

type to a department drug store, and having disposed of his large stores was reverting to type, so to speak. The story caused so much favorable comment that the phrase was added, "in a modern setting," which completes the slogan of the pharmacy.

It is indeed the idea to run the pharmacy as an old fashioned drug store, in that drug wants of the patrons are strictly catered to, with no fountain, cigar, candy or toilet goods trade to interfere with the professional service which it endeavors to render, but modern, in that the pharmacy has been equipped with the best of present-day fixtures, is well lighted and well ventilated, and in that respect not at all like the pharmacy of the past.

In starting this shop it was assumed that the active coöperation of the medical profession would be given. This has been the case in a larger measure than anticipated, but the greater surprise has been the hearty response that this idea has met with in the minds of the public (the laity, if you please). On every hand expression has been given to the phrase—"I am so glad to know that you have opened a shop where I can have my prescriptions filled and drug wants supplied without having to wade through a confectionery and restaurant to do so."

The pharmacy is unlike most of the prescription shops with which you are familiar, in that it is situated on the ground floor in the high rental district of the City, and is not in, or in close proximity to, a professional building.

The writer claims no originality for his observations regarding this particular phase of pharmaceutical endeavor, or the class of stores described, but he joins with those who profess to see in this present-day movement a better and brighter day for the pharmacist of the future.

A number of questions were asked of Mr. Roach relative to the stock carried by him. Chairman Rothrock expressed the view that the number of prescription pharmacies would increase.

PHARMACY NEEDS AN OBJECTIVE POLICY.*

BY ROBERT L. SWAIN.

It was Froude, I think, who said, "You can't dream yourself into a character; you must hammer and forge yourself one." The thought of practical application which is immediately suggested is that worth-while accomplishment is the result of the hammer and the forge of industry and intelligent effort. It may be laid down as one of the fixed rules of economic and social science that nothing of value is produced without a corresponding outlay of mental and physical work. The same thought has received poetic expression. It was Whittier who proclaimed that character comes from the payment of the cost and that to reach the heights we "must mount the ladder round by round." In other words, the energy and effort typified by the hammer and the forge underly all sound and lasting progress.

Let us now apply the same principle to pharmacy and utilize it in establishing the need of a more constructive and forward-looking policy. It may indeed be possible that the profession has been engaged in complacent dreams, that it has imagined that certain conceptions were held regarding it and that it may have over-

* Section on Education and Legislation, A. P. H. A., Rapid City meeting, 1929.

looked the potency of the hammer and the forge in this day of transcendent industrial and material outlook. These musings are prompted from the knowledge that, in the public mind, pharmacy does not occupy the place of eminence which its responsible and essential service to that public warrants. And this thought again brings us back to our first statement that the hammer and the forge are potent instrumentalities in the accomplishment of any purpose.

It has now become quite the vogue to emphasize the public health value of pharmacy. The pharmaceutical press has for sometime recognized the sufficiency of the thought, and has done much in making the profession alive to the significance of the principle involved. Pharmaceutical educators have long been familiar with the value of the sciences upon which pharmacy is elaborated, to the comforts, health and well-being of the public. To go still further, it has been recognized that the comfort, health and well-being of the public is impossible of realization without the application of the scientific principles which form the bone and sinew of pharmaceutical practice. These thoughts are fundamental conceptions with the leaders and thinkers in pharmacy. But, as a matter of serious reflection, are such thoughts met with outside of the pharmaceutical profession? Has pharmacy, as a distinctive profession, been accepted as an indispensable agency in public health? Has there been any acceptance of it on the part of the medical profession, or on the part of the schools of hygiene and public health, or indeed on the part of any official or semi-official agency devoted to the betterment of the conditions under which we live? The melancholy truth is that the distinguishing characteristics of pharmaceutical practice are recognized and respected almost entirely within its own borders. Even a casual analysis of this inconceivable situation suggests the conclusion that the absence of a sound, intelligent, truthful, constructive and objective policy on the part of pharmacy has surrounded the profession with a veritable Chinese wall. The complacent assumption on our part of the importance of pharmaceutical service has been rewarded with an almost complete lack of recognition of its value by those who use it and profit most by its excellence and efficiency.

