

EDITORIAL

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THE SEVENTY-SEVENTH ANNUAL MEETING OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

THE pre-convention publicity for the Rapid City meeting, the coöperation of various South Dakota State Departments, especially of the School of Mines; the interest of the Railway officials, of a former Vice-President of one of them—the one for whom the Headquarters Hotel was named—Alex Johnson; the invitation of the Mayo Clinic; an efficient Local Secretary, with able and willing co-workers; a President who knew his fellows; pharmacists who were interested, and wanted to become acquainted with others; the nearness to Yellowstone Park and the Black Hills—contributed to the large attendance at the seventy-seventh annual meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION. There is variance in hospitality, different types, that of the section visited is genuine and alive; it is of a kind that seeks to serve and extends a welcome. The aim of the foregoing comprehensive comment is to acknowledge the efforts and hospitalities of all who contributed to the success of the Rapid City meeting; several resolutions adopted by the ASSOCIATION express the thanks of the membership. Seldom, if ever, has a better program been prepared and carried out by the ASSOCIATION and by the closely related organizations, holding their meetings at the same time and place as the former—all of them planned their work systematically and the results speak of a successful convention. The Black Hills section of the country is of particular interest to the members of the Plant Science Seminar, because of the flora; as a result the attendance was larger than at previous meetings. The National Conference on Pharmaceutical Research carried out an interesting program which included the adoption of by-laws. Further favorable consideration was given to the publication of "The Story of Pharmacy," a book in prospect, written in popular style which will give the laymen a better understanding and a higher appreciation of the mission of pharmacy. The Conference maintained its record of progress.

The American Association of Colleges of Pharmacy and the National Association of Boards of Pharmacy have problems which bring the members together for consideration of them. The addresses of the presiding officers of all of the organizations which convened in Rapid City will be found in this issue of the JOURNAL; a study of them reveals that all of these bodies have individual problems and also that they are united in efforts that will improve the service and status of pharmacy; the aims and purposes have been expressed in recommendations and resolutions of the House of Delegates and, as adopted by the AMERICAN PHARMACEUTICAL ASSOCIATION, are printed in this number of the JOURNAL. Whole-hearted support was pledged to legislation for a pharmacy corps in the Medical Department of the U. S. Army; approval was given to the Parker Bill, and resale price legislation; encouragement was extended the Conferences of Pharmaceutical Association Secretaries, and the Pharmaceutical Law Enforcement Officials; a number of resolutions concerned pharmaceutical education; the purpose of the

references to a few of the actions is to direct the readers' attention to all of them; they may be found in another section of this issue of the JOURNAL.

The Committee on Resolutions "gave careful study to the able, courageous and constructive address of President Jones" and commended him for the thoughtful attention given by him to several important matters discussed in his address.

President DuMez closed his address with seven recommendations, and the outstanding points centered on pharmaceutical education. An effort to comment on both of these addresses would extend beyond the fixed limitations and not serve the purpose as well as a careful reading and study of them.

President Lerou plead for a tolerant attitude of the Boards in the reciprocal relations between the several states. He pointed out the great value of District meetings in impressing each group with their accomplishments and responsibilities. "The major outcome of this meeting was the formation of an educational extension service, which will serve as a Department of Post-Graduate Instruction. By means of this agency, Board of Pharmacy members will be brought in close touch with current educational and scientific development. The work will approximate that carried on in other educational fields where the value of current information has been fully recognized." The Conference of Pharmaceutical Association Secretaries has justified its existence and will prove of growing value to the participating organizations; its activities will be reported in a succeeding issue. Another conference was formed at this meeting; it is designed to bring together those engaged in enforcing laws in which the pharmaceutical profession is concerned. The purpose of the Conference will be to establish contacts with the various enforcement agencies in the several states so that there may be made available a detail of the accomplishments in the enforcement field. A study will also be made of the pharmacy laws of the several states with a resulting effort to correlate and coördinate enforcement activities. The Conference will be so developed as to be of importance in securing uniformity in legislation and a greater improvement in enforcement procedure.

After discussing the status of pharmacy and the condition of the drug-trade activities, Chairman Ambrose Hunsberger, of the House of Delegates, stated that, "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." He urged "the wisdom of preserving a proper balance in business relations with the public, and a full recognition of the obligations to posterity by keeping a firm hold on the principles that have governed the practice of pharmacy in the dignified past." The sections were well attended, an unusually large number of papers were read and discussed; several illustrated lectures were included in the programs; while many of the papers dealt with pharmacopœial revision, every phase of pharmacy was represented.

