

Section on Commercial Interests

Papers Presented at the Sixty-First Annual Convention

MINUTES OF THE SECTION ON COMMERCIAL INTERESTS.

FIRST SESSION—TUESDAY EVENING, AUGUST 19, 1913.

The meeting was called to order by Chairman A. V. Pease, of Nebraska, at 8 o'clock p. m., in the Convention Hall of the Grand Lodge, on Capitol Boulevard.

Associate C. G. Lindvall was asked to take the Chair while Chairman Pease read his Address. (See October JOURNAL, p 1267).

Mr. Day, duly seconded, moved that the Address be received and take the usual course, and it was so ordered.

Mr. Pease resumed the Chair, and introduced to the meeting Prof. F. E. Stewart, of Philadelphia, who delivered a very interesting and instructive stereopticon lecture on "Bacteriological Products."

At the conclusion of Prof. Stewart's lecture, a rising vote of thanks was extended for the excellent manner in which he had dealt with his subject, and the many valuable suggestions contained in it.

The Chair announced that at the session tomorrow evening a very instructive lecture would be delivered on the subject of "Scientific Salesmanship," by Mr. Ben R. Vardaman, of Iowa, and urged everyone to be present.

On motion the meeting adjourned.

SECOND SESSION—WEDNESDAY EVENING, AUGUST 20, 1913.

The second session of the Section on Commercial Interests was called to order by Chairman Pease at 8:20 o'clock p. m., in room "B" of the Grand Lodge. In the temporary absence of Secretary White, W. I. Gates, of Tennessee, acted for him.

The Chairman called for the election of officers for ensuing year as the first order of business, and suggested that it had been customary to elect a Secretary from the place of the next annual meeting, which in this case would be the city of Detroit.

Thereupon, C. G. Lindvall, of Moline, Illinois, was nominated for Chairman by Mr. Main.

Nominations for Vice-Chairman were called for, and Mr. Main nominated L. E. Seltzer, of Detroit, and the name of J. E. Peyton, of Shreveport, La., was also put in nomination. The Chair called for further nominations for Vice-Chairman, but none were offered.

Nominations for Secretary being called for, Grant W. Stevens, of Detroit, was nominated by Mr. Mason.

The Chair stated that before Mr. Vardaman began his lecture, which was the chief feature of interest upon the evening's program, he thought it would be

well to have a little discussion as to the relative importance of the Commercial Section in the work of the Association. "Shall this Section be entirely swamped by the professional side—the scientific side of pharmacy?" asked Mr. Pease; "or shall the Commercial Section be made alive, and made a real marker for the professional side of the Association?" He called on Mr. Holzhauer to say something on this subject.

Mr. Holzhauer said he thought this Section was of far more importance to the retail trade than the Scientific Section. That Section was all right, of course, but without the commercial end of the business the scientific side of it could not live. There would be no use for the latter if it were not for the former to give the science of pharmacy practical application. It was the commercial side of the business that furnished the dollars and cents to make the wheels turn. He was decidedly of the opinion that this Section ought to be considered one of the most important of the whole Association. He thought it would be a great mistake to crowd it out. The very object had in view when this Section was organized was to give opportunity for commercial matters to be threshed out more thoroughly in a separate Section, where all the time necessary could be given to them. When it first started, the Section had been allotted two or three sessions, and it was the understanding, as he recalled, if it worked to advantage it was to have more time—more time than was being allowed it now.

Mr. Main said he had always stood for the Commercial Section. He believed with Mr. Holzhauer that it was one of the most important, if not the most important, divisions of the American Pharmaceutical Association. Any pharmacist who regularly attended the meetings of this Association should, if he used his opportunities not only get a better idea of the scientific side of his profession from coming in contact with the teachers from the colleges and the men engaged in scientific research work, and from hearing their papers read and discussed, but he could get information enough from the retail druggists of the country, gathered together in the city where the meeting was held, to repay him for his time and trouble in coming to the meeting. He meant to combine with this, of course, the knowledge he would obtain from attending the sessions of the Commercial Section. Mr. Main said he considered the Commercial Section of the utmost value, and he thought it would be a sad day for the American Pharmaceutical Association when this Section was minimized, or put any more in the background than it was at the present time.

The Chairman asked: "Where are we to expect an increase in the membership of the Association to come from—from what source?" Mr. Main replied: "From the live men in the business, who are striving to advance their business interests."

Mr. Main then went on to say that he thought the custom of the Association of visiting different parts of the country in its annual meetings, thus coming in direct contact with the local druggists of the various communities, was of great value to the retail druggists. He himself had rarely come away from one of these meetings without bringing with him many valuable ideas, which, were he engaged in the retail business at this time, would be very valuable to him. He was always fond of telling the things he had heard and learned, he said,

before local meetings of druggists he attended from time to time, where they had the pleasure of gathering and talking to one another freely.

