

SECTION ON COMMERCIAL INTERESTS
AMERICAN PHARMACEUTICAL ASSOCIATION.*

ABSTRACT OF THE MINUTES OF THE SESSIONS HELD IN NEW YORK CITY, AUGUST 28 AND 29, 1919.

FIRST SESSION.

The first session of the Section on Commercial Interests, A. Ph. A., was called to order by Chairman E. Fullerton Cook, August 28, at 9:30 A.M. All the officers were present. Otto Raubenheimer presided during the presentation of the Chairman's address.

Address of Chairman E. Fullerton Cook:

In deciding upon plans for this year's program, an embarrassment of material presented itself. One side, the market and trade situation, was of unusual importance because of post-war conditions, with its many adjustments, and an effort has been made to briefly cover this commercial interest.

Another specific field offered was that of the highly commercialized, department, drug store with its large financial, managerial, selling, and general business problems, which is rapidly demanding a place in the retail business world. While this phase of pharmacy appeals to many who have been trained as pharmacists, it finds its problems better and more fully covered by purely trade conventions, and therefore has not been specifically considered.

The side of commercial pharmacy, however, which finds a place in the interest of every pharmacist is that of scientific business training and the activities of the Section this year have, therefore, been concentrated upon such a program. Much discussion has been indulged in recently, and in fact for years past, over the old question of whether the druggist is a professional or a business man. The proposition has been advanced that two classes be established and a sharp line drawn in which the professional pharmacist is presumably to forego all business contaminations and live up to the dictionary definition of a profession, namely, "possess a liberal education or its equivalent and perform mental rather than manual labor."

To the other class is to be turned over the trading features of the modern drug business, accompanied, it is inferred, by a lower standing in the pharmaceutical, social world, but with financial returns to partially compensate for the social inequality. We are living in an age, however, where such distinctions are foolish and futile. This is a land of opportunity and the best man wins in the final contest, whether he bear the stamp of social distinction or has fought his way from the bottom, against great odds.

The discredit some would cast on business belongs to the past. To-day honesty, ability, liberal education, energy, and distinction may all be synonymous with the most successful business, and there is no place where mental rather than manual labor is in greater demand. The profession of medicine has been held up as an example of pure professionalism from which the commercial is eliminated but we need but think of the greatest medical men in America to-day, the Mayo Brothers, and see joined, hand in hand, splendid professional service and the keenest and most capable business activities.

The test of real men to-day is "service" and "purpose" rather than an artificial standard of social inequality from the past, and if pharmacy, in any of its varied phases, really serves humanity, honorably, then it is worthy of the utmost respect and a place among the best.

This academic discussion, therefore, of "professionalism" versus "commercialism" need be of little concern to the busy man who is honestly filling the place that circumstances have created.

Scientific business training in pharmacy is as important as professional training, and this combination in every college, whether of two, four or six years, will produce the trained pharmacist of greater ability. The most important universities of the land have accorded a place to scientific business in their curriculum and why should pharmacy fear its contamination, even for those fortunate few who can secure the Bachelor or Doctorate degrees in their scientific training?

The Commercial Section has, therefore, endeavored to present the basis for a scientific business training for pharmacists and has enlisted the coöperation of men who speak with authority. The papers are necessarily condensed but aim to give the essentials of the subject and to

*Papers with discussions will, hereafter, be printed apart from the minutes. It is understood, unless otherwise stated, that the papers were referred to the Publication Committee.

inspire an interest which will mean further investigation. Your Chairman has had in mind also the possibility that this series of papers might form the basis for a reference or text book on commercial pharmacy for druggists, to be edited by a committee of the Association, published by the Association, and offered to the colleges for use in their commercial departments.

I therefore suggest that the Section recommend to the Council of the American Pharmaceutical Association that a committee be appointed to prepare a copy for a text book on commercial pharmacy, using such material as may be available from papers presented to the Association in this Section, during this and former years, of course giving due credit, and adding what may be necessary, and that the Association then publish this book for use in the commercial departments of our colleges of pharmacy and for general sale. It is further recommended that any profit derived from its sale be used for the publicity work of the Association.

If pharmacists could have figures at their command which indicated the average relationship existing in the retail drug store between sales, first cost, expenses and net profit, especially if by departments, it would prove of tremendous value in controlling and adjusting business. I therefore recommend that a committee be appointed by the Chairman of this Section to collect such information as is available on this subject and report at the next annual meeting.

It is gratifying to note the development of pharmacy along scientific lines, and that this has already been made a commercial success in many places. Every encouragement should be given to this development and where it has been practicable to start clinical and bacteriological laboratories, trained pharmacists have been found ready to take up the work.

The most ultra scientific in pharmacy may also look with pride upon the record pharmacy has made in its response to the large moral questions of the day, which are so closely related to the business. Narcotic control, the campaign against venereal disease and its improper treatment, large sanitary community and home problems, and the prohibition situation, have all faced the pharmacist and in not one has he failed to respond actively and on the right side. Government officials have repeatedly praised pharmacy for its coöperation and valuable aid in the endeavors to enforce these laws and the right.

