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The WAYNE PHARMIC
VOLUME 13 1969 NUMBER 2

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RX FOR YOUR CAREER

So you're going to be a pharmacist? We compliment you on your choice of a career.

We at Gold Seal Photo Service have an ever increasing pride in our connection with the profession you are about to enter.

You see, we've been working closely with Michigan pharmacists for nearly six decades, providing them with an efficient, worthwhile Photo Department— one that permits the pharmacist to concentrate his time on practicing pharmacy.

We have developed our service especially for budding young druggists like yourself—so that when you are out of school and into the drug business, you can have time to make use of the education you've worked so long and hard to secure.

Gold Seal wishes you success in your career. We want to hear about one tim e or another discussions by members of the Faculty and various professional leaders as to the future role of pharmacy as a health-care profession. It is fair to say that there is no unanimity of opinion on the matter.

The Task Force on Prescription Drugs recently reported to the United States Department of Health, Education, and Welfare on various matters concerning the profession. In its publication entitled *The Drug Makers and The Drug Distributors*, the Task Force included (in its Chapter 19 of that report) a section entitled "The New Role of Pharmacy". Selected parts of this chapter are presented below for your study and consideration:

"Today, the stereotyped role of the pharmacist is seen as that of a man in a white coat counting tablets, typing labels, and calculating the price. One commentator has said:

"There are those in the profession who practice it as a retail business, adhering to the philosophy that if the drug passes through my hands, I should get something for handling the merchandise." (1)

On the other hand, this same observer has noted that there could be a different role for the pharmacist:

"There are those who are equally certain that the process of supplying a drug is a mechanical and collateral act remote from the drug jurisprudence specialist who is more properly concerned with the selection of the right drug and its pharmacological effect." (1)

The possibility that pharmacists might assume the role of drug jurisprudence specialist—rather than performing tasks which in many instances could be done better and more economically by machines—is currently exciting increased interest among those who see pharmacists taking a new and important part in the total health team.

To those who support such a concept, it is apparent that much of the traditional training still being given to pharmacists is no longer relevant, but that pharmacists possess many skills which have a strong potential for application in modern health care.

Number of Pharmacists. The number of pharmacists in the United States began a decline from 101,630 in 1950 to 122,421 in 1967, but the annual rate of increase has not kept pace with population growth. This occupational time lag, coupled with the increased use of prescription drugs, might indicate a shortage of pharmacists. The lack of pharmacists in many hospitals is likewise used as an indication of a shortage in pharmacist manpower. Such a shortage, however, is difficult to demonstrate.

Of the licensed pharmacists currently in practice, about 85 percent are active in community pharmacy. (2) (The proportion in 1962 was 91 percent.) About seven percent are hospital pharmacists, nearly five percent are engaged in manufacturing or wholesaling, and the remainder—about three percent—are employed in educational, governmental, and other institutions.

Among those in community pharmacy practice, many work in establishments which dispense five to ten prescriptions per day. Thus, they spend the greater part of their time in retail activities which may be only remotely related to consumer health. In some metropolitan areas, several pharmacies may exist within the same area, and the number of prescriptions each fills daily may be minimal.

It may be hypothesized that—if a highly educated pharmacist must supplement his income by various retail functions in order to practice his profession—there is no substantial unfilled need for pharmacist services. Therefore, there may be no shortage of pharmacists in terms of the economic facts in the retail drug trade.

Education of Pharmacists. Any evaluation of the suitability of modern pharmacists for their present duties, and of their competency for different roles, requires an assessment of their educational training, particularly the considerable variation in length of training.

From available Information, it appears that seven percent of those now in practice were not graduated from any of the 72 accredited schools of pharmacy in the United States. They were granted licenses after completion of brief, concentrated courses—usually lasting six months—and for prolonged periods as apprentices and assistant pharmacists. The last of the six-month schools closed in 1949.

Nine percent were graduated from a school of pharmacy after a two-year academic program and another nine percent graduated after completing a three-year program. The remainder—about three-fourths—have received academic training of four years or more.

In recent years, the pharmacy curriculum has begun to change in content as well as length. Traditionally, the program was directed toward the physical sciences, with major emphasis placed on the compounding techniques employed in the preparation of prescriptions, with relatively little time spent on the biological sciences, and scant attention was paid to the clinical condition and needs of the patient. Now a concern is being expressed about the need of pharmacists to...

