

**Note the Message on the Front Cover—An Appeal to Pharmacists
to Do Their Part in the Campaign for Funds Now On—Fill the
Graduate to Overflowing, Balance the Scale—and the Phar-
macy Headquarters Building Will Be an
Accomplished Fact**

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**THE SEVENTY-SECOND ANNUAL CONVENTION OF THE AMERICAN PHARMA-
CEUTICAL ASSOCIATION WILL BE HELD IN BUFFALO, N. Y.,
DURING THE WEEK OF AUGUST 25TH.**

The 1924 meetings of the American Conference of Pharmaceutical Faculties and the National
Association of Boards of Pharmacy will also be held in Buffalo,
during the week of August 25th.

For Association Roster see pages x, xii, xiv and xvi.

**Contributions to the Headquarters Building Fund Are Expressions
of Faith in Pharmacy**

+ ALL PHARMACY JOINS HANDS TO OBTAIN HEADQUARTERS BUILDING

PHARMACY
HEADQUARTERS BUILDING COMMITTEE
J. H. BEAL, Chm.

CAMPAIGN COMMITTEE
H. A. B. DUNNING, Chm.

ADVISORY COMMITTEE FROM
MEMBERS OF

PUBLICITY
DEPT.

BUS. MGR.

PROPAGANDA
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CITY
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COLLEGE
COMMS.

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OTHER ASS.
ASSN. OFFICERS

NATIONAL
ASSN. OFFICERS

BOOSTING
DRUG
SALESMEN

RADIO
STATIONS

PHARM.
JOURNALS

PUBLIC
PRESS.

ALL AGENCIES OF OUR GREAT PHARMACEUTIC BODY UNITED
TO WORK FOR ONE WORTHY CAUSE —
THE CONSTRUCTION — EQUIPMENT AND MAINTENANCE
OF A HEADQUARTERS BUILDING FOR AMERICAN PHARMACY

JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION

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THE AMERICAN PHARMACEUTICAL ASSOCIATION HEADQUARTERS BUILDING.

BY AMBROSE HUNSBERGER.

It would be a hopeless task, indeed, to attempt offhand to enumerate the many advantages which, through the acquisition of a Headquarters Building, must accrue to an organization such as the American Pharmaceutical Association—national in its scope of activity and international in its reputation for constructive achievement in its chosen field of human endeavor.

If there were no other advantages to be gained such as providing a permanent storehouse for its valuable archives, or the housing of its executive and central administrative forces, or the establishing of a central point from which the activities which come within its scope might be efficiently directed and properly controlled there would still remain one big outstanding reason for putting forth our best effort to acquire an A. Ph. A. Headquarters Building and that reason lies in the single word—**prestige**.

There is perhaps no other factor that does as much to establish "prestige" in the human mind as the possession of a home—a domicile whose tangible existence is unconsciously but invariably associated with the personality or the activities of the owner, be it an individual or an organization of individuals—professional, social, civic, business or what not.

What patriotic American ever stops long enough in his impetuous career to give a moment's thought to the wonderful country which gave him birth whose thoughts do not involuntarily drift to the Nation's Capitol and bring to his consciousness a vivid mental picture of the Nation's beautiful "headquarters building?"

Where is the man whose brain does not register a mental picture of the handsome "headquarters building" of the U. S. Chamber of Commerce whenever the activities of that body challenge his attention?

Who will say that the prestige of the American Medical Association was not increased, not only among its members, but with the general public, by the ac-

quisition of its substantial "headquarters building" in that wonderful city on the shore of Lake Michigan?

And then come right home with me to Philadelphia where we have before us the first experiment in "headquarters building" ownership by a strictly pharmaceutical organization—the "headquarters building" of the Philadelphia Association of Retail Druggists. This experiment is at the end of its first year and the success of the venture is demonstrated by the fact that twenty-five per cent. of the total indebtedness on the building was paid off during this period. The building houses the business office of the P. A. R. D., has commodious rooms devoted to committee or general meetings, serves as a rendezvous for conferences, and has increased immeasurably the interest of the members in their organization because of the prestige achieved through the acquisition of a home—a "headquarters building."

"What good is prestige?" Prestige means standing—it means increased influence in the community—it favorably impresses other citizens, officials, law-makers, law administrators—local, state and national—educators, physicians, press and pulpit. Prestige is as essential to the success of individuals or aggregations of individuals as is gunpowder to an army.

With increased prestige the American Pharmaceutical Association may assume with confidence still greater tasks in behalf of American Pharmacy than those so well performed in the past. Its prestige will be increased by its possession of a Headquarters Building.