Following the recommendations of the By-Laws of the Association related to Sections (Chapter IX, Article VII) last year's Chairman proposed a subject for presentation to all state association meetings for discussion, with the request that a report be made of the discussion and this presented to the A. Ph. A. at this session. The subject suggested was "Pharmacy and Pharmacists after the War." As conditions were so materially changed by the unexpected signing of the armistice, officers of the Section this year felt that it would be unwise to ask for general discussion on this subject and therefore took no action.

Your Chairman has also felt that the plan possessed little merit and will therefore leave it to the Section to take such action this year as they may think proper concerning this recommendation of the By-Laws.

Respectfully submitted,

E. FULLERTON COOK.

On motion of C. H. LaWall, which met with a second, the Chairman's address was referred to a special committee of three.

The following papers were read, discussed and referred to the Publication Committee:

"Review of the Drug Market," by Harry B. French.

"A Workable Drug Store Policy that Will Win Success," by Henry E. Hynson.

"The Essentials of Accounting," by C. P. Couchman.

"Records—A Key to Business Success," by E. Fullerton Cook.

"Closer and More Profitable Relations between the Pharmacist and His Bank" (See p. 750, September issue), by Clarence O. Bigelow.

"Capital—Its Relation to Business" (see this issue of the JOURNAL), by H. S. Noel.

The Chairman appointed the following Nominating Committee: R. P. Fischelis, C. O. Lee and Jacob Diner.

The following committee was appointed on the Chairman's Address: Charles W. Holzhauser, C. H. Stocking and E. G. Eberle.

The first session of the Section on Commercial Interests was then adjourned.

SECOND SESSION.

The second session of the Section on Commerical Interests convened August 29 at 9:30 A.M. Chairman E. Fullerton Cook presided.

The following papers were read, discussed and referred to the Publication Committee:

"Possibilities of Manufacturing in the Retail Drug Store," by George M. Beringer, Jr.

"The Business Points in Establishing a Diagnostical Laboratory in the Pharmacy," by Jacob Diner.

The report of the Committee on the Chairman's Address was read by C. H. Stocking; on motion, being duly seconded, the report was adopted. It follows:

REPORT OF COMMITTEE ON CHAIRMAN'S ADDRESS.

The address of the Chairman of this section contains two recommendations. The first of these reads as follows:

"I therefore suggest that the Section recommend to the Council of the A. Ph. A. that a committee be appointed to prepare copy for a text book on commercial pharmacy, using such material as may be available from papers presented to the Association in this Section, during this and former years, of course giving due credit, and adding what may be necessary, and that the Association then publish this book for use in the commercial departments of our colleges of pharmacy and for general sale. It is further recommended that any profit derived from its sale be used for the publicity work of the Association."

In compliance with the suggestions set forth in the above recommendation, the committee recommends that the matter be referred to the Council of the Association for its consideration.

The second recommendation reads as follows:

"If pharmacists could have figures at their command which indicated the average relationship existing in the retail store between sales, first cost, expenses and net profit, especially if by departments, it would prove of tremendous value in controlling and adjusting business. I therefore recommend that a committee be appointed by the chairman of this Section to collect such information as is available on this subject and report at the next annual meeting."

It is recommended that such a committee be appointed and instructed to carry out the provisions of this recommendation.

(Signed), CHARLES W. HOLZHAUER,
E. G. EBERLE,
CHARLES H. STOCKING.

The reading of papers was continued:

"The New Employee—How to Select Him and Improve the Personnel of an Organization," by Earl H. Cone.

"Insurance for Druggists" (see p. 832, October issue THIS JOURNAL), by S. S. Huebner.

"Conservative Investments," by Homer H. Pace.

"Selling and the Professions," by Herbert W. Hess.

"Drug Store Advertising," by Robert P. Fischelis.

"Buying—How, When and Where—for a Retail Drug Store" (see p. 837, October issue THIS JOURNAL), by Charles W. Holzhauser.

The Nominating Committee presented its report, which was accepted; thereupon the ballot was spread and the following officers elected for the ensuing year: *Chairman*, H. S. Noel, Indianapolis, Ind.; *Secretary*, C. O. Lec, LaFayette, Ind.; *Associates*, A. B. Nichols, Phila., Pa.; Wm. P. Harrison, Richmond, Va.; Russell, Blackwood, Phila., Pa.

Mr. Blackwood expressed his appreciation of the work done during the year and at the Convention by the officers of the Section on Commercial Interests. He stated that these sessions had been the most successful he had ever attended, and moved a vote of thanks for the retiring officers. Charles W. Holzhauser assumed the chair for the time, and put the motion, which was seconded, and unanimously carried.

The Section on Commercial Interests was then adjourned.