

The nominees were elected. After installation of the officers a motion to adjourn was carried.

SECTION ON COMMERCIAL INTERESTS.

The first session of the Section on Commercial Interests was convened by Chairman Henry B. Smith at 9:45 A.M., August 27. The first order of business was the reading of the Chairman's address; it follows:

COLLEGE EDUCATION THE MAIN FACTOR IN SUCCESS.

By Henry B. Smith.

The guarding of your life and health, the guarding of your family's life and health is a vital question of your existence. Education is essential to obtain this protection. Pharmaceutical education is growing to be a dominant factor in insuring this protection. A student's mind must be properly trained so that he may become an observer and have initiative to do things. Independent thought and talent are a stimulus to original research. The medal man of his class may not prove to have been the best scholar. We all applaud a thorough-bred race horse, but the plow that pulls the plough makes it possible for us to obtain our food. The man who absorbs knowledge and retains it, ultimately does the best work. The Pharmacist is the Siamese twin of the Physician—they are interdependent. The Physicians' orders are prepared, checked and verified by the Pharmacist. Many errors are caught by the watchful dispenser and oftentimes a prescription is referred back to the prescriber. Occasionally, after an unsuccessful quest for the prescribing physician, the correct dose is dispensed by the pharmacist; it is, therefore, essential that the pharmacist should have the very best education obtainable to fit him for his calling.

Instructors and professors sort out and classify thousands upon thousands of ideas and facts, select the best and in well-chosen words transmit those pages of knowledge to a good proportion of willing brains.

Many students never acquire any knowledge after graduating from their *Alma Mater*; they are content that they have the right to practice their chosen profession; while others use their college education as a foundation only and are ever on the alert for advanced information, ideas and new discoveries, doing original research work, giving to posterity information upon which to build up the scientific structure.

Thousands of families are constantly making sacrifices to put their children through college. It is an old problem, but a new one each year to the family having members eligible for college education.

It is now obligatory in many states for the Licensed Pharmacist to be a graduate of a school of pharmacy. The drug store of to-day is as commercial as it is professional, and colleges of pharmacy should prepare their graduates for every condition they ultimately may have to face.

Statistics inform us that nearly 40 per cent. of those who started life as retail pharmacists later on took up other lines of livelihood and most of them successfully. Why? The answer is clear, it was the splendid foundation laid in youth that was instrumental in their ultimate success.

We occasionally find men who have acquired large fortunes. And when their success is analyzed they attribute it in large part to the employment of college-trained executives.

College men are more and more turning their attention to the many phases of commercial activities. Therefore the commercial side of pharmacy must have as much consideration in the curriculum of the pharmacy schools as the professional.

I wish to quote the following from one of our commercial writers—"The element of chance and speculation in business is yielding more and more to scientific organization and planning."

A higher education serves a valuable background to a successful commercial career. Select an institution of known integrity. Disregard remuneration, supply courage, with application and enthusiasm; success is bound to follow. Education, personality and perseverance are the good luck signs of success. Consequently, while college education is not the entire means of success, it is largely contributory.

C. C. Glover said in part—"I believe that all schools of pharmacy appreciate the fact that the element of business is continually becoming more important in pharmacy, and to that end we must prepare our students to compete with others who have had long training in commercial interests, business preparation, four-year college courses in business administration, and the like. To that end, our college, the University of Michigan, has recently added a year of elementary

economics to the three-year course in pharmacy. That is in addition to the usual courses in commercial pharmacy which have for many years been taught in pharmacy."

In answer to a question by Chairman Smith, Mr. Glover replied that the subject was obligatory.

Alfred Burnham said that in Massachusetts College of Pharmacy commercial pharmacy is being taught and also business administration. The students have an opportunity for arranging window displays; they are instructed in buying and selling, and their deficiencies are pointed out to them and reasons therefore; card writing is part of the instruction of the first year. The second-year subjects include accounting and law. Abstract problems, such as store location to the details of store management are parts of the senior course.

Chairman Smith asked whether persons not connected with the college were invited to address the students on subjects they were qualified to discuss. The speaker replied that this was part of the course and added interest and value to it.

