

THE SIGNIFICANCE OF COÖPERATION.

ASSOCIATION membership is an investment—the returns may not come in dividend checks but in many other ways, not the least of which is the actual return from the services rendered by the ASSOCIATION.

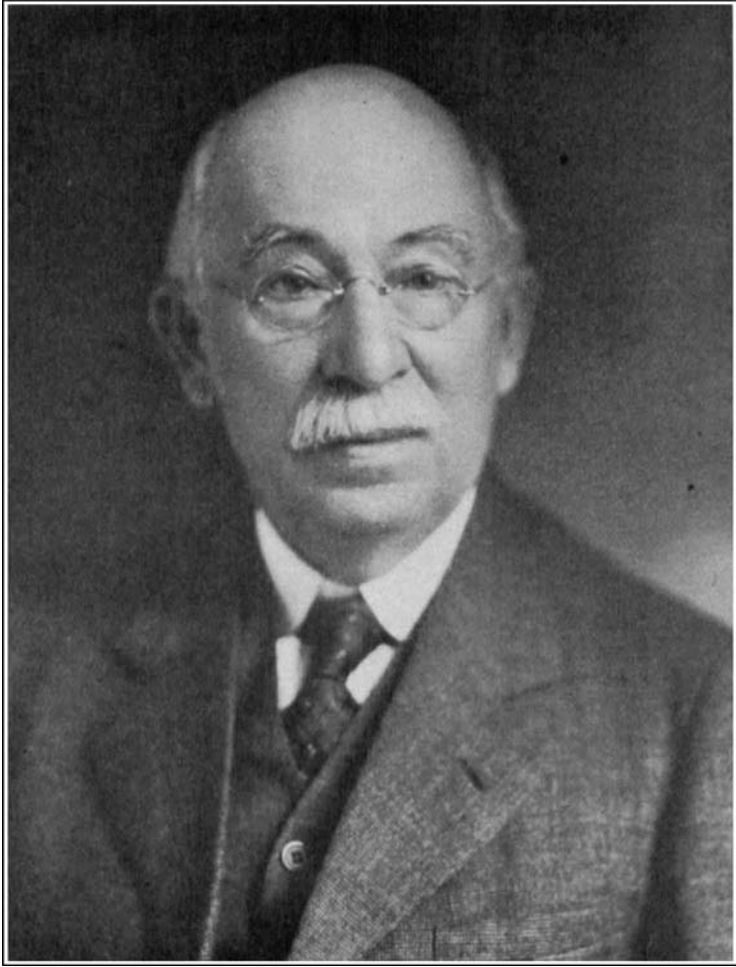
“Pharmacy Week” has contributed largely to the drug trade in general and to pharmacy—by acquainting the public with the activities of pharmacists, with the protection given the people by more efficient service and standardized medicinals. The very fact that “Pharmacy Week” is talked about; that there are appropriate displays in the windows; announcements; that the divisions of the drug trade give their time and money; in fact, the very coöperation itself is publicity of a high order which impresses the laity. The people judge a trade or profession by the measure of value applied by the votaries to their activities.

The cumulative effect of publicity creates the permanent impression: The public notes that large business concerns—organizations that represent them—are giving of their time and money; that retailers are coöperating in carrying the message of pharmacy to the people in their stores and by window displays and, coöperatively, all the interests are making use of the printed page. It is the team-work that creates the favorable impression; coördinated efforts testify to the belief of those engaged in the importance of the service they are rendering. It is the ASSOCIATION endeavor—the work-together idea—that develops a receptive audience; it enthuses the speakers over the radio, at the clubs, at conventions, before business men's organizations.

Aside from commending the “Pharmacy Week” idea and those who have so successfully coöperated, the message of this page is an effort to have you fully realize the value of coöperation and apply it in making the AMERICAN PHARMACEUTICAL ASSOCIATION of greater service and value to yourself by inducing others to answer its roll call. As you know, “Pharmacy Week” is only one of many activities that originated within the AMERICAN PHARMACEUTICAL ASSOCIATION.

Pharmacy will take a great forward step and receive better public and governmental recognition “when the average retail druggist, without prompting or urging, shall consider the support of state and national associations a matter of course and, as much an established part of his business policy as the carrying of fire insurance or the keeping of a telephone.” Let us direct our efforts to bring this about.

The Membership Committee list is printed as part of the roster, refer to it and do your part in adding to the numerical strength of the ASSOCIATION, mindful of its place in coöperative public service.



E. V. ZOELLER.

JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION

VOL. XVI

OCTOBER, 1927

No. 10

EDWARD VICTOR ZOELLER.

It is now about fifty years since E. V. Zoeller became a member of the AMERICAN PHARMACEUTICAL ASSOCIATION and he is still active in its affairs, seldom missing the annual conventions.

He was born in New York City, September 19, 1857, and during the spring of the following year his parents moved to Tarboro, where Mr. Zoeller still resides; here he received his early education. A half century ago he was graduated, with high honors, from the New York College of Pharmacy; after graduation the young pharmacist entered business with Dr. L. L. Ståton, which partnership continued until the death of the latter, in 1922, when Mr. Zoeller became the sole owner of the pharmacy.

He was one of the organizers of North Carolina Pharmaceutical Association, of which he was elected Life Member in 1923; he served as its Secretary for three years and as President in 1890-1891. As member of the State Board of Pharmacy Mr. Zoeller has an unbroken tenure of thirty-five years and as its President for thirty-three years. In the latter capacity, if not in the former, he holds an unsurpassed record. He has been Vice-President of the National Association of Boards of Pharmacy. The University of North Carolina, in 1922, honored him with the degree of Doctor of Pharmacy. Outside of pharmacy, he holds membership in a number of National and State organizations; among them, the American Association for the Advancement of Science, American Meteorological Society, North Carolina Academy of Science.

The January 1924 *Carolina Journal of Pharmacy* was dedicated to the veteran member "in appreciation of his kindness of manner, modesty of mien, and broadness of character; in recognition of his long-sustained, self-directed and result-producing efforts on behalf of pharmacy; and as a tribute which bespeaks the warm regard in which he is held by every druggist of the State."

Mr. Zoeller takes an active interest in municipal affairs and has been Councilman and Mayor of Tarboro.