(Continued on Page 2)
Reflections from the Editor

As we look back on the past school year, we cannot help but reflect on the role we are playing in our dynamic society. We are fully aware that the profession of pharmacy is undergoing change, and that we are very much involved in these changes. We are on the threshold of becoming part of the health team. We should recognize these changes and accept our responsibilities. Regardless of what aspect of Pharmacy we pursue, we must remember that our actions will reflect on the image of Pharmacy, whether about or not.

All of us are united by a common bond. That bond is a professional one, and it should exclude petty disagreements between various branches of the profession. Our goal should be to discuss all points of view on issues critical to us as pharmacists and then act as a unified profession.

Best of luck to all in the coming year!

S O C K I T T O ' E M

Arnie Finkel and Eddie Malkin

Could you imagine the legislature proclaiming the practice of Clinical Pharmacy Illegal? Professor Davisight, with a criminal record for a traffic violation...Mr. Komor presenting each lecture twice...Professor Dauphinais and Mr. Komor with a need for wearing Lab coats...Dr. Bailey's desk clock run down...Dr. Nagwekar not writing on the bottom left of the blackboard.

Could you picture Dr. Mulvey driving a Volkswagen or being afraid of mice...Dr. Fox without Wallace Nerber...or the Wayne Pharmic mail box in the office, future by the new and excellent staff the following members of Dr. Dunker.

Miss Isabel Graham, Class of '85, student advisor...Annie Witeczek, Class of '86, B.S. in pharmacy...P. S. Could you imagine Arnold Rogoff, Class of '85, student advisor...Dr. Nagwekar not writing on the bottom left of the blackboard.

To All Undergraduates

We are leaving in your hands a publication through which we have tried to present the professional and social life in our College of Pharmacy. We hope that the Wayne Pharmic will continue to exist under the wise and guiding influence of Dr. Dunker.

As proof of the quality and in appreciation of our previous issue, Miss Isabel Graham, Assistant Professor of English, at Wayne wrote the following note:

February 10, 1969

Dear Dr. Dunker:

The Winter 1968 issue of the Wayne Pharmic has graced our bulletin board for several weeks. In removing it just now, I am reminded to remark to you that it is an especially attractive issue. Thank you for remembering me.

Isabel

I am certain that much more can be accomplished in the future by the new and excellent staff the following members of which are the nucleus: William Cornelle, Paul Krause, John Doggett, Joseph Connock, Verlyn Parnes, Francis Pauk, and Janice Byha, all eager to devote their time and efforts in the coming year.

Eve Whitecak

Editor

NOTE: Anyone wishing to join the Wayne Pharmic staff next year, please write, address, and position desired in the Wayne Pharmic mail box in the office, 309 Shapero.

The Drugstore--Past, Present and Future

Sixteenth Annual Steven Wilson Seminar

Robert Barger

The Drugstore--Past, Present and Future served as the theme of this year's seminar. Co-sponsored by Wayne State College of Pharmacy, the Pharmacy Alumni Association, and the Student Advisory Board, the seminar of February 25, 1969, was held in 100 Shapero Hall under the general chairmanship of Morris Rogoff, R.Ph., President of the Student Advisory Board. The seminar was open to the public, and two to three pharmacists per student were in attendance for the day.

The seminar was opened by Professor Davisight, who spoke of the history of the drugstore and its place in society. Professor Davisight emphasized the importance of the pharmacist in the future, stating that pharmacists should be prepared to take on new roles and responsibilities.

Dr. Nagwekar, who spoke on the future of the pharmacy profession, emphasized the need for pharmacists to be involved in community health programs. He stated that pharmacists have a unique position in the health care delivery system and should be involved in developing health care policies.

Dr. Dunker, who spoke on the role of the pharmacist in the future, emphasized the importance of the pharmacist in providing pharmaceutical care to patients. He stated that pharmacists should be involved in developing patient care programs and should be involved in providing pharmaceutical care to patients.

The seminar was closed by Professor Davisight, who emphasized the need for pharmacists to be involved in community health programs and to be involved in developing health care policies. He stated that pharmacists have a unique position in the health care delivery system and should be involved in providing pharmaceutical care to patients.

Compliments of the Editor

W A Y N E S T A T E U N I V E R S I T Y S t u d e n t C h a p t e r


M I C H I G A N S T A T E P H A R M A C E U T I C A L A S S O C I A T I O N

O m i c r o n C a p p a

S i g m a S o r r o t i

A s s o c i a t i o n

W a y n e S t a t e U n i v e r s i t y S t u d e n t C h a p t e r

The Student Voice of the Profession

In the past, the place of practice was the "prescription-only" establishment. The drugstore was usually self-employed, worked long hours and spent a good deal of time in merchandising. Today, it is economically feasible to be a professional, as well as a merchant. With prescription and non-prescription services offered, there may be two or three pharmacists per store. These pharmacists work long hours and usually are working in a field that is not currently being recognized as a place where pharmacists can work.

