

Speaking further, **Secretary Kelly** stated that the work of the Maryland Association was just along the line evidenced here, namely, a spirit of coöperation. He explained how this coöperation was effective in recent legislation that had been introduced into the Legislature. The pharmacists in Maryland are determined to run pharmacy within the state or as nearly as they can. In his opinion it was not possible for all states to conduct their affairs in the same way. He said that Governor Ritchie is an honorary member of the Association and attends most of the annual meetings. He knows what the pharmacists are trying to do and he is giving them good support. He stated that he is interested in Pharmacy because it is a public health activity and ought to be associated with other public health activities.

Secretary McCullough inquired whether the Maryland Pharmacy law was enforced by the Board of Health; **Secretary Kelly** replied that it was. To this end Dr. R. L. Swain was selected because the pharmacists of Maryland wanted a law enforcement by a man who knows the problems of the retail pharmacists. Prosecution is the last resort employed, educational means being used. Citing as an example of coöperation, he stated that when statistics were wanted for the National Formulary this work was done through the assistance of the inspectors who travel over the State and they have received almost 100% coöperation.

Secretary Kelly was asked how much time was given to the sectional meeting. He stated that whenever possible the meetings were concluded in one day.

Secretary Winne said that a district meeting had been held in Virginia along the lines of the Maryland plan. The session was held in Winchester. Virginia is divided into six districts, geographically. The meeting was held in the northern district, bordering on Maryland and pharmacists from the District of Columbia and Maryland contributed to the day's program. He was not prepared to say how successful meetings would be in other sections of the state, but the one held was quite successful.

President Beard said that the next item on the program was "Plans for Institute Work as an Association Activity." This was presented by **Secretary J. W. Slocum** of Iowa. It follows:

PLANS FOR INSTITUTE WORK AS AN ASSOCIATION ACTIVITY.

BY J. W. SLOCUM.

The activities of the Iowa Pharmaceutical Association have been varied in order to meet the particular need of the year and season. For three years our Association stressed coöperative advertising. This three-year program ended September 1, 1930, and we believe it was a campaign which made the people of our State more "drug store-conscious" than ever before. The contribution of the drug store to the community and the service it renders was particularly emphasized during this campaign. Nearly one million copies of carefully prepared advertising propaganda were distributed to the homes of the people each month.

Our latest plan of activity to which I wish to direct your special attention to-day is our *Business Institute Plan*.

For several years it has been our custom to hold district meetings in the Fall of the year, at least one in each Congressional district. These have proven worth while and have been feeders for our State convention. It is at these district meetings that we attempt to discuss matters that are of particular interest to the group assembled. This last Fall we contacted members of a group which had been holding Business Institutes for an organization of wholesalers and manufacturers, who had conceived of the plan as a service they could render for retailers.

They had appropriated a sum of money for this purpose and employed experts to go out over the country to hold these Institutes.

They proved to be very popular and very successful from the beginning and retailers have found them practical and helpful. The plan contemplates an afternoon and an evening session. The afternoon addresses will be given upon such subjects as Store Analysis, Store and Stock Arrangement, Stock Control, Credits, Budgetry, Personal Work and Advertising.

The evening session will be devoted entirely to Salesmanship and Selling. At the evening session it is planned to get every clerk and sales person within a radius of 50 to 75 miles to attend. It has been particularly noted that the efficiency of clerks has been greatly improved as a result of these Institutes.

As a secretary, it struck me as being of especial value to the druggists of my state, and I began negotiations to secure a series of these for October of 1931. I am glad to say I was success-

ful and have already visited each of the cities where the Institutes are to be held and arranged with the Chamber of Commerce for their coöperation. None of us ever reach a period where we cannot learn something new, and now when the air is full of talk of depression, it would seem an opportune time to suggest new ideas and promote a spirit of optimism and encouragement.

