

# EDITORIAL

E. G. EBERLE, EDITOR

10 West Chase Street, BALTIMORE, MD.

## PHARMACY WEEK.

“**M**EDICINE is as old as the human race, as old as the necessity for the removal of disease.” There is much for the pharmacist in this thought as credited to Haeser in relation to the Pharmacy Week movement, for pharmacy has run a parallel course with the history of mankind and that of the profession of medicine. Pharmacy Week does not have for its purpose that of a comprehensive publicity stunt or a ballyhoo proposition.

There is a deep significance to Pharmacy Week—the monument as erected by the late Dr. Robert J. Ruth. In the procession of mankind down through the ages pharmacy has occupied an important rôle and has contributed much to the relief of those suffering with bodily ailments. The dust-laden archives of our time-honored profession are filled with glorious achievements on the part of pharmacists. Let us pause for a moment or two and reflect on the thought that three of the greatest of all gifts tendered mankind represent the labors of pharmacists. These three great gifts are Morphine, Quinine and Iodine, as respectively discovered by Ser-türner, Pelletier and Caventou, and Courtois.

Pharmacy has much to be proud of and we should do everything within our power to safeguard this truly valuable heritage at all times. In order to safeguard this heritage we must at all times conduct ourselves as pharmacists, for it must be remembered that the character of a pharmacist is best perhaps defined as “the sum-total of his or her daily conduct.”

In presenting the story of Pharmacy to the world at large let us see to it that the sum-total of our daily activities is of such a character as to be an honor and a credit to the profession.

In the presentation of a professional window display let us see to it that the institution in general and more specifically, that of the prescription room, are in keeping with these thoughts. One should begin with the prescription department, to place same in order before proceeding to a window display for according to an old German saying (when translated), “In the eyes one sees the heart.”

Let us keep the spirit of the fine art of the Apothecary aglow with the fine traditions of this noble heritage with which we of the present generation have been entrusted. It is first necessary to see to it that one's attitude is correct. Are you proud of the fact that you have been privileged to become a member of this time-honored fraternity?

Pharmacy Week affords the retail pharmacist and all others associated with the profession an excellent opportunity of going forth to preach this gospel of romance and glorious achievements. The science of chemistry as well as the profession of medicine has been quite active in this connection. The many thousands of window display spaces at the command of pharmacy afford us an unusual opportunity of presenting our accomplishments in a forceful manner. A professional window display in addition to being attractive should carry with it a deep significance. In connection with window displays it is best to select one subject and stick

to it throughout. Don't confuse the mind of the public with a heterogeneous collection of this and that which is lacking in significance.

Make arrangements now to appear before the various organizations in your community during Pharmacy Week. Human interest-appeal stories can be obtained free of charge by addressing the National Pharmacy Week Executive Committee at 161 Sixth Ave., N. Y.—ANTON HOGSTAD, JR.

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#### TELL ABOUT YOUR SERVICE AND ABOUT YOUR WARES BUT NOT IN THE SAME MESSAGE.

**I**N A recent issue of *Review of Reviews* Roger W. Babson discusses the value of the Show Window in an article entitled "Put Your Wares in the Window." He contends that buyers must be persuaded to purchase by persistent publicity and salesmanship.

He holds that intrinsic worth of merchandise is essential but not enough; goods must be sold to the prospective buyer by acquainting him or her with the value of them and this requires intelligent salesmanship. Mr. Babson argues that the public buys best when merchandise is brought effectively to its attention through advertising and when the merits of the goods are carefully explained by an alert salesman to a prospective customer.

In a related way publicity for pharmacy is brought to the attention of the public by a window that tells of applied pharmacy, the detail of manufacturing, the sources of supply—impressing the need of accuracy.

The visitors at the Century of Progress prove that the public is deeply interested in the service rendered by pharmacists; there need be no further question regarding the value to be derived from telling the story of pharmacy, but such a window must be kept free from merchandise; any attempt to display professional service with unrelated sales items destroys the effectiveness of the display and does injury to the store.

Instructive exhibits were on display at the Madison meeting, prepared by Chairman E. Fullerton Cook, of the Revision Committee of the U. S. Pharmacopœia, Chairman E. N. Gathercoal, of the National Formulary, and Chairman J. Leon Lascoff, of the Pharmaceutical Recipe Book.

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#### COMPLETION OF RETAILERS' CODE DELAYED.

**T**HE Code, as far as pharmacists are concerned, remains the same and there is assurance that there will be no change. The Master Code for the retail stores is delayed, largely because General Johnson has not reviewed it and the Central Statistical Board is studying prices in connection with wages. While druggists will have a separate code, they are interested in the retailers' code as it affects other sales in the drug store. Price-fixing and price maintenance, as defined in the proposed code for the retail trade, may be changed before the code is perfected and accepted. It is needless to comment at this time when there is still uncertainty, nor present views that may not be accepted and confuse rather than prove helpful. However, changed provisions are embodied in this comment.

The purpose of the *Stop-Loss Provisions* of Section one are intended to check "predatory price-cutting and minimize retail operating losses resulting therefrom, and in order to assure that the retailer shall be at least partially compensated for the service he renders the consumer; on and after the effective date of this code no retailer shall offer for sale, sell, exchange or give away any merchandise, except as provided hereinafter, below a minimum price, which shall be the wholesale delivered price as hereinafter defined with the addition of a charge of ten (10) per cent.

