

THE CONFERENCE OF PHARMACEUTICAL ASSOCIATION SECRETARIES

ABSTRACT OF PROCEEDINGS.

The thirteenth annual meeting of the Conference was held in the Biltmore Hotel, Atlanta, Ga., during the sessions of the AMERICAN PHARMACEUTICAL ASSOCIATION and was indeed one of its most successful and beneficial meetings. The following states were represented by their secretaries:

Alabama	Illinois	Massachusetts	South Carolina
Arkansas	Iowa	New Mexico	Tennessee
Colorado	Kansas	New York	Virginia
Florida	Kentucky	North Carolina	West Virginia
Georgia	Maryland	Pennsylvania	

and several additional states were represented by association officials or by proxy.

The Conference met in joint session with the Section on Education and Legislation on Wednesday afternoon, August 23rd, at which time a review of legislative matters concerning the various states was given (see program of the Section, page 902).

On Thursday, August 24th, the Conference continued in session throughout the day. The sessions were resumed on Friday morning and due to the interest manifested ordered lunch served to the entire group, adjourning at approximately 4:00 P.M. As has been the procedure during the past few years the sessions were conducted in "round-table" fashion. Some thirty topics were informally discussed of which no formal record of proceedings was taken, making it impossible to disseminate the valuable information to those not in attendance. The value of these sessions cannot be too strongly urged, and every effort should be made to convince the state association officials of the value in having their secretary in attendance.

Fair Trade, of course, came in for its share of discussion, each of the secretaries related the conditions within their state. Much concern was felt concerning the adverse propoganda distributed to the consumer and the misinformation spread by the opponents of Fair Trade legislation. The following resolution was unanimously approved and adopted by the Conference:

"WHEREAS, opponents of 'fair trade' have in recent years put into effect a well-organized and wide-spread propoganda program among consumer groups, intended to poison the public mind against fair trade laws and druggists' activities thereunder, and

"WHEREAS the secretaries of the various state pharmaceutical associations feel and believe that such counteracting propoganda must be carried directly to consumers in a most effective way and without delay,

"Now, therefore, be it and it is hereby unanimously resolved by the Conference of Pharmaceutical Association Secretaries, in convention assembled at its meeting during the AMERICAN PHARMACEUTICAL ASSOCIATION convention at Atlanta, Ga., on August 24, 1939, that the National Association of Retail Druggists be urged to extend its public relations program along the lines of educational publicity, carried directly to the public through the medium of the newspapers, periodicals, radio and direct contact of consumer groups, such as college campuses, women's organizations, civic clubs and the like, with special emphasis on the merits, economic justification and consumer benefits of fair trade and unfair practice laws, and on the falsity, unfairness and misleading nature of the propoganda and publicity of the predatory interests; and that such 'direct to the consumer' educational publicity campaigns be instituted at once and actively continued and maintained."

The secretaries, in conference, again expressed the desire to hold a session or sessions at the forthcoming meeting of the N. A. R. D. in St. Paul. Tuesday afternoon, October 10th, has been set for the first session and these will be continued until the necessary work is completed.

State association secretaries should give warning to their members in regard to the sale of "Song Sheets." By "Song Sheets" is meant the sheets or pamphlets containing the words to popular songs. Dealers should be exceedingly careful that such material is obtained from known reliable sources, otherwise the retailer is subjecting himself to the possibility of a heavy

damage suit. The American Society of Composers, Authors and Publishers (commonly referred to as ASCAP) who holds copyrights on many of the popular songs has brought suit against a number of retailers in the East. Although the song sheet may contain 100 to 125 songs or more, the inclusion of only one unauthorized song subjects the seller to heavy damage and there is no way of escaping the penalty. As in most cases the retailer should beware of the peddler.

Concerning the "10% wholesaler discount," it was the opinion of the secretaries, after much discussion, that the problem needs prompt attention by retailers, wholesalers and manufacturers, but that it is not the most vital problem confronting the retailer. Secretary Plaxco of South Carolina in a survey covering stores in his state showed that for the average well-managed store the actual percentage discount under present conditions was only a fraction of 1% smaller than under former conditions. However, the whole problem is of vital concern to a large portion of drug stores, particularly those who of necessity must operate with a small capital. The problem of the retailer is to bring sufficient pressure upon the manufacturers to contribute their fair share of the expense of the distribution of merchandise. It is realized, of course, that this is a matter for the individual retailer and one which cannot be included as work of the various state associations. The manufacturer can and should contribute his fair share toward the cost of distribution in either one of two ways: (1) by reducing the list price without a proportional reduction in the minimum selling price, or (2) by increasing the "off list" to 28% instead of the now generally prevailing 21% off list. The Conference recommends and urges manufacturers to contribute toward this distribution cost instead of passing it on almost entirely upon the retailer, and recommends and urges the latter procedure rather than the former.

Some discussion ensued concerning the advisability of changing the Conference of Pharmaceutical Association Secretaries into a more formal organization or Association. President Irl Brite was instructed to appoint a committee to study the proposal, and if found advisable to make suitable provisions for such an organization; the Committee to report its findings at the forthcoming Conference to be held in St. Paul at the meeting of the N. A. R. D. President Brite appointed the following: J. J. Shine of Illinois, J. Lester Hayman of West Virginia, A. L. I. Winne of Virginia, Chauncey Rickard of Pennsylvania and Mrs. Clara B. Miller of Kansas.

The Conference went on record as unanimously endorsing the "Second Nationally Advertised Brands Week" which is to be held September 15th-25th and urged the various associations and their members to assist in every way possible to make the observance profitable to both the manufacturer and the retailer.

Active participation in the observance of Pharmacy Week was stressed, and Mr. John O'Brien of Omaha, Neb., Chairman of the National Pharmacy Week Committee, explained the program for the observance of Pharmacy Week. Excellent window display mats are available to the retailer but requests must be made for such material to the service wholesaler. Association secretaries are requested to bring this to the attention of the retailer and urge a more active participation in Pharmacy Week.

The Professional Relations programs of the various associations were commended and it was urged that state associations should more actively cooperate with the medical associations in carrying out such programs in the interest of the professions and the public.

Secretary Jos. J. Shine of Illinois presented for the benefit of the secretaries his survey on prescription volume as compared with the business done by other drug store departments. By the use of blocks Secretary Shine "pounds home" some valuable facts concerning sales and profits in the various departments of the drug store.

The following officers were elected for 1939-1940:

President, Mrs. C. B. Miller, Topeka, Kans.; *First Vice-President*, J. M. Plaxco, Due West, S. C.; *Second Vice-President*, Joseph J. Shine, Chicago, Ill.; *Secretary-Treasurer*, J. Lester Hayman, Morgantown, W. Va. *Executive Committee*: Irl Brite, Little Rock, Ark.; Otis F. Cook, Lansing, Mich.; Prescott R. Loveland, Trenton, N. J.

The newly elected officers were installed and the Conference was then adjourned.

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Three informal Sessions of the Conference were held in St. Paul, Minn., October 9, 10 and 11, 1939, in connection with the meeting of the N. A. R. D., with President Clara B. Miller pre-

siding. An additional session was devoted to a meeting with the Executive Committee of the N. A. R. D. in which arrangements were made for future sessions of the Conference at the meeting of this ASSOCIATION.

Attention was also given to publicity, to future meetings of the Conference attendance, type of material which should be discussed and who shall take part in the proceedings.

Consideration was also given to the following topics suggested by President Miller: (1) How Can We Build Our Association Membership? (2) How Can We Finance Our Associations? (3) How Can We Strengthen Our Organization for Effective Activity?