It is too often true that the owners of drug stores who have been in business for many years, hear these addresses on theory and up-to-date methods but go home and forget all about it. But the younger men begin to see that new and improved methods must supplant the old if any great degree of success is to be attained. One of our wholesale druggists has instituted a free service to retailers by employing an expert, who goes out with their contact man and plans with the retailer to rearrange his store in accordance with modern ideas.

Where this has been done there has been a notable increase in business and the work of the Institute of which I am speaking supplements this work and encourages men to adopt new and modern methods. If it is true that 300,000 independent retailers have gone out of business in recent years, there is a reason for it. It cannot all be attributed to the chain store and "cut throat price" warfare. When the pioneers of a business fail to grow with the development of the times there can be but one result.

And so we feel that in establishing this school of instruction, this school of modern methods, this forum of optimism and encouragement that we are performing a much needed service for the men of our profession.

At these institutes our plan is to hold a noon luncheon for all the druggists of the district as far as possible, and one of the Institute speakers will address the group on a subject of special interest to them, after which all will be given the opportunity of hearing the regular Institute program, which is open to retailers in other lines of business. These institutes have been held in North and South Dakota, Minnesota, and a few in northwest Iowa where requests for this service had been received from business men's organizations. After one of these meetings a druggist made the statement that it made an "8-cylinder" clerk out of a "4-cylinder" man for him.

Clerks are usually eager to get expert advice on salesmanship and this feature alone is worth the effort. We believe that this class of work has kept the volume of business better in drug stores than in any other line of retailing. Even in this period of depression, numbers of druggists have informed me that their volume has not materially decreased, and in some instances is just as good as in former years.

We believe that these institutes will lend encouragement to many retailers and help them to solve some of the problems that they are facing.

Our Association is also sponsoring, through its affiliation with the Northwest Pharmaceutical Bureau, a merchandising guide which is published each month in the *Northwestern Druggist*, our official publication. This consists of 8 pages of suggestions as to seasonable window displays, and goods to be featured each week during the current month. Many druggists are paying \$30.00 to \$50.00 per year for a similar service but this is being supplied without any additional cost whatever. Our Association as one of its service features sends this publication to every drug store in our state. In addition to listing, seasonable merchandise—companion sales are suggested as a method of increasing average sales. Directions are given for setting up the window displays as well as supplying copy for newspaper space.

One ingenious traveling man who saw the possibilities of this merchandising guide has had extra copies bound up in a sort of prospectus and has been selling it to other retailers for \$30.00 per year. These services we are rendering should be of considerable importance and we hope of great benefit. Our principal difficulty is to get them to appreciate what this service should mean to them in selling merchandise.

Secretary McCullough inquired whether there would be trouble in getting attendance. In reply the author stated that some districts are better than others in that respect. The attendance ranged from twenty-five to sixty. District meetings had been held in Iowa every year for quite a number of years.

Secretary Philip said that, in his opinion, it would not be long before the universities would be putting on a business course of some kind and, in his opinion, the secretaries of the State Associations would tie up with this work. He thought that Secretary Slocum's paper should be sent to all the members.

President Beard asked Secretary Haring how much balance there was in the Treasury. He stated \$211.00.

Secretary Philip suggested that the AMERICAN PHARMACEUTICAL ASSOCIATION would help in distributing literature.

President Beard stated that the next and last paper on the program for the afternoon is that by the Secretary on "What Services Can a Full-Time Secretary Render That Will Justify the Expenditure?" Secretary Haring replied that he had not prepared a paper but that the subject had been covered during the discussions. He asked that the President's address be considered. He said that if in Massachusetts the dues were collected by inspectors it would cost him his job. They would say that the effort was being made to influence the Board of Pharmacy. He did not know how much power State Boards had, but in Massachusetts the Board is quite powerful. Some of the members would consider it a case of oppression.

Secretary Philip said that at the next session of the Section on Education and Legislation he had two very short papers and in order to swell the attendance he hoped the members of the Conference would be present.

Secretary McCullough said that he hoped the members would attend in order to hear about the California Survey. Secretary Bingham stated that the developments of the last few minutes had persuaded him that prominent speakers should be in attendance at State Association meetings and he referred to several meetings that had been held. He was wondering whether arrangements could not be made to provide speakers for a number of the associations in consecutive order.

