LEGACY ARTICLES

75th 1937-2011 ANNIVERSARY || AJPE

ADDRESS OF THE PRESIDENT

LINWOOD F. TICE

One of the duties of the President of this Association is to present an address. The "Officers' Manual" gives some guidance and direction to the President for the purpose of helping him with this assignment. It is suggested that the President's Address may be either a report of the accomplishments of the past year with comments on the work of the several committees or "a general overview of the educational scene or of this in relationship to pharmaceutical education." The "Officers' Manual" goes further and intimates that it should be "scholarly and constructive." In this latter stipulation, the committee responsible for the Manual did not reckon with the present incumbent!

Two years ago, when I received the high honor of being chosen as your President-Elect, I had no appreciation of the difficult task which lay ahead of me. At that moment, it was quite natural for me to be highly gratified for the confidence which the members had in my capabilities and to hope that I would be able to live up to their expectations. As I served my apprenticeship under President Burt, I began to appreciate more fully the difficulties and hard work attached to the office, and I must confess that I was not nearly so confident in my ability to serve when the time finally came for me to succeed one whose efficiency and good judgment is known to us all.

It is not my wish to discuss the activities of our several committees over the past year, for this is done by the chairman of each committee in making his report. On the other hand, I find it impossible to discuss a number of important aspects of pharmaceutical education without, at times, getting into the domain of certain of these committees. It is gratifying to know that attention is being given by some appropriate committee to almost every problem I wish to discuss. For this, we should be highly encouraged since it shows that our Association as a whole is actively engaged in advancing pharmaceutical education and that our activities are not just in the hands of the few who comprise our officers.

THE RECRUITMENT OF STUDENTS

There are some in the ranks of pharmacy who ask why our colleges are so concerned with the recruitment of students when it appears that in coming years we shall be flooded with applicants far in excess of our capacity to accept and train them. There seems to be little doubt that, before long, we shall have all of the applicants for the study of pharmacy we can accommodate. The question is, "What kind of applicants will they be and what kind of pharmacists can we hope to make of them?" At the moment, the question of quality of applicants is somewhat academic since the ratio of applicants to those accepted, the country over, is not very large and is, indeed, far below that in other health professions. In time, however, and in the not-too-distant future, this ratio is certain to increase. Even so, will we get those young men and young women who should enter our colleges of pharmacy if the future well-being of our profession is used as the criterion?

It is my belief that some of the present weaknesses of pharmacy professionally can be laid directly at the doorstep of some of our member colleges, since all of those practitioners, whose lack of professionalism we now deplore, at one time were enrolled as students in some college of pharmacy. If, in their selection, their qualifications were such that they could not be indoctrinated with the meaning of professionalism and be expected to adhere to it, is it they then who really are to be blamed or is it those of us who chose poor raw material and then turned out an educational product which we knew was defective? It is next to impossible to take a young person who is poorly motivated, has little or no concern for his fellow man, and almost no ethical standards and in four or even six years change him into the type of professional person which we all insist the pharmacist should be. If, as educators, we really believe that our graduates in pharmacy should have certain qualifications, then we must take steps to see that we get not just students but the right kind of students.

The Committee on Recruitment Aids, under the able chairmanship of Dr. Richard A. Deno, has been engaged in a far-reaching program to help us get the quality of students which we need. I shall not describe all of the projects which this Committee has completed and has on its agenda, but I do wish at this moment to urge all of you to see the two films, *Design for Life* and *Time for Tomorrow*, which will be shown to our group for the first time on Monday evening following the banquet. I particularly wish to impress upon you that these films were not made for the purpose of encouraging deans and professors to enroll in a college of pharmacy! They were prepared with the guidance of experts for the

purpose of motivating the finest type of young people of high school age to give serious consideration to pharmacy as a career. In doing this, we have not attempted to present pharmacy as a quick and easy pathway to financial success, for it has been shown that, even in the "dollar-conscious" United States, there are other considerations of greater significance to young people who are choosing a career. It is our fervent hope that these films will bring to pharmacy an even higher type of student than we have had in the past—not just those who will be more capable in their studies but young people with a sense of dedication to human welfare and who have a desire to serve their sick and suffering fellow man.

There is nothing basically wrong with the wish for financial success, but it is practically impossible to turn out the kind of pharmacist our profession needs if this is the only reason the student enters the field.

I wish to urge each and every educator here to give his support to this long-range recruitment program for, without such support, all of the efforts of our Committee will be to no avail. We must remember that, at present and, even more so, in the years to come, we shall be competing with other fields which, like ourselves, are avidly seeking the "cream of the crop." Were it not for our ambitious and energetic program of recruitment, we might well find ourselves in the situation where, as time went on, the quality of our raw material became worse and worse. It is for this reason that the Committee on Recruitment Aids of our Association is of such outstanding importance and that it has received the generous support of the American Foundation for Pharmaceutical Education.

