

EDITORIAL

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CONGRESSIONAL ACTION ON THE HEADQUARTERS BUILDING.

THE erection of the Headquarters Building has been delayed for the completion of the Government's plans for the improvement of the area in which the site is located. On May ninth, Congress approved, by resolution, the use of the property owned by the Association and such additional park property adjoining it as may be necessary to give the Building the location and setting required by these plans. This action by Congress now opens the way for building operations in the near future and provides a most ideal location for Pharmacy's Building. A long step forward has been taken toward the completion of this great undertaking of American Pharmacy.—E. F. K.

THE ST. LOUIS SURVEY.

A MOST extraordinary and unique meeting of representatives of the National Drug Industry was held in St. Louis, April 26 and 27, 1932.

These representatives were called to St. Louis to hear and study the findings and data assembled by the National Drug Store Survey, conducted by the United States Department of Commerce, coöperating with the Executive Committee of the National Drug Store Survey Committee, composed of representatives of the various drug interests of the country.

The meeting was extraordinary for many reasons, the outstanding of which was the very large attendance, numbering over 700 men, coming from thirty-two of the forty-eight states of the Union, representing the entire scope of the drug industry, ranging from the boards of pharmacy and schools of pharmacy to manufacturers, importers, wholesalers and retailers. It was a striking fact that the men representing these various interests were the high executives of the companies and associations that they represented. It was again remarkable for the intense interest and earnestness on the part of those present in the matters under consideration and their close and continued attention to the reports and discussions, and the evidence on all sides of a sincere and determined effort to set up a practical way of applying the information developed by the Survey in a form that will give the greatest benefit to the retail druggists of the country.

The work done by the Department of Commerce, coöperating with the Executive Committee, was tremendous. Never before has so searching an analysis in such great detail been made of any branch of commerce; every department of the Drug Store, from the prescription laboratory to the soda-fountain, passed under the microscopic eyes of trained research investigators; twelve months were devoted to the survey, and every type of retail drug store was studied in the investigations, this being made possible by the wonderful coöperation of the retail druggists of St. Louis. The loyal pharmacists who submitted their stores to the investigators made a real contribution in this effort to benefit their fellow pharmacists—all honor and appreciation to them.

Two days of concentrated attention to the reports culminated in a recommendation made by the "Committee on Use" of a plan to make it possible for the

retail druggists of the country to use and apply the findings of the Survey to their own stores for its benefit. The plans of the "Committee on Use" were unanimously approved at the final meeting, and these in turn, were approved by the Druggists' Research Bureau.

The recommendations of the "Committee on Use" are as follows:

"We recommend that the Druggists' Research Bureau be asked to formulate and put into execution an application plan. It is, of course, to be understood that such aid as the Bureau needs will be rendered by the National Drug Store Survey Committee through its "Committee on Use" or otherwise.

It is suggested that it might be well to consider enlarging the Bureau and perhaps also changing its name to a name in keeping with the nature of the application work.

"It is the opinion of your Executive Committee that the features listed below are important to the success of such a plan.

"1. That the work of application be under the direction of a competent individual employed full time.

"2. That ample funds be provided by contributions from manufacturers, wholesalers and retailers, and others, so that the whole industry will have an active interest in the work.

"3. That, as rapidly as practicable, demonstration stores using Survey results, be provided in sufficient numbers; suitable stores now in operation to be used for this purpose.

"4. That colleges of pharmacy be enlisted in the work of applying Survey results to these stores, and encouraged to set up model stores in their own schools to be used for purposes of instruction.

"5. That State and local retail druggists' associations be informed by the Bureau as to the results obtained in the demonstration stores and aided in organizing their members for the use of operating methods that have proven successful.

"6. That the Department of Commerce and its district offices be asked to aid in this promotion as far as practicable.

"7. That the drug trade press be enlisted to give the fullest publicity to the work of the Bureau.

"8. That local commercial organization be used wherever possible.

"9. That the work of the Bureau be presented to all meetings of drug organizations and to Drug Press.

"10. That salesmen contacting the drug trade be enlisted to give full support to the plans and distribute information.

"Your committee does not consider it advisable to attempt to offer in this report the details of an application plan; it commends for consideration, however, the plan drawn up by Mr. Robert W. Rodman and Dr. Schicks."

The Druggists' Research Bureau, after giving these recommendations consideration, reported through its chairman that the Bureau was in accord with the plans outlined by the "Committee on Use" and would coöperate with the Committee for the purpose of enlarging the scope and membership of the Bureau and, if advisable, to change the name of the Bureau, and would undertake to lay out the plans as outlined in the report of the "Committee on Use." The Bureau further recommended that, in their opinion, to carry out these plans there should be raised a fund of not less than \$25,000.

"The Committee on Use" and the Bureau will confer in the near future for the purpose of setting up a satisfactory and capable organization to carry on. In the meantime, the Department of Commerce will make it possible for all interested parties to secure copies of the final reports of the Survey, when issued. Three of these final reports are now ready for such distribution, and others will soon be made available.

