

## SECTION ON COMMERCIAL INTERESTS, AMERICAN PHARMACEUTICAL ASSOCIATION.\*

ABSTRACT OF THE MINUTES OF THE SESSIONS HELD IN CHICAGO, ILL., AUG. 14 AND 15, 1918.

Chairman R. P. Fischelis called the first session of the Section on Commercial Interests of the American Pharmaceutical Association to order at 2.00 P.M., Wednesday, August 14, in Congress Hotel.

Owing to the absence of Secretary F. W. Nitardy, Hugo H. Schaefer was named Secretary pro tem; he occupied the chair during the reading of the Chairman's address.

Address of Chairman R. P. Fischelis:

LADIES AND GENTLEMEN: Many problems of a commercial nature have confronted the pharmacist during the year that has passed since we met in the city of Indianapolis—problems of more than ordinary importance and interest because many of them were directly concerned with the winning of the war or were the result of war-time conditions. In considering the subjects that might be touched upon in my address as your chairman—it became necessary to concentrate thought on a few matters which seemed to loom most important out of the great variety of subjects deserving of consideration.

We have therefore arranged our program so that one session might be devoted to a discussion of making our pharmaceutical man-power more efficient commercially, and the other session to a discussion of subjects connected, more or less directly, with the winning of the war.

In order that our discussions may be as broad as possible in the short time allotted we have asked some of our members to take up special phases or angles of the subjects under discussion and we trust that all present will feel free to speak their mind and give us the benefit of their views.

The subject matter of your chairman's address has been divided into two sections and is intended to introduce the topics to be discussed and the papers to be presented. But before going into the program of the day, permit me to call your attention to one of the rules of the American Pharmaceutical Association affecting the work of this Section, which, to the best of my knowledge, has not been observed for the past few years.

This rule requires the Section on Commercial Interests each year to select a topic for discussion at meetings of State Pharmaceutical Associations and the presentation of a summary of these discussions at the next annual meeting of the Section. No topic was selected last year so there is no summary to present. However, I wish to propose as the topic for the ensuing year: "Pharmacy and Pharmacists After the War." It is high time for us to be planning for the immediate future of both pharmacists and pharmacy. This war is causing world-wide changes in our mode of living, in science and in our industries. If we want to keep pace with the progress of the times we dare not wait until after-the-war conditions are upon us. I would therefore recommend that the incoming officers of the Section on Commercial Interests request every State Association to make a discussion of the topic suggested above a part of the program at their next annual meeting. The discussion might include such questions as the help problem, the problem of correct prices, our attitude toward imported merchandise, and other similar problems. I would further recommend that this subject be brought to the attention of the Council of the A. Ph. A. with the request that the Association take the initiative, or at least an active part, in any movement designed to meet the new conditions and protect pharmaceutical interests after the war.

The main topic before us to-day is more or less educational in its nature. We have heard the criticisms leveled at our colleges of pharmacy for not turning out graduates who are of greater value to their employers as far as the commercial side of pharmacy is concerned. The attitude

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\* Papers with discussions will be printed apart from minutes.

of most college men is that there is not sufficient time in the minimum pharmacy course for so-called commercial training. In order to get at a basis for discussion, a questionnaire was sent to every college of pharmacy in the Conference.

The most important questions asked were:

1. How many hours of Commercial Pharmacy, as defined in the Syllabus, are included in your minimum Pharmacy course?
2. Who teaches Commercial Pharmacy in your course?
3. What are the teacher's special qualifications for teaching this subject?
4. What portion of the course as mapped out in the Syllabus, do you include in your instruction?
5. What portion of the course, as mapped out in the Syllabus, do you exclude?
6. What special subjects do you reach under the heading of Commercial pharmacy that are not covered in the Syllabus?
7. What subjects receive special attention in your Commercial course, as for instance, salesmanship, advertising, book-keeping, accounting, etc.?

It was hoped that the answers to these questions would indicate first, the extent of the commercial training courses in our schools; secondly, what commercial subjects there is a special demand for; thirdly, whether competent authorities were covering the subject; and fourthly, to what extent the Syllabus was being used as a guide.