William E. Danhauer, of Owensboro, Ky., was the next speaker, and said that he was a retail druggist, and naturally looked to the Commercial Section for help in his business. He was not interested in college work at all, or the matters in which the college men were interested. He was interested in making a living, and he wanted the Commercial Section to help him to do it. He agreed with the speakers who had preceded him, that this Section should be regarded as one of the most important in the whole Association. From what he saw here, it was evident that the other Sections were drawing the interest of the members. This ought not to be true, but nevertheless it was, and the fact might as well be looked in the face. Like Mr. Main, he said he had never gone to a meeting of this sort but that he had brought back ideas that he could use in his own business. He might have a problem that had been worrying him all of his drug life, and would find at some meeting that some other man had solved that problem. On the other hand, he might have solved some question that had been worrying some other man. He said that he had no doubt that a large majority of the two thousand and more members of the American Pharmaceutical Association came from the ranks of the retail druggists, and there was every reason why the Commercial Section, which particularly represented their interests, should be looked upon and treated as a very important Section.

A. B. Anderson, of Vermont, said that, like the gentleman from Kentucky who had just spoken, this was his first experience in attending one of the annual meetings of the Association, and he was naturally more interested in this Section than in any other. He agreed that it was an important Section, as particularly representing the interests of the retail trade.

Chairman Pease said he thought perhaps every man in the room felt that the Commercial Section was the "heart of the Association," and he thought the members generally should realize that fact. It had seemed to him worth while to have this discussion, in order to make this fact plain, and to point out to the Association, to the membership in general, that its very life depended largely upon the commercial end of the business; that the growth of its membership and income depended on the rank and file, and not on the men who taught, or the men who were engaged in scientific research. He was so strongly impressed with this view, that he believed in the highest possible development of the commercial side of pharmacy, for where there was a large amount of interest on the commercial side there was the best opportunity for professional interest. This Section should be made very strong, said the Chairman; and in pursuance of this idea, and from personal acquaintance and knowledge of the man, he had invited to lecture here to night upon the subject of "Scientific Salesmanship," a man noted for the skill and force with which he handled that subject. Without further ceremony, therefore, he said he now wished to present to the Section Mr. Ben R. Vardaman, of Des Moines, Iowa, who would now address the members upon this subject.

Mr. Vardaman, before proceeding to deliver his address, stated that he had received an invitation from the Committee to attend this meeting a year ago, and had told his secretary, who had charge of his booking, that he wanted his

schedule arranged so that he could be here. He told a good story to illustrate why he particularly desired to be present on this occasion, and said that when Chairman Pease wrote him there was going to be a lot of pharmacists gathered here from all over the country, he was "sure that something was going to happen, and he wanted to be here and see it when it happened." He then proceeded with his lecture, which took up, practically, the remainder of the session.

After Mr. Vardaman had concluded his lecture, Chairman Pease said he did not believe there was a man present who had heard this lecture that did not feel that he could go home and make profit enough to make his expenses, and more than his expenses, to this meeting.

Dr. Lowe said if he were not out of the retail business, he would go home and try to follow out some of the things he had heard here tonight.

The Chair called on Mr. Lowe, of Philadelphia, to read a paper he had prepared on the subject, "The Causes That Lead to Success or Failure in Pharmacy."

There was no discussion of this paper, and it was received and referred for publication.

The Chair said he realized that all were tired after the strenuous time they had had, and if there were no suggestions to make on the "Question Box," the last item on the program, he would consider the meeting adjourned.

TELEPHONE COURTESY.

First impressions of men—and of a store—often outweigh much second-thought and argument. A good impression, in business, may mean the winning of a good customer. A bad impression—the result, perhaps, of only a little thoughtlessness, carelessness or lack of consideration—may on the other hand, be sufficient to undo the work of quite a lot of good advertising.

The use of the telephone in business is so great a convenience for the store and its customers today that the way in which telephone business is handled has come to be of very great importance. In the drug business, in particular, it is over the telephone in many cases that the store's first impression is made. The advantage, therefore, of prompt and courteous telephone service is at once apparent.

It requires a certain amount of patience, of course, for most 'phones have the knack of ringing just when a telephone call is the very last thing you want to be bothered with. Remember, however, that a telephone customer at the other end of the line is unlikely to make the allowance for delay that a customer at the counter may be willing to do.

If you are busy for the moment the one has an opportunity to see that you are busy, and may find something of interest at hand to offset the little delay; the other can only wait, become impatient, fume, and finally wonder why in the world her druggist doesn't pay better attention to his 'phone.—*Western Druggist*.