

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

BY H. C. CHRISTENSEN.

We have gathered in this delightful Southern city to hold the seventy-ninth annual meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION.

I wish to take the very first opportunity to extend to the City of Miami greetings from our ASSOCIATION, and to compliment you upon the masterly fashion in which you have handled the arrangements for this meeting through your Local Committee, your officers, your state pharmaceutical association, your Chamber of Commerce and everyone that coöperated in the tremendous amount of work which such a large convention entails.

Truly, the traditional hospitality for which the South is noted was never better exemplified than in the preparation for this convention. From the moment the arrangements were started, the officers of the national body had the feeling that they were being taken into the hearts and the homes of this generous and hospitable city.

There prevails a notion in the North that the South is becoming industrialized—we talk of the New South—and that the alleged Northern efficiency is becoming the dominant note in the South. There is no question as to there being efficiency, and to spare, but the delightful rôle of host has not been forgotten and is the dominant note with which the officers of the ASSOCIATION were impressed during the pre-convention arrangements.

On behalf of the AMERICAN PHARMACEUTICAL ASSOCIATION, and personally as its president, I wish to extend most sincere thanks to the City of Miami and its officials, the Chamber of Commerce, the Local Committee and the officers of the Florida Pharmaceutical Association, and last but not least, the pharmacists of the State of Florida, for their splendid coöperation in making this convention a possibility. This is the first convention the AMERICAN PHARMACEUTICAL ASSOCIATION has ever held in Florida, and I am sure that it will not be long before we shall be hoping for another invitation. Whatever success this meeting achieves will be due, in a great degree, to the tireless work of your local committee.



H. C. CHRISTENSEN.

## PROFESSIONAL PHARMACY.

For over three-quarters of a century, the AMERICAN PHARMACEUTICAL ASSOCIATION has been guiding the destinies of pharmacy in the United States and its dependencies. In all that time, there never has been a greater need for stressing the professional side of pharmacy than there is to-day. During the evolution of our

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profession on this continent, it has passed through many phases. From almost purely professional work, it has passed—at times and in places—into almost purely a merchandising business. The retailer, in many cases through necessity, has developed into a dealer in toys, a purveyor of food, and vies with the tobacconist, usurps part of the clothier's business, competes with the confectioner, aids in the postal business, weighs you for a penny, rents you a book to read and conducts a free information bureau. So conspicuous have these activities become, that the retail pharmacist has crept into the cheap jokes of the press and stage.

Some contend that this situation will lead to two classes of pharmacies in the future, the so-called "drugless" drug store and the exclusive prescription pharmacy. The field for the latter type is strictly limited to large centers and particular locations, where the demand is sufficient to support such a venture. I disagree with those who contend that this separation into two types is necessary. The majority of stores throughout the length and breadth of this country are compelled to do a certain amount of merchandising in order to provide the community with the trained pharmaceutical service necessary in protection of the public health and welfare. But they should remember that they are pharmacists first, and merchandising should be secondary in place.

Pharmacy from its very beginning in this country has been dual in nature—the professional coupled with merchandising. But the dignity of the profession should be upheld. Pharmacy is the only excuse for the existence of the so-called drug store. With the drug sign down, how much merchandising can be done? If the atmosphere is that of a department store, how much prescription business will be attracted? The law gives to the pharmacist certain rights and privileges denied to others who do not have his qualifications and training. Why should he neglect these opportunities in favor of fields where competition is unlimited?

The problem confronting pharmacy to-day, therefore, is to discover the happy medium between the professional and the merchandising trends. The AMERICAN PHARMACEUTICAL ASSOCIATION is peculiarly fitted to lead the "Back to Pharmacy" crusade. The first step, perhaps, is to convince the pharmacists themselves of the opportunities they have been overlooking. Even a merchandising pharmacist can succeed better by stressing the professional aspect of his business. The second step is to counteract the loss of prestige with the public as a result of the era of overmerchandising. Only a thoroughgoing publicity campaign by an expert in public relations can accomplish this.

#### MEMBERSHIP.

The problem of maintaining and increasing membership is a vital one. In analyzing our present membership, I find that teachers in pharmacy, state board members, research workers, food and drug officials, hospital pharmacists, pharmacists in the Government service, pharmaceutical chemists and wholesalers are represented well up toward the 100% mark. And while there is a very noticeable increase in the membership of retail pharmacists, here is the logical field for further growth both from the standpoint of increasing the membership and from benefit to pharmacy. Here also is our point of contact with the public.

The AMERICAN PHARMACEUTICAL ASSOCIATION needs a larger membership among the retail pharmacists to successfully carry out its program for the proper

recognition and progress of pharmacy as a profession, and the pharmacist in turn, needs the prestige that membership in the ASSOCIATION will give him. As a member of the A. PH. A. we can talk *with* him rather than *at* him. The American Medical Association has been able to accomplish much for medicine simply because it has the active support of practically every physician in the country. If for no other reason, he belongs for the sake of the prestige his membership gives him. There is no reason why a similar condition cannot be created in pharmacy.

In my opinion, the era of predominant commercialism, based on copying chain store methods, is on the wane. For two consecutive years, I have attended a considerable number of state pharmaceutical association conventions, and am happy to report that there is a tremendous awakening of interest in the professional aspect of pharmacy. I believe, therefore, that this is the psychological time for us to embark on a membership campaign. With the college prerequisite requirement in force in most states, which means higher education and professional training for those entering pharmacy, we shall find the work of increasing membership easier as time goes on.

