

he can prove in a few weeks' time, in the manner above, whether or not his judgment is correct and, therefore, whether or not further changes along the same lines should be undertaken.

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PURDUE UNIVERSITY PHARMACY EXTENSION DEPARTMENT.\*

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In addition to the Schools and Departments of Instruction, Purdue University maintains other branches of great importance to the public. The most valuable of these are the extension departments of the several schools. In all extension work at Purdue no correspondence courses are given, nor is university credit granted for attendance at instructive and educational conferences held by the departments.

The Department of Agricultural Extension, organized under an act of the Indiana State Legislature of 1911, has for its function the extension of knowledge and the carrying of the results of the work of the Experiment Station and of the School of Agriculture to persons not in attendance at the University. Its activities are manifold and various, reaching hundreds of thousands of farmers and others seeking a knowledge of agricultural practices and rural betterment.

Likewise, the Engineering Extension Service carries the benefits of engineering teaching and research to persons and industries in various parts of the state. Lectures are given to civic, commercial and industrial organizations. Bulletins and circulars are also issued. Conferences, classes and special schools are held by the University and at various other places in the state for the discussion of problems of interest to those engaged in public works, in manufacturing, and in public utility industries.

Several years ago, Dean C. B. Jordan, of the Purdue University School of Pharmacy, realized that many Indiana druggists had little or no opportunity to study scientific business organization and merchandising, and that there was no group to whom they could go to get impartial and confidential help. He, thus, evolved a plan to help these men cope with their business problems. The Pharmacy Extension Department was planned similar to those functioning in other Schools of the University, except that this Extension would be only for the use of the drug interests of the state.

This service is free to the druggist if the information can be given him from the office in Lafayette. If it is necessary for a worker to go to his store, the only charge made is traveling and living expenses of the worker, no fee being required. Since the Extension Department is in close contact with the retailing interests of the state, the manufacturer and wholesaler can use this service to their own advantage as well as to the benefit of their customers.

In the work of the Extension Department, which includes merchandising, retailing and other business problems, all correspondence and communications, reports, surveys and business analyses are kept strictly confidential, but the lessons learned from each are passed on to all druggists of the State. Information concerning a particular study cannot be obtained by the one for whom it was made.

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\* Section on Commercial Interests, A. Ph. A., Miami meeting, 1931.

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Thus, the service given the drug interest of the State is always confidential and impartial.

#### SERVICE RENDERED.

Since this work is new to pharmacy, much of the time of the Department has been spent in acquainting druggists with the service offered them. Approximately 5800 pieces of mail have left the office during the past 9 months, 3400 of which were second class, 1700 circular letters, and 700 regular correspondence. Letters received totaled 493, all of which, except about 200, asked for either definite information or for more information about the work of the Department.

At the beginning of the school year, five thousand folders were distributed to retail druggists of the state, pharmacy magazines, manufacturers, wholesalers and others interested in pharmacy. Eleven national drug publications, the *Indiana Pharmacist*, *Purdue Pharmacist*, *Domestic Commerce* and newspapers of the State carried stories concerning our work. Other channels of publicity were used to good advantage, so that nearly every druggist in the state now knows of this Department and the service available to him. Manufacturers and wholesalers have cooperated with us in acquainting the druggists of the State with our service, and we appreciate the help they have given.

As was stated, numerous inquiries have been received. Many of them have been for definite information covering problems in merchandising, advertising, financial statement analysis, marketing, etc. It is interesting to note that approximately one-half of these requests have come from drug interests outside of the State of Indiana, including, Illinois, Michigan, Ohio, Kentucky, New York, Wyoming, Texas, Oklahoma, Alabama, North Carolina, Florida and several others. Talks have been made before the general sales meetings of many of the wholesalers of the State. Numerous trips have been made over the State giving the druggists advice and telling them of the service offered.

#### DRUGGISTS' BUSINESS CONFERENCE.

Many business problems of the Indiana retail drug store operator were ironed out at the First Annual Druggists' Business Conference held at the University on April 8th and 9th. The two-day session, which included discussions by retailers, was held in connection with the Pharmacy Extension Department.

The purpose of the Conference was to discuss methods by which individual druggists could investigate the business activities of their stores and this was more than fulfilled. Most favorable comments were made by the 175 retailers who attended the meetings, all expressing their approval of the new movement to encourage pharmacists to study new business methods and accept ideas from others.

Nationally known men addressed the Conference on various phases of drug store operation, merchandising, new departments and side-lines and increasing sales. Throughout the meetings, they urged the retailer to sell merchandise on which a legitimate profit could be made. It was suggested that merchandise, on which competition was so keen that little or no profit could be made, be given as little advertising space as possible, and all selling efforts be placed on the products of those manufacturers who attempt to maintain price.

Two most instructive and interesting sessions were conducted by the retailers, both meetings being in charge of prominent retail druggists. Druggists from different parts of the state discussed problems peculiar to their localities, and told how they had been successful in profitably solving them. This feature of the Conference was voted to be the most beneficial of all, although throughout the whole session the retailer's view was considered instead of taking up generalities.

At all meetings, only the business phases of retail pharmacy were discussed, no mention being made of technical or professional pharmacy, except one address on merchandising the prescription department.

#### FUTURE DEVELOPMENT.

In addition to the work now being done by the Extension Department, it is hoped that many new services can be developed next year. Some of these now being planned are:

(1) *Educational Window Service*.—Educational and professional window displays are now being arranged. These will be sent to druggists over the state, who will send them on to others, following a definite schedule. This department has received so many requests for this service that two displays are being sent out during the summer. Again, the outstate druggists are interested in the Purdue Pharmacy Extension Service. It is hoped that the druggists will use these displays to increase their professional business and add a more ethical atmosphere to their store.

(2) *District Meetings*.—Through the coöperation of wholesalers and manufacturers, district meetings are being planned. These meetings will be held in the larger towns and cities of the state, and business and professional problems of the pharmacist will be discussed.

(3) *Bulletins*.—Bulletins are to be published on phases of retail drug store operation.

(4) *Accounting System for the Druggist*.—The Purdue Pharmacy Extension Department and the Indiana University Bureau of Business Research are co-operating on a joint study, attempting to find the most practical accounting system for drug stores of different sales volumes. These systems will be used in numerous stores for 6 to 8 months before being released.

(5) *Extension Work in Pharmacy* is a new adventure, and Purdue is pioneering in this field. As in all pioneering, it takes some time to prepare the ground for the seed, and this past year has been spent primarily in this effort. The Pharmacy Extension Department will stand or fall depending upon the use made of it by the druggists of the state. After working for one year, we feel very much encouraged and believe our Extension work will develop rapidly.

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The responsibility of members to the pharmaceutical profession is in the support given to its organizations so that these may function properly; coöperation means not only support but insistence in protecting public health and promoting general welfare and that the individuals be not swerved by selfish motives.