(For reference, the questionnaire sent to retail pharmacists is reprinted and the questions will be thereafter referred to by number.—**EDITOR.**)

1. Should more attention be given to the teaching of commercial subjects in colleges of pharmacy? If so, why? If not, why not?
2. Is pharmacy, *as it is practiced* in your community, principally professional or commercial? Is there a trend away from, or toward, more professional practices?
3. Do you believe that a retail pharmacist is ever justified in recommending a remedy for a simple ailment? If not, why not? If so, in what instances?
4. Do you think a pharmacist should give first aid without compensation? Why, or why not?
5. Which do you consider the best and most effective sales stimulator, cut prices or service? Explain.
6. What, in your opinion, constitutes ideal service in the retail drug store?
7. What type of *recent graduate* do you find makes the best clerk, the one with long, practical drug-store experience and little technical knowledge or the one who has had much technical training and little practical experience?
8. Are you in favor of discontinuing the practical experience requirement in our state pharmacy laws? If so, why? If not, why not?
9. Are you supplying physicians in your neighborhood with all the biological products used in their office practice? If not, are you equipped to do so? Who is supplying them if you are not?
10. Do you believe that drug stores should be classified? If so, how?

Replies that had been mailed to the Section were read by Secretary Philip:

Dale G. Kilburn replied in the affirmative to the first question because it was necessary for producing a profit; he considered professional pharmacy as a permit for the other.

Paul Caldwell replied in the negative as follows: "No. It has been the intensive commercial training in pharmacy that has robbed it of the respect which it had attained through the unselfish efforts of that group, not so far back in the distant past. Commercial training confines itself to the demonstration of how to make a dollar without any regard to the color, taste or odor of that dollar. Any profession suffers in this atmosphere."

Secretary Philip, in commenting, said that the replies expressed the reasons why commercial pharmacy should be taught in colleges of pharmacy, so that the training may follow proper lines. In his opinion a "righteous" dollar could through such practice be earned—of a "delightful taste" and "exquisite perfume."

Joseph Jacobs replied by sending in the following comment:

TEACHING COMMERCIAL SUBJECTS IN COLLEGES OF PHARMACY.

A demand for men skilled to rule and guide the forces that move business in all its varying phases grows more and more persistent. Our Universities are recognizing this demand. In consequence they are maintaining departments in Merchandizing, Banking, Exporting and Importing, Efficiency Engineering, Commercial Law, Manufacturing and kindred subjects.

Besides the mental training these courses afford, the student finds here practical application of the principles of mathematics, the elements of geography, language studies, and applies

his chemistry, mechanics and physics. The teachings of these college courses cannot fail to broaden the scope and intensify the activities of the student, who, mastering them, enters on the practice of pharmacy as a profession and vocation. Earnest and intelligent attention to such topics, well taught, should become the pharmacist's best weapon, in the hands of intelligent and earnest men, in the "world's broad field of battle," and a source of comfort "in the bivouac of life."

As the student absorbs and acquires technical knowledge in the sciences taught, and learns the various sources and characteristics of medicines, their production, preparation and proper dispensing; as he witnesses the unfolding of the agencies of chemistry, mechanics and physics that apply to our science; it must broaden and widen his views and increase his skill to see further how this knowledge is to be used in all its practical applications. Commercial practices have a direct relation to all these branches of college teaching. More attention could well be given to them without impeding progress in the matters of scientific pharmacy. Science—the matrix of knowledge, wisdom and efficiency, hand-maidens—should advance with equal pace; then the comment of our ploughman poet would not so often apply:

"Poor human bodies are oft sic fools,
For all their colleges and schools."

J. H. Webster said that in his immediate section professional pharmacy was progressing; however, the reports differed. He commended propaganda by pharmacists of N. F. and U. S. P. preparations among physicians. Such endeavor is to be encouraged, for excessive preponderance of the commercial was developing criticism; people were beginning to question the right of pharmacists to special privileges.

Chairman Smith spoke of propaganda referred to by Mr. Webster in his section—the work is in charge of a committee and quite a number of Brooklyn pharmacists now have a full line of N. F. preparations, and they supply pharmacists with them who have more limited demand. One or more preparations are detailed at intervals.

The replies sent in indicated commercial trend.