Experience has proven that membership cannot be built up to the point needed by volunteer effort. I agree with Dr. D. F. Jones, as expressed in his presidential address at the 1929 convention, and others, who have made similar recommendations, that direct personal contact must be made. I believe that a field secretary, to contact the better type of pharmacists personally and explain to them the activities of the AMERICAN PHARMACEUTICAL ASSOCIATION and the benefits to be derived from membership in that organization, is absolutely essential. I fully realize that such a venture will not be self-supporting for the first few years, but I believe that over a period of years, it could be made even more than self-supporting.

The activities of the AMERICAN PHARMACEUTICAL ASSOCIATION, including as they do every phase of pharmacy both professional and industrial, hold particular value for the retail pharmacist. The benefits to be derived by the retailer from membership are so apparent that the wonder is that any urge on the part of the ASSOCIATION is necessary. Frankly, I feel that the ASSOCIATION itself is largely to blame. It is simply a case of lack of salesmanship.

As so aptly pointed out by Dr. Jones, a full-time man contacting all types of the drug profession and drug industry—particularly the retail pharmacists of the country—would, I am sure, accomplish wonders both in the increase of membership and in promoting a feeling of fraternity and good will, and lead to a higher appreciation of pharmacy both in and outside of the profession.

*I therefore recommend* that this matter be taken up at the earliest possible time to develop a plan to include a full-time contact man.

In line with this thought, *I have one other definite recommendation to make:* The adoption of a membership certificate of suitable size and style for framing. To guard against the use of the certificate when the holder is no longer a member of the ASSOCIATION, it should be issued annually on payment of dues, and the year should be shown on its face in large, bold type. When such certificates are found hanging in the better class of pharmacies throughout the country, the public will be quick to grasp the idea that a pharmacist who is a member of the AMERICAN PHARMACEUTICAL ASSOCIATION is a professional man, safe to be entrusted with the compounding of prescriptions on which the life of a loved one may depend. The value back of

that certificate should be such that no pharmacist worthy of the name can afford to be without one, as in the case of physicians and the American Medical Association.

#### THE JOURNAL AND THE YEAR BOOK.

Under the very able editorship of Editor E. G. Eberle, the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION has achieved enviable scientific rank, and I wish to compliment Editor Eberle on the great and steady improvement of the JOURNAL under his capable management. The same applies to Editor DuMez of the YEAR BOOK and his predecessors. Any suggestions that I am making for changes in these publications, therefore, should not be considered as criticisms. No doubt the editors themselves have desired to make some of these changes but have felt unable to inaugurate them without the approval of the ASSOCIATION, as they represent a change in established policies.

My suggestions are simply these: That the JOURNAL be brought a little closer to the average retail pharmacist; and that it is desirable to bring the YEAR BOOK up to date. While these thoughts seem to be unrelated, they are really very closely connected in this instance and that is why I am considering the YEAR BOOK and the JOURNAL together.

There seems to be a general feeling that the YEAR BOOK loses much of its value by delay in publication. With the years of 1929 and 1930 unpublished and Editor DuMez giving only part-time service, we cannot hope to bring this work up to date soon. While scientific information a year or two old is still of value for reference purposes, it is of little service for readers who desire to keep in constant touch with scientific progress. Scientific abstracts are of considerable value primarily when they are new and up to date, and authors naturally choose the medium which will give early publication. As a result, chemical and other journals are carrying material which should rightly be classed as pharmaceutical.

I therefore believe that we should inaugurate a policy of publishing a YEAR BOOK quarterly as a separate section of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION, or at least that the feasibility of this plan should be given careful consideration and study. These copies would, of course, be paper bound and at the end of the year could be permanently bound by the subscriber for his library, and the ASSOCIATION could keep available a supply of the quarterlies bound into annual volumes.

Another advantage is that more space would be available in the JOURNAL for articles of particular interest to the retail pharmacist.

I have already pointed out that our largest field for future growth of the ASSOCIATION is in retail pharmacy. This becomes our duty—to foster what remains of the professional in this era of commercialism, otherwise we shall lose everything. What we have in science, we must bring down to the ultimate plane—to retail pharmacy—if we are to survive.

I would be the first to oppose any abandonment of the highly professional and scientific policies of the JOURNAL. However, as the JOURNAL is our only contact with the membership, it must contain considerable copy of interest to the retailer if we are to gain and to hold his support. The entire structure of pharmacy falls if we take away the retail pharmacist. Therefore, in self-preservation, we must give him more consideration.

The Department of Paul C. Olsen is excellent. Also, much purely scientific information can be adapted for practical application in the retail pharmacy. In other words, we must convince our retailers that they can be professional pharmacists even though they find merchandising necessary. There are a considerable number of men in this audience who have made outstanding successes in professional retail pharmacy, and I am sure that they and others will be glad to write such articles from time to time for the JOURNAL. These will make intensely interesting reading.

Another suggestion I wish to make is that we devote more space to the state pharmaceutical associations. This would not only be an interesting and useful contribution to the literature of pharmacy but would make much valuable information available to a larger number of pharmacists and others. My visits to state association conventions during the past two years have convinced me that they are most willing to cooperate with the AMERICAN PHARMACEUTICAL ASSOCIATION, and we should therefore do everything in our power to encourage this trend by keeping in close touch with them.