Let us briefly analyze the situation. The subject of pharmaceutical education has been a very lively one for many, many years. It has engaged the attention of this ASSOCIATION since its beginning and, practically without exception, every suggestion looking to its sound expression has had its origin within the confines of this organization. But, in spite of all this, have we ever really had pharmaceutical education? Has not the term heretofore always been one meriting apology rather than praise? Has not the subject been one, the chief value of which has been to cover up and suppress rather than to exhibit and expound? We have spoken much and perhaps thought much about pharmaceutical education, but until a very recent day both our sayings and our thoughts have approached the subject in a most unsympathetic and superficial way. It is indeed doubtful whether even now we have completely grasped the full significance of what is meant by pharmaceutical education. For almost a century, in spite of the ever onrushing tide of scientific and educational progress, utterly unmindful of the changes being brought about in the social and professional life of the times, and apparently oblivious to the critical attitude which had become the distinctive character of the public mind, pharmaceutical education held to principles which an informed policy would long since have consigned to the discard. We were satisfied with the short course given by the

schools and showed no special concern even though that short course was sub-standard and operated on a skip stop basis. We went on Mondays, and on Tuesdays we didn't, and the body pharmaceutic sat complacently by and discoursed profoundly upon what was termed pharmaceutical education.

Let it be recalled that the members of the medical profession and all those trained in public health and all those workers engaged in the elaboration of the sciences upon which public health depends were mostly trained in the period of time which we are now considering. These men came from the colleges and universities of this country, and were familiar with that period in pharmaceutical education which is now happily fast slipping away. Everywhere the insufficiency of the pharmacist's training was known, and as a consequence, both in the public and official conception, pharmacy maintained a position out of keeping with the nature of the work which it sponsors and carries forward.

Let us now consider some of the practical results of the system once the vogue. The commercial demoralization of the pharmacy, while not directly chargeable to a sub-standard educational background, must nevertheless be charged in part to its educational structure. While the public has not been altogether unmindful of the services which pharmacy renders, it has not at any time been in possession of anything like an adequate conception of the work. It has not respected its educational training, and thus it has not given to it those evidences of respect such as legislation, prestige and financial support, which have been given in lavish degree to the other public health agencies. Now let us look at the pharmacy as the public sees it and see if, in the expression which the pharmacist has given to himself, there is anything of a constructive character discernible.

The average drug store of to-day, with happy exceptions here and there, seems devoted to the principle that pharmacy is of but little value and but little utilized. The drug stores do not reflect the purpose and mission of pharmacy. They are mostly vociferous and blatant denials of any semblance of responsible purpose. The commercial urge has so completely swept the scene that in serious reality there is not much left of the fundamental and intrinsic distinctions. And this, mind you, is the pharmacy that the public sees, and from it spring the conclusions which characterize the public attitude. The mere fact that we know that this is not pharmacy, and that it is a satire on pharmacy as we know it, does not change the situation at all. The public is not given to analysis or to vague speculation. Its viewpoint and attitude come from impressions and these, in turn, arise from what is seen.

The difficulty as I see it is that pharmacy has not had a constructive policy which has kept pace with the times and which has been so contrived as to keep in touch with the forces responsible for the complexities and intricacies of every-day life. We have not sensed the essential qualities of the public mind. We have sat complacently by and allowed a conclusion to be formed which is not only entirely out of line with the facts, but pernicious and destructive in its effect.

Let us now recognize the costly errors which have been made and devote ourselves to the formulation of a policy, sound in its make up, constructive in its application and promising in the accomplishment of its primary purpose. But what should be the fountain head of such a policy?

First, let us continue the reorganization and development of pharmaceutical education. It should be our determined purpose to place it on the soundest basis

possible. Anything short of this should be viewed as an ill-advised compromise. Not only should we demand a full collegiate course of study, covering the usual four-year period, but we should also demand that every component part of that course must be standard throughout. Organized pharmacy should see to it that pharmaceutical education is indeed pharmaceutical education. It should be recognized that in the last analysis the profession as a whole must shoulder the responsibility for its shortcomings. Pharmaceutical opinion should crystallize against those who would continue in our colleges anything but the highest class of work. Certainly no one can justify a continuation of such work in our pharmacy schools which is not acceptable in educational institutions of approved rank. To come face to face with the fact that even chemistry, as taught in many of our schools of pharmacy is below the standard in effect in other types of schools, is simply to become aware of a criticism which should never be made against a calling which draws so liberally upon chemical science. It should be accepted as fundamental that compromise in this basic conception of the educational side of pharmacy is destructive to a sound development of the profession. Happily, pharmaceutical education is now moving in the right direction. It is our duty to see to it that there is no slowing up of the pace until the final goal is reached. It should be our fixed purpose to demand an educational structure which shall be a fitting expression of the responsible service which pharmacy renders.

