

# EDITORIAL

E. G. EBERLE, Editor

253 Bourse Bldg., PHILADELPHIA

## A WISH FOR THE NEW YEAR

**A**N association is a union of individuals for doing collectively what unassociated individuals cannot accomplish. The power and influence of an association represents the total power and influence contributed by individual members.

The basis and backbone of an association is the quality of membership, and the quality is determined not only by numbers, although that is important, but by the personal and affirmative work and interest of every member in support of the purposes for which the organization exists. The successful organization, therefore, depends primarily upon the individuals composing the membership and not, as many hold, upon the officers. The function of the latter is primarily, though not wholly, to carry out the instructions of the former. The functions of officers are usually clearly stated and only within these defined limitations have officers the initiative. Power and initiative are resident in the great body of members from which they must emerge to be translated into actions and proceedings through established parliamentary practices and channels. One member, therefore, has as much power, as many privileges and rights as another, but also as many corresponding duties. Too many members feel that their duties are met when they pay their dues. But what are dues for? They are for maintaining the agency through which the wishes and needs of the members are to be carried out, but too many members fail to express their wishes. Often the officers are expected to discern these wishes and execute them and thus perform functions belonging entirely to the membership body. Of the membership of the A. Ph. A., as of that of every other association, too large a proportion is passive and indifferent to the aims and purposes of the association. The justified presumption is, therefore, that they acquiesce in whatever is done by the rest, but an association belongs to and is for each and every member. That not all exercise the rights and duties of their proprietorship-in-common is perhaps a compliment to those who do exercise these privileges, but any association is strong or weak according, on the one hand, to the number of members who are constructively active and affirmative, or, on the other, indifferent or acquiescent.

Now, my most earnest and sincere wish is that all those members who have heretofore been satisfied with what the rest did, take a more active and helpful interest in the affairs of the Association; that they will attend in increasing numbers the annual meetings; that they will become more and more conscious of, and exercise, their proprietorship in the Association; and that by their added strength and coöperation they will augment the already traditional upward influence of

the Association to the end that with unified effort and accomplishment of all of the members the grand old A. Ph. A. will acceleratly influence upwardly the development of the pharmaceutic body in the years to come.

To all the members I send heartiest greetings and the best wishes that I am capable of for a successful pharmaceutical year. I wish all might have a vision of the possibilities that are inherent in our Association and the determination to bring about a realization of this vision. By united, coöperative and sympathetic work undreamed-of things can be realized. Our work should and must be more constructive and upward in the future, not because it has not been sufficient in the past but because of the greater requirements and obligations of the present and the future. A few cannot do these things—all must put their shoulders to the wheel.

FREDERICK J. WULLING, *President*.

#### OUR ASSOCIATION.\*

WITH the beginning of another year our thoughts may well linger for a while with the American Pharmaceutical Association and its work, so that our enthusiasm may enliven a determination to increase the numerical strength and influence of the organization. A hopeful attitude intensifies the power of our influence; passivity is an impossible antagonist.

An association, when properly activated, when the members work together for a common purpose, presents great possibilities. The individual in an undertaking may not be able to produce desired results that are easily accomplished by the energy of hundreds or thousands. Coöperation has been compared to the drops of water of the Niagara. Each drop is insignificant in its individual energy, one drop of the same potency as the other, but together form the greatest power of the continent, because every drop is working. The individual can do comparatively little, but together, the many, by trying and working together, not only may, but will accomplish much. The secret then of progress is to bring as many members into the Association as possible.

The individual member too often says, my efforts amount to little, when he ought to consider that he is part of the organization, and no one in it more influential than he. There are perhaps others who imagine themselves the more important, though they are not; in order to achieve, they must have the coöperation of every other member. Usually this thought is not well founded; we need to know each other better; in the analysis it will be found that every member in reality has the success of the Association at heart, and when any one seemingly assumes an attitude of greater importance, it is simply an evidence of the enthusiasm within. The enthusiast should not be discouraged but those who have willingly permitted others to do their work should join the "anvil chorus."

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\* This editorial was written before President Wulling's message was received.

The growth and value of the Association is dependent upon the work of the members, their knowledge of, and faith in, the mission of pharmacy. Faith in the results to be accomplished by the Association must be accompanied by potential, persistent energy, and coördination and coöperation are essential to all successes. The problems of pharmacy and medicine are solved by votaries meeting on common ground of faith, work and scientific thinking. Without activated thought there can be no progress. The members must consider themselves as the Association. The progress of pharmacy would be more satisfactory if a larger percent of the votaries had a firmer belief in its mission and if they realized the need of, and exemplified, coöperation. Coöperation that does not extend beyond the limits of the pharmacy or certificate of membership in the Association has little value.