The logical function of the ASSOCIATION is the publication of information on every phase of professional pharmacy, whether pertaining to the strictly scientific, the educational, the legal or enforcement phases, distribution or retail pharmacy. I therefore cannot approve of the policy of limiting the cost of publication of the JOURNAL and the YEAR BOOK to the revenue derived from the subscriptions therefor. I believe that everything that can be done to make our JOURNAL or our YEAR BOOK more useful should be done, even if it requires an investment over income to do so. Personally, I believe we could well invest several hundred dollars each year in attractive cuts for the JOURNAL, which the budget does not permit at present, and greatly increase its readability. I do not mean that we should copy after certain journals that are all cuts and no reading matter, but psychology tells us that few people have the patience in this age to read an unbroken type page unless they are urged to do so by an apt illustration. I do not advocate an extravagant publication policy or budget, but I do believe that the prime consideration at all times should be, not the cost of the publication, but the amount we can accomplish with our investment. In the long run, such a policy will prove economical.

#### PUBLIC RELATIONS.

No one denies that there is a crying need for more publicity of the right kind for pharmacy. We quite frequently receive attention in the cartoons and on the joke page, but that type of publicity should be suppressed instead of encouraged.

Henry Ford's theory early in his career was that the oftener a Ford car was mentioned, regardless of what was said about it, the more free publicity it received. Soon, however, he discovered that a large number of middle class people with buying power were selecting other cars, because they did not wish to be embarrassed by Ford jokes. How long has it been since you have seen a Ford joke in print? Mr. Ford decided that such publicity was undesirable and had it stopped.

The first question that comes up relative to publicity is financial. We cannot limit expenditures to \$1000, the amount contributed to the Drug Trade Bureau of Public Information during the past year, and expect to get \$25,000 worth of results. We usually reap returns on investments in direct ratio to the amount of money

invested, be it publicity or otherwise. Until pharmacy is ready to provide the budget for a trained public-relations man as other professions and trades are doing, we cannot expect to get the newspaper mention and other publicity they get. Only a man with newspaper training knows how to write the copy so that it will receive the editor's o.k. for publication.

Before going on, I want to comment on the splendid work which Director Fischelis of the Drug Trade Bureau has been doing with the limited funds at his command. With the hundreds of millions of dollars invested in the drug industry as a whole, it certainly is ridiculous that the budget for publicity totals only \$1000 per year. All but four of the national associations have ceased supporting the Drug Trade Bureau of Public Information. A new ray of hope at present is that the state pharmaceutical associations are helping with small annual donations.

The director also has been hampered in his efforts because of the difficulty in getting news of public interest from pharmacy. Undoubtedly there is much available and these tips should be sent to him from time to time so that bulletins can be prepared for the press. The newspapers constantly strive to keep out news of a commercial nature, except such statistics as are of interest to readers of the financial pages. Our conventions and our meetings should be staged with some feature of public interest as a headliner. The physicians and the chemists have learned to do this well. As Dr. Fischelis says, "When pharmacy gets to the point where it will consistently and continuously do things that really are altruistic and of public interest, we will get all the newspaper space we need. As long as the desire of the members of our profession is to get the kind of publicity which will assist their business, we are more or less helpless."

A good example of this is the manner in which my talk on "The Need for the College Prerequisite" in Georgia was received. Not only did the newspapers feature this, but a splendid editorial appeared in one of the newspapers showing the disregard of public interest in the present standards and urging the legislature to take immediate steps to correct it.

The time for giving careful consideration to this whole problem of public relations is now, as we shall, doubtless, have much news of public interest breaking during the 1933 Chicago World's Fair and we should be in position to derive some benefit from it.

#### FOUR-YEAR PHARMACY COURSE.

The trite saying, "a river rises no higher than its source," is applicable—pharmacy will rise no higher than the men who feed the stream at its source. Although I am one of the older generation of pharmacists, I do not apologize for the men of my time. They fulfilled their mission in a creditable manner.

However, I am not so short-sighted as to overlook the fact that the graduates of the four-year course will make a higher grade of pharmacist than the man who graduated from the two-year course, with perhaps only two years of high school, to say nothing of the man who became licensed without any college training. Thus, as more of these better educated pharmacists slip into the stream of pharmacy, we can expect to reach a higher level in accomplishment.

There can be no question that the agreement between the National Association of Boards of Pharmacy, the American Association of Colleges of Pharmacy, and the

AMERICAN PHARMACEUTICAL ASSOCIATION to establish the four-year course in pharmacy in 1932 has been very helpful in securing a broader recognition of pharmacy as a profession. This is especially true in governmental and educational circles where the sciences and arts and professions are expected and required to give standard collegiate courses of an approved content and length.

If there are any who oppose the four-year college requirement in pharmacy, they overlook the fact that we are compelled to choose between being a trade or a profession. If we are a trade, then no educational requirement whatsoever is necessary. If we are to be rated as a profession, then we must enforce professional standards and have no right to advocate any standard below the collegiate course of four years.

As Dr. J. H. Beal has so aptly stated: "If the commercialists succeed in eliminating pharmacy entirely from the retail drug store, there will no longer be any means of placing any restriction upon those who desire to engage in the sale of drugs and medicines. In other words, the little bit of pharmacy which remains should be treated as a most precious possession. It is the basis of our franchise from the state when a license to practice pharmacy is granted." This is the factor which has been overlooked by those who desire to hold to lower standards, thus making pharmacy a trade. So long as we desire to hold to the rights of professional men, we must be willing to qualify by meeting the requisite standards for practicing a profession. The only reason pharmacy has been granted only half-professional recognition in the past is that we have been unwilling to meet the full professional prerequisites.

#### RESEARCH.

We may as well admit that up to the present, most of the research work on medicinal preparations has been done either by manufacturing firms or by or in the medical schools.

However, with the advent of the four-year course in pharmacy, we shall have better trained men in our own ranks. We shall discover some with a flair for research work, and we must develop within the field of pharmacy, per se, a corps of research workers. I realize that little research work can be done by the undergraduate, but wherever graduate work is being offered the colleges should make every effort to encourage research. There are many fields in which this could be carried on.

