

"The past year has witnessed the visits of both private and semi-official European trade missions to various countries in Latin America. These are being preceded and followed up by floods of propaganda literature, Spanish and Portuguese trade reviews, periodicals, pamphlets, etc., from England, Germany, and Italy. Canada is also contributing a Spanish trade review."

The Department of Commerce maintains 10 offices in Latin America whose function it is to keep American business currently advised of these and a multitude of other elements of change in international trade relationships. That the American business community appreciates in fuller degree the work of this service agency is disclosed in the 7000 trade inquiries handled each day through this Department, a ten-fold increase in the last four years. But even of greater significance is the obvious recognition on the part of our business men that current information is indispensable to export operations and that our foreign sales organizations to be practically effective must comprise mobile units capable of absorbing temporary set-backs, and equipped with tactical knowledge and power to push forward, retreat, or concentrate as competition or local conditions affect the area of our advance into the world's markets.

"Finally, the American exporter interested in the Latin American market has come to realize that there is no such thing as trade conquest, that is, all gains in the world's markets must be made on the basis of continuing service if they are to be held permanently. This is discouraging speculative enterprise and encouraging the entrance into this great Latin-American market of the best elements in our commerce and industry. And they are proceeding on the basis that trade with our Latin neighbors must advance on the basis of reciprocal advantages, that with every upward lift of American sales or investment there must be commensurate improvement in the economic well-being of the peoples of that great area."

Coöperating with all divisions of the drug trade the foregoing portions of Dr. Klein's address have a rightful place in these columns. Also, the U. S. Pharmacopœia is printed in Spanish and is coming into more general use; the publication of a Spanish edition of the NATIONAL FORMULARY might be considered. American pharmaceutical and chemical manufacturers enjoy the confidence and patronage of the South American drug trade.

E. G. E.

OFFICERS-ELECT OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

Chairman E. V. Howell and his associates, J. G. Beard and E. V. Kyser, on the Board of Canvassers have announced the result of the vote by mail for officers of the AMERICAN PHARMACEUTICAL ASSOCIATION, as follows:

President, Theodore J. Bradley, of Massachusetts; *First Vice-President*, George Judisch, of Iowa; *Second Vice-President*, Arthur G. Hulett, of Arizona; for *Members of the Council*: James H. Beal, Illinois; Charles H. LaWall, Pennsylvania; and William B. Day, Illinois.

The officers-elect will be installed at the meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION in Philadelphia, during the week of September 13th.