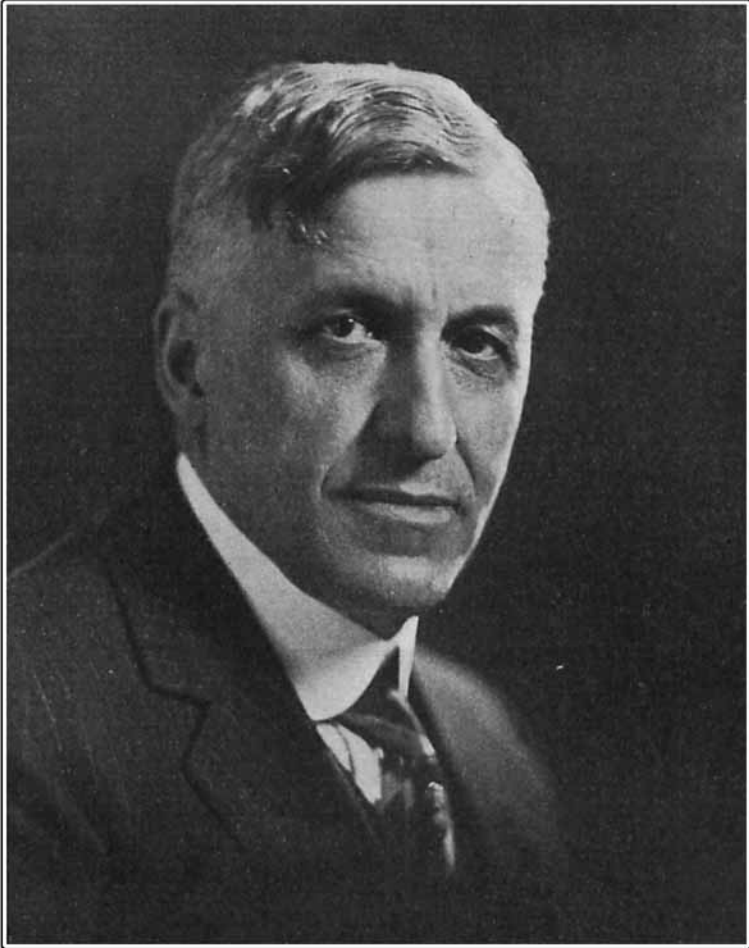


WALLACE WERRETT CHARTERS, Ph.D., LL.D
CHICAGO, ILL.

Professor of Education at the University of Chicago
Director of the Curriculum Study of Colleges of Pharmacy



W. W. CHARTERS.

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Doubtless pharmacists generally will expect the JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION to make them acquainted with the Director of the Curriculum Study of Colleges of Pharmacy. It is for that reason we have asked Prof. A. B. Lemon, a co-worker, for data bearing on the activities of Dr. Charters. We are grateful to the former, and have included most of the information of his communication in this brief sketch. No one will question the value of the study, nor the care which has been evidenced by the reports published in the pharmaceutical publications, and the more extended reports presented at the meeting in Buffalo last year and at the recent convention in Des Moines.

W. W. Charters was born in Hartford, Ontario, October 24, 1875. After completing his preliminary education in the High School at Hagersville, he taught in the rural school at Rockford, Ontario, for two years and then entered the University of Toronto, from which institution he was graduated in 1898 with the degree of Bachelor of Arts. In 1899 he completed his studies in Ontario Normal College and was appointed principal of the Model School in Hamilton, Canada, which position he held until 1901, when he received from the University of Toronto the degree of Bachelor of Pedagogy. In the fall of 1901 he entered the University of Chicago, and received the degree of Master of Philosophy in 1903, and Doctor of Philosophy in 1904. From 1904 until 1907 he held the position of principal of the elementary school, and supervisor of practice teaching at the State Normal School in Winona, Minn. From 1907 to 1917 Dr. Charters was at the University of Missouri, for three years serving as Professor of the Theory of Teaching, and for seven years as Dean of the School of Education.

From 1917-1919 he was a member of the faculty of the University of Illinois—two years as Professor of Education, and one year as Dean of the School of Education. From 1919-1923 he was Professor of Education and Director of Research at Carnegie Institute of Technology, and from 1923-1925 Professor of Education and Dean of the Graduate School at the University of Pittsburgh. In 1923 the Uni-

versity of Toronto conferred the LL.D. degree upon him. For several years Dr. Charters has been Director of Research at Stevens College. In 1925 he moved to the University of Chicago, where he now serves as Professor of Education while continuing his many research activities in the field of curriculum construction.

The subject of this sketch is the author of a number of books on Education, of which hundreds of thousands of copies have been sold. He is also a contributor to many journals dealing with the technical phases of education. His most valuable contribution to Pharmacy has just been made in the form of the basic material for a functional curriculum to be used by Schools of Pharmacy which has been worked out under his direction. He believes that the profession of Pharmacy offers a splendid opportunity for continuous research and plans to pursue a study of the commercial aspects of the profession in the very near future.

Dr. Charters' broad vision, liberal-mindedness and charming personality endear him to every one with whom he comes in contact. His induction into the field of pharmaceutical education introduces a new line of influence which, if followed, is bound to result in the improvement of the profession of Pharmacy, both from the standpoint of teaching and of practice. E. G. E.

A DEPARTMENT OF BUSINESS MANAGEMENT.

WITH the next issue of the JOURNAL begins a Section devoted to the business problems of pharmacy. This Department will be conducted by Paul C. Olsen, Instructor of Merchandising, Wharton School of Finance and Commerce, University of Pennsylvania, and Lecturer on Business Administration in Philadelphia College of Pharmacy and Science.

Sometimes the impression obtains that the subject of "commercial" pharmacy is of interest only to those retail drug stores with side lines which all but eclipse their prescription departments. This is not true. The professional store with its stock strictly limited to medicine and sick-room supplies is faced with management problems every bit as important and vital. Who can say, for instance, that problems of accounting, finance, insurance, credit and buying are not a concern of every retail pharmacist?

However, the answers might not be altogether in accord if salesmanship, advertising and merchandising were included in the above list. The reason for this variance of opinion is because they are employed very differently by different types of stores. A drug store on a busy corner, dependent largely on transient patronage, pastes on its window the announcement of a three-day sale of proprietary medicines. The exclusive prescription store sends a letter to physicians saying that it has just secured the exclusive agency for a well-known and highly regarded line of biologicals. Both are advertising but employ different methods because of the different character of their businesses. In the same way, the pharmacist who details nearby physicians is practicing salesmanship just as much as the insistent young man who urges you to buy a new shaving brush when you came in only for a tube of shaving cream.

Without minimizing in any way the professional and technical problems of pharmacy it is apparent, therefore, that problems of business management likewise have their place in all types of drug stores.

In these pages from month to month an attempt will be made to present authoritative articles on various phases of business management. Inquiries, comments and criticisms are invited. It is hoped that in addition to the formal presentation of business articles this section of the JOURNAL can become a forum for the general discussion of the business problems of pharmacy.