

tection from marauding Indians. However, a pilgrimage to the Henshaw homestead disclosed that no relics of Henshaw are on deposit there, apparently the only relics extant being an oil painting and a tinted tintype of Henshaw in the possession of Miss Mabel W. Henshaw, Cambridge, Mass. Incidentally, these are the only likenesses of David Henshaw encountered in this study.

Henshaw's homestead, now much reduced in spaciousness, by demolition of various sections, to suit the needs of the present day, is located in Henshaw Park, Leicester, Mass., and is the oldest house in the town.

Acknowledgment is due Miss Mary D. Thurston, of Leicester, Mass., whose line of forebears was the same as that of David Henshaw, for contributions to the data embodied in this account.

The references listed herewith afford voluminous data which will be appreciated by the especially interested. Many anecdotes suitable for pharmaceutical eyes are also to be found among these references. But space-saving dictates the omission of these anecdotes, which are of the type utilized above in this account to illustrate the remarkable abilities and character of David Henshaw who made the "drug" business one of the stepping-stones to the high office of Secretary of the Navy.

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HOW TO HELP THE PHARMACIST COMMERCIALY.*

BY E. C. BROKMEYER.

It is so self-evident that the pharmacist must be qualified professionally to succeed that further comment as to this is unnecessary.

If the American people appreciated and supported professional pharmacy to the same extent that the English people do, there would be no place on the program of this convention for the presentation of a paper on the subject of "How to Help the Pharmacist Commercially." Whether wisely or not, the American people have seen fit to develop the American drug store along commercial rather than professional lines. It is true that here and there pharmacists have scored distinct successes in the conduct of strictly professional or ethical pharmacies, but unfortunately they are the exceptions rather than the rule.

When the writer of this paper discusses "How to Help the Pharmacist Commercially" it must not be understood that he in the least fails to appraise professional pharmacy at its true and proper value—the highest. The profession of pharmacy

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is and must continue to be equal in importance with all other professions, including medicine and law. Its relationship and responsibility to the public are equally important and serious. The only justification for a paper on "How to Help the Pharmacist Commercially" is the fact that as conditions confront the American druggist to-day his problem is to become solvent in thousands of cases and to remain so. This is no less a serious problem for the American people, but unfortunately they either do not know it or, if they do, they are in the main indifferent.

The pharmacist may be helped commercially in a number of ways. Under the National Industrial Recovery Act, NRA encouraged the adoption of scientific cost accounting methods where not used and where impossible. Unfortunately the average pharmacist does not have the necessary capital to enjoy the benefit of such methods by engaging qualified accountants, but nevertheless he may call in a qualified accountant and have him place his books and accounts and system of conducting his business in proper order and from time to time check up his store. A pharmacist at all times should know accurately his cost of doing business, including every factor that enters into its determination, in order to ascertain the price at which he must sell his merchandise and his service so as to net him a reasonable profit on his investment, including his professional training.

A pharmacist may be helped commercially by emulating as far as possible the example of the modern enterprising and progressive chain and department stores. Although the limited capital of the average pharmacist is a serious handicap, the fact remains that he can improve the appearance of his store and his display windows and make more of an appeal to the public. He will lose nothing by going out of his way to be accommodating and see that his clerks are. He must inspire confidence in his patrons. He must note fast- and slow-moving merchandise and govern himself accordingly in handling it. He should cultivate his patrons as much as possible, both in person and occasionally by mail, if not by local advertising, including the radio. The pharmacist should above all things exercise extraordinary care in compounding physicians' prescriptions and take pains to see that his registered clerk does. There should be no shortage or excess in the quantities of the ingredients prescribed. A preparation compounded upon a physician's prescription should be neither adulterated nor misbranded under the law. The pharmacist will help himself commercially by exercising extraordinary care in compounding prescriptions and getting the benefit of a reputation for doing this.

A pharmacist can help himself commercially and his fellow pharmacists by resorting to fair trade practices at all times and under all conditions, however trying. The National Industrial Recovery Act failed of successful administration because of the lack of full and proper coöperation on the part of many units in the industries and professions in observing the rules adopted by them and approved by NRA.

Finally, the pharmacist may be helped commercially by legislation and honest and efficient administration of the laws needed for his protection against unfair competition. To obtain these needed laws and proper enforcement pharmacists must be organized into forceful and intelligently directed city, state and national associations. This is not enough—pharmacists must sell their profession and their business to the public. Until they do they cannot reasonably expect the laws needed to protect them against unfair competition, which in most cases means destructive competition.