

THE DEPARTMENT OF THE AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY

C. B. JORDAN—CHAIRMAN OF EXECUTIVE COMMITTEE, A. A. C. P., EDITOR OF THIS
DEPARTMENT.

Nearly all colleges of pharmacy are giving courses in commercial pharmacy because they appreciate the importance of this to the young man who goes into the average retail store. Whether commercial pharmacy is ethical or not is beside the question, because we must recognize the fact that the greater percentage of our graduates who go into retail pharmacy are expected to be familiar with the commercial side of the business. The following paper, "A Course in Store Management" by Professor LeBlanc is worthy of careful reading by all who are engaged in teaching commercial pharmacy.—C. B. JORDAN, *Editor*.

A COURSE IN STORE MANAGEMENT.

BY FLOYD J. LEBLANC.

Beginning with the school year of 1930, the South Dakota State College, Division of Pharmacy, will offer a four-year course and an advanced course leading to the Bachelor of Science and Master of Science degrees, respectively. In the four-year course a student, at the end of his second year's work, may major in any one of three branches of study that we offer, one of which is our course in "Commercial Pharmacy."

We have established in our School of Pharmacy a Model Drug Store with a complete drug stock which will be used as a laboratory for the instruction of our students in the various branches of "Commercial Pharmacy and Store Management."

We find that a large number of our students begin their work in Pharmacy without having had any practical drug store experience. Even students who do have experience are often found lacking in the fundamental principles of their business. The present-day proprietor is either too busy or lacks the inclination to instruct his apprentices. The apprentice is told to open and close the store at a certain time, and is occasionally taken to task for not doing his duties as the proprietor thinks they should be done. This was not the training that apprentices of years ago received. Where, then, are these apprentices and students without any practical experience going to obtain the knowledge they will need when they become fully registered pharmacists? Would not a Model Drug Store in a School of Pharmacy directed by an experienced man be an ideal place to gain such information?

Students without practical experience who graduate and go into the modern drug stores find themselves at a loss to solve many of the problems confronting them. They are at home behind the prescription counter, but the front part of the store is more or less a dense jungle to them. There are a thousand and one new pieces of merchandise with which they must familiarize themselves, and this cannot be done in a few days' or weeks' time. A customer enters and calls for a certain article. The man without experience probably never heard of this particular article and has no idea of the price or the size and shape of the package in which it is contained, and probably would not even know where to look for it;