

societies. One is the Société d'Histoire de la Pharmacie which publishes *Revue de l'Histoire de la Pharmacie*. Here are the original bulletins published.

Then the second organization which you should join is the Gesellschaft fuer Geschichte der Pharmazie which publishes its "Abhandlungen." It has been my practice to subscribe for not only one copy but two or three. One copy I file away as the proceedings of the organization. The other two copies I use to tear up and file the articles and illustrations with the different chapters.

Finally, I have two articles, one by Herman Schelenz, the author of the "Geschichte der Pharmazie"—"The Use and Necessity of Teaching History of Pharmacy," and the other by Georg Urdang, the founder of the Gesellschaft fuer Geschichte der Pharmazie on "Wesen und Bedeutung der Geschichte der Pharmazie."

I have here a few library cards which are not up-to-date (they were published in 1921) which will tell you about the literature on history of pharmacy in general, and then give you a brief outline of the individual treatises and references to reviews so that you can get the opinion not only of the author and of the person who wrote the card, but of the reviewers of that time as well.

SYMPOSIUM ON PRACTICING PROFESSIONAL PHARMACY.*

THE FOUNDATIONS OF SUCCESS FOR PROFESSIONAL PHARMACY.

BY E. FULLERTON COOK.

The promotion of professional pharmacy is very dear to the hearts of many who sit in this room, and yet as I go about I find that many pharmacists in this country are greatly disturbed because they say they have little opportunity to really practice pharmacy. Some will say to me, "Our colleges are now offering four years of scientific training for professional pharmacy. Why are they doing it? In my pharmacy I have little need for this training."

Fortunately, there are some who have faith and a vision, and are practicing professional pharmacy in such a magnificent way that there is encouragement, as never before in my experience, in the possibilities of professional pharmacy.

We have had brought to our attention in a most spectacular fashion by two groups in the last year the importance of pharmacy in the United States. The Committee on the Costs of Medical Care has brought to our attention a report which shows that there are used in the United States something between \$600,000,000 and \$700,000,000 worth of drugs and, to the astonishment of most of us in pharmacy, eighty-seven per cent is sold through retail drug stores in the United States. I don't believe those facts have come effectively to the attention of the practicing pharmacists of the United States. In support of that, along come the remarkable figures of the Department of the Census of the United States Government just published. They report approximately \$600,000,000 worth of drugs sold in the United States, of which ninety-five per cent is sold in drug stores; through department stores, one and one-tenth; through cosmetic and toilet stores, two and one-tenth per cent; through general country stores one and two-tenths per cent; through general merchandising stores, one-tenth of one per cent; through mail order houses three-tenths of a per cent. Such figures indicate the importance of medicine and medical sales in retail drug stores of the United States.

What I am trying to bring to your attention is the possibility of success through strictly professional activity in retail pharmacies, the departments that in the large chain stores have been a small factor. May I make it perfectly clear now, and without any misunderstanding, that I am not saying there cannot be a large chain store or a large commercial pharmacy with a splendid professional pharmacy department. George B. Evans in Philadelphia demonstrated that it could be done. The physicians of Philadelphia had great confidence in his professional departments and in the ability of his pharmacists, and the quality of his medicines was well known.

Ordinarily, there are chiefly three general outlets for this very high type of professional service of pharmacy at present. One is in the hospitals, where there is great opportunity for

* See page 1021, October JOURNAL, and page 1196, November issue. It is hoped to complete the papers, not printed here, in another issue of the JOURNAL.

professional pharmacy to be practiced with splendid coöperation from the medical staff. It is now being done most effectively in many places. *Secondly*, in those professional pharmacies associated with groups of physicians in medical centers, a highly professional type of service, with physicians coöperating with the pharmacy and receiving superior pharmaceutical scientific aid. In smaller communities there is also the opportunity for the pharmacist to-day to have a well-developed professional department, where professional dignity and skilled service are possible. This pharmacist may have on the side, in another department of that same store, the other things which the community demands, such as soaps, brushes, cosmetics, perfumes, candy, stationery, cigars and probably a soda fountain. I admit I have no sympathy with the lunch counter when it is part of the drug store. If it is a division of a department store, and the professional department is separated as a specialized professional division, it is acceptable. At least I see no objection. Unless there is the correct atmosphere and a trained and cultured pharmacist in charge, there is no opportunity for this type of professional service.

I recently heard a sermon in which the text was: "Whatever ye shall ask in faith, believing, it shall be granted unto you." The minister said something like this: "Suppose there is a banker and he needs \$500,000. He gets down on his knees and prays the Lord to bring him \$500,000. The Lord turns to one of his angels and says, 'Look this fellow up and see whether he deserves this money.' The angel comes down to earth and investigates the man and comes back and reports, 'Yes, he is all right. He has credit, he has integrity, he has friends.' The Lord says, 'All right, let him have the \$500,000.' And because the man had lived the qualities which justified the credit, he gets the money."

That is exactly this situation here, as I see it. This fellow says, "I want to have a fine professional business." He can pray to heaven for it, and the angel comes down and looks him over. What qualities must he have? He has to be a cultured gentleman who can be at ease when he talks to his medical friends. They must have mutual relationships and mutual friendships, and meet socially. That is why we are giving four years of general and scientific college training to the pharmacists of to-day. It is a tremendous asset. The technical training is essential, and the ability to talk the doctor's language. The pharmacist must know much about modern therapeutic agents and about the Pharmacopœia and the National Formulary, and be prepared to supply technical information.

I know a pharmacy where physicians are calling up many times a day, and coming in. Yesterday I had the privilege of going into a relatively small professional pharmacy here in Madison. While I was there several doctors came in for information. The pharmacist said, "This is a regular part of our duty. The doctors in this building come into the pharmacy, and we give them every possible help."

I know of two skilled pharmacists conducting three special pharmacies within two squares in a large city. One physician came in and asked for help on a certain dermatologic preparation, and they conducted over one hundred experiments without cost to the physician. Not only did they win the favor of that physician, but he told his friends, resulting in many new opportunities. Their great success is evidence of the need for such professional pharmaceutical service to practicing physicians. These retail pharmacists believed in themselves and were prepared to give this type of splendid service.

A third necessity for a professional pharmacist is good equipment and a laboratory where he can be proud to meet physicians and impress the public. I advocate a prescription department open to the public. There is no better means of advertising. Let the manufacturing be seen by the public, also. You should be proud of your equipment and also your library. How can a technical service be rendered without a competent and adequate library?

If you believe in pharmacy, believe in yourself and work with the physician and believe in him, there is a great opportunity to-day. It is being demonstrated in many places.

The slogan for your pharmacy should be: "We coöperate whole-heartedly with the physicians of our community in the interest of public health."

Individuality and responsibility have a value in establishing the standing of the pharmacist in professional activities. Pharmacy is known by its service, the pharmacist by his personality and devotion to pharmaceutical duties.