The seminar concluded with a discussion on the future of the pharmacy profession. The seminar was well attended and was well received by the participants.

This concluded the morning session and a luncheon was served for those present at the McGregor Memorial Conference Center. After the luncheon, the Wayne Pharmic staff, with the assistance of Dr. Dunker, organized a student session of the seminar. The seminar was well attended and was well received by the participants.

In conclusion, the seminar was well attended and was well received by the participants. The seminar was well organized and was well received by the participants. The seminar was well attended and was well received by the participants.

(Continued on Page 16)
Reflections from the Editor

As we look back on the past school year, we cannot help but observe how much we were playing in our dynamic society. We are fully aware that the profession of pharmacy is undergoing changes and that we are very much involved in these changes. We are on the threshold of becoming part of the health team. We should recognize those changes and accept our responsibility. Regardless of what aspect of pharmacy we pursue, we must remember that our actions will reflect directly on the profession.

All of us are united by a common bond. That bond is to a professional one, and it should exclude petty disagreements between various branches of the profession. Our goal should be to discuss all points of view on issues critical to us as pharmacists and then act as a united profession, best of luck to all in the coming years!

To All Undergraduates

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Isabel

I am certain that much more can be accomplishd in the future by the new and excellent staff of the following members of our College:

Dr. William F. Erlenbus, Paul Kratzer, John Loughner, Joe Nemock, Perilyn Patton, Frances Pnak, and Jastie Ybka. All are eager to devote their time and efforts in the coming year.

Eva Witscek
Editor

NOTE: Anyone wishing to join the Wayne Pharmacist staff next year, please leave name, address, and position desired in the Wayne Pharmacist mail box in the office, 309 Shapero.

Compliments of

LAMDA KAPPA
SIGMA SORORITY

Omicron Collegiate and Graduate Chapter

Page 4

THE DRUGSTORE—Past, Present and Future

Sixteenth Annual Steven Wilson Seminar

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The Drugstore was usually self-employed, worked long hours and spent a good deal of time in merchandising. Today, it is generally feared to be a commercial jungle, as well as a merchant. With the advent of the food and drug chain, the running of the drugstore has become a business, and two to three pharmacists per store, there is time for a variety of professional activities. Pharmacies are now involved in photo processing, retailing, nutrition, and education in an effort to better serve the public. The future may offer more pharmacy school courses... in addition to the advancement and development of professional organizations.

This concluded the morning session and a luncheon was served for those present at the McCr创客 Memorial Conference Center. After the luncheon, Irving Rubin, R.Ph., editor and publication director of the American Pharmaceutical Association, spoke of "Pharmacy in 1975." About 35 years ago, about one-third of the prescriptions had to be compounded and many generics were prescribed. It was during this time that the pharmacist learned that brand name products were best. Presently, community pharmacy is being given a new role. The medical community, which must be inspected and approved by the Joint Commission and Medicare, demonstrates that medical care is becoming institutionally oriented. In 1965, there were 500,000 nursing home beds. By 1975, there will be about 1,2 million beds. Currently...

(Continued on Page 16)
"THE MISSING LINK"

Founded to better relations between students and faculty, to serve both them and our profession.

Alice Rice
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Hugh Hollingsworth
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Rosemary Bonnette
John Loughner
Thomas Lynch
Kenneth Resztak
Arnold Finkel
Richard Maurer

Dr. Melvin F. W. Dunker, Faculty Advisor

THE GRADUATING SENIORS -- 1969

The June 1969 Commencement Exercises will award 36 justly earned Bachelor of Science degrees in the College of Pharmacy. The Graduating Seniors will then begin their internship training and forge another step closer toward the goal of becoming Registered Pharmacists. After struggling for five years together, the Grads are all anxious to apply their knowledge to professional practice.

The majority of our class will enter community pharmacy, although a substantial number will enter hospital practice. Others feel that they should deepen their pharmaceutical background by entering Graduate Schools and practicing their profession on a part-time basis for the moment.

Alice Rice is planning to work for her M.S. and then Ph.D. in the field of Pharmacology. She will continue her project involving cancer prevention using a strain of fruit flies in which 90 percent develop brain tumors.