Secretary Oslin said that he thought the idea was good but did not know whether Arkansas could enter into such a program as the meeting dates were fixed by their constitution and by-laws.

Secretary Smith said the same thing obtained in South Carolina.

The First Session of the Conference was then adjourned.

SECOND SESSION.

The Second Session of the Conference of Pharmaceutical Association Secretaries was convened at 8:00 P.M., July 30th, by President Beard.

President Beard stated that before proceeding with the regular order of business he would like to bring the idea to the members of becoming an integral part of the AMERICAN PHARMACEUTICAL ASSOCIATION. The ASSOCIATION has been interested in the deliberations of this body and exhibited its interest, and has shown it every courtesy. He therefore suggested that the A. PH. A. be respectfully requested to give this body membership in the House of Delegates. He suggested that if the Conference concurred, that a committee be appointed to make the formal request of the A. PH. A. for representation in the House of Delegates. **Secretary Philip** made the motion. It was seconded and carried unanimously.

President Beard appointed Secretaries Philip and Slocum to act as a Committee for bringing the matter before the A. PH. A. and then if this representation is favorably considered the incoming President will be authorized to name a delegate, for the next meeting of the House of Delegates.

Secretary Haring asked consideration of the means devised for securing payment of dues of delinquents. He stated that it was very difficult to get dues out of a member after he had become delinquent for several years. In Massachusetts such a delinquent was taken in as a new member. He thought this was an important subject to consider.

President Beard asked Secretary Clayton to speak on the subject. He said that the Colorado Association received its dues through the Board of Pharmacy, the Board turning over \$1.00 of each annual renewal fee to the State Association and in return the person contributing the dollar is entitled to membership.

Secretary Hayman stated that his experience was that a personal letter would bring good results. He did not consider the formal letter of much value. In response to the last letter that had been sent out by him, 23% of the outstanding dues had been collected and 5% of those were of members in arrears for three years.

Secretary Philip remarked that he had sent copies of letters to the Secretary. Several years ago the association of which he is the secretary mailed registered letters to delinquent members and requested a "return receipt." The member in arrears was advised that he had

not been removed from the list but discontinued. In these letters he had attempted to show the value of the Association. Later, when a member was two quarters in arrears he received a special delivery letter, a registered letter with a return receipt demanded. Now, such a letter will be sent when the member is one quarter in arrears. It has been found that when the bill was small it was easier to collect.

The dues are \$21.00 a year and \$3.00 of this is turned over to the State Association; the \$18.00 goes to the *Local* in San Francisco and Alameda County.

Secretary Oslin said that the members in Arkansas pay up in October. The dues are \$10.00 a year for proprietors and \$2.50 for clerks; 167 have mailed in their checks recently. He did not send out bills or letters but covered the state in person. The Arkansas constitution provides that if a man is a member of the Association and does not pay his dues, he still remains a member for two years; after that time he is dropped.

Secretary Jones said that this problem had not come up in South Dakota because the membership is compulsory.

Secretary McLemore stated that this provision was covered in Oklahoma by the State law.

Dean Johnson said that every drug store in Oklahoma pays \$10.00 for a license.

President Beard inquired whether this took care of the proprietors also. He said that if the proprietor is a registered druggist \$1.00 goes to the Association. The owner pays \$10.00 to run a drug store.

President Beard asked what the members thought about making it compulsory on the part of every registered druggist to be a member of the Association. He preferred that the membership be entirely voluntary.

Secretary Kelly stated that in the Maryland Association an effort was made not to let a man become delinquent; dues are treated just like any other business obligation. A bill is sent out and then a statement every month thereafter. He said that in Maryland the state is divided and each division is presided over by a *vice-president* and an effort is made to have an officer of the Association personally interview every druggist. This has wonderful contact value and these *vice-presidents* endeavor to clear up any dissatisfaction that may exist.

