

the state; (7) the approximate number of graduates that go into the various divisions of pharmacy with approximately 80% entering retail pharmacy, 8% in lines allied to pharmacy, 8% outside of pharmacy, 2.5% unemployed and 2% unemployable.

On the basis of the data outlined above, it would seem possible for each state to arrive at a reasonable estimate of the replacement required, if the national average of 3 to 3½% is taken as a basis and modified to reflect the local conditions.

It is encouraging to note that without an arbitrary reduction in the number of schools or an arbitrary control of replacement, pharmacy has apparently regulated its personnel on a national basis about as satisfactorily as any other health profession. The indications are that the national average will continue to be reasonably satisfactory since the expected losses will be about balanced by the expected gain in matriculation and in the increased proportion of graduates who pass the boards.

The local situation, however, seems to demand careful, and in some states immediate, attention, particularly where a large shortage or surplus is indicated, and in some states the situation is being worked out very satisfactorily by a coöperative program between the state pharmaceutical association, the school or schools and the board of pharmacy, which is the ideal arrangement. In one state, these three agencies joined in a request to the state legislature that the appropriation to the School of Pharmacy be increased in order that the number of matriculants could be decreased to meet the estimated necessary replacement, and the request was granted, which shows that this difficult problem can be solved, locally as well as nationally.

THE VOICE OF PROFESSIONAL PHARMACY.*

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The practice of pharmacy is not essentially a commercial institution, characterized by the bargain and barter of the ordinary commercial establishment. On the contrary it is the art of practice of preparing and preserving drugs and of compounding and dispensing medicines according to the prescriptions of physicians. It is as surely a healing agency as the medical profession; supplementing the efforts of the latter in bringing health to the sick and measuring the doctor's success to that end by its own knowledge and skill.

The voice of professional pharmacy may be silent, yet effective, or it may be audible. In either case a professional pharmacy, to be successful, must be conducted by an energetic pharmacist who is professional-minded. His first job is to sell himself, during and after his college training, on the ideals of professional pharmacy, after which his actions and deeds will sell these ideals to members of the other professions and to the general public.

Of the two voices no doubt the silent one, in its way, speaks the loudest. It may speak in the store or again it may speak many miles away. As an illustration let us follow a prescription after it has been compounded and delivered to the door of the patient and allow it to tell you a story. In its silent way it shows, as it is

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unwrapped, whether the pharmacist is careful, neat, economical and educated. An economical pharmacist will not waste paper and twine in wrapping but will use just enough of each to make a neat uniform package. By so doing he will save from 3 to 4 inches of wrapping paper on each 4-fluidounce bottle, which amounts to quite a saving in the course of the year. The story of neatness is told by the way the label or labels, are placed on the container. If the directions, etc., are neatly typed and spaced correctly, without any mistakes, the silent voice says that it was prepared by a careful pharmacist; however, if it is poorly arranged with several typographical errors it says that the pharmacist was careless. Last, but not least, the appearance of the finished product, such as a cracked or perfect emulsion, usually tells whether or not the pharmacist is educated and has utilized his knowledge.

As time goes on the medicine is consumed and at the suggestion of the physician, the container is returned to the pharmacy to be refilled. Before the patient enters the store, he is greeted by the show windows which tell their story. The professional window differs from the commercial window in that it should be neatly arranged to sell the profession of pharmacy and not the entire stock of the store. Likewise, the contents of the window should tell a definite story of one of the departments that will result in the sale of merchandise. The contents of the window should be changed frequently to attract and retain the attention of the general public, or members of other professions. A few thoughts for a professional window, around which a display may be built, are as follows: (1) method of applying cold applications; use ice caps, throat bags, hot water bottles to be filled with ice water, sponges, alcohol, etc.; (2) hospital supplies; (3) first-aid supplies, and (4) prescriptions. By a prescription display, I don't mean to borrow or ransack the attic and basement of the store for a lot of old antique containers and apparatus that are never used unless they are going to be used in contrast with modern equipment. My thoughts are to capitalize on the profession of pharmacy by allowing the windows or show-cases to tell the story of the correct and incorrect methods of preparing a prescription and to show the containers used in dispensing it for the convenience of the patient. This is easily accomplished by using any type of preparation called for on prescriptions. To illustrate, use a class of preparations such as ointments. Contrast the appearance, under a magnifying glass, of a gritty and smooth ointment. If necessary, use sand in petrolatum to make the particles in the gritty ointment stand out. Briefly point out the advantages of a smooth ointment by signs or photographs, then build the remainder of the display with the bases used in preparing ointments and the different type containers used in dispensing them.

