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HOW MUCH IS THERE IN A NAME?

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American pharmacy is rapidly becoming national in its scope, in its character and its purposes. On all of the vital issues that confront us sectional interests are rapidly giving way to a larger nation-wide thought. We are obliterating the lines which mark the boundaries of our half hundred odd states and in their stead tracing the outlines of a larger and finer circle whose circumference is limited only by the Atlantic and the Pacific, the Gulf and the Great Lakes. We are thinking more than ever in national terms. We assemble and discuss our problems in gatherings that number members from every state of the Union. We like to feel that we are American pharmacists, whatever the particular state may be in which we happen to be registered.

Nor does the matter stop here. Our press knows no state boundaries, but finds its way to the remotest corners of the land. Our colleges have established a national association as have also our boards of pharmacy. We are making fair progress and have come generally to believe in the typically interstate problem of reciprocal registration. More and more we are coming to feel that we have a common purpose, common interests, common ideals, thoughts in common. *Would we not profit by having a common name or title, alike in all the states?*

The problem of a nation-wide pharmacy law is too remote at present to permit of more than delightful speculation and yet it will come up in discussing common interests. It would be splendid indeed if Pharmacy could antedate Law, Medicine and Dentistry in this respect. Maybe it can if we work ardently enough. But my title goes begging "How Much is There in a Name?"

The answer to this question depends a great deal on the point of view we take and may be made much or very little of, as we choose. Let us examine it further. First of all we should remember in this connection that very often do we find, and particularly is this true in the professions, that it is the so-called little things that count for most. Of all men, the pharmacist has been most keenly aware of this in his business relations. He it was who first introduced the sale of postage stamps, made his store a general waiting-room, furnished telephone and ran a thousand errands for the public. He has ever been the good Samaritan to wounded, crippled, weary and fainting humanity. Sometimes his services have been large, sometimes very small, and yet both have contributed in determining society's opinion of him. Service in little things has become the watchword of retail as well as of all business. Our journals are continually full of suggestions of how best to act so as to secure the respect and good will of our patrons. We try studiously to be neat, prompt and accommodating in order that we may accomplish the same results. And experience has taught us that the little things count.

In the professions such as law, dentistry, medicine, and pharmacy there is

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another very potent factor which must be considered. Indeed, other things being equal, the question of service which we have been speaking of becomes almost of secondary importance. I refer to the dignity of a profession. There is no need at this point to go into any detailed discussion of what this term means. We all know its importance and force, and that the more of it a profession enjoys the higher it stands in any community.

When we come to examine the variety of names or titles which the different states have for one reason or another coined for the pharmacist and which appears on his certificate, we cannot help but feel that the unity and dignity of the calling has suffered greatly thereby. It is certain that doctors, or lawyers, or any other set of professional men would never submit to a similar classification. It would greatly benefit pharmacy and help to give us a common standing throughout the country if the various state boards of pharmacy could agree on one name by which to designate the men who pass their final examinations to practice. To-day we speak of licentiates in pharmacy, registered pharmacists, licensed pharmacists, licensed druggists and locally registered pharmacists. These are all full-fledged pharmacists and should be known under one title only. The double standard which we have resorted to a great deal in the past, and still follow to some extent, of making men competent in one community and not in another in the same state or attempting to make them fit to manage stores in small towns but not in fair, medium or large-sized towns, can find little more excuse for existing than if a state board of health should declare that it had two kinds of doctors, one kind fit for small communities, the other for larger ones. These things all hurt the profession. The terms *Apprentice in Pharmacy*, *Assistant Pharmacist* and *Pharmacist* are simple, self-explanatory, dignified, and appear to be sufficient. The words licensed or registered seem superfluous and certainly detract, particularly the former term, because, instead of making pharmacy a profession, it makes it appear to be a privilege of some sort for which a tax is demanded. One cannot help thinking how queer it would seem to have the state issue a member of the medical profession a permit reading, "Wm. B. Smith, Registered or Licensed 1916 Doctor."

It matters a great deal what you name a man, especially if he be a member of a profession.
