



—Dallas News Staff Photo.

Leaders in the newly organized Independent Druggists League in Dallas include (standing, left to right) Marvin Hall, F. F. Bell and J. B. Clark, and (seated) Gene Watts and Howard Hestand.

## Independent Druggists Organize to Compete

Dallas independent druggists have taken steps to organize for competition against the chain drug stores and the discount houses that have been cutting into their business.

More than 70 of the independents in Dallas and the surrounding North and East Texas area have formed an Independent Druggists League, a voluntary non-profit association organized by Aylin Advertising Agency of Dallas with the technical assistance of McKesson & Robbins, a wholesale drug firm serving this area.

The point of the new organization is to help the independent

druggists with improved and expanded advertising and merchandising services to permit them to compete against the bigger firms in the field.

The I.D.L. group is planning a program of training sales personnel, store layout and design, and even assistance with store location when necessary.

Business of the new Dallas I.D.L. will be directed by an advisory committee, which has just been elected by the member firms by secret ballot.

Elected to three-year terms were E. N. Slayton of Harrell's Gaston Avenue Pharmacy, Dallas; Gene Watts of Watts Bros. Pharmacy, Gainesville; and Marvin Hall of Hall Drug, Kilgore.

Elected to two-year terms were Jack Phillips of Jack Phillips Drug, Dallas; H. A. Hestand of Hestand Pharmacy, Sherman; and Claude West of Claude West Pharmacy, Wichita Falls.

Elected to one-year terms were F. E. Bell of Highland Park Pharmacy, Dallas; J. B. Clark of Clark's Drug, Greenville; and J. A. May of May Drug, Jacksonville.