Let me take one single illustration, and that is the stability of drugs after they are manufactured either by the pharmacist or his source of supply. Is Tincture of Aconite as potent one year after manufacture as it was at the time it was made? Manufacturers are constantly working on some of their special products to develop such stability. But on the great bulk of medicines, chemicals and galenicals which a pharmacist dispenses, we have little authentic information as to the period of their effectiveness. Here is the opportunity for the colleges with graduate schools. If these institutions were to set up certain problems of this nature to be worked out during the year, publishing the results, I can foresee a wholesome rivalry and desirable competition growing up that will redound to the prestige of pharmacy. By building up such a corps of researchers, work of inestimable value to pharmacy will be accomplished and we shall enjoy a scientific atmosphere that will be priceless to our profession.

## HEADQUARTERS BUILDING.

Every pharmacist in this country and everyone connected with pharmacy, whether subscribers to the building fund or not, is interested directly or indirectly in the completion of this project, to be known as the American Institute of Pharmacy. Pharmacists have looked forward eagerly to the day when pharmacy would have a home and an institution that would typify its aspirations and its service. A host of pharmacists have contributed of their time, their thought, their effort and their money to this cause, and have given a rare exhibition of real devotion to and interest in their calling. They believe that this institution will explain pharmacy and its value as a public health profession to our national and state governments and to the American public; that it will be the center around which can collect the history, the ethics, the literature, the education, the research of pharmacy; and that it will consolidate the influence and power of pharmacy for its protection, its improvement and its proper recognition.

It is undoubtedly the greatest movement that American pharmacy has undertaken for its own improvement and for the improvement of its service. It has been successful beyond our expectations, not only as to the amounts subscribed and collected, but notably in the higher standing it has given pharmacy even before the building has been begun. To have conceived such a project and to have put it into reality as far as has been done, establishes beyond question that pharmacy is virile, is progressive, is conscious of its responsibility and is ready to discharge its duties as a necessary public health profession and industry.

The reports of the Committee on the Headquarters Building and of the secretary will record the splendid progress made during the year toward the completion of the project. We have completed the purchase of the site, we have completed approved working plans and we have the cash on hand to erect the building and equip it according to actual estimates. We are prepared to begin building operations promptly. We are delayed by Government authorities on account of the failure to complete the plans for the development of the area in which our site is located. While this delay is interfering seriously with the work of the ASSOCIATION and with the advancement of Pharmacy, the developments planned for this section will enhance the value of our site beyond evaluation for the purposes we have in view.

## PHARMACY WEEK.

Pharmacy Week has been the outstanding achievement of pharmacy in the field of public relations. In this organized effort, we have successfully carried the story of professional pharmacy to the retail pharmacist and then to the public. The recognition given to Pharmacy Week by the newspapers, the radio and men of prominence is the measure of its success.

The sudden death of the late Dr. Robert J. Ruth makes the future of Pharmacy Week very uncertain, as we realize that it was the personality of Dr. Ruth and his ability in this type of endeavor which has made Pharmacy Week such a success. We lament in his untimely death the loss of one who was loved by all who knew him. His radiant, enthusiastic personality will be greatly missed. The way Pharmacy Week was kept free from any tinge of commercialism is a monument to his memory.



I feel that no one can take his place, as he was the one man in pharmacy who grasped our problem of reaching the public and had the ability to dramatize our story so that it would have universal appeal. Our only hope, now that he is gone, is that the emergency will develop someone else to carry on this work by upholding the ideals set by "the father of Pharmacy Week."

#### U. S. P., N. F. AND RECIPE BOOK.

The movement in this country to reestablish and emphasize professional pharmacy is reflected in the greater use of the U. S. Pharmacopœia and the National Formulary both by physicians and pharmacists. In the Chicago area, particularly, a definite drive is being made to induce physicians to prescribe the preparations of the U. S. P. and N. F., by drawing their attention to the fact that for every "proprietary" they prescribe, there is an equally good or better product in the Pharmacopœia or Formulary.

Physicians are beginning to realize that the hope of every manufacturer, even though he may profess to be vending exclusively through the medical profession, is that the time will arrive when customers will ask for these products by name over the counter. Every pharmacist in his contacts with physicians should show them that it is to the doctor's and patient's advantage to prescribe Pharmacopœia and Formulary products. In order to do this intelligently, the pharmacist must keep posted on the official preparations and their uses. Pharmacy's interest is primarily the welfare of the public.

The Recipe Book has already proven that it is of practical value to the retail pharmacist and a copy should be in every pharmacy in the country. The distribution on this new book is very satisfactory, considering the short time that it has been out. In years to come, I believe it will be one of the sources of income to the ASSOCIATION.

#### THE PHARMACEUTICAL SYLLABUS.

In view of the very thorough and fact-finding manner in which the present chairman of the Syllabus Committee is conducting his preliminary work, I can safely predict that the colleges will find the new Syllabus, when published, of great assistance in outlining their curricula. Chairman Beard and his committee are to be congratulated. With the advent of the four-year course, there is, of course, great need for a new Syllabus.

#### RECOGNITION OF PHARMACY BY THE GOVERNMENT.

The ASSOCIATION has continued its interest in securing a proper status for pharmacy and pharmacists in the several government services in which pharmacists are employed. Real progress has been made during the year and particularly in securing the interest of the officials who direct the medical departments of these services. A distinguished and experienced representative of the Medical Department of the Army will address us during this meeting.