President Beard asked Secretary McCullough what his plan was. He stated that he was a very poor collector. He thought the best results that had been obtained by him were from personal notations on letters sent out.

President Beard stated that the second oldest secretary in the country is in attendance and he asked him what his methods were for collecting. Secretary Smith replied that from a good many delinquents it is impossible to collect anything. If the member is too far in arrears he is dropped and taken in as a new member. He referred to a recent meeting at which there was an attendance of 70 druggists of which a large percentage were delinquents, but they participated in all the transactions of the meeting. He thought it was quite difficult to correct this without friction.

Secretary McCullough stated that they had blue badges for the members and the visitors were given red badges. The voting delegates are those with blue badges.

President Beard stated that in North Carolina the *Secretary-Treasurer*, is charged with the duty of registering members at the meeting. Each visitor or member who registers pays \$1.00 registration fee which entitles him to the entertainments of the meeting. The *Assistant Treasurer* has his books at the desk and makes use of them in collecting dues. At the last meeting dues from sixty members were collected in that way. As far as the election of officers is concerned, he said that in North Carolina the ballot is taken by mail and the ballots were limited to members who had paid their dues.

Secretary McCullough stated that the different colored badges presented a good idea, that in Indiana three different badges were used—three colors—one for the traveling man, one for the regular member and one for the visitor. Only members are allowed to vote and the president explains this several times during the meeting.

Secretary Smith said he had gotten his money's worth out of the meeting of this Conference.

President Beard called on Secretary Clayton for remarks on compulsory plan of membership. He stated that it was not compulsory membership in a strict sense. The Pharmacy Law simply provides that \$1.00 of each annual renewal shall be turned over to the Colorado Associa-

tion to be used for educational purposes and the advance of the art and science of pharmacy. In return for that those who have paid are entitled to membership; it does not say that they must be members. He agreed that this was somewhat evasive and it did not allow for selection of members, because any one paying the fee was entitled to membership. Another difficulty was that it gave only a limited income and it would be impossible for the smaller states to put this into practice. In the states wherein they have many members it is of value. He thought it was fair for a registered man to contribute to the upkeep of the State Association. It has been said that this provision was not constitutional but it has not been tested. The plan has been in effect in the Dakotas for many years and also in Texas and Oklahoma. The plan had greatly increased interest in the Association in Colorado; before this legislation was enacted the attendance at the annual meetings was, almost invariably, very small. Since then the attendance has gradually grown. He assumed that the members considered that as long as they paid for the up-keep of the Association that they might as well attend the meetings.

He pointed out that there might be some conflict between employers and employees especially in the matter of legislation and this had come up during the last session of the Legislature.

President Beard stated that he did not like the idea of involuntary membership. In his opinion to a certain extent it violated the code of ethics. In North Carolina the amount which can be obtained by the \$1.00 assessment would be comparatively small compared with what is received under their present arrangement. He referred also to the fact that by having the voluntary membership a member could be suspended or expelled for unethical practice and this would be rather difficult in associations that had the compulsory plan.

Secretary McCullough said that states contemplating legislation of this kind should ask that the State Board of Pharmacy pay over part of the money received for registration but not provide for membership in the Association thereby. Indiana does not provide membership through registration.

Secretary Kelly stated that if arrangements could be made to disseminate information more completely it would be of value to all the secretaries. If the information of activities in the different associations could be sent out to the secretaries of all the associations, it would be very helpful. He referred to the letter read by Secretary Hayman and said that he always looked forward to the monthly bulletins issued by him. He also asked that every secretary interest himself to make Pharmacy Week the best in its history. He stated further that he will be glad to see that information of the activities of the Maryland Association will be sent to all the secretaries.

Secretary McLemore was glad that this had been brought out and he wondered whether a resolution might be adopted to send out a questionnaire to each of the secretaries asking relative to the constitution and by-laws and information relative to their association activities which might be used to advantage. He made a motion that the Secretary of the Conference, therefore, be requested to send out a questionnaire to each secretary, incorporating in it questions for information. The motion was seconded and carried.

