

THE DEPARTMENT OF THE AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY

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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;

and if he did he would still have to search through various brands of the same product. He might find the article and maybe he would have to call one of the other clerks to help him. The waiting customer meanwhile would doubtless form a poor opinion of the service of that store.

A man with experience would immediately know where to look and what to look for. There would be no delay and no criticism on the customer's part.

A man without experience must get that experience somewhere. Up to the present time it has largely been at the expense of the store owners, but not with their full coöperation. It is our plan to give that student without experience the needed training in our Model Drug Store and thus make him a more valuable man to his employer immediately upon graduation.

Our course in Store Management will consist of both lectures and laboratory work—the laboratory work to consist of the actual handling of drug merchandise, arrangement and placing of such merchandise in the model store and show cases, and also the making of counter and window displays. In the handling of merchandise we expect to have certain students act as customers and others as clerks. The goods called for will be put up and wrapped by the clerks just as if they were being sold to a regular customer in a retail drug store. The student customers will ask questions as to price and quality and the clerks will be required to answer these questions. The clerks must also be prepared to give sale talks on the various merchandise displayed. This will necessitate outside reading on their part to learn the merits of the various lines of drugs and drug sundries to be sold. All of this work will be done under the direct supervision of the instructor who has worked in various types of retail stores.

The following is an outline of some of the topics to be discussed in the lecture room:

- A. *Study of drug store sites.*
 - 1. For establishing a new store.
 - 2. Buying an old store.
 - 3. Corner site vs. middle of block site.
- B. *In buying an old store or establishing a new store.*
 - 1. Analysis of business done or business that may be expected.
 - 2. Analysis of surrounding territory.
 - a. Rural or city trade.
 - b. Competition.
 - c. Other drug stores.
 - 3. Cash or charge business.
 - 4. Delivery.
 - 5. Doctors in community.
 - a. Prescription doctors.
 - b. Dispensing doctors.
 - c. Dentists.
 - 6. New lines to be profitably added.
 - 7. Hospitals.
 - 8. Board of Health and City Business.
 - 9. Lease.
 - 10. Rent.
 - 11. Amount of stock to be carried.
- 12. Good will (in buying old store).
- 13. Dead stock (in buying old store).
- C. *Arrangement of fixtures.*
 - 1. Which to be given the more prominent places and why?
 - a. Soda fountain.
 - b. R department.
 - c. Tobacco department.
 - d. Toilet articles.
 - e. Patent medicines.
 - f. Candy.
 - g. Rubber goods.
 - h. Sundries—kodaks — fountain pens, etc.
- D. *Selection of Clerks.*
 - 1. Number.
 - 2. Sex.
 - 3. Ability to draw business.
 - 4. Wages.
- E. *Ordering of Supplies.*
 - 1. Keeping of want books.
 - 2. Direct.
 - 3. Through salesman.

4. From regular wholesale houses.
 5. From mutual wholesale houses.
- F. Credit.*
1. Extended to customers.
 2. Credit of firm.
 - a. With local banks.
 - b. With wholesale houses.
 3. Taking of discounts.
- G. Policy of Store.*
1. Toward customers.
 - a. Is a customer always right?
 - b. Exchange of articles.
 - c. Guaranteed goods.
 2. Toward doctors, nurses, dentists and hospitals.
- H. Danger of overstock.*
1. Free deals.
 2. Special discounts on quantity buying.
 3. Buying unseasonable goods.
 4. Avoidance of dead or slow-moving stock.
- I. Obtaining confidence of*
1. Doctors.
 - a. By coöperating with.
 - b. No counter prescribing.
- c. No substitutions.
 - d. Handling U. S. P. products of reliable concerns.
 - e. By being "up on your profession."
2. Public.
 - a. Good quality merchandise.
 - b. Fair prices.
 - c. Neat and clean place of business.
 - d. Service rendered.
- J. Community spirit.*
1. Take part in worth while enterprises.
 2. Local commercial club and credit association.
 3. Rotary, Kiwanis, Fraternal and Religious organizations.
- K. Cost of doing business.*
1. Pricing of merchandise.
 2. Turnover.
 3. Profit on investment.
- L. Invoice.*
1. Fixtures.
 - a. Depreciation.
 2. Stock.
 - a. Unsalable.

The above is a tentative outline of our courses in Store Management to be developed against a background of business training which will be obtained by our students in the College of Commerce. Courses required in this curricula are as follows: Business English, Business Law, Business Mathematics, Business Administration, Accounting, Advertising, Insurance, Money and Banking, Salesmanship and Psychology. Besides these courses they will also take Economics and Sociology. In our own department they will take Store Management, Window Display and Lettering and Design.

In short, with a complete set of modern fixtures and the merchandise properly found in drug stores, we hope to give the student a knowledge of all the retail practices. Sales of any merchandise contained in our Model Store will not be permitted. It is not our purpose to engage in the practice of retail pharmacy, but we do expect to give training in its practices to those students who may elect that branch of pharmacy.

The course in Commercial Pharmacy may be elected in the Junior and Senior years after the student has been thoroughly schooled in the fundamentals of Chemistry, Pharmacy and Materia Medica.

INFLUENZA GERM.

Prof. Isadore S. Falk, of the University of Chicago, lays claim to having isolated the germ of influenza; he has found it to be a streptococcus. Other scientists question the discovery. R. W. Harrison, assistant professor

of biology at Southern Methodist University, worked in the laboratory of Dr. Falk during part of these investigations and has described the work carried on during this period in a letter to his superior, Dr. S. W. Geizor, head of the biology department, S. M. U.