Many questions are yet to be settled and much work is to be done. However, the need for improvement in the pharmaceutical conditions has been made so apparent that progress will undoubtedly be much more rapid than in the past. The AMERICAN PHARMACEUTICAL ASSOCIATION appreciates the support it has received from state and national pharmaceutical associations in this important work, which

will have a great effect toward securing that recognition for pharmacy which we believe it should enjoy.

#### PHARMACISTS ON BOARDS OF HEALTH.

The steady agitation that pharmacy has a right to be represented on state boards of health is beginning to bear fruit. Pharmacy is clearly a public health activity or service, and it is very encouraging to note that medicine and pharmacy are working together for the interest of the community.

During the year, Texas and Colorado added pharmacists to the membership of their boards of health by law. This gives pharmacy such representation in seven states in all, and the movement should be encouraged further.

#### PHARMACY IN HOSPITALS.

The pharmaceutical service in hospitals is still unsatisfactory and remains one of the most important pharmaceutical questions to be solved. I recognize that it will require careful consideration before definite requirements can be laid down governing this function of a hospital. However, I hope that before long a requirement governing the hospital pharmacy and the service it renders will be included among other requirements of an approved hospital—and will thus become effective in every section of the country. Pharmaceutical service in hospitals should be as carefully regulated and made as safe for their patients as is the pharmaceutical service in pharmacies.

The AMERICAN PHARMACEUTICAL ASSOCIATION is prepared to suggest standards of adequate pharmaceutical service, equipment and personnel to hospital organizations as referred to in Resolution No. 23 adopted at the 1930 annual meeting.

If this coöperation is not forthcoming from the hospitals, our only alternative is to amend the state pharmacy laws to require the constant attendance of a registered pharmacist in every hospital. With the modern restrictions of living space and the high cost of home care of the sick, more and more people are going to hospitals when ill. The use of hospitals by the sick has increased about 100% in the past fifteen years, and the matter of carefully safeguarding the pharmaceutical service is as important as in the retail pharmacy.

#### THE CHICAGO WORLD'S FAIR IN 1933.

The Pharmacy Committee of the Chicago World's Fair is actively at work, both as a whole and in small executive groups covering the various divisions of the work.

Actual construction of the Science Building or Temple of Health, in which the Pharmacy, Dentistry and Medical exhibits will be housed, has already started. Gen. Charles G. Dawes, on his recent trip to Chicago, completed a financial study of the Century of Progress (World's Fair) and reported that the financial success of the Fair is already assured, as \$7,555,000 worth of bonds have already been subscribed. The total issue is \$10,000,000, and the reserve bonds are being held to be disposed of later, if needed.

Dr. Eben J. Carey, of Milwaukee, has been engaged as Director in Chief of the medical group exhibit, including pharmacy, and is at present in Europe for two months of study and interviews on the problems of the Fair. Pharmacy has been

assured that it will be given all the space for scientific exhibits that can be profitably used.

#### INTERNATIONAL PHARMACEUTICAL FEDERATION.

More and more national boundary lines are being wiped out, particularly so far as science is concerned. Heart disease in Germany differs but little from similar ailments here, and digitalis acts on a Frenchman's heart in the same manner as it does on that of an American. By close contact, we benefit by the progress of other nations, and the advances in American pharmacy thereby become more effective and influential in foreign lands.

I understand that the Federation has been invited to meet in or near Chicago in 1933 during the World's Fair, and arrangements are being made for reduced transportation rates to enable more European delegates to attend the meeting.

#### SURVEYS.

While the AMERICAN PHARMACEUTICAL ASSOCIATION is more particularly concerned with promoting the professional side of pharmacy, we must not lose sight of the fact that retail pharmacy, the root and foundation of all pharmaceutical activities, also has its economic phases which require consideration. The ASSOCIATION is therefore well within the scope of its many useful activities in aiding in the survey of the drug business which is being conducted in St. Louis under the direction of the U. S. Department of Commerce and which will, no doubt, result in making available information of great value to retail pharmacy.

A number of other surveys are being carried on in coöperation with the Revision committees of the U. S. Pharmacopœia and the National Formulary, to determine the extent of prescription practice, and the drugs and preparations used in prescriptions so that those standards may fully serve their purposes to the professions of pharmacy and medicine.

More recently, W. Bruce Philip of California is conducting a survey with the object of correcting unfair and dishonest trade practices. Mr. Philip contends that there must be a legal, fair and honest way to correct the evils of unfair and dishonest merchandising conditions which have demoralized the drug business up to a danger point, both for the consuming public and the profession of pharmacy. The evils of predatory price cutting, unwarranted and misleading advertising, manufacturers' deals, quantity discounts, quantity buys and hidden demonstrators, are destroying the legitimate business of national advertisers.

He says, "It would be ridiculous, if it were not so tragic, that a mere handful of predatory price cutters, who care nothing for the sick, the retailer, the wholesaler or the manufacturer, can destroy fair and honest merchandising. There must be a legal and honest way to right these conditions, and I and those who are willing to aid me and are aiding me will find it. To that purpose, a survey of actual conditions has been made throughout California and one is being started by me to cover the whole United States. Facts are being accumulated and the drug world has started real thinking. One of the biggest successes so far in this survey is the bringing closer together of those of the profession and letting one another know what the other is doing or has done. It is made in the interest of the retail pharmacist and the public."

The joint survey of pharmaceutical education under the auspices of the American Council on Education has little progress to report, in view of the fact that it has not been possible to raise the balance of the budget required to make this study. The AMERICAN PHARMACEUTICAL ASSOCIATION, the National Association of Boards of Pharmacy and the American Association of Colleges of Pharmacy have pledged \$45,000 for this purpose and it is hoped that assurance of sufficient money to undertake this project will be forthcoming soon.