The information that has come to hand is very interesting. We have, for instance, a letter from one Dean which reads:

"It is my opinion that the best way to handle this matter of teaching commerce in colleges of pharmacy is not to make the question part of the proceedings at all. I do not think we should combine commercial courses with pharmaceutical courses, but I am a firm believer in giving the pharmaceutical student a good grounding in those laws and customs upon which all commercial transactions are based; for instance, I feel that students should be given a series of from eighteen to twenty-four lectures on contracts, agency, property, real and personal, commercial paper, bailments, etc.

"It is my opinion that such subjects as salesmanship, advertising, etc., ought not to be taught in Colleges of Pharmacy. The Colleges ought to continue to lead in professional and ethical pharmacy and not to follow the pander to the altogether too commercial tendencies of to-day.

"The A. Ph. A. ought not to dignify this question by giving it attention. Bringing the matter forward only gives the more commercially inclined opportunity for increasing their commercial propaganda."

Another letter reads:

"While I appreciate the importance of the so-called Commercial Pharmacy, I am of the opinion that the many courses offered are rather a sad comment on American pharmacy. We have long given a course in Drug-Store Practice, which alternates with a similar course in the History of Pharmacy, so that even all of our two-year men have an opportunity to take both. I mention this merely to show that I am not unmindful of the situation, though I have but little sympathy for the attempts that are being made at present to remedy it."

The number of hours devoted to the subject of commercial pharmacy in the various colleges ranges from 0 to 90. The teachers in most cases are the professors of Pharmacy, many of whom have had practical drug store experience. In a few cases experts in business science are employed. In most cases the Syllabus is used as a basis for the course and only rarely are there any additions.

It would seem, therefore, that we have plenty of justification for the criticism that there is not enough commercial training in our schools to-day to fit men for the present-day retail store. At the same time it is difficult to suggest just what might be eliminated from the regular pharmacy course in order to make room for such training.

We have a number of papers bearing on that subject on our program to-day and I shall therefore take no more of your time in discussing it.

The second portion of this address bears on war-time problems.

We have heard a great deal about the conservation of drugs and considerable effort is being exerted to carry out a rational program of drug conservation, but there is another phase of conservation which needs our special attention at this time.

A short time ago I received from the superintendent of a concern engaged in pharmaceutical manufacturing a note stating, "that so far as actual figures show, ordinary packing cases have advanced from 100 to 130 percent; excelsior from 125 to 150 percent, corrugated paper 50 percent, labor 50 percent. Taking everything into consideration it can be safely stated that in order to get the same results in manufacturing and shipping pharmaceutical products we must spend two dollars where we formerly spent one."

Another manufacturer sent out a notice to this effect: "For many years it has been the custom of American pharmaceutical and chemical manufacturers to make no charge for packing cases in export shipments. Years ago when lumber was plentiful and cheap it was a very easy matter to carry this cost into the selling price. Now, however, conditions have changed and there has been a very notable increase in the cost of wooden containers, which frequently are made of heavy lumber, and in addition have to be strapped with steel bindings. Recently several of the larger American manufacturers have decided to charge back one-half of the cost of such cases."

Manufacturing concerns of all kinds outside of the drug field are doing everything possible to conserve coal and many other things that go into the manufacture of the necessities of life and we, as pharmacists, must not trail behind in this work.

The department stores in some of our larger cities are only open for business six and a half hours a day in order to conserve coal. There is no reason why the drug store should be open twenty-four hours of the day, and the shortage of help will undoubtedly force some reforms in the connection.

There is one source of absolute waste in the pharmaceutical field and that is in the return of biological and pharmaceutical products to manufacturers. Most of these returns are made just because it is permissible. Many buyers are reckless and lay in far greater supplies than they actually need, returning these goods to the manufacturer for credit, after their expiration date. This is absolute waste. It is not only a waste of serum or vaccine or whatever the medicinal may be but it is also a waste of glass, packing material, rubber, and everything else that enters the manufacture of these products. I think that some cognizance should be taken of this question, and I believe this Section should go on record as approving of a campaign of conservation of all materials concerned in the manufacture and supply of medicinal products.

