

## Section on Commercial Interests

Papers Presented at the Sixtieth Annual Convention

### MINUTES OF THE SECTION ON COMMERCIAL INTERESTS.

FIRST SESSION—Tuesday Afternoon, August 20, 1912.

The first session of the Section on Commercial Interests was called to order at 3:30 p. m., in room 811 of the hotel, by Chairman Ernest Berger, of Tampa, Fla.

The Chairman announced as the first order of business the reading of the Chairman's address, and W. C. Anderson, of Brooklyn, was asked to preside while that was being done. (See September JOURNAL, p. 968.)

The acting Chairman called attention to the fact that there are two or three sections in the address that were tantamount to recommendations, and should be considered as such.

Mr. Charles Gietner, seconded by Mr. Claus, moved to receive and refer to a special committee of three, and the motion prevailed. Thereupon, the acting Chairman appointed Messrs. Charles Gietner, Otto F. Claus and Charles R. Sherman as a Committee on Chairman's Address.

Mr. Berger resumed the chair, and stated that the first paper on the program was one by A. V. Pease, of Fairbury, Nebr., entitled "Retail Advertising." Mr. Pease presented his paper.

The Chair stated that, before taking any action on this excellent paper, there was another paper entitled "The Personal Element in Advertising," by John R. Thompson, of Pittsburg, and it might be well to read this paper and discuss both at the same time, if Mr. Pease did not object.

Mr. Pease indicated that this would be entirely satisfactory to him, and the Chairman stated that inasmuch as Mr. Thompson was not present he would ask Mr. Craig, of New York, to read the paper, which he did. (See November JOURNAL, p. 1255.)

The Chair invited discussion on these splendid papers on advertising, and Mr. B. P. Philip, of California, led off, being followed by C. R. Sherman, A. V. Pease, W. C. Anderson, G. C. Kendall, and the Chairman.

On motion of Mr. Anderson, seconded by Mr. Kendall, the papers were referred for publication.

A paper entitled "Cooperation," by Wilhelm Bodemann, of Chicago, was, at request of the Chair, read by Mr. Lichthardt, in the absence of the writer.

The paper was discussed by Messrs. Lichthardt and Anderson, and, on motion of Chas. Gietner, Missouri, seconded by R. H. Lehman, New York, was referred for publication.

A paper by Frank E. Mortenson, of Pueblo, Colo., entitled "Some Every-Day Problems," was read by the author.

The paper was discussed by Messrs. Chas. Holzhauer, G. C. Kendall, C. J. Clayton, W. B. Philip and W. H. McCutcheon. On motion, the paper was then received and referred for publication.

"Capitalizing Individuality" was the title of a paper by Secretary Hugh Craig, which was presented by the author.

This paper was briefly discussed by F. W. Meissner and the Chairman, and, on motion of Otto Claus, received and referred for publication. (See November JOURNAL, p. 1256.)

At request of the Chair, the Secretary, in the absence of the writer, presented a paper by B. E. Pritchard, of Pittsburg, entitled "Are You Alive?" (See October JOURNAL, p. 1141.)

There was no discussion of this paper, and, on motion of Mr. Claus, seconded by Mr. Anderson, it was received and referred for publication.

Secretary Craig, at request of the Chair, read a paper by Wilhelm Bodemann, who was not present, bearing the title, "Don't Be Afraid of Your Shadow."

The paper was briefly commented upon by F. W. Meissner, and, on motion of W. J. Frazier, duly seconded, was received and referred for publication.

The Chair announced that this concluded the reading of papers on the program, and, on motion of Otto Claus, the Section adjourned to meet Thursday morning at 10 o'clock.

#### SECOND SESSION—Thursday Morning, August 22, 1912.

The second session of the Section on Commercial Interests was called to order by Chairman Berger at 11 o'clock a. m. in room 801 of the hotel.

On motion of C. J. Clayton, seconded by F. W. Nitardy and carried, the Chairman appointed the following members to constitute the Committee on Nomination for officers of the Section for the ensuing year: C. J. Clayton, Colorado; Hugh Craig, New York, and B. P. Philips, California.

On motion of Mr. Clayton, seconded by Mr. Nitardy and carried, the Chairman at this time called on Otto F. Claus to present the report of the Committee on Chairman's Address, which was as follows:

#### REPORT OF THE COMMITTEE ON CHAIRMAN'S ADDRESS OF THE SECTION ON COMMERCIAL INTERESTS.

We second the strong endorsement given in this address to cooperative manufacturing and distribution by the retail druggist, but would, at the same time, suggest that while it is the manifest duty of the stockholder and retailer in every way in his power assist loyally in the sale and distribution of any article furnished by any company with which he is affiliated as agent and stockholder, it is also the imperative duty of such corporation or company to use the greatest skill and vigilance at its command to the end that no article shall be furnished to any agent that is not of the highest quality in all respects, so that credit may attach to said dealer or agent by the sale of such article.

The committee also approves the recommendation that a reasonable sum be set aside from the general fund of our Association for this purpose, leaving the same to the Council as to the amount required.

OTTO F. CLAUS, Chairman.  
CHAS. R. SHERMAN.  
CHAS. GIETNER.

On motion of Mr. Nitardy, seconded by Mr. Clayton, the report of the committee was unanimously adopted.