The Committee on the Costs of Medical Care, on which pharmacy fortunately is represented, as it should be, is now in the fourth year of a five-year fact-finding study to determine the basic principles underlying the costs of medical care. This is not a governmental organization but is financed entirely by private funds supplied through such organizations as the Carnegie Corporation, the Rockefeller Foundation, the Russell Sage Foundation, the Milbank Memorial Fund, the Rosenwald Fund and other similar welfare agencies. The Committee is headed by Dr. Ray Lyman Wilbur, the Secretary of the Interior in President Hoover's Cabinet. Pharmacy will be greatly interested in the results of this study as soon as completed and published.

While the foregoing surveys are not direct activities of the ASSOCIATION, they are of interest inasmuch as they are for the welfare of pharmacy and the protection of the public.

#### THE SECRETARY'S OFFICE.

In my official capacity throughout the year, I have, of course been in close touch with the Secretary's Office and have been greatly impressed by the tremendous amount of work which he is called upon to do, and the very efficient manner in which it is dispatched. In addition to the correspondence and other office duties, he has been called upon to devote a great deal of time to the Headquarters Building and in interviewing Government officials in Washington on this and other matters. We are indeed fortunate to have such an enthusiastic secretary, so well fitted to perform this great variety of duties.

In closing, I want to express my appreciation to the secretary, the editor, the officers, the committees and the membership at large for the very whole-hearted manner in which they have supported me during my term of office. This spirit of cooperation has been invaluable to me in doing what I could to further the interests of the ASSOCIATION and pharmacy as a whole.

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RESOLUTIONS AND RECOMMENDATIONS ADOPTED BY THE AMERICAN PHARMACEUTICAL ASSOCIATION AT ITS SEVENTY-NINTH ANNUAL MEETING AT MIAMI, FLA., JULY 27 TO AUGUST 1, 1931, UPON RECOMMENDATION OF THE HOUSE OF DELEGATES, THROUGH ITS COMMITTEE ON RESOLUTIONS.

#### PRESIDENT CHRISTENSEN'S ADDRESS.

The Committee on Resolutions wishes to compliment President Christensen upon his excellent address. It gives evidence of research and thought, and is expressive of the high ideals which have made him one of the most distinguished members of the pharmaceutical profession.

President Christensen recommended the adoption of a membership certificate of suitable size and style for framing. This recommendation is not approved as the committee does not believe it would be effective in serving the purpose for which it is proposed.

*No. 1. Contact Man.*

*Resolved*, that the appointment of a contact man of high character and integrity would be of great value to the ASSOCIATION and to pharmacy in increasing the membership of the ASSOCIATION and in promoting a feeling of fraternity and good will; that such a contact man would lead to a higher appreciation of pharmacy both in and outside the profession; that the Council is urged to give study to the appointment of a contact man whenever it considers it practical and feasible.

The president suggests that the JOURNAL be brought closer to the average retail pharmacist. This committee approves any and all efforts to make the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION most effective in advancing the interests of pharmacy. *The committee is of the opinion, however, that the present high standard of the Journal constitutes one of the outstanding distinctions of the Association and is one of its most priceless possessions.*

*No. 2. The Journal.*

*Resolved*, that the Committee on Publications be urged to study the relation of the JOURNAL OF THE ASSOCIATION to the membership of the ASSOCIATION and that changes be considered when they give promise of making the JOURNAL of greater usefulness and wider appeal; that the JOURNAL be regarded as the mouthpiece of Professional Pharmacy and this high purpose be considered by the Committee on Publications in any changes in editorial policy or typographical make-up which it may suggest or approve.

*No. 3. The Year Book.*

*Resolved*, that the Committee on YEAR BOOK be urged to study the feasibility of publishing the YEAR BOOK quarterly as a separate section of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION and that earnest efforts be made to issue the 1929-1930 volume as promptly as possible.

ADDRESS OF THE CHAIRMAN OF THE HOUSE OF DELEGATES.

The address of the Chairman of the House of Delegates contained two recommendations and they are embodied in the following two resolutions:

*No. 4. Committee on Professional Relations.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION appoint a standing committee to be known as the Committee on Professional Relations and that the committee be authorized to make and maintain contacts with the other Public Health professions and the other groups or organizations having any relationship to Pharmacy or the Drug Industry.

*No. 5. Council on Pharmaceutical Education.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION heartily cooperate in the establishment of the Council on Pharmaceutical Education and that the Council be urged to give diligent study to the development of pharmaceutical education along broadly constructive lines.

*No. 6. Professional Pharmacy.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue to foster Professional Pharmacy and that the officers and members cooperate actively in "the back to Pharmacy" movement to the end that pharmacists may indeed practice their profession and make it still more effective as a force in public health.

*No. 7. Pharmaceutical Research.*

*Resolved*, that with the development of the four-year course in Pharmacy the Colleges of Pharmacy should still further encourage research in Pharmacy and that the Colleges of Pharmacy having graduate departments and facilities be urged to select research projects which bear some direct relationship to retail pharmacy.

*No. 8. Publicity for U. S. P., N. F. and Recipe Book.*

*Resolved*, that in furthering the interests of Professional Pharmacy, the AMERICAN PHARMACEUTICAL ASSOCIATION urges that more interest be taken in the official standards and that every dignified and legitimate means be used to acquaint the medical and allied professions with the great value and usefulness of the United States Pharmacopœia, the National Formulary and the Recipe Book.

*No. 9. U. S. P. and N. F. Exhibits.*

*Resolved*, that the State Pharmaceutical Associations be urged to assemble exhibits of U. S. P. and N. F. Products for display at the annual meetings of State pharmaceutical and medical associations, and that some agency be set up in the association to stimulate increased interest on the part of the medical profession in the use of products officially recognized.