Robert Barger, Rosemary Bonnette, Hugh Hollingsworth, Ken Resztak, and Rosemary L. Bonnette are considering Clinical Pharmacy as their major for graduate study.

Ken Sayas will be entering Medical School at Michigan State in the fall. Best wishes are extended to Judy Zilbe who became Mrs. Fred Junod on December 21, 1968 and John Trestain who was married on March 22, 1969. Congratulations are also in order to Rosemary Kasente who will be receiving another degree, namely that of M.S., when she becomes Mrs. Anthony Burt on July 5, and to Danny Liseger, Dave Likave, and Gary Mara who will also be taking the big step when they are married this summer.

Eva Witeczek are considering Clinical Pharmacy as their major for graduate study.

Evie Witeczek are considering Clinical Pharmacy as their major for graduate study.

Page 6

Wayne State University
College of Pharmacy
STUDENT ADVISORY BOARD

Page 7
It's rewarding in other ways, too. As an excellent salary and bonus plan plus generating the Lilly representative, you will have an use of your extensive pharmaceutical training.

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sidered a valued member of the health team representing a company that is backed by the finest research facilities and a team. You will be the technical expert in physical ian, you are Lilly and motion on important pharmaceuticals new developments and firsthand information on important pharmaceuticals professional sales career? Have you considered the challenges and serious insurance and retirement benefits. The Lilly policy of promotion from within gives you the opportunity for varied responsibilities and an active career. Home-office and on-the-job instruction keeps you alert and informed about the latest medical and pharmaceutical advances.

For more detailed information, write to Mr. James E. Koffenberger, Vice-President, Sales, Eli Lilly and Company, Indianapolis, Indiana 46206. He will also be glad to arrange a visit with the Lilly District Manager in your area.

Your Future...Your Professional Career

Dr. Dr. Willis Moore, Associate Professor of Pharmacology, centers his interest in Biopharmaceutics. This area entails the physical and chemical properties that influence the absorption of a drug from its formulation at the site of absorption. Presently, Dr. Moore is investigating the relative availability ratios for absorption between tablets and capsules. With the help of graduate students, Dr. Moore has demonstrated that when exactly the same ingredients are formulated into a tablet and into a capsule, the tablet formulation releases its medication for absorption at many times the rate of the capsule formulation. The primary reason for this is that a capsule does not disintegrate, physically, as does a tablet.

This summer, Dr. Moore will begin a kinetic stability study on the pH for optimum stability of dipryone.

Prof. Raymond Dauphinais, Professor of Pharmaceutical administration, has focused his interest on the socio-economic and legal factors related to drug development, distribution and control, with particular emphasis on the pharmacists and his professional services as an integral part of total health care. His attention has been directed to the pharmacist as an individual health practitioner.

At the present time Prof. Dauphinais is directing research studies in Continuing Education of Professionals, Utilization of Non-Professional Pharmaceutical Personnel, and the Development of a Model Private Pharmaceutical Practice in a Rural Michigan Health Service Project.

Since coming to Wayne in 1964, Prof. Dauphinais has emphasized the contemporary approach to Pharmaceutical Administration, considering the pharmacist's place, thing, and activity related to pharmaceutical services.

Dr. Jaurand Nagwekar, Associate Professor of Pharmaceutical Chemistry, has been active in the area of Biopharmaceutics and Pharmacokinetics. A research paper entitled, "The Mutual Inhibitory Effect of (-)-Mandelic Acid and Certain Sulfoxides on the Kinetics of their Urinary Excretion in Humans," has recently been accepted for publication in the Journal of Pharmaceutical Sciences. This is but one example of the many studies done by Dr. Nagwekar in this area.

The main objective of the research is to determine the structural requirement(s) of drug molecules for the carrier mechanism responsible for renal tubular secretion of the components, Dr. Nagwekar hopes to gain some insight into why certain drugs have a longer life (half-life) in the body than others. It has been revealed that the biological half-life of certain drugs increases with the administration of increased doses, and the reasons for this phenomenon are not well understood. Dr. Nagwekar
is using "model compounds" that serve to isolate the complicating factors such as metalloids and binding of drugs to plasma proteins.

Dr. Horace Loh, Associate Professor of Biochemical Pharmacology, is working in two related research projects. The investigation is concerned with the tolerance to and physical dependence on morphine and the mechanism of morphine analgetic action.

