

Dinsmoor, K. (1994). A farewell to Gerbrands. *Journal of the Experimental Analysis of Behavior*, 62, 445.

Those readers interested in JEAB's history may wish to make special note of this issue: it is the first since JEAB began publishing 37 years ago that does not include a Gerbrands advertisement. Gerbrands Corporation, formerly Ralph Gerbrands Company, has announced that it has closed its doors as of September 30, 1994.

Ralph Gerbrands began building apparatus for psychological experiments at Harvard University in 1929; one year later, he produced his first piece of equipment for commercial sale and cut his work week at Harvard back to three days in order to devote two days per week to his business. After having spent 42 years as head of the Harvard shop, he retired from that institution in 1971.

In 1958, Ralph Gerbrands made a donation to JEAB and paid in advance for his first advertisement, thus ensuring that the printing bill for the first issue could be paid. During the mid-1960s, he typically ran four pages of advertising in each issue -- and in one issue in 1967, he had eight pages, a record that remains unbroken to this date. When Ralph retired from the company in 1973, management was assumed by his son, Robert, who had joined the company in 1968, and the special Gerbrands/JEAB relationship continued. (For more details about the history of Gerbrands, see Dinsmoor, 1987.)

Gerbrands' contribution to operant research in general and to JEAB's well-being in particular is again gratefully acknowledged. Although we treasure all of our advertisers and periodically remind our readers that they should do the same (our low subscription rates are due in no small measure to our widely envied advertising section), Gerbrands Corporation has a special place in our hearts. We wish for all those connected with this steadfast and loyal company success in their future endeavors. *Vale et salve.*

REFERENCE

Dinsmoor, K. (1987). A special tribute to Ralph Gerbrands. *Journal of the Experimental Analysis of Behavior*, 48, 513-514.