

BUSINESS TRAINING IN COLLEGES OF PHARMACY.*

BY E. FULLERTON COOK.

The teaching of business principles to students in pharmacy hardly needs a defendant at this time, but the scope of training, the details of instruction, and the methods for teaching, deserve the fullest discussion.

For many years, educators in pharmacy, and in fact, the majority of those conducting retail drug stores, were afraid to breathe the word "commercial." The ethical standard believed essential for professional ranking for pharmacists, seemed to require the elimination of the word "business." It is true that a few retail druggists, who possessed either unusual business acumen or were fortunate in securing training in the essentials of business, have conducted model stores from every standpoint, receiving the admiration and respect of all, even the most ethical of physicians, and with it an adequate financial return, yet many splendid druggists, with the highest ethical ideals, but using poor business methods, have gradually succumbed to inevitable business failure.

It was due to the years of observation of these conditions which finally led Professor Remington to advocate business training as an essential and compulsory part of a pharmacist's training, and he often said that if the majority of those who failed, had been taught common business principles, he believed they could have retained their ethical standards and also conducted a profitable business.

To admit the desirability of commercial teaching as a part of a professional education, opens the doors, it is true, to many extremes, and it is this phase of the subject which needs careful consideration and wise action.

So-called "pharmacy" to-day, in some of its developments, is so completely commercialized that the word "pharmacy" is no longer deserved.

In this type of drug store, the part of the day's activities which suggests professional pharmacy assumes the position of a small side-line and the man in charge of the "prescription department" has little or nothing to do with the business management. This is reserved for the business head, who more than likely is not a trained pharmacist and who has usually obtained his training in purely commercial circles.

Apparently having this class of pharmacies in mind, there have been a few earnest advocates of a commercial course for pharmacists which would replace two-thirds or more of the present college curriculum by purely business training, making a special feature of advertising and selling methods. This group represents one extreme, and on the other side stand those who can find no place for even the most elementary of business principles, in the course of a pharmacy school.

It is the midway course that seems advantageously to find a specific place in many of our colleges and which has proven itself of great value to graduates. Repeated testimony to that effect has been heard and the interest taken by the students and their progress in the work, further evidence its desirability.

It is not necessary here to outline the details of such a course. The "Syllabus" does so admirably and a number of papers are on record covering the individual ideas of those who are teaching the subject, but once more a brief statement of the course, which it would seem wise to follow: *i. e.*, instruction in the

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ethical principles involved in business, then in the essentials of business success, followed by an outline of business terms, customs, and methods and, afterward, enough practical use of the machinery of business to give the necessary familiarity and confidence in banking procedure, common law, legal documents, insurance, general financing, accurate, but simple accounting, etc.

Such a training is proper for any professional man and will become an important factor in the success of his professional career. The giving of courses of a more essential commercial character, such as advertising and salesmanship, are open to differences of opinion, but the foregoing should properly find a place in a school of pharmacy course.

HISTORICAL OR EARLY PHARMACY IN INDIANAPOLIS.*

BY FRANK H. CARTER.

Pharmacy and the drug business of Indianapolis have changed just as in all other cities, towns and communities, and the people have changed with them.

Craighead & Browning, afterward Browning & Sloan, and still later Browning & Son, conducted and owned "The Apothecary Hall" on Washington Street. They were, no doubt, known to more people in Marion County and, to an extent, throughout Indiana, in their day than any other firm I can mention. George W. Sloan, after leaving the firm of Browning & Sloan, was prominent as a local druggist, as adviser and helper of young men. He was active in all movements for the betterment of schools and civic conditions and nationally favorably known in pharmaceutical affairs.

John C. Green, at the corner of Delaware and Washington Streets, was succeeded by W. A. & I. N. Pattison. A. Metzner conducted a store in the small, old frame building at the corner of Virginia Avenue and Washington Street, and was succeeded by Stilz & Hoffman, now in the new Indiana Trust Building. C. C. Dennis, on Pennsylvania Street, near Market, succeeded Swing & Dennis, and James R. Perry followed Perry Brothers.

J. W. Bryan was located near the old Union Station and F. A. Bryan on Massachusetts Avenue and Vermont, in the quaint one and a half story frame building. J. W. Dryer, a brother-in-law of the Bryans, had a store at Noble and Washington Streets.

H. H. Bates had a store in the old Bates House, on Illinois Street, on the same ground occupied by the present building. He was succeeded by Gray & Beyschlag, who conducted for many years one of the best known stores of the town. Cobb & Hay were located at the N. E. Corner of Illinois and Washington Streets, in the store which is still standing and its looks indicate that it was one of the first buildings erected on this thoroughfare. They did a prosperous business, not only in drugs, but also in carbonated water of the kind sold in these earlier years.

Binford Brothers conducted a store on the Washington Street side of the Bates House in the '60's. On the night of the Andrew Johnson misunderstanding this store was a refuge for many of the crowd after the shooting began. The

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