

THE DEPARTMENT OF THE AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY

C. B. JORDAN—CHAIRMAN OF EXECUTIVE COMMITTEE, A. A. C. P., EDITOR OF THIS
DEPARTMENT.

SOCIAL PHARMACY.*

BY C. B. JORDAN.**

The pioneer—that individual whose privilege it was to push out beyond the borders of society and live an untrammelled, care-free existence unaffected by social conventions—has passed from the American stage. No longer are we permitted to live our free and easy way unmindful of the rights and privileges of our neighbors. We are bound by social conventions and unless we recognize these conventions the full measure of our success both in business and in society will not be reached. Fortunately, man is a social animal and he enjoys gathering in groups for the purpose of social intercourse. Only a very small percentage of the human race wish to live Daniel Boone-like away from their fellow beings. Since our natural inclinations lead us to exist in more or less large groups, we do not find it, as a rule, difficult to comply with social conventions and to live in harmony and peace with our fellow man.

Ability to mix and mingle and in particular to *understand* our fellow man is a decided asset to a man in *any* walk of life. The humblest individual in the world can live happily, provided he has this understanding, and a man in the highest walks of life will be unhappy if he lacks it. The laborer, the professional man, the business man, the contractor, large employers of laborers, all can live a happier, more useful life provided they have that understanding of human nature which makes it possible for them to mingle easily in social groups and successfully to meet situations presented by the normalities or even the abnormalities of the human mind. There is a great deal of human nature still in the world and we must have an understanding of it, if we expect a full measure of happiness and success.

Pharmacy is both professional and commercial. In the practice of either phase of it, we need to have a social consciousness that will make smooth the rough passages. In the education of the pharmacist we have been compelled, because of the short period devoted to it, to place *all* our emphasis on professional training and the graduate in pharmacy has left his Alma Mater trained professionally but untrained socially and he has been compelled to meet the requirements of society, equipped only with his self-developed social tendencies. That he has been successful in pursuing his profession and his business indicates the great natural bent of the human as a social animal. However, with the extension of our period of study from a two- to a three-year course and especially from a three- to a four-year course, we are in position for the *first* time to give attention to the development of that part of the human mind which will assist the pharmacist in his understanding of the men and women whom he meets and with whom he deals.

* Presented before the Indiana Pharmaceutical Association June 21, 1928.

** Dean, Purdue University, Lafayette, Indiana.

For years we have thought of these subjects that develop the social nature as *cultural* subjects given only for the purpose of embellishing the individual and not as a decided professional and business asset. We now know that this view is wrong and that the so-called cultural subjects can be capitalized in a dollar and cents way in profession and in business. If we were not compelled by circumstances to give a great deal of thought to our finances, it would be excellent for us to take all the cultural subjects possible with the sole thought of being able to live a broader, more enjoyable life filled with the inner pleasures that we can obtain from art, literature, music, etc. Unfortunately for most of us, we must think of the financial side. Because of this, we have too long considered cultural training as fit only for those who were so situated financially that they could indulge in it without hope of reward in dollars and cents. We *now* know that the man or woman who has secured an average cultural training associated with the necessary professional or business training, all things being equal, is bound to make a greater financial success. Since this is true, our colleges of pharmacy are now permitted for the first time to study the problem of preparing their graduates for social as well as professional and business pharmacy. What subjects shall we then add to our pharmacy curriculum which will go hand in hand with our professional and business subjects in the development of an all-around pharmacy graduate?

Without doubt the most important subject is the study of our mother-tongue, English. The man who can accurately, concisely and fully express his ideas has a very decided advantage over the individual who has not been trained so to do. Therefore, the study of English, both spoken and written, is very essential in the development of the social side of the pharmacist. We of Purdue have been committed to this practice for many years. Purdue University School of Pharmacy was the first College of Pharmacy in the United States to incorporate a year of English in the old, short, two-year course and we have always required two years of English in the four-year course. In these courses in English we have devoted at least one semester to composition, the expression of ideas in writing, and one semester to spoken English in which is developed the ability of the individual to rise to his feet and express his ideas accurately and concisely without fear of injury to his knee anatomy while so doing.

Without doubt the next best subject to develop the pharmacist socially is the study of psychology. This, as its name implies, is a study of the mind and any person who has seriously studied the subject must be better able to understand the "genus homo." We are all familiar with such expressions as "psychology of salesmanship," "psychology of buying," "psychology of advertising," "psychology of suggestion," etc. All of this indicates that at least a fundamental course in psychology is necessary for the *business* success and the professional success, to say nothing of the social success, of the pharmacist. Our present three-year course is now so filled with subjects that we consider necessary for the training of a pharmacist that we are compelled to omit this very important, fundamental training in psychology. The longer four-year course does give us an opportunity to incorporate it as an elective and we urge all of our students to elect at least one year of training in the subject.

