

EDITORIAL

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VOTE ON THE HEADQUARTERS.

THE ballots for voting on the location of the A. PH. A. Headquarters have been sent out. It is to be hoped that every member of the ASSOCIATION will exercise his privilege and duty by expressing his or her preference relative to the location of the Headquarters, for which invitations have been received from Chicago, Cincinnati, Cleveland, Columbus, Madison, New York, Omaha, St. Louis and Washington. The last-named city has been endorsed by all drug and pharmaceutical organizations of Maryland, by New York Branch, A. PH. A., by Philadelphia Branch, A. PH. A., by Vermont Pharmaceutical Association, and by the Executive Council of Virginia Pharmaceutical Association. Instead of abstracting the letters conveying the invitations Secretary Kelly has had them printed *in extenso* so that each voter can, after studying them, act according to his or her judgment, in the interest of American Pharmacy. The city in which the Headquarters Building is to be located is to be chosen by the membership in accordance with the democratic theory and practice of the AMERICAN PHARMACEUTICAL ASSOCIATION, after a consideration of the claims and advantages of the several cities seeking to become the site of the Headquarters, and of which the members have been advised.

This comment will not advance the claims of any city but urges that every member vote, so that the wish of the majority may be expressed, and, thereby, a corresponding interest in pharmacy and in the great promotion of the AMERICAN PHARMACEUTICAL ASSOCIATION. Only a few years ago the success of such an undertaking would have been deemed impossible—to-day it is assured—the nearly \$600,000 in pledges, of which an amount of \$232,000 is represented by cash prompted last month's slogan of the JOURNAL that "the A. PH. A. Headquarters is an expression of yesterday's forethought and to-day's assurance."

The headquarters fund represents a confession of faith of pharmacists in pharmacy—the returns of the vote will exhibit their interest in the headquarters and in pharmacy—others will judge the vote as an expression by pharmacists of their belief in the mission of pharmacy and its greater opportunities. "Vision is an attribute of character." Do your duty by promptly sending in your vote!

The interest and generosity expressed by the invitations should, and will, we hope, prompt you to read the messages carefully and vote without delay so the selection of the site may proceed according to the plan outlined for taking the vote.

Read again the message of Chairman James H. Beal, printed in the January number of the JOURNAL for 1924, pages 5 and 6. The April number of the same volume abounds with commendations of the headquarters project and the happenings of every year add further arguments for the why of its establishment. Coördination of efforts in the interest of Public Health, as well as among the elements

within industries and by interests that unprofitably compete constitute problems that may be solved for the common good. The AMERICAN PHARMACEUTICAL ASSOCIATION is a Service Organization and seeks to serve all divisions of the drug trade and of pharmacy.

E. G. E.

THE DRUGGISTS' RESEARCH BUREAU.

PROPERLY coördinated coöperation among those engaged in related lines should bring about benefits that cannot be gained otherwise. Last month an organization was effected of the Druggists' Research Bureau, sponsored by the National Wholesale Druggists' Association, approved by the National Association of Retail Druggists and the American Association of Colleges of Pharmacy.

The plan of the organization is broad enough to include in its membership individuals of every division of the drug trade and of pharmacy. It was formulated by the National Wholesale Druggists' Association based on a survey, the substance of which is embodied in the presentation of certain facts or conditions that are to be studied for general good, among them the following:

"The retailer and his clerk are interested in the facts pertaining to their business. The retailer has made his investment and desires that it produce a fair return. The clerk has chosen the retail drug business for his profession. He has spent several years in gaining practical experience and in college to fit him to become a retailer, and he desires these facts in order to keep the retail drug industry in the public's favor.

"The successful salesmen to-day are business men, and they desire the retailers' facts in order to confer with them intelligently. The wholesalers and manufacturers are constantly securing these facts in order to serve the individual retail druggist in the most practical and sensible manner. Upon the teaching in the colleges of pharmacy depend the pharmacists of the future, so that they desire the facts pertaining to the drug industry.

"National, State and local drug associations desire accurate information for their members. Publishers of trade magazines, advertising agencies, and all those marketing in the drug industry desire these facts."

The first studies to be undertaken are: (1) The sales value of the retail drug store window display. (2) Personal selling. (3) Simplification of stock as a means of increasing turnover and profit. Each of the above three topics is to be sent out accompanied by a concrete statement as to the necessity for such investigation.

There is no question relative to the value of the proposed research, but it may be well to consider the advisability and practicability of doing the work within the AMERICAN PHARMACEUTICAL ASSOCIATION instead of creating another organized national activity of pharmacy and the drug industries. The AMERICAN PHARMACEUTICAL ASSOCIATION always seeks to serve and be helpful and therefore the suggestion.

Excercise your duty and privilege of voting on the location of the American Pharmaceutical Association Headquarters.