"No retailer shall sell standard trade-marked drug products whose retail prices are advertised to the public or indicated on the goods, their packages or containers, at a discount greater than twenty-one (21) per cent from such declared retail prices. In case the retail sales of such goods are slow or unsatisfactory, the retailer may give the manufacturer or wholesaler from whom such goods were purchased, if his address be known, the opportunity to repurchase such merchandise at the wholesale delivered price as hereinafter defined, less delivery cost.

" 'Wholesale delivered price' as used herein means the lowest price offered to all members of the retail trade within thirty (30) days prior to date of resale to all retailers of any given division of retail trade, less only such discounts as are extended to all such retailers and plus delivery costs." (There may be changes in the foregoing.)

After all, the success of a code depends on the desire and willingness of those affected to carry on. There must also be coöperation of those in the same group and hence the AMERICAN PHARMACEUTICAL ASSOCIATION seeks to work with the National Association of Retail Druggists and retail druggists generally, and representatives of these Associations have been in Washington during the considerations given to the codes. It is reasonable to assume that before the end of the month definite conclusions will be reached, when facts can be given instead of possibilities or probabilities.

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#### THE EIGHTY-FIRST ANNUAL MEETING OF THE A. PH. A.

THE program of the General Sessions of the Madison meeting was enhanced by the address of Dr. W. G. Campbell, Chief of the Food and Drug Administration. He gave the members an understanding of what is proposed by the revision of the Food and Drugs Act, and a resolution dealing with the subject was presented in the House of Delegates and adopted by the ASSOCIATION.—See Resolution No. 4.

The members were greatly pleased with the report of Chairman H. A. B. Dunning on the Headquarters—a number of photographs by S. L. Hilton and others, showing the progress of the building were exhibited. Further efforts were interestingly explained and the responsibilities and opportunities of the members were stressed.

Chairman H. C. Christensen reported on the Pharmacy Exhibit at Chicago, and enlisted interest in its behalf; he received the applaud of the membership and a resolution of thanks was conveyed to him and others of the committee whose efforts made the exhibit possible.

The exhibit and symposium on professional pharmacy was a great success and impressed the importance of this work on the members. Represented in the exhibit were preparations of the Pharmacopœia, a display of the details of pharmacopœial revision; a similar display was shown of the National Formulary together with surveys for determining the extent of use of official preparations and other *Materia Medica* in prescription practice. The exhibit of the Recipe Book preparations showed the possibilities of bringing these to the attention of physicians. Chairman E. Fullerton Cook, E. N. Gathercoal and J. Leon Lascoff received many favor-

able commendations and the hope was quite generally expressed that such a symposium should be made part of next year's program.

The West won many honors this year—Dr. H. A. Langenhan and Ewin Gillis, of Seattle, won the Ebert Prize for their paper on Hydrastis; Ivor Jones, of Seattle, the Fellowship of the National Conference of Pharmaceutical Research, and Miles Edward Drake, of Corvallis, Oregon, the Fairchild Scholarship.

The several bodies transacted their business with dispatch and the addresses of presiding officers are given in this issue of the JOURNAL and also the transactions of the Council.

All of the Sections received a liberal number of papers, as also the Conferences, and the latter held a joint session with the Section on Education and Legislation for the discussion of enacted and proposed legislation. The success of this session has suggested a meeting on similar lines for next year. The officers and members of the American Council on Pharmaceutical Education held several sessions in outlining their work.

The Plant Science Seminar convened during the week preceding that of the ASSOCIATION; the National Conference on Pharmaceutical Research on the Saturday preceding; the National Association of Boards of Pharmacy and Association of Colleges of Pharmacy on Monday and Tuesday of Convention Week. The roster contains a list of new officers and the reports of the various sessions will be published in the usual order and, therefore, no mention other than the foregoing is made at this time.

It is regretted that several of our former presidents were absent on account of sickness, or taken ill after arriving in Madison, among them were Frederick J. Wulling, C. Herbert Packard, Charles H. LaWall (absent on account of Mrs. LaWall's poor health), H. H. Rusby. C. W. Johnson had to return home because of sickness and L. L. Walton was taken ill soon after his arrival in Madison; both are recovering. The entertainments for the ladies were many, including luncheons, receptions, card parties, excursions on Lake Mendota, visits to the capitol, University, shopping tours, etc. Aside from these functions there were dinners and the annual banquet and the fraternity luncheons and dinners.

Dr. and Mrs. Edward Kremers entertained the members of the Plant Science Seminar at their home "The Highlands;" an additional feature was a Campfire Talk by Dr. C. E. Brown, Curator of the Historical Museum. Dr. and Mrs. Kremers also entertained the members of the ASSOCIATION at their home. Undoubtedly there have been omissions in making these brief references and pardon is asked. Other individuals should be mentioned, but this would lead to other omissions, therefore a general expression of appreciation will have to answer.

Saturday (September 2nd) was the outstanding day of the week, including an excursion to the dells of the Wisconsin River, beautiful and scenic; and an Indian Pageant held in Natural Outdoor Theatre closed the day.

To do justice to the beautiful scenes, and give expression to the story told by the Indians, is not possible by this writer as it would require more space than available in this issue of the JOURNAL.

Coming to a conclusion, the meeting in Madison was a success in every way, the hosts arranged most delightful programs and to all who shared in arranging the entertainments our sincere thanks and appreciation are extended.