The Chair called for new business, or any suggestions from members of subjects for further discussion, whereupon Mr. Pease suggested as a subject for discussion at the next meeting "Cooperative Buying, Selling and Manufacturing," and Mr. Blakeslee suggested "Causes of the Commercial Trend in Pharmacy."

On motion of Mr. Clayton, seconded by Mr. Pease, the Section adjourned to 1:30 o'clock p. m.

ADJOURNED SECOND SESSION—Thursday Afternoon, August 22, 1912.

Chairman Berger called the session to order at 2 o'clock p. m., and called upon Mr. Sholtz for a discussion of the subjects "Cooperative Buying, Selling, and Manufacturing," and "Causes of the Commercial Trend in Pharmacy," which had been suggested and agreed on at the morning's session.

Mr. Sholtz responded to the invitation of the Chair at considerable length, and was followed by Messrs. L. J. Blakeslee, H. C. Washburn, F. W. Nitardy, C. Osseward, C. J. Clayton, A. V. Pease, G. C. Kendall, W. A. Dick, H. H. Whittlesey, B. P. Philips, M. Noll, G. M. Andrews, J. C. Burton, H. M. Faser, L. C. Godbold, and W. C. Anderson.

An invitation to adjourn and attend the session of the House of Delegates was communicated by J. C. Wallace, Pennsylvania. This was opposed by A. V. Pease, Nebraska, and, on motion by F. W. Nitardy, Colorado, seconded by Louis Emanuel, Pennsylvania, and amended by C. J. Clayton, Colorado, the Section extended its thanks to the House of Delegates for the invitation, which it was found necessary to decline, on account of the pressure of business.

The Secretary read a motion submitted by Wilhelm Bodemann, Illinois, having to do with the distribution of samples of nostrums.

Hugh Craig, New York, moved that this be referred to the House of Delegates. O. F. Claus, Missouri, offered an amendment that it be referred to the general session. W. H. McCutcheon, Oklahoma, moved to table the resolution. None of these motions being seconded, M. Noll, Kansas, made a motion that it be referred to the general session. This was seconded by O. F. Claus, Missouri, and duly carried.

C. J. Clayton, reporting for the Nominating Committee, offered the following nominees: Chairman, A. V. Pease, Nebraska; Secretary, W. R. White, Tennessee; Associates, H. C. Shuptrine, Georgia; G. C. Kendall, Mississippi, and W. H. McCutcheon, Oklahoma.

On motion by O. F. Claus, Missouri, seconded by M. Noll, Kansas, the report was accepted. On motion of C. J. Clayton, Colorado, seconded by M. Noll, Kansas, the Secretary cast one affirmative ballot for the several nominees, and the Chairman declared them duly elected.

On motion of W. C. Anderson, New York, seconded by C. J. Clayton, Colorado, the reading of the minutes was dispensed with.

The matter of having printed papers with abstracts in the program for the

sessions of the Section was discussed by Messrs. Noll, Craig, McCutcheon, and Pease.

Escorted by O. F. Claus, Missouri, the newly-elected Chairman, A. V. Pease, and Associate W. H. McCutcheon (the only officers-elect present at the time) were duly installed.

On motion of M. Noll, Kansas, seconded by C. J. Clayton, Colorado, the Section adjourned *sine die*.

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### APPLIED COOPERATION.

WILHELM BODEMANN, CHICAGO.

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Cooperation is an old scheme; Webster found it on the list when he got out his dictionary in 1840, but applied to pharmacy, it cannot be denied that the N. A. R. D. is the mother and nurse of what is now known as the Age of Cooperation. Some of these concerns are a very boon, some a decided curse to pharmacy. Since it is not denied that the patent medicine traffic is a bane, nay a curse to pharmacy, any concern increasing this curse cannot but be injurious to pharmacy. My hope for better things is based on a cooperation between the two great national bodies, the A. Ph. A. and the N. A. R. D. May the N. A. R. D. help to commercialize the professional, and the A. Ph. A. reciprocate by throwing a shower of professionalism into the commercialist. An unsuccessful professional is a pitiable farce, and a danger, for with the unsuccessful goes limited capital, and a shortage in the exchequer is a mighty slippery path for the honest and conscientious. On the other hand an unprofessional commercialist is a menace and a disgrace. It is true we cannot all be scientific, but we can at least be honest. We need not be four-flushers. Let the two great bodies join hands and start a propagandum for honesty and for self respect. If the successful commercialist kicks about the decrease of prescription business, how can he expect a physician to patronize him, if this commercialist has flashy signs and ads about the "Great Liver and Bladder Regulator," his "Unfailable Cough Cure" and his "Peerless Bowel Panacea?" How can an honest man recommend his cough cure when he is unable to diagnose the cause of the cough, which can be due to tuberculosis, alcoholism or nervous derangement? How damnably wrong is it to traffic in life and health by stringing along a sufferer on a worthless bowel regulator, when perchance the knife is the only resort to save a life? If a patent medicine factory wanted to diagnose, how can it be done if a batch of nostrums is dished out regardless of the specific case? How can an individual pharmacist recommend such rot, when he doesn't know any more about the disease, except perhaps than that diphtheritis and hemorrhoids are located in different geographical sections of the anatomy.

Our cooperative thinkers have launched a number of beneficial schemes, saving the druggist in insurance expense, and in purchasing staples, and in manufacturing pharmal products, and in securing quality prices and ownership of