man, at such salary and expense account as may be agreed upon, whose duty it shall be to visit in so far as possible the retail stores of all sections of the country outside of the great centers of population. That this man make proper contact, secure applications for membership, organize student branches and interest all in the work of the ASSOCIATION, with the idea of securing an increase in membership sufficient to place the organization on a good workable basis, in addition to the highly ethical and professional stand for which it has long had an excellent reputation.

3. I would recommend that the attention of the Nominating Committee be called to the fact that, for the best service to this ASSOCIATION, its President should be a person of vigor, sound physically, and, everything else being equal, his age should be reduced. That the committee be instructed to lower, if possible, the average age of the list of nominees for President of the ASSOCIATION by at least ten years, so that together with experience and wisdom, the impetus of youth may be added to his working force.

4. While Dr. Lyman Spalding was not a pharmacist, his interest and activities were so closely associated with Pharmacy and his work so intimate with that of the pharmacist, and he having been the father of the United States Pharmacopœia, it would seem proper at this time and by this body in ASSOCIATION assembled to go on record as desiring to use every effort in securing recognition for him and his work; therefore, it is recommended that we endorse the nomination of Dr. Lyman Spalding for the Hall of Fame of New York University.

5. Feeling as I do that education is the fundamental basis upon which Pharmacy is builded, I believe that education should be so stressed that there will be no question in the minds of all those interested as to where the AMERICAN PHARMACEUTICAL ASSOCIATION stands in relation to educational requirements.

This ASSOCIATION should continue its support of the establishment of a full four-year course as a minimum requirement of a recognized course for the training of pharmacists. By so doing, a dignified position would be taken.

Such action on the part of the AMERICAN PHARMACEUTICAL ASSOCIATION would be a declaration of the principles that it stands for—a definite program of

education—following which no question of policy toward minimum requirement might be raised.

I would recommend that the ASSOCIATION reaffirm its position favoring the establishment of a four-year minimum educational requirement.

I observed in Yellowstone National Park, that the snows of the surrounding mountains form streams, and these streams in turn gather their waters from all directions and empty into a reservoir, and this reservoir is known as Yellowstone Lake. The lake is not an unusual lake; a person traveling the Rocky Mountain Ranges sees many beautiful lakes similar to the Yellowstone.

Out of the Yellowstone, as out of many other mountain lakes, flows a river. It, like many other such rivers, flows out of the lake quietly, peacefully and serenely, causing no unusual commotion and attracting no unusual attention. Finally, however, the river in its course reaches a great precipice, and there is nothing else for it to do but fall over this precipice. But in falling over, it forms an unusual spectacle. The water, coming into contact with jutting rocks and various obstructions, is tossed and tumbled about, producing so many colors in the spray that is formed that thousands of people gather about to witness the spectacle.

The waters rush on now in a rapid course, cutting deep into the rocks, forming a canyon, the colors of which are most beautiful. The river continues its course down through rocky passes, winding its way for perhaps a hundred miles, accomplishing nothing unusual in its mad course. Its waters are not harnessed for power, though of course they quench the thirst of the wild life of the forests through which it passes. Finally it emerges into a beautiful valley, through which it pursues a quiet course, watering beautiful trees growing on its bank in a country that without it would be treeless.

Thus far, the story of this river is similar to the story of thousands of similar rivers with similar sources and traveling through similar country. Something different is now noticed by a person following its course. A canal is cut into the banks, diverting a part of the water. As one passes on, numerous canals cut in, and their banks run full with water. They, in turn, are tapped quite frequently, and their waters spread out over the surrounding country:

Engineers are busy along the river's course, drawing from its abundance, and directing the waters so as to cover the largest possible area with the least possible loss. Along the river for hundreds of miles the country on either side is made prosperous, producing crops in abundance—blossoming as the rose.

The Yellowstone finally empties its waters into those of the muddy Missouri, which gathers up silt and clays, depositing them along its banks, where in many places it overflows, thereby enriching what otherwise might be barren soil. Along the banks of this great river are builded industries, converting the immense power produced by its tremendous flow; and on its bosom is borne freight, reaching all parts of the country. Finally, it in turn mingles its waters with those of its great sister, the Mississippi, and thence enters the vast ocean, helping thereby to maintain the level that might otherwise be lowered by evaporation.

From the ocean vapors arise, and are carried by air currents until they are again deposited in the form of snow upon the mountain peaks, where the warm rays of the sun again start them on their journey.

The river did not accomplish its best until it began to give of itself, and

continued to give until it seemed that it would run dry. But with the giving of its waters there came back again waters from unlooked-for sources, and, like the widow's meal, of old, there was always a supply on hand.

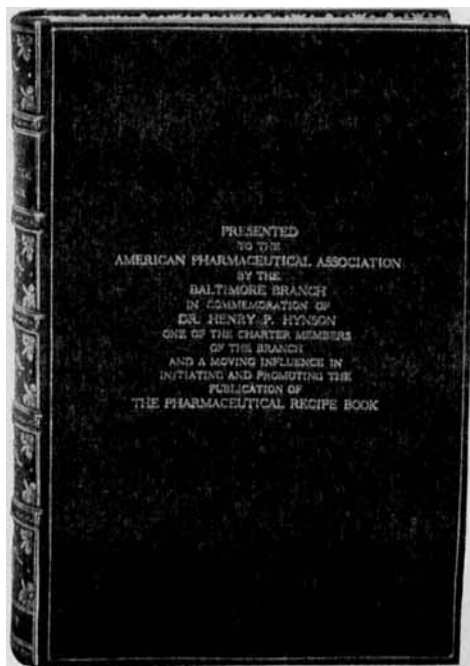
Like unto this river is the AMERICAN PHARMACEUTICAL ASSOCIATION, gathering from all sources the best and highest things of the profession, and in turn giving, and giving of them continually, exhausting and re-supplying itself. It is tapped here and there by its various branches; the National Association of Boards of Pharmacy, the Conference on Pharmaceutical Research, the Plant Science Seminar, the Conference of Pharmaceutical Association Secretaries, the Conference of Pharmacy Enforcement Officers, and the various State Associations; and by its Sections: The Scientific Section; the Section on Education and Legislation; the Section on Practical Pharmacy and Dispensing; the Section on Commercial Interests and the Section on Historical Pharmacy; and the many special committees. Through these, the AMERICAN PHARMACEUTICAL ASSOCIATION distributes riches to the far reaches of the country, alleviating the ills of many thousands of pharmacists who make up the ranks of Pharmacy.

So long as the ASSOCIATION goes on, giving of its abundance and replenishing that it may continue to give, it will be the source of life to the Profession of Pharmacy. Let us work, let us strive to forward its steady progress, carrying knowledge and blessing to the human race, working hand in hand with all other similar agencies to banish suffering, pain and poverty, and in their place bring joy, health and happiness.



THE PRESIDENTS OF THE A. PH. A. AND OF THE N. A. R. D. TAKE TO THE AIR.

In the picture above are shown President D. F. Jones, A. PH. A.; the pilot, Ed Hefley, and President Denny Brann, N. A. R. D.



The H. P. Hynson Memorial volume of the Pharmaceutical Recipe Book—See Editorial.