

A few facts about the enrollment of the year just past may be of interest. It was a strange year in many ways and perhaps not typical, but so far as preparatory work went it did not differ much, if at all, from that of other recent years. Of the whole enrollment including the S. A. T. C., 22 percent had had one or more years of liberal arts work in addition to the required four years in an accredited high school; 8 percent did Ph.C. work. One cannot predict what they will do when they get out of college, or how long they will stay in pharmacy, but a good proportion of them intend to go into retail pharmacy. Doubtless not all of them will remain in that branch of it, for some are sure to take more college work, if not immediately then a few years later.

To come back to the original thesis, that high school graduates do not stay in retail pharmacy: granting that 7 percent leave the profession isn't that rather a small number?—and granting also that 15 percent become analysts or manufacturers or hospital pharmacists or teachers, is that not a fair ratio? Where are these branches of the profession to get new recruits if not from the output of colleges of pharmacy? Is it not better that they take their training with that end in view than that they should go into retail pharmacy and, later, when they have put all their thought and all their energy into retail problems decide to transfer? No one believes in a narrow individual and the retail experience is good to have and will make anyone bigger and broader, but the goal should be in mind from the beginning and its realization should not be too long deferred. Whatever skill they have acquired by the years of retail practice is skill that is hardly applicable to other different problems only in so far as all training is good discipline.

Again, do not the existing percentages indicate a fair ratio of retailers to other workers? I have no statistics, but I fancy it is not far from correct, and if it is wrong I wonder if it does not err in the wrong direction; that is, should we not be supplying a larger number of men and women to manufacturing and analytical laboratories? Is not the shortage there just as acute as in the retail business?

If this present ratio is about right why should we make entrance requirements low to be sure that we do not lack for clerks and trust to those who have more preparation to supply other branches? It seems obvious that such procedure would be a scaling down of quality all along the line.

“FOR THE GOOD OF THE PUBLIC”—THE SLOGAN FOR SUCCESSFUL LEGISLATION.*

BY W. H. ZEIGLER.

Webster defines the word “slogan” as the “war cry,” gathering—or watchword of a clan in Scotland.

I have selected as the title for this paper “For the Good of the Public,” because after years of experience on a legislative committee intrusted with pharmaceutical affairs, I believe it is the slogan or watchword to be used in all legislative matters.

I am from a State that has been first in a great many historical events, and while we cannot boast of having been the first to pass a prerequisite pharmacy law,

* Read before Section on Education and Legislation, A. Ph. A., New York meeting, 1919.

we are proud of the fact that we have always been able not only to block objectionable legislation but get everything we ask for.

The secretary of this Section, in making his report last year, wondered how South Carolina accomplished so much. I made up my mind at that time to tell you this year how we do it. Now, I assure you there is no trick in it, no graft, nor do we use some hypnotic power. What we have accomplished can be duplicated by every other pharmaceutical organization.

First of all it is absolutely necessary that you have as president of your Association a live, active man; one who is a 100 percent pharmacist, who has the good of pharmacy at heart, and is not ashamed of, or is constantly making excuses for, the profession he represents; one who does not mind the sacrifices he has to make—who is always on the job. We have had several, but for the past two years we have had one of the liveliest wires that has ever sat in a president's chair. And as a result we have had a good organization.

We do not boast of a large membership, for while there are in South Carolina 940 registered pharmacists, only 443 are members of the state association. But what we lack in quantity we make up in quality.

We have been fortunate also in having a strong legislative committee—one made up of men who are willing to leave their places of business and go to the Capital and stay there until they get what they want. And when they go before the Committee of Medical Affairs in the Senate or House they do their best to convince them that what they are asking for is for the good of the public—that the public must be protected. They realize that not for one moment must they allow these gentlemen to entertain the idea that it is self-interest which prompts them to ask for their endorsement.

A third factor that has played an important part in our success has been that our college is a State institution, having several members of the Legislature as trustees; and we have always cooperated with the Association and sent committees to the Legislature who worked hand in hand with them. I might mention, also, that we have in the House a graduate pharmacist, who has been of great assistance to the committee.

Last month closed the first year of our prerequisite law—the best law of its kind in the Union. An applicant must be a graduate of a school or college of pharmacy, meeting the requirements of the American Conference of Pharmaceutical Faculties, and have at least two years of high school work.

I attended the last meeting of the board of examiners, by invitation. A large number of applicants appeared for examination but only four were accepted as meeting the requirement. The total number for the first year of the prerequisite law was 15 applicants, of whom 12 were successful.

It is of interest to note that in 1914, 77 applicants were accepted for examination, 45 were successful, and 32 failed to pass. I believe this was about the average number that applied previous to the passage of the prerequisite law. Of course I found men present at the meeting this year who blamed this law for the scarcity of druggists, and wanted it repealed. Certainly the law has had a great deal to do with it, but we know that the war also played an important part.