J. H. Webster asked whether the testing of water and the like properly belonged to pharmacy.

Ambrose Hunsberger thought it was a branch of pharmaceutical work which should be encouraged. The pharmacy schools prepare their students for such activities and they can continue their studies. Medical men have not been modest in advancing such ideas and have strengthened themselves with the public by their interest in these subjects, which are as closely related to pharmacy. Pharmacists have lost opportunities, but others are still open to them that will gain for them a better recognition of the public.

He said that Philadelphia pharmacists were realizing the professional side more and more and that chain stores and department stores are stronger competitors in articles of merchandise than in items requiring pharmaceutical training; trade on merchandise can be diverted, whereas a professional reputation holds fast. The interest in discussion of pharmaceutical problems is growing, so that at local meetings the business matters are hurried through in order to discuss pharmaceutical subjects and propaganda.

Frank A. Jacobs, Secretary of the Canadian Pharmaceutical Association, extended greetings of the latter organization and extended a general invitation to A. Ph. A. members to attend pharmaceutical conventions in Canada. Conditions there, he said, evidently were very much like those in the States.

The answers received to the third question were affirmative, but the service should be rendered with due consideration of the pharmacist's responsibilities.

J. H. Webster referred to the address of Dr. Charters in which he spoke of what a pharmacist needs to know. The investigations indicated that some pharmacists were not as well posted on first-aid subjects as boy scouts—such as recognition of minor injuries, some of the eruptive diseases, etc. In a reply to a suggestion by him to Dr. Charters, that this might be a rather dangerous doctrine, the latter replied that public welfare was of paramount importance—pharmacies had become recognized as necessary first-aid stations and pharmacists should be educated and prepared to meet these requirements.

D. B. R. Johnson pointed out the danger of delay in consulting a physician. He stated that in the school of which he was dean first-aid subjects were part of the course.

Ambrose Hunsberger said that physicians sometimes err in diagnosing eruptive diseases; as many here know, cases first diagnosed as small-pox have turned out otherwise, and reversely. There were many questions involved which the pharmacist would have to decide with judgment and precaution, and this was not a matter to receive endorsement by this Section, at this time.

Theodore Wetterstroem emphasized the points of the preceding speaker and referred to some cases which resulted in damage suits; others of no greater significance brought praise from the individuals and community. He referred to an arsenical poisoning of a number in one family; all except one member were given the arsenical antidote by him and recovered. The mother did not seem to suffer as acutely as the others, having eaten less of the cake, consulted a physician who advised to "let nature take its course," and she died. He, Mr. Wetterstroem, received the praise of the family and community—it might have resulted otherwise; there is always an element of danger.

Joseph Jacobs sent in his comments on the two questions—"Should Retail Druggists Prescribe for Simple Ailments," and "Should Pharmacists Give First Aid without Compensation?" They follow:

"The science of medicine is more and more applying the principle of combatting and removing the causes of disease. Attempts are made, less often, merely to relieve the suffering, shown in symptoms. As these causes often lie deeply hidden in the mysterious domains of physiology, it is dangerous for a druggist to experiment with the alleviation of symptoms; unskilled treatment might make matters worse, or even cause fatal results, as remote consequences.

"We may well see how the druggist might degenerate into a veritable Dr. Hornbook, if he should, out of unwise sympathy or from motives of gain, undertake promiscuous prescribing to his customers. I commend to my brother druggists a careful perusal of Burns' famous satire: Death and Dr. Hornbook. Be it remembered that Death is made to say:

Where I killed ane a fair strae death,
By loss o' blood or want o' breath,
This night I'm free to tak my aith
That Hornbook's skill
Has clad a score i' their last claith,
By drap and pill.

"There are many simple, hygienic remedies, however, that the druggist may suggest in cases where the customer's ignorance or want of thoughtfulness indicate such suggestion, and the symptoms displayed are clearly due to insanitary habit or causes. Other similar cases will readily suggest themselves. 'Certainty First' could never prove to be a bad motto.

"It should be a gratification to the pharmacist whenever able to render 'first aid' in cases fallen to his share, irrespective of the personal wealth of the sufferer. If, on inquiry, afterwards, the patient thus aided, is found to be able to pay the cost of such aid, justice to his business requires the pharmacist to present his account, and collect the charges. Humanity, it seems to me, would dictate that no charge for personal service should ever be included in such cases, but only the fair worth of any materials furnished.

"Again my favorite poet:

A brother to relieve,
How exquisite the bliss."

