

# EDITORIAL

E. G. EBERLE, EDITOR

10 West Chase St., BALTIMORE, MD.

## THE "OLD YEAR" AND THE "NEW YEAR."

THE terms "Old Year" and "New Year" have no meaning in the abstract sense—they are designations by which we refer to the past with which we have been in contact and a time during which we hope to accomplish something that to us seems worth while.

During the period of 1925 pharmacy has made progress, and expression was given to this, in a brief and general way, in an editorial of the December JOURNAL, A. PH. A. There is before us another period during which the work begun must be carried forward and onward by pharmacy and the AMERICAN PHARMACEUTICAL ASSOCIATION. Not only must the activity relating to the Headquarters continue, in order to bring the project to accomplishment, but other work of the ASSOCIATION must be directed so that pharmacy may be even better served than in the past.

The AMERICAN PHARMACEUTICAL ASSOCIATION is an organization for comprehensive service; all other organizations relating to the drug trade are concerned with certain proposals or to accomplish results whereby their members profit. In order to bring about continued success these organizations must seek the point of contact with other bodies so there may be, as far as possible, coördinated coöperation, and this made possible through the AMERICAN PHARMACEUTICAL ASSOCIATION, and therein is, perhaps, its greatest service. When this is once fully understood greater benefits to pharmacy will result. There are questions of importance that concern every organization and relative to which there are differences of opinion—one profits, another is affected otherwise; a more satisfactory adjustment (for all) may be brought about within a representative body like the A. PH. A., in which all may have an equal voice. This is part of the work which will become of greater usefulness when divisional organizations fully realize the opportunities open to them in the AMERICAN PHARMACEUTICAL ASSOCIATION. The completion of the Headquarters' Fund, of course, is part of the plan, and a most important one, and in that connection the progress has been and is most encouraging.

The offices of the ASSOCIATION have now been located at 10 West Chase Street, Baltimore, Md. This is a step toward coördinated service for pharmacy and of the ASSOCIATION activities. The work will go forward. It is to be remembered that the organization functions for the body-pharmaceutic and also that a large membership is an essential of its complete success and a delegate body truly representative of pharmacy and the drug business in general. The individual viewpoint should have as the objective a general service and mutual benefits wherein the public also shares.

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## LIKING ONE'S EPOCH.

A PARIS newspaper sent out to various men and women of distinction, in France, the question, "Do you like our epoch?"

A few expressed positively their love for the age in which they live, the greater number were dissatisfied, some even detested the period.

The results of a questionnaire seeking data on how votaries liked their work, trade, or profession would not differ so greatly, relatively, from those elicited from the men and women of distinction referred to.

We have a part in shaping our lives, but while our efforts as individuals are essential, our activities are influenced by those of others, environment, government, conditions, prosperity, etc. The work of pharmacy will go forward with a fixed purpose on the part of pharmacists to serve in a larger way.

The AMERICAN PHARMACEUTICAL ASSOCIATION exists for the body-pharmaceutical—a large membership is an essential for its successful endeavors. As has been stated, the individual viewpoint should be one of general service looking toward mutual benefits wherein the public also shares. Let us counsel and work together so that the AMERICAN PHARMACEUTICAL ASSOCIATION may meet the highest expectations.

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### A BUSINESS ARTICLE WORTH READING.

BY PAUL C. OLSEN.

Department of Business Management, JOURNAL A. PH. A.

“Advertising as an incentive to human progress,” by Bruce Barton; *Advertising and Selling Fortnightly*, November 4, 1925, pp. 25ff. In an interesting and common-sense way the author tells how advertising helps to make the world a better place to live in.

### SEASONABLE DISPLAYS FOR JANUARY AND FEBRUARY.

Prescription department	First aid kits
Lung protectors	Hospital supplies
Chamois vests	Combs and brushes
Medicine cases	Face creams and lotions

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### GOVERNMENT AND BUSINESS.

President Coolidge, in his address before the New York Chamber of Commerce last month, said that there should be the largest possible independence between Government and business. “Each ought to be sovereign in its own sphere,” he said. “When Government comes unduly under the influence of business, the tendency is to develop an administration which closes the door of opportunity; becomes narrow and selfish in its outlook, and results in an oligarchy. When Government enters the field of business with its great resources, it has a tendency to extravagance and inefficiency,

but, having the power to crush all competitors, likewise closes the door of opportunity and results in monopoly. It is always a problem in a republic to maintain on the one side that efficiency which comes only from trained and skillful management without running into fossilization and autocracy, and to maintain on the other that equality of opportunity which is the result of political and economic liberty without running into dissolution and anarchy. The general results in our country, our freedom and prosperity, warrant the assertion that our system of institutions has been advancing in the right direction.”