

temerity to suggest that the pharmaceutical curriculum of three years might well be almost equally divided among three fields:

- (a) Education in pharmacy as a profession.
- (b) Education in those cultural subjects which will enable the pharmacist to meet other professional men on a common social basis.
- (c) Education in the *business* of pharmacy.

From the beginning of pharmaceutical education the first field has taken practically all the time of the curriculum and in many schools still monopolizes practically the whole of the three-year curriculum. Gradually, however, the other two phases are gaining recognition. It seems to me that the time is now right on us when it is imperative that the field of business training must have a prominent place in the curriculum if we are even to survive economically.

To train a man for his life's work in any line in which buying and selling are a major part of his duties, and then fail to train him in the principles which underlie success in this part of it, is a betrayal of the trust imposed in the colleges by students who present themselves to us for their pharmaceutical education.

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COMMERCIAL TRAINING IN COLLEGES OF PHARMACY: WHY I OPPOSE IT.

BY FREDERICK J. WULLING.*

1.—Colleges of Pharmacy were organized to teach pharmacy and not trade. They replaced the apprenticeship method of teaching which included no business training. Pharmacy is still pharmacy and is professional, not commercial, in essence.

2.—I get around the country a great deal and nowhere have I found a demand from retail pharmacists, worth noticing, for trade courses in colleges of pharmacy.

3.—In my own College, students have attended, for thirty-five years now, a course on Law & Ethics which considers the legal and ethical aspects of business transactions. Prominent business men address the students frequently but no credits are given for attendance, which, however, is obligatory.

4.—The number of strictly professional pharmacies is increasing. These are not asking for commercial courses in colleges of pharmacy. Several ultra-commercial pharmacists have told me they would not give employment to pharmacists or graduates in any of their commercial departments even though they may have attended commercial courses in colleges of pharmacy.

5.—The more business-like anybody is the better off he will be whatever his profession, business or activity, but special business training is not essential to the practice of pharmacy. In cases where pharmacists want to carry on trade intensively, they can qualify by attending business colleges of which there are many good ones. It is true, though, that many of the ultra-commercial and successful so-called pharmacists have never attended business colleges. Graduates from colleges of pharmacy should have sufficient intellectual capacity to conduct their

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professional practice in a business way. If they haven't, there are the business colleges whose specialty is business training. Professional schools should and do restrict themselves to teaching their respective specialties. For them to take on side-lines is questionable educational practice in my way of thinking.

6.—I have no quarrel with business. It is just as essential and respectable as any profession, but it isn't pharmacy and colleges of pharmacy should stay in their own yards and not graze in other pastures.

7.—The exploitation of pharmacy by trade is by no means universal and pharmacy has a better right to its own privileges and prerogatives in its own field than trade has. Ultra-commercialism is not only an infringement upon, but a wrongful invasion of pharmacy. It is certainly not within the functions of colleges of pharmacy to take any part in the development and stimulation of the exploitation of the profession of which they more than any other one factor are the mentors and the exemplars.

8.—It has already been abundantly established that trade is not the remedy for the ills of a large portion of present-day retail pharmacy, *but that it is the major cause of them*. The remedy is not more trade but a better regulation of the practice of pharmacy, including the careful and judicious restriction of the number of drug stores and better and stricter administration by the boards under the sanction of additional law in cases where present acts are insufficient, and by educative and associative work with the medical profession.

9.—The question can be fairly raised whether the charters of the several colleges of pharmacy authorize them to give business courses. Colleges of pharmacy established by legislative acts and colleges supported by State tax have no such power. I do not raise the question whether it is good ethics for them to give business instruction, but *it is clear in my mind that our Association was organized on the basis of higher pharmaceutical ideals and standards and not for the stimulation of what is squarely opposed to the highest professional standards*.

10.—Pharmacists have been made a special and privileged class by law for the purpose of affording the best and the most professional pharmaceutical service to the public. In the measure in which individuals engage in other and purely remunerative activities, they impair the good faith and expectation implied in their licensure. It certainly is not within the province of the colleges of pharmacy to countenance, much less to aid, this tendency toward a forgetting of obligations.

11.—Pharmacy should more fully realize that it is the chief and foremost and most extensive specialty and division of medicine and that only by living up to that high estate can it meet and discharge its obligations and responsibilities. Until pharmacy purges itself of every influence and contamination foreign to the strictly professional and service ideal which gave it its birth, it will not ameliorate or remedy its problems and difficulties. *To teach trade in colleges of pharmacy in order to increase trade in drug stores, is to aid in substituting the gain motive for the service motive, and without the latter, pharmacy cannot exist*.

12.—If our associations endorse more extensive business courses within their member colleges they will make a grave error and I want to go on record as strongly opposed to such a commitment. If the commercial invasion of pharmacy proceeds much further, it will bring an inevitable reaction that will result in a complete change in the personnel having charge of pharmacy at large. A profession is in

charge of its educators and practitioners. These are its trustees. Trustees who do not administer rightly are replaced by those who do. Trustees of a profession must be wholly professionally-minded. They must improve their trust and not weaken or debase it. The present trustees of pharmacy are on trial now. They are accountable to the present and future generations. The AMERICAN PHARMACEUTICAL ASSOCIATION, the American Association of Colleges of Pharmacy and the National Association of Boards of Pharmacy are important associative trustees. They usually proceed most carefully and deliberately and constructively. For anyone to aid and abet the commercial invasion, would, in my judgment, amount to maladministration of our share of the trust.

THE ASSOCIATION, THE LAW AND THE PHARMACIST.*

BY J. H. BEAL.

One of the severest indictments that can be laid at the door of pharmacy to-day is that it contains so large a class of men who must be argued with in order to convince them that they should support their state and national associations.

As long as the personnel of pharmacy includes any considerable proportion of those who do not instinctively and spontaneously recognize the duty of loyalty to the organizations which represent them in their collective vocational capacity, just that long will pharmacy lack the professional spirit and cohesive sentiment necessary to give it an honorable place in public estimation.

It was said by Lord Bacon that "Every man who engages in the exercise of a profession enters into a tacit understanding with his brethren to maintain its honor and dignity."

The pharmacist who is not a member of his professional organizations in effect denies the honor and dignity of his vocation, and has no ground of complaint if the public follows his example. Those who evidence no respect for their vocation cannot expect others to do so.

The druggist who complacently accepts the benefits of the state association's efforts without contributing to its support is a business hobo living at the expense of better men than himself. Were all other considerations lacking, the constant menace of injurious or even destructive legislation which can be successfully combated only by concerted effort should be full and sufficient justification for all the support which the state and national associations ask of the retail druggists.

If the associations have not reached the state of efficiency they should possess, the failure should be charged to lack of proper support from those whom they are striving to serve. Only those can consistently criticize them for lack of efficiency who have made an honest effort to make them better.

Some members have most extravagant ideas of what their state association should be able to accomplish with very insignificant financial resources. They are as hard to please as the small boy in the candy shop. After the boy had looked at all of the candy in the show-case the clerk asked, "Do you expect the earth with a red ribbon around it for a nickel?" And the small boy said, "Let me see it."

* From an address to the W. Va. State Pharmaceutical Association, June 22, 1927.