Secretary Oslin said he would like to have a list of every secretary together with the addresses.

President Beard said that was given in the roster of the JOURNAL OF THE A. PH. A.

Secretary Adams thought it would be a good idea for each secretary to submit questions to be included in the questionnaire. In all likelihood some would want information that others would, perhaps, not think of. That will assist the Secretary.

President Beard suggested that before getting out the questionnaire the Secretary should write to the secretaries and find out what information would be of value and then compile this data in the form of a questionnaire.

This was presented in the form of a motion, duly seconded and carried.

President Brown, of Pennsylvania, said he was substituting for Secretary Pilchard. He said that Pennsylvania had the same problems that other states had. They had some local associations that functioned by themselves and this interferes with what the State Association endeavors to do. Until about four years ago the northern section of Pennsylvania was very poorly represented. A county association was formed and started off with a dinner. There were more than 200 present. Dr. C. Leonard O'Connell came from Pittsburgh and addressed the

meeting. He stressed organization and the result was that the state organization membership was increased by 65 per cent. The Pennsylvania state dues are \$5.00 and the county dues are \$5.00. The county association has had several other entertainments which have proven successful. One occasion, an annual dinner was arranged, so that the physicians and pharmacists met during the same evening and after the close of the banquet there was a general discussion relative to matters that interested the members of both professions.

He said such items as cutting prices and the like were not taken up at these meetings. The County Association has contributed largely to the increase of membership in the State Association, and has been active in bringing pharmacists and physicians together. Among the subjects the principal ones dealt with the Pharmacopœia and National Formulary. In his opinion the greatest success in county organizations is through the personal interviews with pharmacists. Arrangements have been made for visiting every pharmacist in the county and this relationship has also brought about a larger attendance at the state meetings.

Secretary Harring asked President Brown what success they have had with store emblems. He replied that they use a sign which says "This store is a member of the Pennsylvania Pharmaceutical Association," therefore the members of the State Association are known. It does not cost much and they considered it a successful venture.

Secretary Hayman asked whether a new sign was given each year. The reply was in the affirmative.

Secretary Hayman inquired whether all used the sign and this question also was answered in the affirmative.

Secretary McCullough asked relative to the banquet whether the collection was made before or during the meeting; he was informed that this was done by personal visitation.

Secretary McCullough asked that other secretaries send him their constitution and by-laws.

Secretary Philip said that for eleven years they have had no constitution and by-laws. He contended that when the constitution and by-laws were not enforced there is a certain amount of contempt for the organization. If there is no constitution its actions become flexible.

President Beard stated that the Conference should embody at least a majority of state association secretaries. During the year he had written every president of the State associations telling them about the object of the Conference and requesting that the secretary attend the meeting. As a result several secretaries were in attendance at this meeting. He hoped that this year further effort would be made. He referred to the fact that in the JOURNAL OF THE A. PH. A. there is a roster of the officers of every state association which would enable the Secretary to address these officers telling them of the benefits to be derived, and asked for representation of the respective associations at the next meeting. He thought that each one present, if he had benefited by the meeting, could write a letter to the officers of other associations.

Secretary MacLemore stated that if it had not been for such a letter he would not have been here; he obligated himself to write a letter of this kind to every one of the presidents and be in attendance at the Toronto meeting.

Secretary Adams thought a letter should be sent to the president and another to the secretary.

Secretary Clayton moved that the incoming secretary be instructed to send to those who are here a complete list of the membership of the Conference.

Secretary Philip then presented an outline of the Philip survey and explained its purposes. A motion was made and duly seconded that the paper be published.

Secretary Philip stated that a summary of the article had been prepared and was being sent to every publication of the drug trade in the United States, Canada and Australia.

Secretary Clayton stated that he would like to have incorporated in the motion that the Conference express its interest in every way possible for surveys in the different states.

Secretary Adams said that Secretary Philip had started a movement which should be given, as far as possible, hearty coöperation. The coöperation of the Conference was expressed.

