

VISITS TO STATE ASSOCIATION MEETINGS BY THE PRESIDENT OF
THE A. P. H. A.

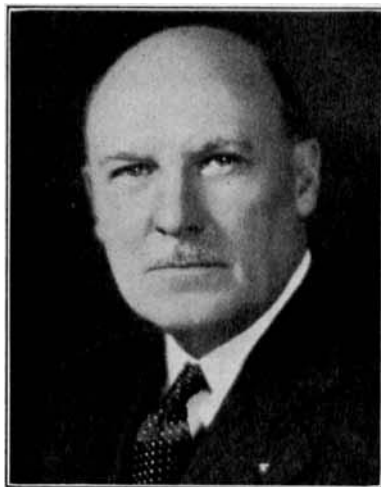
BY H. C. CHRISTENSEN.

Now that I have returned from a six weeks' trip throughout the West, a report to the pharmacists of the country giving at least some of my observations, reactions and conclusions with regard to the activities and problems of pharmacy is in order. As president of the AMERICAN PHARMACEUTICAL ASSOCIATION, I extended greetings to the state pharmaceutical conventions, and took up Board matters with officials and members of Boards of Pharmacy in a number of states in the interest of the National Association of Boards of Pharmacy. My itinerary included Colorado, Nebraska, Washington, Oregon, California, Nevada, Idaho and Utah, total mileage for the trip being approximately 10,000 miles.

All of the state meetings were well attended and had interesting and helpful programs. I was particularly impressed with the encouraging reports and the able and forceful discussions by members on problems coming before the meetings. A few titles of the more interesting and instructive papers and addresses selected from the various programs are the following: "Personality in Selling;" "Budgetary Control of a Retail Drug Business;" "What the Modern College of Pharmacy Teaches Its Students;" "These Changing Times;" "Suggestions for Making Suitable Profits on Professional Service;" "Drug Conditions as Found in Foreign Countries;" "Progress in Commercial and Professional Pharmacy;" "The Economics of Price Standardization;" "Drug Store Advertising;" "Coöperation between Medical and Pharmaceutical Associations." These and many other topics of equal interest made up the bulk of the programs.

The Allied Drug Travelers of the respective states supplied the entertainment features. State associations owe much to these "Knights of the Grip," for their loyal and enthusiastic support in providing the needed social accompaniments.

All the meetings adopted resolutions re-endorsing the Capper-Kelly Bill and the Pharmacy Corps Bill. Another resolution adopted generally was one authorizing the sending of the state association secretary as a delegate to the AMERICAN PHARMACEUTICAL ASSOCIATION convention and to attend the Conference of Pharmaceutical Secretaries and the Conference of Law Enforcement Officials held at the same place and time. The importance and benefits to be derived for the pharmacists of the state by representation at the convention, and particularly these two conferences, was stressed and given enthusiastic approval. Many other important resolutions were adopted which will doubtlessly be published later but as no copies are available, I cannot comment on them.



H. C. CHRISTENSEN.

That the AMERICAN PHARMACEUTICAL ASSOCIATION is being widely appreciated by the retail pharmacists of the country was apparent everywhere. This attitude was greatly strengthened by the very comprehensive and informative reports which were made to the meetings by delegates who attended the Baltimore A. Ph. A. convention and the U. S. P. convention held in Washington, D. C.

Another outstanding feature of these state conventions is the apparent fact that the pharmacists of the country (at least those who attend conventions) are realizing that "we must be professional." This was the real keynote of the president's address at each meeting. Possibly the programs of a majority of the conventions contained rather too much of the commercial, but it was pleasing to note that the professional came in for a much larger share of attention this year than formerly.

That the professional side of pharmacy is the only excuse for the existence of retail pharmacy and the protection granted pharmacists under the state pharmacy laws is being recognized by the more progressive men of the profession, and that they are putting their house in order along these lines, was made clear by reports, papers and addresses. Pharmacy in the future will be successfully carried on by educated pharmacists who will have received their training—professional and at least the fundamentals of business—in properly adjusted four-year college courses.