As the patient enters the store he should find a well-illuminated, neat and dignified arrangement of show-cases with displays of professional merchandise. As he nears the prescription counter he should be greeted by the silent voice of the pharmacist in the form of a well-groomed person, who by his mere appearance and actions stands out as a professional man.

Time allotted to this paper will not permit me to go into great detail with the remainder, so from this point on it will be necessary to summarize, rather than go into elaborate detail. The majority of my readers will contend that it is impossible to run a strictly ethical pharmacy and still make a living. With this in view, may I suggest that it would be well, if possible to separate the store into two parts,

that is, a section devoted to the soda fountain and the commercial store and another section devoted to the professional side of pharmacy. The professional section should quietly predominate the store. As this paper deals with the voice of professional pharmacy I will not mention the strictly commercial departments.

A professional pharmacy may be divided into many departments among which are (1) the prescription department, (2) biologicals, (3) drug sundries, (4) hospital supplies, (5) physicians' supplies, (6) first-aid supplies, (7) dental supplies, including all kinds of preparations for the teeth, (8) household remedies, (9) baby and invalid supplies, (10) truss and support department, (11) pet and veterinary supplies, and so forth. The displays for each department should sell the respective merchandise to the patients as they bring their prescriptions in to be filled.

It is through the prescription department that contacts are made with the other professions. Likewise, the success of this department is due to the coöperation with the professions that write prescriptions. Therefore, it will be necessary for this department not only to give service but to have equipment and a personnel with ability and knowledge in order to develop and retain the confidence of the other professions and the general public. The prescription department in addition to rendering the usual telephone and delivery service must be equipped to prepare not only the common prescriptions but also the unusual ones. Likewise, it should be the source of information pertaining to drugs for all the members of the other professions. It is not necessary for any one man to even try to carry vast amounts of information in his mind, on the contrary this is very foolish, the important thing is to have sufficient reference books and journals at his command and to know where to find the information requested.

If space permits, a small room should be set aside for the exclusive use of members of the medical, dental and veterinary professions. This room should be furnished with easy chairs, a flat top desk, bookcases, one show-case, several ash receivers, etc. In addition, the room should be indirectly lighted and be well ventilated. There are no doubt many who would like to know the practical advantage of this room. Briefly, the bookcases should contain reference books and journals, which would be read while the doctor is reclining in the easy chairs. The flat top desk would provide stationery, prescription blanks and other writing materials on which the doctor might write his memorandums or prescriptions. Underneath the glass top of the desk would be cards or leaflets of the seasonable prescriptions being sent out by the local or state U. S. P. and N. F. Publicity Committee, etc. The show-case would be used to display prescriptions of interest, such as those appearing under the glass on the desk, etc. In addition, it would be well to have a filing cabinet containing all the literature sent out by the large pharmaceutical and chemical concerns pertaining to any one of the professions.

There are many other items such as prescription containers, methods of detailing other professions, advertising for the general public, displaying merchandise in the various departments, etc., that could be discussed. However, the time allotted me is up so I will close by saying that the Voice of Professional Pharmacy speaks in proportion to the goal the pharmacist sets for himself and that pharmacy offers more professional opportunities than any of the other more specialized fields, as it is necessary for the pharmacist to be well versed in all of the allied professions.