The wonderful progress of the medical profession is not only due to the higher education demanded by medical institutions, but by and through the fact that physicians have impressed the laity with their valuable service, that they are as willing to teach the methods of preventing diseases as treating them. So also the dentists have awakened to their opportunities and apprised the public of the value of their services. In all of this work pharmacists have shared, but they have not acquainted the public with their part of the service. We cannot expect to legislate ourselves into independence nor survive in isolation; we must educate the public to recognize the value of our services.

The progress of the medical profession is largely due to the building up of a numerically strong organization. The stronger the American Pharmaceutical Association becomes the greater will be the achievement of pharmacy, and the way to build up the Association is by united endeavor.

We have passed into another year; 1916 has given us a new Pharmacopoeia and National Formulary, and the credit of their construction is largely due the members of the American Pharmaceutical Association. This is not the work of one year, but the result of continued study, and while the past year marked the completion of the present revisions, these make it possible to improve the next. The A. Ph. A. Recipe Book is under way and will further evidence the usefulness of the Association.

The Association is active in assisting and formulating legislation that will serve the public, based on rational thought. This endeavor alone should be sufficient to enlist the support of pharmacists everywhere. Then the coördination of state association work is assuming shape, and with the proper interest will be helpful to pharmacists in all states and aid them in utilizing proven plans.

The drug business has had its difficulties in a commercial way, but they have been met, and in summing up, the advantages gained have probably balanced the disadvantages, for many who had never before realized that their margin of profit was not sufficiently large, advanced their prices. Other drugs have taken the place

of those unobtainable and may be the impetus for establishing a materia medica, the supply of which will never again be as seriously interfered with as during the recent years.

We should think of the past as an experience given; whatsoever the experiences have been, they will profit us, provided we are willing to learn their lessons; we should not think of them as fixed guides, however, but rather as vanes, showing us direction, and if we are not satisfied, change them. E. G. E.

#### THE VALUE OF THE JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION TO AMERICAN PHARMACY.

THE completion of another volume of the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION suggests that something should perhaps be said relative to its progress.

The publication of the *Proceedings* and of the JOURNAL was never considered in the light of a financial investment, but as necessary for the recording of transactions of the Association and of pharmaceutical work. The change to the JOURNAL was made because the papers of Association contributors would be printed earlier, and if they desired to add to this matter during the year, the opportunity was open, or if related work had been undertaken by others, this might also be submitted and thus a greater value be derived. The plan was not an original one of the American Pharmaceutical Association, but in this thought the lead of pharmaceutical associations in other countries and related organizations in this country was followed.

In the first issue of the JOURNAL, Dr. J. H. Beal, then editor of this publication, presented these thoughts:

"The JOURNAL is not an object but an instrument. The American Pharmaceutical Association does not exist for producing the JOURNAL, but this publication has been brought into existence to serve the necessities of the Association.

"The several branches of pharmacy very properly have their separate associations and organs: the American Pharmaceutical Association aims to represent pharmacy as a whole, and as a grand division of human vocations, it acknowledges a duty to every legitimate subdivision and to every individual connected therewith, and professes to afford a forum where all may have a fair hearing and be judged according to the evidence and the argument. The American Pharmaceutical Association may be termed the clearing-house of pharmaceutical opinions and affords every branch of pharmacy the opportunity to present its own views and to advocate its peculiar policies. The same will be true of its official organ, and the editor will as readily print the views of those who do not agree with him as of those who do, provided they are in other respects of sufficient merit to warrant the use of space required and free from offensive personalities."

In an address the writer named the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION a catalyst in the sense that it reacts by contact. The application is, the JOURNAL is something helpful for the activities of those whose interests the publication serves. While in a way the JOURNAL may stimulate new thought, direct attention, it is a means, and this has been provided by the members of the Association, so that their investigations and conclusions may be promptly transcribed and studied for application and for utilization in the promotion and betterment of pharmacy. The fact remains that the JOURNAL is a creature of the Association, and this must be recognized not only by those who have the publication in charge, but by those who created it. The editor might desire to shape the JOURNAL according to his individual views, but if these did not harmonize with the activities and thoughts of the membership, the publication would become feeble and a product of conceit. The management must recognize the will of the Association, and be subject to its direction. The JOURNAL is shaped, therefore, by the opinions of the membership, either directly or by reaction.

It is impossible to disconnect the JOURNAL from the Association, for whatever is said of it applies in a degree to the "Record of its transactions." No one disputes the value of the work done by the members of the American Pharmaceutical Association, their papers present investigations on subjects that are directly concerned with pharmacy and their reports bring to the attention of pharmacists, whether affiliated or not, practical methods which have proven profitable and advantageous and even essential to their business. Certainly the story of business conduct from buying and manufacturing to exploitation and sale, told by experienced and successful men has intrinsic value, so also information relating to magistral pharmacy. All of these reports, largely original matter, come to the attention of retail pharmacists through the JOURNAL. Thus the JOURNAL serves the members as an advisor, an instructor, a guide, a time-saver, a reference, each issue of which bears the messages of one pharmacist to another, yea going further, and with the spirit of altruism disseminating the knowledge of discoveries and investigations of the contributors into every pharmacy.