I am satisfied, though, that the status of pharmacy in South Carolina is better than it has ever been. The pharmacists are more prosperous, not because of

the general wave of prosperity, but because there are fewer corner drug stores, less competition, and better pharmacists.

I am satisfied that the prerequisite law is the keynote of the whole pharmaceutical problem. Standardization of schools of pharmacy is necessary, no one will deny, but as long as an applicant for a license to practice pharmacy is allowed to come up for examination without high school requirements,—with a knowledge of pharmacy obtained from quiz compends and correspondence schools,—practical experience that consists of having sold patent medicines, seeds, paints, soda water, etc., pharmacy will never take its place with the other professions.

This Association should not be content until every state in the Union has a strong prerequisite law. If necessary, let us send representatives into the states without such laws, work in them, one at a time, until prerequisite legislation is enacted.

This Association has accomplished great things for pharmacy, but what we need is coöperation. We need a larger membership. We should start a campaign to enlist every pharmacist in America in the cause. I believe the South, for instance, is not well represented. Now, how are we going to accomplish this much-desired end. We made a start in South Carolina this year. The President, in his address, urged the members to join this Association, calling their attention to some of the advantages, and when he asked all who would join to stand up,—30 signified their intention of doing so. Probably very few of these men will ever attend a meeting of this Association, unless we keep in touch with them and show them why they are necessary to the success of pharmacy.

If we could get the American pharmacist to look to the American Pharmaceutical Association as the physician looks to the American Medical Association, the success of pharmacy would be assured. Why is it that on the train last month, going to Atlantic City to attend the American Medical Association meeting, there were 12 or 15 physicians from Charleston alone, while there are probably only two pharmacists from the whole State of South Carolina here to-day. Certainly it is not because the meetings are not interesting enough, or because we are not doing a great work.

I believe one of the reasons is because we do not use propaganda. It takes money, I know, but "money talks." And money spent in this manner will undoubtedly draw compound interest in the upbuilding of pharmacy.

We may as well face the facts. We meet together every year, make good resolutions, hear the reading of interesting papers and reports, but we only represent a few of the pharmacists of America. Why is the American Medical Association such a power in medical affairs? We know it is because of the large membership and the wonderful organization they have. It is because of this membership and organization that they have been able to place medicine on its present high plane.

South Carolina is with you. This year we divided our State into 14 districts, and we have already begun their organization. We are going to enlist every South Carolina pharmacist in the cause. Next year we are going to the Legislature stronger than ever. We are going to ask for \$3,000 to defray the expenses of the Board of Examiners. We are going to ask for protection against the merchant who sells all kinds of drugs and brings discredit upon the honest druggist by offer-

ing for sale intoxicants in the disguise of medicines, and we expect to get this legislation passed, and perhaps more. We are going to accomplish these things by propaganda, using the newspapers, and educating not only the pharmacist, but the public as well, to the importance of pharmaceutical legislation, always keeping before them the slogan—"For the good of the Public."

I acknowledge that the ideas suggested in this paper are not new, for we have from time to time discussed the prerequisite and other laws and this Association has been of great assistance. I have only attempted to emphasize the importance of keeping forever at it, and to inform you of what we are doing in the old Palmetto State.

SELLING AND THE PHARMACEUTICAL PROFESSION.*

BY HERBERT W. HESS.¹

We are gathered together at this time to discuss the problems of selling as related to the possible future growth of those who find themselves known as pharmacists or druggists.

You have honored me upon this occasion with the privilege of approaching your field of economic endeavor in the spirit of analysis, criticism and vision. It is my purpose, then, to attempt so to visualize your present activities that the principles involved will bring greater individual power and a corresponding commercial success.

VISION.

Let us first approach the question of your commercial growth from the personality point of view. It is literally true that "As a man thinketh in his heart so is he." The vision which you as an individual now hold worthy of realization is the motif power of your activity. If your vision is narrow, limited, or perverted due to wrong thinking, laziness, fear, distrust, failure, or a lack of self-confidence, the future picture which you realize cannot but reflect these factors. On the other hand, the extent to which you are plastic as an individual, the extent to which you are susceptible to new ideas combined with ability to think in terms of principle, these elements are fundamental and constitute a sane growth. I take it for granted that your presence here indicates an inner urge on your part to realize a personal feeling of greater power through an interchange of ideas. A convention of this kind is but the gathering together of individual influences which in the intermingling should produce a feeling of inspiration as well as a new individual vision. It is your ability to estimate value and to convert these ideas into business policy which is to give you prestige as a successful pharmacist.

Selling is the driving force of modern business effort. If greater profit is the dominant concept of our present system the executive druggist will succeed according as he comes to think in terms of those factors which bring increased sales.

The location of your store, the selection of your help, the arrangement of your cases and show windows, all these combine to draw passing humanity into your store for purchasing purposes.

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