"How is the building to be secured?" By overcoming "It can't be done," dissipating "What's the use," scattering "It's too big a job," selling it to "It'll cost too much," converting "It's nothing to me" and ultimately putting it over in spite of these or any other obstacles.

"Who's going to do the big job?" You, I and all of the rest of us who are interested in perpetuating the splendid traditions of American Pharmacy. Come ahead, eyes front, let's go!

ANNOUNCEMENT OF THE CHAIRMAN OF PHARMACY HEAD- QUARTERS CAMPAIGN COMMITTEE.

To the Druggists of the United States:

Immediately subsequent to the last meeting of the American Pharmaceutical Association at Asheville, September 1st, I published a statement of my ideas as to what should be done to obtain the necessary funds for the establishment and endowment of a headquarters building for the American Pharmaceutical Association to serve all pharmacists. On December the seventh of last year, a short three months later, the Board of Directors of the A. Ph. A. gave me the privilege of organizing a committee of five to show what could be done with my plan. I now wish to tell you what has been done, so that every druggist in the United States will be stimulated to support this great cause financially as well as morally.

Within a week after my appointment, our Committee was organized and went into action. In addition to our general committee of five, we appointed an Advisory Committee of three hundred and fifty, a Publicity Director, a Director of Propaganda, a Business Manager and a Treasurer.

Our main Committee has kept a staff of clerical assistants busy and has appointed, educated, instructed and obtained the whole-hearted support and active coöperation of fifty able, energetic and efficient State Chairmen. We have written upwards of ten thousand individual letters and have sent out from three to five hundred night letters and telegrams. We have written individual letters to every

drug manufacturer, wholesale druggist, proprietary druggist, and affiliated business in the United States, and have corresponded with several hundred of them.

We have obtained seventeen subscriptions, ten of which are of \$1000.00 or more, two of \$2500.00 or more, two of \$5000.00, and three of \$10,000.00, and we have obtained definite promises of five subscriptions which will exceed \$10,000.00.*

Our work is still progressing and we are just reaching the peak of our effort. Our Publicity Director has developed a publicity campaign which could scarcely be surpassed, even though he might have thousands of dollars and a large corps of assistants at his disposal instead of a few hundred dollars and several assistants. He has written individual letters which must run into thousands. He has corresponded with three hundred and fifty Advisory Committee men and obtained many valuable statements supporting this splendid campaign. He has corresponded with and secured the fullest coöperation and interest of some fifty drug journals which are giving whole-hearted disinterested service worth many thousands of dollars. He has circularized and corresponded with all manufacturers, wholesalers, officers of state associations, pharmaceutical faculties, boards of pharmacy, etc., and has stimulated their interest and obtained their coöperation. He has arranged for radio talks and special publications and for the insertion of letter inslips in the letters of many drug firms having an extensive mailing list.

Our Director of Propaganda has prepared a carefully worded impressive letter, completely informative and instructive, which will be sent to every druggist in the United States—more than fifty thousand of them—on April the first. Each letter will contain a pledge card with instructions how to use it.

Our State Chairmen have organized, along a general plan, a main committee of seven subchairmen for every large city or county, with sufficient captains of the teams and solicitors so that each solicitor will not be obliged to call upon more than ten prospects.

Our Business Director, a certified expert accountant, is equipped with filing cards and cabinets ready to take care of the subscriptions.

Our Treasurer is prepared to take the money.

We have done our part to the best of our ability. We have given time, money and interest, and we hope and expect that every druggist in the United States who has the progress, elevation and protection of pharmacy and himself at heart will subscribe generously.

We require a million dollars to properly endow this great enterprise and we plan to get it.

H. A. B. DUNNING, Chairman Headquarters Building
Campaign Committee, Baltimore, Md.

RESULT OF ELECTION OF AMERICAN PHARMACEUTICAL ASSOCIATION ANNOUNCED.

The Board of Canvassers of the American Pharmaceutical Association—Ivor Griffith, Chairman, Adley B. Nichols and Ralph R. Foran—have announced the following results of the vote cast by the members of the Association electing Charles W. Holton of Newark, N. J., President and as members of the Board of Directors—H. V. Army of New York City, H. M. Whelpley of St. Louis, and A. G. DuMez of Washington, D. C. The latter will fill the vacancies created by expiration of the terms of office of three members, namely, John G. Godding, George M. Beringer and H. M. Whelpley. The Chairmen of the Sections are the Vice-Presidents of the Association under the revised Constitution and By-Laws. The President and members of the Board of Directors elected will be installed at the close of the Buffalo meeting of the American Pharmaceutical Association. A sketch of President-Elect Charles W. Holton will be printed in the May number of the JOURNAL.

* A partial list of advanced subscriptions is printed elsewhere in this issue.