

5 cents, or 60 cents and selling costs twelve times 8 cents, or 96 cents, a total of \$1.56.

With a gross profit of \$2 and expenses of \$1.56, his net profit from the sale of a dozen, thus, was 44 cents, twenty-two times as much as was the case when stock was not sold in the order in which it was received. This is one of the most important reasons that many druggists do not earn the profits they should from the operation of their stores. One important characteristic of drug store salespeople should be, therefore, a recognition of the effect of these conditions upon drug store profits; also that most merchandise is subject to the competitive prices of stores in which the overhead is less because of greater volume of sales—the fact points out that development of the professional character of the service, to a certain extent, limits competition to those who have more closely related viewpoints.

Other characteristics vital to successful personal salesmanship in drug stores in any of the three types of sales enumerated before in this article, will be the subject of the next article in this series.

PROFESSIONAL PHARMACY EXHIBIT AT WISCONSIN PHARMACEUTICAL ASSOCIATION.

One of the unique features of the 1932 Wisconsin Pharmaceutical Association Convention will be that of a complete professional pharmacy set-up in the Hotel Schroeder, Milwaukee, Wisconsin, July 12th to 14th. This undertaking is being sponsored by the University of Wisconsin School of Pharmacy, through Dean Edward Kremers, in cooperation with Merck & Co., Inc. The exhibit will include three 15 x 15-foot sections, one section for a modern prescription shop; a second for a library reference room and the third for a reception room. In the prescription shop, the special type prescription desk will be featured. Members of Pharmacy will be engaged in the actual compounding of prescriptions during the convention dates. There will be a nurse in charge of the reception room as well as a number of members of the faculty engaged in library reference work in the library. The audience will be seated in front of this forty-five-foot exhibit space and will be privileged to witness the entire procedure during which times a series of four lectures dealing with professional pharmacy will be delivered by Prof. Anton Hogstad.

The Southwestern Bell Telephone Company is cooperating to the extent of installing a modern switchboard with a number of trunk lines as well as private lines. One or two of these private lines will be extended to places

in the audience so that the pharmacists and physicians in attendance will be privileged to telephone in prescriptions and then to actually witness the entire procedure.

RESOLUTIONS OF TEXAS PHARMA- CEUTICAL ASSOCIATION.

Texas Pharmaceutical Association adopted resolutions as follows:

In opposition to various forms of increased taxation.

Commending the high standard of excellence of the School of Pharmacy, University of Texas.

Favoring development of a four-year course in pharmacy.

Commending Hon. Clyde Kelly and endorsing Capper-Kelly Bill opposing combination deals.

Condemning methods subversive to the principles of Fair Trade practice.

Condemning the practice by the press of referring to narcotic raids, and the like, under the term of "drug." Condemning also similar application in moving pictures.

Endorsing the President's recommendation of county organization work.

Expressing approval of the work of Secretary Walter D. Adams and the national recognition given him as President of the AMERICAN PHARMACEUTICAL ASSOCIATION.

Urging the passage of a measure by the state legislature which will prohibit unfair competition, patterned after the Federal Trade Commission Act.