It has been observed that there is a linear relationship between the degree of physical dependence and the degree of tolerance. Dr. Loh has found that a prodrugs inhibits tolerance to morphine and also physical dependence. It was therefore postulated that certain properties of morphine might be involved in these phenomena. An animal that is "hooked" on morphine exhibits a greater sensitivity of S-HT. A prodrugs is known to prevent S-HT with morphine. Dr. Loh's theory is that morphine induces serotonergic symptoms and this is responsible for the tolerance and physical dependence.

In the second phase of experimentation, Dr. Loh is using drugs known to affect the 5-HT level to determine their influence on morphine tolerance. Reserpine has been shown to abolish the analgetic action of morphine.

Steven Wilson Seminar (Continued from Page 3)

about 80 percent of the nursing homes receive pharmaceutical services via retail pharmacy. These same community pharmacies also have the opportunity of staffing many small hospitals which cannot afford a full-time pharmacist. The following are ten predictions for 1975:

1) About 75 percent of prescriptions will be paid by third parties.
2) Large community pharmacies will dominate the scene.
3) Family prescription records will be kept and will provide the pharmacist with much needed information.
4) Increases in institutional practice will greatly effect the methods of community practice.
5) The shortage of pharmacists will be acute and technicians will be used.
6) Compulsory post-graduate education will be made law in about one-fourth of the states to renew a pharmacy license.
7) Government will be a strong factor in the regulation of health care.
8) The great majority of physicians will want the name of the drug on the prescription label.
9) The pharmacist will be increasingly concerned with surgical supplies and such a course will be added to the undergraduate curriculum.
10) Destitute and Clinical pharmacy will be required courses, as will computer training.

Ray Shapero, president of Gunthers' Drug Stores, incorporated, spoke of "The Chain Druggist—Past, Present, and Future." Chains started around the turn of the century and have grown into the type of store we know today. Chains are characterized by having four or more outlets and being centrally owned. They exist to fulfill the needs and desires of people for economy and value. Chains can offer this service through increased volume. The success of chains can be evidenced by the number of new or existing community pharmacies chain drug stores buy in chains. Chains are characterized by having four or more outlets and being centrally owned. They exist to fulfill the needs and desires of people for economy and value. Chains can offer this service through increased volume.

Dr. Harold Bailey, Professor of Pharmacology, has been working on the isolation of constituents from the medicinally important group of plants belonging to the Rutaceae. This family of plants is associated with flavonoid glycosides such as Nobiletin. Of the Rutaceae, Water Ash, Dr. Bailey and his graduate assistants have isolated three alkaloids. One of these has previously been described as occurring in Rubus. The other two are being characterized as ascorin. If they are new or have been previously reported, one of the alkaloids also occurs in the oil extracted from the root bark along with other constituents. This complex has been partially resolved by chromatography.

Various other research projects also occupy Dr. Bailey's time, including a study of conditions for the optimum production of ergosterol from the "golden fungus," Claviceps, grown in culture. A method for the rapid identification of antibiotics using chromatographic methods and spot tests is also being explored.

Wayne Pharmic

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PHI DELTA CHI

In the midst of the scholarly grade, five of sturdy and part-time work leading to the ultimate goal, one stop and wonders what it means to even more enthusiastic homework and impossible exams. Somewhere, ages back, a group of men banded together under the spirit of fraternity. They had a common goal—a desire to become educated, to learn all about their chosen profession. They discovered that, as a brotherhood, it would be to their advantage to maintain this spritited organization to advance their profession, and to aim them to reaching their goal.

All the brothers of Phi Deltas wished to maintain such a fraternal spirit, to ease the drudgery of college, and to enhance the feeling of pride as each milestone is reached. It's the stick-together spirit, the organization, the fraternity house, the professionalism that creates the feeling of belonging in a university with over 30,000 people, categorized by membership.

To reach this spirit, it is essential that each brother do his share. In response to this need, we at Phi Delta Chi have embarked on ambitious projects. There is the Phi Delta Chi Professional Education Program, a series of different and interesting activities to bring in various ideas concerning the Profession. Several have been presented and more are planned for the college in the future.

For our own benefit we have a continuous fraternity house improvement project. We belong to the surrounding block club in the neighborhood to which we belong. We see that there are always a number of parties and social events, and that there are interesting programs at our own meetings. We found out that the educational environment of a fraternity. There are lectures and movies, all very enlightening. And, we are interested in hearing from the officers in the fraternity to encourage, to stimulate those interested in learning more about the profession.