The Association represents pharmacy as a whole, a grand division of human vocations; its sections have a helpful relation one to another, they are links of a chain or segments of a circle. Occasionally the charge is made that the American Pharmaceutical Association is not of value to the retail pharmacist, the discussions and papers are of a character that are not serviceable to them. First of all, the Association is what the members make it. Even the members sometimes fail to realize how far wrong the impression is, that the matter offered in the JOURNAL does not serve the every-day pharmacist. A survey of the papers printed in the JOURNAL during any given year will very quickly controvert the assertion of impracticability for the pharmacist. Fully 75 percent of the papers are directly

concerned with his work. Practically all of the papers read before the Scientific Section are concerned with drugs or preparations of them. The very fact that every branch contributing to the drug business is represented here has developed the Sections and made the sum total of the work accomplished and reported by the Association of inestimable worth to the pharmacist. But he obtains this information so easily, so cheaply, that he expects more, and after all, *dissatisfaction* is essential for inciting progress.

The preliminary reports of the Pharmacopoeia and National Formulary and now of the A. Ph. A. Recipe Book are printed in the JOURNAL and thereby every pharmacist has a voice in the perfection of these authorities. The great value of the JOURNAL is in that it is owned and controlled by representative American pharmacists. The JOURNAL is plastic, the members are the molders, the activities of pharmacy shape it; in it are presented not only the different opinions of pharmacists relative to the same subject, but their coördinated views on every subject concerning pharmacy. The members give testimony, and read that given by others, and also pass judgment. They themselves produce the JOURNAL and it is this representative character that gives the publication value and exemplifies pharmacy to the non-member, because the American Pharmaceutical Association is the recognized representative of American pharmacy. The great value of the Association is that the members profit by the results of their coördinated and coöperative efforts, and the JOURNAL provides a record for their reference and study.

It must be remembered that the JOURNAL is in no sense a competitor of the excellent publications devoted to the various drug interests, indeed its object is to be helpful to them, work with them, and their reciprocity is entitled to commendation. They are deeply interested in the welfare of the Association. The JOURNAL is above all the official organ of the American Pharmaceutical Association. Whatever income may be provided simply enables the JOURNAL and the Association to broaden out in their activities.

While the JOURNAL may never become a paying financial investment, there has been a growth from year to year in the receipts of the publication, and in the year past these have amounted to 50 percent over that of the next highest preceding year, and the cost of production somewhat less. The members can be helpful by expressing their appreciation to advertisers, and by their patronage repay these friends for their coöperation.

The opportunities of the JOURNAL can be increased, and the harmonious coöperation of the members is invited to that end, as one of the means of helping the American Pharmaceutical Association. The JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION can be made a power for the greatest good of American pharmacy. Will you help?

"IT CAN'T BE DONE."

Somebody said that it couldn't be done,  
 But he, with a chuckle, replied  
 That maybe it couldn't, but he would be one  
 Who wouldn't say so till he had tried,  
 So he buckled right in, with the trace of a grin  
 On his face; if he worried, he hid it.  
 He started to sing as he tackled the thing  
 That couldn't be done—and he did it.

Somebody scoffed, "Oh, you'll never do that!  
 At least no one has ever done it."  
 But he took off his coat, and he took off his hat,  
 And the first thing we knew he'd begun it;  
 With the lift of his chin, and a bit of a grin,  
 Without any doubting or quiddit,  
 He started to sing as he tackled the thing  
 That couldn't be done—and he did it.

There are thousands to tell you it cannot be done;  
 There are thousands to prophesy failure;  
 There are thousands to point out to you, one by one,  
 The dangers that wait to assail you;  
 But just buckle in with a bit of a grin,  
 Then take off your coat and go to it;  
 Just start in to sing as you tackle the thing  
 That "can't be done"—and you'll do it.

—*Life and Action.*

E. G. E.

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RESPONSIBILITY IN FRIENDSHIP.

There is great responsibility in friendship. We are apt to forget that we owe much to a friend who comes into our life. We like to be cheered and stimulated ourselves in the companionship of congenial friends, but we do not always think what we may be to them, what they may be looking for, waiting or hoping for; just a word of cheer, or sympathy, or encouragement, or, it may be, a word of counsel. We are often too self-absorbed to see what they want, or, perhaps, we are selfishly indifferent, provided we have been pleased and cheered ourselves. Truly, we are not fit to be a friend until we realize responsibility in friendship. The essential thing is to be a friend.—Mrs. Frank Learned.

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STEPS IN THOUGHT.

Observation, comparison, deduction and trial the success or failure of which inspires and directs further observations which form the starting point of a new and wider cast of his net into the sea of the unknown, these are the successive steps in the discipline of thought which has slowly and inevitably led man from helpless dependency on the caprice of nature to the present day when his words travel with the speed of light and his instruments pierce the depths of interstellar space.—T. Brailsford Robertson.