The large majority of present-day pharmacists have not had the advantage of this more extensive college training, which fact accounts largely for the more or less chaotic condition to-day of many of the individually conducted retail pharmacies throughout the country. This phase of present-day pharmacy was frankly discussed at several of the meetings, and it was generally agreed that the higher educational requirements—the four-year course with a business as well as professional curriculum—will establish future pharmacy on a highly professional as well as successful business basis, thus giving the public the service and the protection to which it is entitled. It was pointed out that much of the grief of the individual pharmacist of to-day is directly chargeable to the fact that he has had comparatively little professional and, in a majority of cases, no systematic business training.

The importance of organization was stressed at all the meetings. In my talks at these conventions, I urged that retail pharmacists not only affiliate in larger numbers with their local and state associations, but also with the two national organizations—The AMERICAN PHARMACEUTICAL ASSOCIATION and the National Association of Retail Druggists. I emphasized the fact that each has its important functions and that all are needed for the proper progress of pharmacy. I further stated that these organizations are coöperating and serving pharmacy vigorously in their respective fields, but only a comparatively small number of retail pharmacists of the country are members and attend the meetings of these organizations. During my term of office, I hope to interest a larger percentage in organization.

I also urged retailers to individualize their stores and make them different. Several of the presidents in their addresses expressed themselves similarly.

The programs of these conventions brought forth an abundance of constructive thought and suggestions of a high and useful quality. Space will not permit

quoting these at length. However, I am going to take the liberty of quoting briefly from two of the presidential addresses, a few paragraphs which contain thoughts so germane to the welfare and progress of pharmacy that I feel wide publicity should be given them.

President A. A. Walker of the Idaho Association spoke in part as follows:

"What is the thing which distinguishes the retail pharmacy from all other kinds of retail stores with which it is in competition? That one thing is the professional standing which the pharmacist alone of all retail merchants enjoys. More than that, this professional standing is something more than an empty honor. The laws of every state in the union recognize him. They give the pharmacist the exclusive right to compound prescriptions and sell many chemicals and preparations, the dispensing of which can be left safely only to a professional man.

"Then, if the one thing which can lift the pharmacist above all other forms of retail competition is his professional standing, doesn't it seem logical that a pharmacist should do everything he can to take advantage of those privileges which belong to him alone?

"We are living in a fast age; things are moving rapidly. The man who makes a success to-day must keep step with the times. A very few years see great progress and change in all professions. The physician who takes no account of the far-reaching discoveries and developments in medicine is soon left behind. The lawyer who doesn't familiarize himself with the important legal principles which have been set down by the courts in the past ten years is simply incapacitated from practice now.

"What is true of medicine and law is just as true of the profession of pharmacy, and it is up to you and me, in order that we may maintain that professional standing, to study, to read, to build, to take advantage of every opportunity to keep pace with the modern trend of our profession."

Quoting from the address of President A. H. Vossmeier of the California Association:

"Professional associations play a large part in the progress of the present day and age. Pharmaceutical associations are always in favor of the progressive measures to provide for better pharmacists or better conditions for the individual pharmacist. Problems arise daily which are of vital interest to the pharmacist. Legislatures often consider measures which would be detrimental and it is necessary that they be informed of all of the facts in the case. What can the individual pharmacist do? Truly, he can write to his congressman, but usually the pharmacist is more or less ignorant of the measures being considered and his attention should be drawn to certain actions of the legislature. This requires an association to watch and guard the interest of the profession. The old proverb 'In Union lies strength' is most fit to be applied to professional associations. If pharmacy is to progress in pace with other professions the individual must band himself with his fellows and form strong organizations. There is no longer any doubt of the immense value of strong pharmaceutical associations.

"The pharmacist is either an asset or a liability to his community, depending upon whether he is a success or failure. The association was founded to serve, and service has been, and still is its great opportunity and vocation. In these days of combines, mergers and terrific competition, man can no longer live by himself. It is only by coöperation and helping one another we can hope to gain for ourselves any degree of success and contentment. The most successful pharmacists are those who attend their local, state and national meetings. *They do not attend because they are successful; they are successful because they attend.*

"President-elect Christensen of the A. P. H. A. put forth the idea that 'the biggest little mistake made by modern pharmacists occurred when they took the colored show globes out of their windows.' He is right. The show globe was the symbol which young and old, rich and poor, the ignorant and the learned could read and understand. Day and night the show globe flashed forth the message: 'Here is a drug store.' The show globe in the window will check the discredit now hurled at the drug store in that they do not look the part.