The annual program provided for more addresses than for previous meetings—all of the speakers had messages that held the attention of the audiences. There was no sameness, Drs. McIntosh, O'Harra and Pugsley acquainted the hearers with the wonderfully interesting section of the country in which the meeting was being held, but there was no repetition, their varied texts made it unnecessary. Dr. Charles H. Mayo's subject was "The Chemistry of Nature," touching on the processes of plant and animal life and the effects of interference with them. Dean

C. B. Jordan spoke encouragingly of the progress of professional pharmacy, and E. C. Brokmeyer stressed some of the important things the druggist should do in business life in order to hold his place among those of other activities. Dr. James H. Beal gave his views relative to the duties of pharmacists as citizens. The latter address is published in this number, others will follow in succeeding issues.

The progress of the Headquarters was ably presented by Chairman H. A. B. Dunning; the report appears in a Council Letter of this number. Brief comment on the report is not sufficient for this outstanding project now coming to realization, neither would it be justice to the Chairman; we are confident that the interest of the members is sufficient to warrant careful reading; suffice it to say that the realities of this undertaking are greater by far than can be told in the words of a detailed report, for the life and enthusiasm of the Chairman in this work can not be fully depicted therein, and these are a very essential part of it. The contributions to the fund are gratifying and speak of an interest in pharmacy far beyond the expectations of a few years ago. They represent an active participation in the institution which the donors have made possible—reflecting credit to themselves and American pharmacy.

As a tribute to the late Henry P. Hynson, and in recognition of the fact that the "Pharmaceutical Recipe Book," recently published, had its inception in his mind—the Baltimore Branch, A. Ph. A., presented to the AMERICAN PHARMACEUTICAL ASSOCIATION for the museum of the Headquarters a beautifully bound volume of the Book, the first completed copy of the first issue. The presentation was made by Robert L. Swain, of Baltimore, on behalf of the Branch and accepted by President Jones; both participants in the presentation ceremony spoke beautifully of the late member in whose honor the gift was presented and accepted. Further reference will be made in the minutes of the General Sessions.

This comment is far from complete but many pages of transactions are printed elsewhere and will be continued in succeeding issues of the JOURNAL. The seventy-seventh annual meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION was a great success and its importance is only exceeded by those to follow.

NATIONAL PHARMACY WEEK.

THE fifth anniversary of Pharmacy Week will be observed October 13th–19th and all pharmacists should embrace the opportunity for carrying the message of pharmacy to their fellow citizens. The success of Pharmacy Week depends on bringing its mission to the attention of the laity; it is not a matter of selling merchandise.

Chairman Ambrose Hunsberger, of the House of Delegates, is quoted in the following, which is applicable:

"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."

The Committee on Education and Research of the N. W. D. A. has prepared attractive Pharmacy Week window streamers and window backgrounds to be furnished without charge to retail druggists; they are the most valuable contribution to Pharmacy Week window displays ever furnished to them. A large map of the world, handsomely lithographed in several colors and with the names of the drugs indigenous to each section of every country appearing thereon, is the subject of these window backgrounds which have been designed by Dr. E. L. Newcomb; they will be of permanent value to the drug stores and colleges of pharmacy of the country. Attractive and interesting Pharmacy Week windows, can be arranged by tying up drug specimens with the drug map background.

Many other media may be devised to tell the story of Pharmacy and of pharmaceutical service. Full-page spreads in twenty-eight metropolitan newspapers and radio addresses over a national broadcasting network have been arranged for; displays in the windows and interior of drug stores, newspaper spreads, news stories and editorials, addresses before service clubs and similar organizations, radio broadcasting and other media for disseminating public information will, doubtless, again be employed by retail druggists and local and state associations. Every pharmacist is strongly urged to cooperate in making this fifth annual observance of Pharmacy Week an unprecedented success; its potentialities are great, and full advantage should be taken of the opportunity to promote professional pharmacy.



ARCHITECT'S SKETCH OF PHARMACY HEADQUARTERS BUILDING—THE AMERICAN INSTITUTE OF PHARMACY.