What has been said of English and psychology can be said with almost as much emphasis of sociology, history, mathematics, the sciences and modern

languages. The place of economics in the plan of study of a course in pharmacy is particularly important in that it gives cultural training and at the same time trains for business. No three-year course in pharmacy should be without a fundamental course in economics of at least one year. If more time be available, it would be wise to add from one-half to one year more of economics. Several pharmaceutical educators are urging the advisability of requiring one college year of general work as an entering requirement to pharmacy with the thought that three more years of professional training with some cultural subjects will perfect a satisfactory professional and cultural course for pharmacy.

At the last meeting of the National Association of Boards of Pharmacy held in St. Louis in August 1927, this Association voted that beginning with 1932 no college of pharmacy that offers less than a four-year course will receive recognition by this Association. The American Association of Colleges of Pharmacy has accepted a resolution to the same effect and this resolution will be acted upon at its next annual meeting in August of this year. I think I am safe in saying that the A. A. C. P. will approve this resolution. At a recent meeting of the deans of the Colleges of Pharmacy in Indiana, held in conjunction with the Indiana State Board of Pharmacy, it was unanimously voted to recommend to the Indiana State Pharmaceutical Association that all courses in pharmacy shorter than the four-year course be eliminated by September 1930. The following colleges of pharmacy already have eliminated their shorter courses: Ohio State University, College of Pharmacy; Nebraska University, College of Pharmacy; University of Minnesota, College of Pharmacy and Notre Dame University, College of Pharmacy. The following colleges of pharmacy have announced the elimination of their shorter course by September 1930: University of Washington, School of Pharmacy; Oregon Agricultural College, School of Pharmacy; State College of Washington, School of Pharmacy and the Portland College of Pharmacy. All of the above indicates that within a short time pharmaceutical education will be based upon a minimum four-year course and that nothing short of the baccalaureate degree will be accepted as sufficient training in pharmacy. I believe I am justified in predicting that when this goal is reached the advancing requirements for pharmaceutical education will stop and that we may anticipate that the placing of pharmacy upon a full collegiate four-year course will satisfy the demands of the most exacting pharmacist and pharmaceutical educators.

Naturally, the question arises, What courses shall be added to the present curriculum when the three-year course is extended to four years? Shall we give more time to chemistry, pharmacy and materia medica; shall the emphasis be placed upon bacteriology, pharmacology or some of the other sciences that have not heretofore been stressed; shall the extra time be devoted to business courses; or shall such cultural subjects as I have been advocating be admitted to the curriculum? The answers to these questions will determine, as I see it, the efficiency of the college of pharmacy. If bacteriology is not now being given, including both lecture and laboratory work, then by all means it should be added. There is no question about the importance of giving a thorough business training to the man who is going into retail pharmacy. I cannot conceive a successful four-year course in pharmacy that does not require, or at least offer as an elective, a year's work in economics. I was pleased to have a hard-headed business man say to me

the other day: "I believe that when we go to the four-year course we should not unduly extend the work in pharmacy and materia medica, but the extra time should be given to psychology, economics, history, English and other cultural subjects." In other words, this man, who has been in the field and appreciates the difficulties of the culturally untrained pharmacist, is anxious that the younger men entering the profession will have the advantage of that cultural training which was denied him because of the brevity of the course.

Many times at our annual state meetings we have been instructed in the courtesies of drug store merchandizing. We have been told that we should always say "Thank you" when returning the change after a purchase; that we should not use a stock expression such as "What's yours?" when meeting a customer; that we should always meet the customer with a smile and a pleasant "Good morning;" that we should endeavor to keep our customers satisfied even though sometimes it requires a financial loss to do it. If we consider this advice, we will note that it covers the things that the cultured man naturally does. The cultured individual always meets his benefactors, the customers, with a smile and pleasant salutation, he never fails to express his appreciation of a favor done, and he never fails to do what he can to develop a fine, social spirit with those with whom he has to deal. In other words, the instructions that we have been receiving as indicated above cover the very points that the cultured man naturally knows. With the development of training in social pharmacy, such specific directions should be unnecessary and the pathway of the merchant should, naturally, be made smooth by the practice of the normal courtesies of human society.

What I have said is not to be construed to mean that pharmacists, as a whole, lack culture, because this is not true. Our natural socialistic tendencies develop without any outside stimulus and very many individuals have them developed to the *n*th degree while others have neglected the development of this part of their equipment either because they did not appreciate its importance or because they were too busy with other, as they considered, more important things. The colleges of engineering, of agriculture and of home economics, the so-called technical colleges, are reducing the time devoted to technical work in order to give to their students the opportunity of training in cultural subjects. The professional colleges, medicine, law, dentistry, etc., require this cultural training for entrance. Pharmacy is now in position either to require it for entrance or incorporate it in the course and I believe it will be a mistake if we do not do so.

In closing, may I say that I firmly believe that pharmacy has suffered because its practitioners have not been trained along the lines I have indicated; that I welcome the day when our course will be extended to four years that we may thus be given an opportunity to add to the curriculum these subjects that will help to develop a better understanding of those with whom we come in contact; I believe that the pharmacist's opportunity for financial success will be increased along with this better understanding; and that greater happiness is in store for him, because he will have opportunities for greater appreciation of the finer things of life.