"Why not put the show globe back in the drug store window? The job will be easy, as many stores have the globes stored away in their cellars or attics. Put them where they belong, and at one stroke proclaim to the world what the store stands for.

"Since the show globe disappeared from the drug store window, new dyes have been discovered. We have learned new ways of lighting. With the show globe we can throw a flood of colored light far into the street and cause the passing throng to stop and think. An old yet new, a cheap and startling form of advertising for our pharmacies. A banner hung on the outer wall. Let's try it.

"A second idea that will help to restore the retail pharmacy to its proper place in the community may be worth thinking about. Whether the prescription business of a store is large or small, whether it brings a profit or loss, it is the department that builds prestige and good will, and establishes confidence in the community. Why not make a show of it?

"In modern times the prescription department is usually put in some obscure corner out of sight. Bring it forward! Give it a place where every customer who enters the store will see that there is a prescription department. Some druggists have, with success, installed the latest vogue of an open prescription department where prescriptions are prepared behind plate glass in full view of the customer. We need not do this, but we can put the department where it can be seen by all men.

"Here, then, are two simple ideas that can be carried out without cost and without disturbing the general merchandising business as now conducted that give promise of helping to put the drug store where it belongs."

President M. A. Weed of the Washington State Association in his address gave an interesting and instructive summary of the problems of pharmacy in the Northwest, pointing to the fact that the same conditions prevail as in other parts of the country. He showed the vast change in the financial structure of the country since the war from one of financing only the producer to the new plan of financing the easy payment buyer. This has led to highly specialized merchandising and high pressure selling, and the pharmacist, like others, must compete against the best business brains of the country. He is doing a good job but must keep himself informed on developments as they occur. Even professional aspects are changing. Economics and overhead must be applied to the prescription department to make it pay. In this day and age, men must be college trained, and the four-year course now effective in the Northwest and to become generally effective in 1932, meets this condition by providing the requisite cultural, business and professional training.

As copies of the addresses of the presidents of the Oregon, Colorado and Nebraska associations are not available to me at this time, I cannot review them here. Having heard them, however, I can say that they were constructive, the trend of thought being somewhat similar and the professional spirit dominating.

Immediately upon my return from the Western trip on Monday, July 14th, I left with Mrs. Christensen to attend the Golden Anniversary meeting of the Wisconsin Pharmaceutical Association held at Madison at that time. Editor E. G. Eberle, the official delegate representing the AMERICAN PHARMACEUTICAL ASSOCIATION, extended greetings and presented a very splendid address setting forth some of the objects, accomplishments and history of the A. P. H. A. This relieved me of duties, and gave me the freedom to mingle with friends and sit back and enjoy the interesting program. Dr. Edward Kremers, president of the Wisconsin Association, is to be complimented on the outstanding success of his meeting. The innovation of limiting meetings to morning sessions left the afternoon free for sightseeing, inspection of the University of Wisconsin with its splendid phar-

macy department, research library, and Pioneer Drug Store of the Wisconsin Historical Museum, lake and automobile trips. The ladies were entertained with a reception by Mrs. Kohler, the governor's wife. Governor Kohler, Glenn Frank, president of Wisconsin University, Dr. James H. Beal, Samuel C. Henry, Dr. E. L. Newcomb and several others delivered very interesting and helpful addresses. The traveling men's association entertained with a buffet supper at Highlands, the beautiful summer home of Dr. Edward Kremers. Over 500 guests were present and immensely enjoyed this picnic party.

In conclusion, I take this opportunity to express my thanks and appreciation for the many courtesies extended to me on my Western trip, and on behalf of both Mrs. Christensen and myself during the Wisconsin convention. These kindnesses made the trips most enjoyable and happy occasions that will always be remembered.

U. S. P. EXHIBIT AT MEETING OF AMERICAN MEDICAL ASSOCIATION.

The United States Pharmacopœial Revision Committee authorized Dean Roland T. Lakey of the College of Pharmacy of the College of the City of Detroit to prepare an exhibit in the educational section of the displays shown at the Detroit convention of the American Medical Association held June 23rd to the 28th.