Corner

The Alpha Chi Chapter of the Phi Chi Honorary Pharmaceutical Society initiated five new members on May 29, 1968. Those initiated into the society were Rosemary L. Bobst, John S. Zuppo, Michael P. Farkska, William W. Hudson, Jr., Frederick J. Meyers, Franz Neubrich, and Yuming Shao.

On April 29, 1969, Alpha Chi Chapter held its initiation luncheon at the Chili Club. At that time the following individuals were initiated into the society:

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New Drug Discovered

Dr. Bailey this week announced the discovery of an alkaloid recently extracted from the well known plant Arvensis masoni. Dr. McWay noted this extract and found that the drug inhibited the phosphoric-pyrogenic-amine cycle by acting upon the thymus and stimulating the adrenal gland. This new drug has already been given to patients with the results that the drug has reduced symptoms in some cases.

FDA Report on Recalls

Name: U.S.P.
Lot Number: 76543
Reason: Certification Revealed

Drug: Aspirin
Lot Number: 0341
Reason: Improper Package

Parenteral Products Lab.
Lot Number: 6054
Reason: Bacterial Contamination

Animals & Drugs
Lot Number: 0523
Reason: Outdated

Shapiro Hall
Lot Number: 32-18-6
Reason: Improper Packaging

Pharmacy
Lot Number: 6041-3
Reason: Decomposition Suspected

Green Sheet
Lot Number: 00000
Reason: Off Color

Wayne Pharmacology
Lot Number: 1969
Reason: Outdated, Subpotent, Decomposed

Pharm-Quiz

1. The new drug is:
   a) Oral
   b) Parenteral
   c) Ophthalmic
   d) Other

2. The new drug is:
   a) Oral
   b) Parenteral
   c) Ophthalmic
   d) Other

3. The new drug is:
   a) Oral
   b) Parenteral
   c) Ophthalmic
   d) Other

News Notes

Wayne State University announced a new program leading to a B.S. degree in pharmacy. The new program is an eighteen month course. Dr. Barr stated in an exclusive interview "The new curriculum will not only end the shortage of pharmacists, but will demand a new curriculum." Dr. Barr also stated that he will become the dean of the Pharmacy Technicians School at Barr Junior College. It is rumored that Dr. Bailey will replace him as dean, but Dr. Bailey was not available for comment.

Window washers at Wayne State University are in the process of using Billy Blurb, the architect who designed Shapiro Hall. The court date has been postponed until Blurbie recovers from his recent operation for cycloplasia.

The heights we attain depend on the foundations we build.
From the Dean's Desk---

The Future Role of Pharmacy

(Continued from Page 3)

The Changing Practice of Pharmacy. There is, however, little agreement on the future role of the pharmacist—and on the education he must obtain to achieve new goals.

In one medical group on the West Coast, an experiment is underway to bring the therapy advisor, a person knowledgeable in pharmacology and chemistry, into an outpatient clinic. (4) In addition to providing the usual dispensing services, the clinic pharmacist will consult with the medical staff on drug therapy, review all patient medications in order to maximize therapeutic benefits and minimize undesirable side-effects, discuss the prescribed drug therapy with each patient, and be responsible for seeing all drug detail men, serving not only as drug dispensers, but also as sources of drug information for physicians, interns, residents, nurses and patients, often making ward rounds with the staff. In this role, pharmacists are beginning to utilize some of their previously unused skills, but at the same time they are demonstrating some of the deficiencies in their previous education, and their lack of clinical training. Pharmacy schools are responding to these deficiencies, even though they are responding late.

In one medical group on the West Coast, an experiment is underway to bring the therapy advisor, a person knowledgeable in pharmacology and chemistry, into an outpatient clinic setting. (4) In addition to providing the usual dispensing services, the clinic pharmacist will consult with the medical staff on drug therapy, review all patient medications in order to maximize therapeutic benefits and minimize undesirable side-effects, discuss the prescribed drug therapy with each patient, and be responsible for seeing all drug detail men, relieving the physician of this time-consuming function.

In the foregoing examples, recognition of a potential new role for the pharmacist is but a facet admission that many practicing physicians—faced with a deluge of drugs numbering in the thousands—are unable to keep up with technical developments in this field.

Such an attitude is obviously counter to the traditional view held by many physi cians. An official of the American Medical Association has expressed this view that pharmacists:

"...can play a larger role on the health team by accepting responsibility as pharmacists... rather than by trying to place themselves in the role of therapeutic advisor to physicians.... If a pharmacist is to be trained as an effective therapeutic advisor, a man for all seasons, life training would have to duplicate that of the physician." (5)

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