

A WEAK STATE ASSOCIATION.

BY ROBERT G. WILSON.

"As I see it, an association may be weak from any standpoint. It may be weak from the standpoint of membership. It may be weak from the standpoint of ideals. It may be weak from the standpoint of achievement. It may be weak from the standpoint of its officers. It may be weak from the standpoint of its secretary. It may be weak from the standpoint of its affiliations. It may be weak from many standpoints.

"Any one of those phases of the weakness of an association might be considered a subject for discussion in itself, so with so much in mind regarding the weakness of an association, I was somewhat in doubt as to how to proceed in discussing this subject.

"I imagine every secretary here would judge, perhaps, that his association was weak from some one or more of these standpoints. I certainly would judge that the Georgia Association was weak from several of these standpoints and perhaps others I failed to mention, but it has occurred to me since the President has discussed one or more of these propositions in his splendid address; other points, perhaps, will be brought out during our discussions here.

"I want to inject this particular thing, not as a weakness although it could be so considered as I have studied the programs which have been offered by the various associations. It seems to me I see in the programs arranged for the annual meetings of our associations, an element of weakness there and I believe that one of the best things we can do in the matter of building up real, constructive, broad association activities is perhaps in the development of programs for our annual meetings. President Christensen touched on that point this morning in his address and I agree with him heartily.

"At the past meeting of our Association at Macon, Georgia, in an effort to carry out the ideas presented in this thought, I went about getting some one who would constitute our principal speaker, whose name would be in the headlines and would bring the Association and pharmacy in general to the attention of the people of the State. I have known of association meetings to take place when there was no comment, virtually no comment in our local newspapers in the cities in which we met, certainly none in the State papers. So I wanted to get a man who would put pharmacy in Georgia on the front page of the Georgia papers. My first thought was Franklin D. Roosevelt, of New York. He comes to Georgia every spring and I thought perhaps he might be in Georgia at that time and would address this body. I wrote him personally. I had the editors of the larger daily papers of Georgia write to Mr. Roosevelt in an effort to get him down there, feeling that if Franklin D. Roosevelt came to Georgia to speak to the Georgia druggists that thing would be worth thousands of dollars to pharmacy in Georgia. Mr. Roosevelt, unfortunately, was tied up with his Legislature, and couldn't come to Georgia and hasn't been able to get to Georgia yet, I believe, though he comes every year.

"I then thought of Governor Ritchie of Maryland as a spectacular figure and in view of the approaching presidential election of 1932, there would be added interest, but Governor Ritchie was tied up in his legislative sessions and couldn't come to Georgia. Then I went after Honorable Josephus Daniels. I had several of our editors approach Mr. Daniels with the idea of coming to Atlanta, but the Legislature in North Carolina was in session and Mr. Daniels couldn't get away.

"Our Honorable Governor-Elect in Georgia was invited to be present but our extra session of the Legislature was in session and he couldn't come down. So I compromised on getting one of our Senators from Georgia. Prior to the convention, after it was announced that Senator George was to speak to the Pharmaceutical Association, we had more publicity in the Georgia newspapers as to the convention than we had ever had before. Senator George came and addressed the body and we had reporters there. His address was reported in practically every daily paper in the State, all of them stating that Senator George was speaking to the Pharmaceutical Association of Georgia.

"I feel to-day that pharmacy in Georgia is stronger by reason of the publicity we received by having an outstanding man, not a pharmacist, to address our group.

"In addition to Senator George, we had Congressman Cox of Georgia, who opposed the Capper-Kelly Bill. He is popular in his section, but I think most of the druggists will vote against him because of his stand on the Capper-Kelly Bill. We had President Christensen of

Chicago, Dr. Swain of Baltimore, and others. The Macon newspapers were very much interested. They had reporters there at every session, and during the two days of the sessions and several days thereafter the newspapers commented on various phases of this meeting. I believe it was very helpful.

"So I want to suggest that to you as a body of secretaries of State associations, to consider, perhaps, the weakness of your annual programs and in the future meetings, if you deem it advisable, get some outstanding man who is a publicist but not necessarily a pharmacist. Get pharmacy in your State on the first page of your daily papers."

In discussing the paper **Secretary Slocum** said that he strongly approved having a prominent speaker at annual conventions. He said that in Iowa they had been very successful in creating wide-spread publicity with the papers, because several outstanding men were entered on the program. It is good publicity because druggists from all over the State who know these men come with the idea of hearing them. He had to go 2000 miles to attend a meeting and there really were no outstanding men on the program of the convention, and this same criticism obtains with state associations. In his opinion it was a good idea to get men from outside of pharmacy as speakers. It will popularize association meetings.

Secretary Hayman, of West Virginia, stated that he agreed with the previous speakers, that too often with state associations the point was to have speakers who were not paid for coming, rather than have men who had a message and who were nationally known, to speak before the Association.

President Beard asked whether at any of the association meetings of states outstanding speakers were on the program of the convention.

Secretary Oslin, of Arkansas, said that they had Congressman Kelly as a speaker and many members came to hear him. At the meeting there were more than 400 present and to a large extent because Congressman Kelly was the principal speaker.