Leonard A. Seltzer, the instructor in prescription practice and Instructor Ralph A. Mill, his assistant—members of the faculty in the above mentioned College—were responsible for the motive and its development into a very interesting and instructive exhibit.

The following circular¹ which was distributed to all interested parties will explain the purpose of the display.

THE PHARMACOPŒIA AND PRESCRIPTION WRITING.

"Specifically the Pharmacopœia is a book of standards for substances answering to the titles included in it. In general the Pharmacopœia may function as a standard for many extemporaneous prescriptions in daily use by the physician.

"Many of the elixirs, ointments and mixtures prescribed by physicians in their daily routine may reach a higher standard of elegance and efficiency through a familiarity with U. S. P. titles and their composition.

"The specimens presented herewith show how by taking the two basic vehicles, Aromatic Elixir and Cold Cream as types, a variety of vehicles may become available. Aromatic Elixir, for instance, is built on the formula of alcohol 1 oz., syrup and water each 3 oz. This forms the simplest elixir possible. By flavoring the alcohol with orange we have Aromatic Elixir: a variety of flavors might be used in place of orange as occasion requires, or the various syrups of the Pharmacopœia might be substituted for simple syrup.

"In the case of ointments, the type of cold cream might be modified by using different oils and waxes such as those of mineral origin as the medicament may require.

"Specimens of such procedure are presented herewith, as well as illustrations of the effect of colloids in mixtures calling for suspensions of heavy substances or of alcoholic solutions of resinous substances in water. These examples of the use of the U. S. P. in prescription writing illustrate wherein the art of pharmacy may help the busy physician.

"May we suggest when you are in need of a distinctive preparation that you confer with your pharmacist as to the usefulness of U. S. P. vehicles, etc.?"

A picture which accompanies this article shows the booth and its contents. The large bottles in the background contained sixteen ounces of various extemporaneous elixirs made up according to U. S. P. formulas. The smaller bottles on the table in the foreground contained four-

¹ Barbital and Phenobarbital in different vehicles, in which Syrup of Wild Cherry, Citric Acid, Tolu, Orange, Orange Flowers, Sarsaparilla Compound, Aromatic Elixir and Elixir Glycyrrhiza were represented, *i. e.*, each in a different formula; that part of the circular is omitted.

ounce samples of each of the various formulas described in the circular.¹ These samples were conveniently placed so that the visiting physician could pick them up, examine them and have his interest thus aroused.

The pictures upon the back wall starting with the left-hand side are as follows: Dr. Lyman Spalding, the chairman of the First Pharmacopœial Revision Committee of 1820. The next picture was of the newly elected Board of Trustees, followed by that of the newly elected Committee of Revision. Upon the right side of the prescription counter, a picture of the General Assembly of the U. S. P. Convention of May 1930.



DETROIT U. S. P. EXHIBIT.

The two show globes of rock crystal were loaned by Bernard Bialk, former partner of the late Charles F. Mann. The show-case in the foreground contained a complete set of Pharmacopœias dating from 1820 to 1920, inclusive. These were loaned from the Frederick Stearns' collection.

The flowers used to ornament the booth were furnished fresh cut daily and were donated by the Parke-Davis Company from their drug farm. They consisted of different varieties of digitalis.

Various members of the faculty and advanced students were in daily attendance in the booth. The Convention was unusually well attended and many pleasing comments were made upon the appearance and the scheme carried out in the exhibit.

BRITISH OPTIMISM RELATIVE TO PHARMACY.

Xrayser III in *Chemist and Druggist* for August 2nd comments on the address of Chairman Humphrey of the British Pharmaceutical Conference. He says, "the policy of constructive optimism is decidedly preferable to one of gloomy foreboding which allows passing phases to overshadow the entire outlook. As the business of the chemist and druggist has been allowed to become largely a medium for the distribution of packed goods and proprietaries, there was some measure of justification for the assumption that pharmacy as an occupation was played out but only on the part of those who could see in the pharmacist nothing but the chemist and druggist writ large. With the broader outlook taken by Mr. Humphrey we see that British pharmacy is still in an early stage of evolution and that what he describes as its province is practically without limit."