*No. 10. Professional Appearance of Pharmacists.*

*Resolved*, that practicing pharmacists be urged to give serious study to the appearance of their stores and that the professional aspects be regarded of paramount and controlling importance.

*No. 11. The Practice of Pharmacy a Personal Responsibility.*

*Resolved*, that each State pharmaceutical association be urged to continue to inform the public that pharmaceutical practice involves high personal and professional qualifications and that it is a personal and individual responsibility, the assumption of which by large corporate or purely business interests is contrary to the public welfare.

*No. 12. Pharmacy Week.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue to coöperate in securing a wide observance of Pharmacy Week in 1931; that it coöperate as actively as possible in plans for the continuation of this splendid means of directing public attention to the professional aspects of the drug store, to the end that Pharmacy Week may really accomplish the high purpose to which it was devoted under the enlightened direction of Dr. Robert J. Ruth, whose untimely death is profoundly lamented.

*No. 13. Dr. Robert J. Ruth.*

WHEREAS, Professional Pharmacy has suffered a loss by the untimely death of Dr. Robert J. Ruth that is felt throughout the entire pharmaceutical world, and

WHEREAS, one of the many brilliant inspirations that emanated from the active brain of this gifted and conscientious worker, was his suggestion that the professional phase of pharmaceutical practice be emphasized each year, and

WHEREAS, this constructive thought has been translated into the annual observance of Pharmacy Week, and

WHEREAS, the suggestion to observe Pharmacy Week was presented through the agency of the AMERICAN PHARMACEUTICAL ASSOCIATION at its annual meeting held in Buffalo, therefore be it

*Resolved*, that this ASSOCIATION record its keen appreciation of the unselfish efforts in behalf of Professional Pharmacy that were put forth by Dr. Robert J. Ruth during his life time,

That we record our overwhelming sorrow that his inspired work was cut short at the zenith of his career and

That a committee of five be appointed to devise appropriate methods for perpetuating the memory of Dr. Robert J. Ruth, and

That this resolution be spread upon the minutes of this meeting, and an engrossed copy thereof be sent to his family.

*No. 14. Pharmaceutical Publicity.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue to give its active interest and support to the Drug Trade Bureau of Public Information and that it coöperate in any plan to secure the funds necessary to providing pharmacy with that degree of publicity in keeping with the value of its service to the public.

*No. 15. Regulating the Display of Show Globes and Other Symbols.*

*Resolved*, that the displaying of the show globes filled with colored liquids, of the mortar and pestle, and of the balances and weights by establishments not under the direct supervision of legally qualified pharmacists is deceptive and misleading and should be prohibited by law or by regulations of Boards of Pharmacy, when existing laws will permit the adoption of such regulations.

*No. 16. Misleading References to Pharmacy in Press, Radio and Pictures.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION condemn in the strongest manner possible any reference to Pharmacy on the part of the press, radio, moving picture or theater which would reflect in any manner upon the integrity and good name of Pharmacy, and that the executive officers of this ASSOCIATION be instructed to voice our protest whenever and wherever such reflection becomes evident.

*No. 17. Headquarters Building.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue in its effort to acquaint the retail pharmacists of the country with the full significance of the Headquarters building so that The American Institute of Pharmacy, which will so nobly record the place which pharmacy occupies in American life and development, may indeed be regarded as the headquarters of the pharmaceutical profession.

*No. 18. Endowment for Headquarters.*

*Resolved*, that the efforts put forth by the AMERICAN PHARMACEUTICAL ASSOCIATION to attain an adequate financial endowment for the Headquarters and its activities be continued, and that whenever possible the service of American Pharmacy to the public be brought to the attention of public spirited citizens and to the various foundations for the promotion of the public health and welfare.

*No. 19. Pharmacists on Board of Health.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue to urge that Pharmacy be given a place in public health programs and movements and that the State Pharmaceutical Associations undertake active and aggressive means of placing a Pharmacist on the Board of Health in every state.

*No. 20. Representation on the Advisory Health Council of the Public Health Service.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION as part of its work to secure adequate recognition for pharmacy, do all that it can to secure pharmaceutical representation and membership on the Advisory Health Council of the United States Public Health Service.

*No. 21. The Pharmacy Corps.*

The committee presents herewith the following:

(1) That the AMERICAN PHARMACEUTICAL ASSOCIATION renew its endorsement of measures looking toward the proper recognition of Pharmacy in the United States Army and toward improvements in the pharmaceutical service of that branch of our National Defense force.

(2) That a committee to assist in securing the necessary legislation be continued.

(3) That the AMERICAN PHARMACEUTICAL ASSOCIATION go on record as endorsing an officially recognized group of pharmacists as an integral part of the Medical Department of the United States Army.

(4) That the personal conferences between the Committee on the Pharmacy Corps and the Surgeon General's office be herewith approved and their continuance encouraged.

*No. 22. History of State Pharmaceutical Associations.*

*Resolved*, that all state pharmaceutical associations be requested to have prepared Historical accounts of their origin and activities and of the uses of drugs, and of the practice of pharmacy in their respective states and to furnish copies of the same for permanent preservation in the Archives of the AMERICAN PHARMACEUTICAL ASSOCIATION. Be it further

*Resolved*, that the State Pharmaceutical Associations be urged to continue the publication of their annual proceedings so that these most valuable historical records be preserved.