Secretary Smith, of South Carolina, said he was surprised to hear the statement made by Secretary Wilson that Georgia papers had not given publicity to the Association meetings. His experience was that the newspapers in South Carolina were glad to report conventions. **Secretary E. F. Kelly** had attended the South Carolina meeting and they gave a good account of his address. He agreed that whenever possible prominent speakers should be secured.

Secretary Harring, of Massachusetts, said that they never neglect inviting the Governor and stated that this is the first year in some time that a Governor attended a banquet of the Association. While the attendance of the convention was not as large as usual that at the banquet was larger, because the Governor as a speaker was a drawing card.

President Beard stated that one of the North Carolina papers suggested to him that a man be designated to get the news of the convention to the reporters immediately after the close of each session.

Secretary Hayman said they employed that means in West Virginia and had for a number of years designated a member of the Travelers Auxiliary; the publicity given the Association was very good.

Secretary Rowland Jones, of South Dakota, stated that the association of South Dakota had profited by having representation in the state legislature and since then more publicity had been given to the conventions than previously. He remarked that it was not difficult to elect a pharmacist to the legislature provided there was cooperation.

Secretary Philip, of California, said that speakers can be obtained from the large universities. If a big man is secured he will bring his publicity to you and this also helps out the pharmacy school of the university, because the address is scholarly and reads well in print. He thought a weakness of an association was in the fact that it was permitted to have sessions start late. This lessens interest and shortens the time which should be given to the program.

President Beard hoped there would be prompt attendance at the meetings of the Conference.

Secretary Adams, of Texas, said that he endeavored to arrange to have the outstanding speakers on the program of the first or the last day of the meeting. He endeavors to get outstanding speakers regardless of whether they are connected with the drug business or not. He made reference to the fact that among the speakers at the last convention was Congressman Dies who had defeated the representative who was unfavorable to the Capper-Kelly Bill. The

subject of Congressman Dies was "The Independent's Place in Business," and he suggested that other associations would do well in securing him for their programs. He agreed with Secretary Philip relative to the opening of the sessions. He was pleased to have with him President Oliver of the Texas Pharmaceutical Association and a former president, Henry Hein, of San Antonio. Mr. Hein commended the activities of Secretary Adams and said it was largely due to him that the programs of the Texas Association are eminently successful.

Secretary Slocum emphasized the importance of getting public speakers. Nearly every year the Governor addresses the Iowa convention. The Attorney-General also is frequently the speaker and members of the Supreme Court and other state officials.

Secretary Hayman inquired whether it would not be a good idea for the incoming Secretary to send to the secretaries of the different state associations the names of public speakers.

President Beard thought this was a good idea.

Mr. Oliver said, in his opinion, every association has a publicity man.

Secretary Smith asked whether it would be a good idea to have the Secretary's office for a clearing house whereby such information relative to speakers could be obtained. He referred in his state to Senator Sam Hodges who is a popular speaker.

Secretary Hayman moved that the incoming Secretary be instructed to communicate with the secretaries relative to outstanding speakers and impart that information to all the members. This motion was carried.

President Beard announced as the next contribution to the program a paper on "To What Extent Is the Secretary Responsible for the Activities of His State Association?" presented by Secretary W. E. Bingham, who is entering on his thirty-second year as secretary of the Alabama Pharmaceutical Association.

TO WHAT EXTENT IS A STATE SECRETARY RESPONSIBLE FOR THE ACTIVITIES OF HIS ASSOCIATION?

BY W. E. BINGHAM.

Article 2—Chapter I of the Alabama Pharmaceutical Association by-laws reads:

"The Secretary shall keep a record of all proceedings of the Association; a list of names and the residence and date of entrances of each member; he shall be the custodian of all papers and reports read; he shall conduct all correspondence of the Association and notify each member of the meetings."

I am presuming that the above embodies the duties assigned, of every state secretary. Granting that each secretary has conscientiously performed his duty as laid down in said by-law, does his responsibility then cease? The secretary seems to be the hub around which revolves the spokes—the felloes—the tire—in fact, the whole machinery of the Association, and upon his shoulders rests, to a great extent the activities of the various lines of work engaged in; to what extent he can make the rank and file of the membership work, will rest, in a large measure, the answer to the question as to his responsibility.

The Alabama Association has been very kind to its secretary; after having served for two years in succession as their president, I was elected secretary and for over thirty-one years they have kindly put up with my derelictions of duty and retained me in office. They say at every election "For life." The question raised in my subject is—Have I, have you, met this responsibility and this opportunity for service? That most efficient secretary of the great State of Texas, in a paper read before the Baltimore convention last year said, "Before a state secretary can effectually serve, there must first be builded an organization through which his energies may be directed." Well and good—then who builds this organization? Who built it in the Lone Star State. I think we will all agree that Walter Adams is largely responsible for the State having one of the best, if not the best of associations in point of members and interest in the United States. To what extent have our associations developed and grown under the leadership of the secretaries? Do we realize the magnitude of the work of a State secretary. Not to be a dummy—not merely an office-holder, not driven by a sense of duty to a perfunctory performance of what the by-laws specify—but a watchman on the walls, ever alert and active in the interest of the Association, striving to broaden the scope of coöperative work; while it is