In order to crystallize sentiment along this line I have prepared the following resolutions which I would like to present at this time:

*"Resolved*, that it is the sense of the Commercial Section of the American Pharmaceutical Association that steps should be taken by pharmacists everywhere to conserve materials entering into the manufacture, packing and distribution of pharmaceutical and biological products, and

*"Resolved*, further that the return of drugs and merchandise for credit, especially biological products which are so urgently needed for conserving the life of our military and civil population, be discouraged and steps be taken to prevent the reckless ordering of these products in quantities greater than actually needed.

*"Resolved*, further that the Council of the A. Ph. A. be requested to sanction the appointment of a committee of five to be known as the Committee on Conservation—this committee to consider suggestions regarding changes of formulas to aid conservation of glycerin, etc."

**CHAIRMAN PRO TEM SCHAEFFER:** You have heard the address of the Chairman. It contains three recommendations, as follows:

"I would therefore recommend that the incoming officers of the Section on Commercial Interests request every State Association to discuss the topic suggested at the next annual meeting. This discussion to include such questions as the help problem, the problem of correct prices, our attitude towards imported merchandise, and other similar problems."

"I would further recommend that this subject be brought to the attention of the Council of the American Pharmaceutical Association, with the request that the Association take the initiative, or at least an active part, in any movement designed to meet the new conditions and protect the pharmaceutical interests after the war."

"That the Council of the American Pharmaceutical Association be requested to sanction the appointment of a committee of five, to be known as the Committee on Conservation, this

committee to consider suggestions regarding changes of formulas to aid in the conservation of all materials concerned in the manufacture and supply of medicinal products."

On motion duly seconded and carried the recommendations were concurred in.

Chairman Fischelis then resumed the chair and H. S. Noel acted as Temporary Secretary.

The following papers were read and discussed and referred for publication:

"Commercial Training in Colleges of Pharmacy," by E. Fullerton Cook.

(See p. 880, October, 1918.)

"A Square Peg in a Round Hole," by Charles W. Holzhauser. (See p. 874, October, 1918.)

"Repetition Makes Reputation," by W. W. Figgis. (See p. 35, January, 1919.)

"The Profits in Turnover," by H. S. Noel. (See this number of the JOURNAL.)

The following Nominating Committee was appointed: Charles W. Holzhauser, Harry B. Mason and W. W. Figgis.

The first session of the Section on Commercial Interests was then adjourned.

#### SECOND SESSION.

The second session of the Section on Commercial Interests of the American Pharmaceutical Association was called to order by the Chairman, Robert P. Fischelis, at 9.30 A.M., Thursday, August 15. H. S. Noel acted as Temporary Secretary.

Chairman Fischelis stated that the program of this session was designed to take up the question of conservation, not only of drugs, but many other things that enter into the pharmaceutical manufacture and trade. The first paper was by A. R. L. Dohme, of Baltimore, entitled "Conservation in Pharmacy." (See p. 790, September, 1918, JOURNAL A. PH. A.)

The next paper was on "The Conservation of Crude Drugs," by Hugo H. Schaefer. After discussion, this paper was referred to the Conservation Committee. (See paper and discussion, p. 1049, December issue JOURNAL A. PH. A., 1918.)

The following papers were then read, discussed and referred for publication:

"The Advance by Kilometers," by H. V. Army. (See p. 1052, December, 1918.)

"Advertising Pharmacy to Pharmacists," by J. C. Peacock. (See p. 1056, December, 1918.)

"The Appearance of a Package and its Contents as a Factor in Merchandizing," by F. W. Nitardy. (See p. 32, January issue JOURNAL A. PH. A., 1919.)

The report of the Nominating Committee was made by Chairman Charles W. Holzhauser, and approved by the election of the following:

Chairman—E. Fullerton Cook, of Pennsylvania.

Secretary—H. S. Noel, of Indiana.

Associates—Hugo H. Schaefer, of New York; J. H. Rehffuss, of New York; I. M. Light, of Illinois.

The Section on Commercial Interests, American Pharmaceutical Association, was then adjourned.

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