

TO THE MEMBERS OF THE BRANCHES OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

May I suggest, as a plan of action for the present year, the following:

That each A. P. H. A. Branch secure for each of its programs this year addresses from at least two men who have been successful in the conduct of independent drug stores over a period of years; stores which have been giving distinctive professional services to the physicians and public, tributary to their locations.

That these men show, in the light of their own experience, how they conduct their business so as to show eminently satisfactory net profits, while having uppermost in thought and action the best service to the public rather than creation of a large volume of sales.

Further, I would like to suggest that, beginning with the first State Pharmaceutical Association convention and continuing throughout the year, the A. P. H. A. Branch nearest that State Association meeting send at least two members to speak upon each occasion; these two members to have credentials as representatives of the A. P. H. A.; and to have been selected as having the qualifications previously set forth.

This in effect would materially change the character of the average program. It would introduce to many people the type of retailer who has of late been pushed into the background; he who has been successful in a professional way rather than the so-called business expert or the man connected with outside enterprises, who is especially interested in preaching the creation of a large retail volume for what perhaps might be termed selfish reasons.

So much has been said in recent years of volume creation that the idea would seem to prevail that it alone is paramount. So much has been said that the men doing a professional type of business have not had the opportunity of a hearing. A study of some recent programs will reveal this situation. Actions tend to follow lines of thought and to give the professional pharmacist a hearing upon all possible occasions would tend to bring about a more healthful trade condition.

Not only is this true of the spoken influence but also of the press. To preserve or to rebuild a healthful condition of affairs for both the retail and wholesale branches of pharmacy, there must necessarily be admitted to print a different type of writer in our professional journals as well as a different type of person to address our various pharmaceutical associations.

In my judgment this change can be brought about and it can be brought about more quickly by the attention and coöperation of the ASSOCIATION Branches than in any other way.

Let us talk up the Profession of Pharmacy and not let it be submerged from sight in a mad maze of merchandising.

May I expect each one of the branches to join whole-heartedly in this plan?

D. F. JONES, *President.*

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