More and more do we hear from every quarter that has studied the machinery of distribution that the independent individual retail drug store is of major importance in this service, and the very life of the drug industry, as a whole, is dependent upon these independents taking full advantage of all available information to keep themselves profitably in business. An obligation of the independent pharmacist is to study and use every means available to him for maintaining his business on a self-respecting, dignified, profitable basis and that obligation is the great part he plays in the public health—in the health of his native land. Will he fulfil this obligation? I believe he will.—R. E. LEE WILLIAMSON.

COMMON INTERESTS.

THERE was never a time in the history of American business and the professions when a clear understanding of actual conditions and a thorough knowledge of the best methods for shaping them were more necessary than now, which signifies the importance of making full use of the meetings of national and state associations.

A very important Conference was held during the past month in St. Louis and a report on the Survey as it applies to pharmacy will be found in the addresses by Frank A. Delgado in the April number of the *JOURNAL* and in this issue, and also in an editorial comment of these columns. The importance of pharmacy is coming into greater evidence and a study of side-lines reveals that a profitable consideration of them may bring about a change in their complex.

The Department of Commerce is helpful to business as well as the professions and this has been shown in recent surveys wherein it has been a real assistance to business. In the St. Louis Drug Survey the opportunities for serving the profession of pharmacy have been brought forward; as a result, if the investigations are applied with a purpose to improve certain phases we may expect mutations in the drug stores and a stimulus of leading thoughts in the development of pharmacies.

There are transmutations which many would welcome, but it is to the credit of those engaged in the drug business that the service of pharmacy has been held on a high plane, so that under very difficult situations, the Government has delegated great responsibilities to the druggists, and records show that the duties and trusts assigned have been carefully and honorably discharged and guarded. There have been mistakes, but on the whole the departments of the Government have endeavored to carry on their duties with a coöperative purpose.

Taking into consideration that the activities comprising the divisions of the drug business and the profession of pharmacy have, according to the U. S. Census, contributed largely to commerce and public health and are important factors in the development of the industries, it is to us somewhat surprising that the *Nation's Business* should comment rather adversely on the National Drug Survey Conference. It seems to us the publication has tried to belittle the efforts of those who are seeking to better existing conditions and improve the service rendered by them. Everyone has a right to express opinions and to differ from others, but in our opinion, at all times, and especially in times like the present, a better Spirit of co-operation should obtain than implied by the editorial comment to which we have just referred.

The Survey undertaken by the Department, in our opinion, is not dictatorial; it may be leading, but it is informative; the thing to do is for pharmacists to study the aims and purposes of the Survey and act wisely.—Discussions are necessary, careful study and wise action are essential.

THE HALL OF SCIENCE AT A CENTURY OF PROGRESS—WORLD'S FAIR, 1933, CHICAGO.

WE ARE indebted to H. C. Christensen, *Chairman* of the Pharmacy Committee for the photograph of the Hall of Science (see "Editorial Notes"), the exterior of which is now completed. Pharmacy has been given a splendid location and accorded as much space as that allotted to the American Medical Association and the American Dental Association for their exhibits. Outside of these general display zones, there will be competitive displays by manufacturers and others. Adequate provisions have been made for the displays of exhibitors whose products are used in the medical sciences; taken as a whole the exhibits will visualize, simply yet dramatically, the tremendous strides made during the past century in the causes, detection, treatment and prevention of human and animal diseases, and planned so as to be interesting and educational to those engaged in the medical and pharmaceutical activities and to the laymen. It will develop an acquaintance with pharmacy, never before attempted and, therefore, should enlist the active interest of all pharmacists and those engaged in the related industries.

The exhibits have been classed in three general groups: Historical exhibits, illustrating the great discoveries and achievements which have revolutionized these sciences during the past century. Collective educational exhibits, depicting the present development and exhibits which will have an appeal because of their spectacular character. These groups will be more or less coördinated to illustrate the service and importance. There will be no "hands off" signs, so that the visitors may study the exhibits understandingly and derive a knowledge of the public health services, and this building is expected to become a center to which millions of people will come to absorb a new point of view and witness the miraculous changes which have occurred in the past hundred years.

"The Hall of Science, a great U-shaped building surrounding a court, will span Leif Eriksen drive at 16th Street and face the lagoon between Northly Island and the mainland. The building will rise from colored terraces, two stories and a mezzanine in height and will be 700 feet long and 400 feet wide. In its court will be a huge rostrum with bas-relief ornaments. At one corner of the building will rise a 176-foot tower filled with a carillon. The Hall of Science will be brightly colored and brilliantly illuminated at night." It is the purpose from time to time to have descriptive articles in the JOURNAL, so that information may be gained by the readers of pharmacy's part in this wonderful exhibit.