President Beard said that if Secretary Philip raises this movement to a living hope we will owe him a debt of gratitude. If he gets it through he has done something good and I know if anybody can get it through, he will.

President Beard referred to the fact that a member of the Conference had been elected President of the AMERICAN PHARMACEUTICAL ASSOCIATION, and he wished for Secretary Adams, soon to be President, a very profitable year, and a splendid year for the ASSOCIATION.

Secretary Adams thanked President Beard and stated that he was glad that he would have as his *First Vice-President*, the President of the Conference of Secretaries.

Secretary Philip was asked to report for the Committee on Nominations. He reported as follows: For *President*, Charles J. Clayton, Colorado; *First Vice-President*, Walter D. Adams, Texas; *Second Vice-President*, J. W. Slocum, Iowa; *Secretary-Treasurer*, Carl G. A. Harring, Boston. *Executive Committee*: Robert Wilson, Georgia; Rowland Jones, South Dakota; J. G. Beard, North Carolina; F. J. McCullough, Indiana; and E. D. Oslin, Arkansas. In due order the nominees were elected officers for the ensuing year.

President Beard installed the President-elect and wished for him a very successful year.

President Clayton thanked the members for the honor conferred on him. The other officers were inducted by the President-elect and all of them expressed their appreciation and thanks for the recognition given them.

Secretary Hayman moved a vote of thanks to the retiring president. It was carried unanimously.

President Clayton stated that the motion embodied a well-deserved tribute. That the retiring president had not only worked hard for the interests of this Conference but had done wonderful work on the Syllabus. He stated that Secretary Beard was somewhat impatient at times, and as a result when the members of a Committee do not come through with their work he goes ahead and does it himself.

Secretary McCullough stated that the report on the Philip Survey was most important and he moved an endorsement by the members of the Conference of the high motives which prompted the author. The motion was seconded and carried by vote. (This is embodied in Resolution No. 25, printed in the August JOURNAL, A. PH. A., page 810.)

President Clayton brought along with him a program gotten out by the Colorado Association this year. He remarked that the program not only paid for itself but \$600.00 were left to be divided by the Allied Drug Travelers and the Colorado Association.

By motion duly made and seconded a Final Session of the Conference of Pharmaceutical Secretaries was adjourned.

Dean G. A. Burbidge, in acknowledging his election to honorary membership in the AMERICAN PHARMACEUTICAL ASSOCIATION expresses his grateful appreciation, writes:

"I take it as a gesture of goodwill to the Canadian Association. As such it adds another link to the chain of courtesies and expressions of interest which you have held out to us in recent years. Our young Association is glad indeed to be bound in ties of friendship and helpfulness to yours, so rich in the knowledge and wisdom that comes from years of experience and a multitude of counsellors. Our members join with yours in the hope that these ties will be still more firmly knitted in our meeting next year.

"Will you please accept on behalf of your Association my warmest appreciation and thanks?"

We are advised of the omission from the list of registrants at the Miami meeting, the names of Prof. and Mrs. Clarence M. Brown,

of Columbus, Ohio, and of former president, A. PH. A., Charles Herbert Packard, of Boston, Mass.

CONGRATULATIONS.

Announcement has been made of the marriage of Emilie, daughter of Dr. and Mrs. Charles E. Caspari, to Dr. Charles W. Duden, St. Louis, on September 12th.

J. Bryan Pilchard, secretary of Pennsylvania Pharmaceutical Association, and Alice Martin Sheridan, of Pittsburgh, Pa., September 16th.

Eugene R. Selzer, life member of the AMERICAN PHARMACEUTICAL ASSOCIATION Cleveland Heights, Ohio, has completed his fiftieth year in pharmacy. He was apprenticed to the late E. A. Shellentrager, October 15, 1881. The latter was a loyal member of the A. PH. A.

Our fellow member **A. L. Morgan**, of Camden, Ark., is the treasurer of Coachita County.

Morris Kantor, member of the A. PH. A., is one of the lecturers at Hudson River State Hospital School of Nursing.