

Perhaps the reason why proprietary preparations are so generally prescribed is mainly because pharmacists do not have the time or inclination to feature N. F. preparations, but if these formulas were more generally prepared and if the pharmacist would act as his own detail man, the "National Formulary" would become a more important part of pharmaceutical activity.

THE IMPORTANCE OF TEACHING COMMERCIAL PHARMACY IN OUR COLLEGES OF PHARMACY.*

BY WORTLEY F. RUDD.

The individually owned retail pharmacies in this country are right now having the hardest struggle in their history for even continued existence. My diagnosis of this condition is:

1. There are far too many retail pharmacies.
2. Cut prices and chain stores have a strangle hold on business.
3. The retail pharmacist who is now in business has in many cases very little sound business training and almost no training in the fundamental principles of economics.
4. His competitors who own the chains are competent business men who for the most part have large capital and who are not particularly interested in the ideals of the drug business but only in its profits.
5. The outside contacts which the average independent proprietor and his clerks make are rather meager, with a consequent narrowing of vision and sympathy.
6. Altogether the spirit among them is distinctly pessimistic.
7. Many men of great ability who know retail pharmacy and might help unravel some of its present entanglements, are tied body and soul by some sort of personal or financial obligations to interests that do not care about the independent store.

These men sometimes make a gesture that is regarded as having some promise of real help—and then—well, it was a gesture.

A glowing picture indeed! We are sick and need a doctor. Surely no one individual or small group can hope to apply all the remedies that are needed.

I have but one remedy to suggest in this paper; it is but one of many that must be offered. The colleges of pharmacy are partly to blame for the conditions as we have them to-day. As a group they have almost entirely failed to realize that the changing conditions in retail pharmacy have made imperative additions to pharmaceutical curricula. We have not trained our students to meet successfully the high pressure business competition that is now the order of the day. Nor have they provided for the cultural side of education and these two failures on their part have sent pharmacists out into the world unprepared in two of the three elements that are the *sine qua non* for successful pharmaceutical practice. An experience of some twenty-five years in a college of pharmacy has given me the

* Read before Section on Commercial Interests, A. P. H. A., St. Louis meeting, 1927.

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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