F. W. E. Stedem stated that years ago he was located in a manufacturing section of the city and frequent non-hospital cases came to the store, such as removing particles of iron, splinters etc. He did not make a charge, but the families patronized the store when there was opportunity, evidently appreciative of the service.

A. H. King gave experiences somewhat related to those of other speakers; he made no charge for such service, but felt repaid and probably derived patronage thereby.

Chairman Smith introduced the next subject by saying that "service was productive of results; those who look for cut prices are in the minority and would not exist if it were not for the pharmacists who have not the courage to ask fair prices."

Turner F. Currens spoke along the lines of the preceding speaker; he said that customers who endeavor to buy at cut prices are not always accurate in their references to former purchases or prices they obtain at other stores.

A. C. Taylor brought points of preceding questions into his remarks. He had tried the ownership of three stores and cut prices and was unsuccessful. He then opened a store, with a purpose to give service and make use of his reputation with physicians which had been established; the business was largely in prescriptions and related work. When the war came on the Government occupied a building, back of the store, where several hundred girls were employed. There were no eating places in the neighborhood and he saw an opportunity for serving sandwiches and lunches. He ventured but was fearful of the loss of his prescription trade. Physicians who came to the store made no objection. Some of those served left prescriptions. During the influenza he sent out food. When these employees were no longer needed, this part of the business was discontinued, but many of the patrons of the days of the lunch counter still were customers of the store. In his opinion service was the thing.

William C. Anderson brought out some points of service as a patron; he said the conditions of the neighborhood have a bearing on what the store will be and, no matter what the conditions, service will win trade. He referred to the purchase of tincture of iodine—one, supplied in a cork-stoppered bottle and at another store in a proper bottle for such a preparation; in one store he had purchased ice cream—the carton was wrapped, but the warmth of the hands melted the cream; at another store the carton of ice cream was placed in a paper bag large enough to keep the warmth of the hands from the carton.

Thomas Stoddart said it was the service of the employees that built up a business and held the patronage; having the goods is another essential of business success.

Secretary Philip emphasized the need of saleswomen in the average pharmacy. Mr. Stoddart remarked that he had one store which catered largely to women's patronage and in all of his stores women were employed. Mr. Taylor expressed similar views. Mr. Webster said that the kind of service desired varies—some patrons wish to buy and leave, some want the convenience of a charge account; some like to be shown goods, others become impatient, etc.

The remainder of the morning session was taken up with a discussion of the seventh question, participated in by Messrs. Smith, Stoddart, Anderson, D. B. R. Johnson, Philip, Diner, Webster, Taylor, and others. The points of argument were for and against experience prior to entering colleges of pharmacy—the kind of experience gained by the apprentice in the stores, the practical experience given in colleges; legislation from various viewpoints—the college entrance requirements, the regulations of stores, etc. The consensus of opinions centered on the necessity of coöperation of the several divisions—the colleges should keep in touch with the requirements of pharmacies, and pharmacists should advise with the faculties; the apprentices should be young men who had given some thought to continuing in the work and not merely to be employed.

Chairman Smith appointed the following on the Committee on Nominations: William C. Anderson, J. H. Webster, Thomas Stoddart.

SECOND SESSION.

The second session of the Section on Commercial Interests was called to order by Chairman Henry B. Smith at 10:00 A.M., August 29.

The Chairman called for the reading of the following. It was read by Secretary W. Bruce Philip:

SHALL WE WAIT?

By Samuel S. Dworkin.*

I am not a pessimist but I have recently conducted a survey of conditions in the retail drug field in New York State and conditions as I find them are, to say the least, discouraging. What I have to say has its foundation in fact and if the note I strike is not a happy one, it is because the facts do not seem to warrant my being very optimistic. Pages could be written on the problems involved but I realize that time is limited and I shall be brief, trusting that the discussion will serve to direct attention to the importance of the matter in hand.

What is Pharmacy? Is it a profession, a business, an enterprise or a trade? It seems to me that as it stands to-day it is a combination of a profession, a business and a trade.

Only a comparative few stores stand out as professional pharmacies, fighting against the strong tide of commercialism—standing as a final defense of the profession against the tide that

* Chairman, Committee on Commercial Interests, N. Y. State Pharmaceutical Association.