

Section on Commercial Interests

Papers Presented at the Sixtieth Annual Convention

THE CHAIRMAN'S ADDRESS:

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Our By-Laws provide that the Chairman of each Section shall prepare a *short* address, treating upon subjects connected with his Section. Therefore, in order to give ample time for reading of papers and for their deliberation and discussion, I have lived up to the "letter of the law" and have made my address *short*.

During my term of office I have arrived at a full realization of the beneficent results which the Commercial Section can produce for the commercial interests of our members and druggists throughout the United States, and I trust that all possible facilities be given this important Section.

A resume of the commercial activities in pharmacy during the past year would at this time only be a repetition of what you have already read in our several pharmaceutical journals. Unquestionably, no branch of pharmaceutical endeavor has made greater strides or kept abreast of the times more than our pharmaceutical journals, and worthy of special mention is our own JOURNAL and N. A. R. D. Notes. The value of the information our drug journals disseminate is, in my opinion, not as highly appreciated as it should be. We do not read nor gain the benefits we should from them.

I am glad to advise that we have secured some results through cooperation with State Associations by suggesting a subject to be discussed by them, as per Chapter 10, Article 3, of our By-Laws, and feel that great good can be accomplished by closer cooperation with these bodies, and suggest that steps be taken at this time looking toward this end.

Our sister Association, the N. A. R. D., has done great work during the past year and it is a pleasure to see the splendid feeling which exists between our two great national progressive and prosperous organizations. No opportunity should be lost to cooperate with the N. A. R. D. in matters of mutual interest and advantage to druggists throughout the country.

General business conditions during the past year have been very satisfactory and there is no question but that the commercial side of pharmacy has been extended very materially. New lines of goods have been added, more aggressive advertising campaigns have been inaugurated, and the propaganda movement which materially augments our profits has progressed.

Commercial cooperation among druggists has made splendid progress during the past year. One new cooperative company has grown to national proportions in this short time, having stockholders in every state in the Union, and are doing a splendid and growing business. This possibility is the strongest evidence of the increasing cooperative spirit among us; nevertheless, there is still room for

great improvement. I am reliably informed that only one out of every five members or stockholders in one of our national cooperative organizations cooperate by purchasing the goods which the company has to offer at a substantial saving. I find that the principal trouble is the fallacy "to wait for the salesman." Our day's work is made up of many duties, we deal in many small items and our hours are long, therefore the jolly salesman, with a good story on tap and a willingness to write down and mail in our order is a welcome and looked for visitor. Don't do away with him; it will be many a day before we can get along without him, but by all means let's protect our own interest by keeping our stocks replenished with goods on which we make more than a living profit and which are manufactured by enterprises in which we have some of our money invested. by using a two-cent stamp to mail in our order instead of waiting for a \$300 per month salesman (salary and expenses), thereby saving our profits and dividends. High cost of living, small profits, department store competition and cut prices can all be best combatted with by cooperation. However, in order to secure the full benefits we must all realize that it requires active, continual, substantial and enthusiastic cooperation. The half-hearted stockholder in a cooperative concern who counts on the next man to send in his orders, make window displays and introduce and push the goods, is a drawback instead of a benefit to his company and to himself. The very nature of a cooperative enterprise demands and requires for its success, and in fact its existence, the "operating together to one end" (cooperation) of its stockholders.

This Section can do nothing more commendable than to continue to encourage, assist and foster commercial co-operation among druggists. Honestly conducted and efficiently managed ones are a proven success, and will prove more profitable and beneficial as time passes.

I strongly urge that the scope of the Commercial Section be increased and a reasonable fund be set aside from the general fund of our Association for that purpose. The N. A. R. D. expends \$70,000 annually for the improvement of commercial pharmacy. How can we expect to accomplish anything without funds?

As stated in the beginning, I feel that there are great possibilities for results from well directed efforts by the Commercial Section and I strongly suggest that you deliberate wisely and select only a chairman and associates on this important Committee who have the time and facilities to give the work the attention it merits, and furthermore, who will agree to do so. We have never accomplished one-half we desired to, nor can we ever hope to accomplish as much as we would like during the sessions of this section. However, a live, wide-awake Committee, who are willing to sacrifice the time necessary and who will work during the interim of the meetings and gather information and statistics, will be in position to accomplish valuable results.

In conclusion, let me urge upon you the necessity of bringing our Section into line with the commercial progress which the drug business has made. We are following, when in fact we should be leading, and until we do we will gain only a small percentage of members from the ranks of business druggists, who, of course, are in the majority, and who are so desirable, in order to improve and increase the great work the American Pharmaceutical Association is doing.