*No. 23. The Capper-Kelly Bill.*

*Resolved*, that the ASSOCIATION reiterate its approval and endorsement of the principles of Fair Trade and Honest Business Practice, that it again endorse the Capper-Kelly Fair Trade Bill and that its officers and members be urged to coöperate with the National Association of Retail Druggists and all other organizations interested in restoring retail distribution to a sound and wholesome economic basis.

*No. 24. St. Louis Survey.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION again manifest its deep interest in the St. Louis Drug Store Survey and that the Department of Commerce be requested to collect as fully as possible information on the number of prescriptions filled in the drug stores of St. Louis.

*No. 25. The Philip Survey.*

*Resolved*, that the Conference of Pharmaceutical Association Secretaries endorse the high motive of W. Bruce Philip in this most important endeavor to bring through legal methods improved conditions of fair and honest merchandising to the retail pharmacists of all America, and that the AMERICAN PHARMACEUTICAL ASSOCIATION coöperate as fully as possible in bringing about a cessation of the unfair business practices which are the basis of the Philip survey.

*No. 26. Importance of Prescription Records.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION again state its deep interest in developing Professional Pharmacy and that pharmacists be urged to institute adequate records for showing the total number of prescriptions filled, including refilled prescriptions so that the extent of this phase of professional practice might be available for statistical study.

*No. 27. Ownership of Pharmacies.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION urge each State pharmaceutical association to favor legislation limiting the ownership of pharmacies to Registered Pharmacists to insure that the Practice of Pharmacy and Pharmaceutical service to the public shall be engaged in only by those who have by registration, demonstrated their ability and responsibility.

*No. 28. Manufacture and Sale of Drugs and Medicines.*

*Resolved*, that as the manufacture and sale of drugs and medicines are matters of direct relation to the Public Welfare, it is the conviction of the AMERICAN PHARMACEUTICAL ASSOCIATION that all questions dealing with the sale of drugs and medicines which contain poisonous, deleterious or habit-forming drugs should be placed by law under the control of the Boards of Pharmacy of the several states; that all State pharmaceutical associations be urged to secure such public health legislation as promptly as possible or practical.

*No. 29. Student Branches.*

*Resolved*, that the appreciation of the AMERICAN PHARMACEUTICAL ASSOCIATION be extended to the College of Pharmacy of the University of Pittsburgh, and the College of Pharmacy of the Washington State College and the University of South Dakota, for the fine work done at each institution in establishing student branches of the association and for having the branches represented at this meeting.

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION request the colleges of pharmacy to give close study to the matter and that student branches be set up as rapidly as possible in all colleges of pharmacy.

*No. 30. Endorsements of Conference of Pharmaceutical Association Secretaries and the Conference of Pharmaceutical Law Enforcement Officials.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION reaffirm its deep interest in the work of the State Pharmaceutical Associations and in the efforts of the law-enforcing bodies



and that it give its full support and coöperation to the Conference of Pharmaceutical Association Secretaries and to the Conference of Pharmaceutical Law Enforcement Officials.

*No. 31. Exempt Narcotic Preparations.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION again direct attention to the unsatisfactory conditions existing in the sale of exempt Narcotic preparations by general dealers; that more supervision be given to records kept by general dealers, by government authorities; that studies be undertaken by State and Federal authorities whereby exempt narcotics may be considered as potent products and the sale of them be restricted to pharmacists so that the public interest might be more carefully served.

*No. 32. Pharmaceutical Service in Hospitals.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION continue its efforts to require all hospitals to provide adequate pharmaceutical service under registered pharmacists and that it coöperate with all professional or public organizations to bring about so necessary a condition in the hospitals of the United States.

*No. 33. Invitation to International Pharmaceutical Federation.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION extend a cordial invitation to the officers and members of the International Pharmaceutical Federation to hold a meeting of the Federation within the United States of America during the summer of 1933; said meeting to be held in connection with, or immediately preceding or following the annual meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION, and at or near the city of Chicago where there will be held an exhibition of International scope.

*No. 34. Everglades National Park.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION goes on record in favor of the Everglades National Park project as outlined in the report of Secretary of the Interior, Hon. Ray Lyman Wilbur, to the 70th Congress, 2nd session, under date of December 3, 1930, in which Secretary Wilbur states that the "Everglades National Park project is one of outstanding merit and would measure up to established National Park standards and that this resolution be included in the minutes of this meeting, and also a copy of the resolution be forwarded to the Everglades National Park Association, Miami, Florida."

*No. 35. Resolution of Thanks.*

*Resolved*, that the AMERICAN PHARMACEUTICAL ASSOCIATION extend a vote of thanks and appreciation of the hospitality and courtesy of the pharmacists of Florida Pharmaceutical Association, the Dade County Pharmaceutical Association, the daily press of Miami, Chairman John K. Clemmer, of the Local Committee, Local Secretary, George H. Grommett, and their associates for the fine spirit of coöperation and assistance in making the Miami meeting enjoyable and successful.

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THE NATIONAL CONFERENCE ON PHARMACEUTICAL RESEARCH.

The National Conference on Pharmaceutical Research held its tenth annual meeting at Miami, July 27th. The reporter of the various committees showed that the past year was especially fruitful in producing substantial pharmaceutical research, which has for its purpose the alleviation of human pain and suffering through the administration of drugs.

Of outstanding interest is the work reported on irradiated ergosterole as a substitute for vitamin D. The research on the glands of internal secretion was commented upon most favorably.

This year the conference published a popular symposium entitled "Fighting Disease with Drugs." This book was presented to the meeting of the association this year.

The officers elected this year were: Wm. J. Husa, Gainesville, *Vice-Chairman*; J. C. Krantz, Jr., Baltimore, *Secretary*; Fitzgerald Dunning, Baltimore, *Treasurer*.

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