Secondly, some effort should be made, and persistently and consistently made, to recreate or perhaps revitalize a professional pride in the minds of the pharmacists throughout the country. They should be made vividly aware of their importance in the proper development of the profession. They should consider themselves the visible representation of the hopes and aspirations of the calling. They should be made to see that the future value and security of the profession depend, in a very great degree, upon that public attitude which they themselves fashion and control. This does not mean, and is not meant to mean, that pharmacists should divorce themselves from the commercial activities of the drug store. A sound conception of the purpose of pharmacy would at once mark such a suggestion as destructive to the best interests of the profession and that public which it serves. These thoughts do mean, however, that every drug store should be first of all a drug store; and every pharmacist should be first of all a pharmacist. The pharmacy should be devoted to the fundamental and essential service which pharmacy renders, and this should be the dominant consideration. This simply means that the profession must be firmly committed to the policy that the truly pharmaceutical phase of the store should be kept uppermost. The public must be made to see, through the instrumentality of the pharmacist himself, that the drug store rests upon a dignified professional foundation. Furthermore the public should be made to appreciate that from this professional background springs the essential and responsible service which is called upon to attain and maintain in a large measure the public health of the state. As I view the situation, pharmaceutical problems as we know them are symptoms rather than evidence of organic disorder. These problems will disappear when the public gains the proper perspective of the pharmacist's training, his services and his relationship to the questions of sanitation and disease.

Thirdly, I am convinced that one of the major undertakings of organized pharmacy should be the dissemination of the truth. Some means should be found

whereby the medical profession, the public health agencies and the public as well may be acquainted with the present advances in pharmaceutical education and to realize just how this advancement may be utilized in the fight against disease. Frankly, it is amazing just how little is generally known about the progressive and constructive changes which are being brought about. I have had occasion to discuss just these things with members of the medical profession and others who should be informed, and the fact is lamentable that, as a class, they know so little of what is embraced in the pharmacist's training and even less of what they are qualified to do. I am certain that as a general thing they are not aware of the approach of pharmacy to a standard collegiate basis. When it is realized that the new era in pharmaceutical education will include pharmacology, bacteriology, physiological chemistry and the many subjects embraced in the field of clinical technology, it becomes essential that the medical man, his patients and the public be made to appreciate these things and to make use of this broader service which will be available to them. The dissemination of the truth of these things is an undertaking important enough, large enough and imperative enough to enlist the brains and the finances of the pharmaceutical world.

As a summarization and in conclusion, pharmacy should devote itself to the principle of maintaining the highest standards in education and in its service to the public. It should adopt and remain true to a policy distinguished by its constructive purpose and objective outlook, which would demand and receive the commendation of those who appreciate intrinsic worth in all things. In the steadfastness with which this policy is supported, there should be "no wavering and no shadows cast by turning." In the words of Dryden, "They conquer who believe they can."

WHAT THE PHARMACIST MAY DO FOR HIMSELF.

BY E. C. BROKMEYER.

AN ADDRESS BEFORE THE SECTION ON EDUCATION AND LEGISLATION, AMERICAN PHARMACEUTICAL ASSOCIATION, AT THE SEVENTY-SEVENTH ANNUAL MEETING, HELD IN RAPID CITY, SOUTH DAKOTA.

The subject, "What the Pharmacist May Do for Himself," was selected because of the general concern manifested over the trials and tribulations of the so-called independent retail druggist, some real and others imaginary. The designation "Independent Retail Druggist" is justified only for the purpose of distinguishing between chain stores and individually owned and operated drug stores. No person engaged in professional or commercial activity to-day may truthfully be said to be independent. First of all, one is dependent upon himself. He is also dependent upon civil society, of which he is a member. Necessarily he is dependent upon government for the protection of life and property and the pursuit of happiness. These obvious facts are recalled lest they be forgotten. What the pharmacist may do for himself must be considered in connection with the pharmacist's relation to society and government.

POINTERS FOR THE PHARMACIST.

The limitations of time prevent more than the mention of a few of the things that the pharmacist may do for himself. He may: