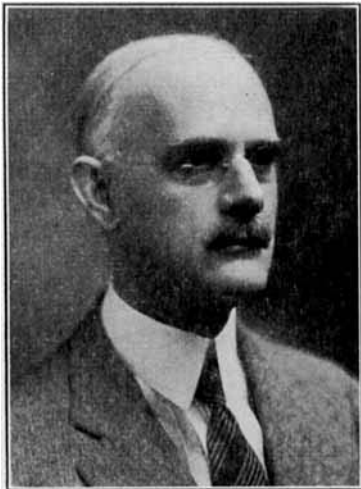


ADDRESS OF THE CHAIRMAN OF THE HOUSE OF DELEGATES OF
THE AMERICAN PHARMACEUTICAL ASSOCIATION.

BY AMBROSE HUNSBERGER.

To the Members of the House of Delegates of the American Pharmaceutical Association:

A hasty survey of the situation in which the practice of pharmacy finds itself at this time reveals a picture of the type evolved by some members of the ultra-modernistic school of painters. No one seems quite able to interpret the picture and if the attempt were made to guess as to what it all meant probably one guess would be as good as the other. One thing, however, is certain. He who would essay to find in the present-day picture a clear delineation of the outlines of the practice of pharmacy as they must appear to insure its permanency will meet with considerable difficulty. It will be understood, of course, that the subject under discussion is the practice described as "the science which treats of medicinal substances, embracing a knowledge thereof as well as a knowledge of the art of preparing and dispensing them, as well as how to identify, select, preserve, combine, analyse and standardize them." And further, that it is a practice which, because of its grave responsibilities, can be engaged in only by those who are licensed under the laws of the various states in which they have qualified by diligent study or adequate practical experience, or both.



AMBROSE HUNSBERGER.

While not obliterated altogether, the fine old traditions of this practice, primarily dedicated to the amelioration of the ills of humanity and to the preservation of its health, are becoming less evident. Originally set apart from commercial activities in general by reason of its regulated and specialized relationship to society, the boundaries which circumscribed pharmaceutical practice are becoming more indistinct. Big business is trampling them down. Always alert to the main chance, it sees an opportunity for exploitation. It trumpets its battle cries of mass production, mass distribution and turnover, presumably confident in the belief that presently, by dint of persuasive advertising, it can bring about their corollaries, *viz.*, mass population, mass sickness, standardized rules of diagnosis and fixed methods of medical treatment.

"Frenzied finance" is being reincarnated and it is an unfruitful week indeed that passes without giving birth to some new aggregation of capitalists or near-capitalists which has appraised to its satisfaction an, as yet, unsuspecting public as to its profit-yielding potentialities, either from the stock-jobbing standpoint or else that of exploiting its ills.

Failure to wax enthusiastic over the commercial complex which has become such an aggravated symptom of the body pharmaceutic marks one as being distinctly out of joint with the times, if not actually old-fashioned. In order to retain a reasonable reputation for business perspicacity one is enjoined to merchandise,

intensively, enthusiastically, everlastingly, anything, everything, but always merchandise. Whatever interferes with merchandising frenzy must be disregarded, even the practice of pharmacy, our sheet anchor. A modern slogan to be followed might well be paraphrased to read that "It is better to have merchandised and lost than never to have merchandised at all."

To be sure one does not want to be characterized as being out of date but even that fear should not deter us from risking just a glimpse about us for the purpose of appraising the situation. To do so we must get our heads out of the murky merchandising clouds and place our feet upon the established ground of professional practice. It is not conceivable that we can go on forever emulating the ostrich and deceive ourselves into believing that the public does not see our commercialized bodies because we have our professional heads buried in the sand. Please do not believe that it is intended to convey the thought that intelligent merchandising methods should not be applied in the practice of pharmacy. On the contrary there is no occupation to which scientific methods of appraising the value of the commodities and service furnished to the ultimate consumer apply more imperatively.

Beginning with the producer, and down through the various channels, which are essential to an effective plan of rendering the best service to the public, sane, rational and economical merchandising rules should be applied. Pharmacy's basic service is in the interest of public health. If the service is not organized in a responsible, business-like manner, and rendered in an intelligent, effective and economical way, the public will question the wisdom of the legislation which makes out of it a restricted specialty to be carried on only by those legally qualified and by no other.

Obviously the merchandising methods which apply to a practice having to do with the public health basically, must be less strident, more conservative and more true to form than those which govern the exploitation of silk stockings, vanity cases or men's collars. The world looks on with equanimity when big business organizes itself into a tremendous machine designed for the purpose of exploiting the vanities and selfish desires of men and women. But society looks askance at any organized effort to exploit the public health. Perhaps not immediately, because it is not always easy to discern motives, but ultimately it will call to account those who it believes have betrayed their trust.

Does it not seem, therefore, as if it might be appropriate at this meeting to give some thought and perhaps expression to some opinions as to the wisdom of any further extension of our activities along purely commercial lines. It is quite patent to most of us that large aggregations of capital, complex business organizations and intensive sales methods have achieved financial success by their high power methods. In so far as the application of such methods concerns the promotion of the sale of commodities in a field that is susceptible of development by elaborate and expensive advertising, and the potential purchaser is in a position to take it or leave it alone, there is perhaps little fault to be found. The potential volume of business in such a field responds in proportion to the size of the advertising appropriation. Distribution in these fields can be forced by means of advertising or by other intensive sales methods and mass production, therefore, becomes logical. Distribution may be as extensive or as limited as the promoters may find profitable. Mass distribution of common commodities, therefore, also becomes logical because

the buyers in isolated sections can be ignored if they are found to be unprofitable.

How the above methods can successfully apply in the field of pharmaceutical operations, however, is not clear. The one outstanding obligation of pharmacy is that of rendering the peculiar type of service required by any particular individual at the time when it is needed. In the case of promoting the average commodity the market is created by the promoter. In the case of pharmaceutical production the market is governed by the health conditions and is unelastic. Attempting to force such a market would seem like exploitation. If it becomes so recognized it will unquestionably be detrimental to the standing of those who practice exploitation of the public health.

May I not urge, therefore, the wisdom of preserving a proper balance in our business relations with the public, and a full recognition of our obligation to posterity by keeping a firm hold on the principles that have governed the practice of pharmacy in its dignified past.

I have one recommendation to make—as pharmacists we know the importance of the Pharmacopœia and appreciate fully the service rendered by the “Father of the United States Pharmacopœia”—Dr. Lyman Spalding. No other work is of greater importance to the people, because it provides standards for foods and drugs, through national and state acts, and for many of the products used in the industries.

The Hall of Fame of New York University was established for the purpose of giving recognition to men and women who have served humanity in various ways, for advancement of the people, protection of health, supplying comforts, etc.

Nominations for the Hall of Fame are made every five years and are to be mailed to the Director of the Hall of Fame, Dr. Robert Underwood Johnson, 26 E. 55th St., New York City. The next election will be held in 1930; nominations will be received no earlier than February 1st and not later than March 15th. I therefore recommend that the House of Delegates through its officers coöperate with the AMERICAN PHARMACEUTICAL ASSOCIATION in presenting the name of Dr. Lyman Spalding to the College of Electors as its nominee for the Hall of Fame. If such action is decided upon then, in making the nomination, the importance of the U. S. Pharmacopœia should be stressed and the fact that the establishment of it is very largely due to the efforts and sacrifices of Dr. Lyman Spalding.

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

“Study of Peppermint Oil grown in the State of Washington,” by Arthur A. Levine and C. H. Rayburn.

The odor and taste of oil grown in Washington was equal to that of genuine eastern oils. Samples of oil from Yakima valley were lower in esters and total methol than those from southwestern Washington.

“Umbellularia Californica, Nutt,” by Francis A. Nielsen and Henry M. Burlage.

The physical and chemical constants were determined upon a sample of the volatile oil of California laurel.

“The Seed of *Euphorbia marginata*, Pursh,” by Loyd E. Harris and Margaret Gallagher.

Petroleum ether, ether, alcohol and sodium hydroxide solutions, finally dilute HCl, obtained and studied. Seed contained about 30 per cent of a drying oil containing linolenic, linolic and other acids.

“Histology and Microchemistry of Digitalis Seed,” by Arno Viehoever and K. Shinohara.

“A Thought on the Place of Volatile Oils in Plant Economy,” by Frederick E. Marsh.

Study to determine whether volatile oils from one portion of the plant might be more germicidal than those from another. Reports data on germicidal powers of oils from fruits, flowers, seeds and leaves upon six types of organisms.