SCREENING OF APPLICANTS

With the steep rise in the number of applicants for the study of pharmacy which is anticipated, and with the assumption that only part of these will be the type of students which we should accept in a college of pharmacy, what is the best method for screening these many applicants to make sure that we get the best from among them? Almost every dean feels that he has a system which works quite well, but I doubt very much whether most of these favorite systems would prove to be entirely valid if they were subjected to a careful evaluation of the results achieved. It is a very difficult thing to measure with accuracy the aptitude, motivation, ethical and moral standards, and the many other things which are involved in predicting with a fair certainty an applicant's likelihood of success, both as a student and as a practitioner of a health profession. Our medical and dental colleagues long ago decided that the methods used by individual colleges were quite fallible. As a

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consequence, they engaged the services of experts to devise a national examination to be given applicants seeking to enter these fields. The scores made in the Medical College Admission Test and the Dental Aptitude Test are given great weight in the personal evaluation given each candidate for admission to these fields.

This past year, the Committee on Predictive and Achievement Tests was asked to take as its major project a study of the desirability and practicability of such a national test. Dean Joseph B. Sprowls and his committee have done this, and I am sure their report will be of considerable interest to our members. As your President, I urge you to consider the great importance of the very best screening method which can be developed and, furthermore, not to make the mistake of thinking that systems currently in use in our colleges cannot be improved upon. With all respect to those who have worked on this problem for many years, this is an area of specialization, and we would be well advised to solicit the guidance and help of experts rather than be complacent and ignore our own inefficiency. Again, may I stress the point that if we fail to find those nuggets hidden among the common stones we are missing one of our greatest opportunities to elevate the profession in future years. We alone are entrusted with the selection and training of those who will someday control the destiny of pharmacy. It is a responsibility that must not be taken lightly.

I recommend that this Association endorse in principle a National Pharmacy Admission Test developed by experts in such testing procedures, and that the Executive Committee seek the means of underwriting its cost.

CURRICULUM

Our colleges of pharmacy are presently in a transition period and will continue to be until the five year program is fully implemented in all member colleges. Each year, more colleges report either the adoption of a five year program or its scheduled adoption in the very near future. The Curriculum Committee has been alert to the necessity of giving all possible guidance to member colleges in planning and developing their new curriculum. The Committee has had its work made much less difficult by the thorough study so excellently reported and described in *The Pharmaceutical Curriculum* by Bauch and Webster. Last year, the Curriculum Committee reported on what it considers to be the educational goal which should be accomplished in the first two years of the five year program and, this year, it has given its attention to the professional years and the essential courses which these years should embrace. I wish to commend Dr. Lloyd M. Parks for

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the excellent manner in which he has carried out his assignment as chairman of this Committee. The report which he will give merits your very close attention. I say this because there are pitfalls which are almost certain to trap the unsuspecting pharmaceutical educator who proceeds to develop what he believes is the ideal curriculum. With all apologies to Dr. Parks for anticipating some of his report, I wish to dwell briefly on one very important aspect of the new curriculum. I do this not because the report itself fails to do so adequately but because there is a hazard which cannot be stressed too much or too often.

During those difficult days when, as educators, many of us were soliciting the support of others for the five year program, we stated some of its objectives and, indeed, its most fundamental objective clearly and emphatically. In so doing, we gained the support of many who might otherwise have been against the plan. Now that the five year program has been approved and is to become a reality, we must not forget the promises and pledges made in gaining for ourselves the support which we needed. The most telling argument used in support of the five year program was the need for more general education. It was our plea that we desired above all else to turn out young men and young women educated in the broadest sense of the word and not simply scientists and technicians.

The vast majority of our pharmaceutical educators—at least those who control the field—are men and women who have specialized in some branch of pharmaceutical science and whose undergraduate education was itself almost devoid of general education. If we are not extremely careful, we shall take the opportunity offered by some additional credit hours to expand those technical and scientific courses in which we are specialists rather than make them available to others whose fields of specialization we ourselves do not fully appreciate. Already, there are reports of member colleges who plan to use the extra time for a standard course in calculus and physical chemistry.

While the Curriculum Committee and this Association cannot dictate the curriculum to any member college, it is our solemn obligation not to forget what it is that we have pledged ourselves to accomplish. You may be sure that our performance will be watched by many to see if indeed we will carry out our promises and broaden the education of the pharmacist. Our integrity as educators makes it imperative that we do not lose sight of this educational objective.

In planning the curriculum there are, of course, other considerations of importance which have not gone unnoticed by the Cur-

riculum Committee, and I commend its report as one worth careful reading by every faculty member in each of our colleges.

Pharmaceutical educators must continue in their efforts to explain to the rank and file of pharmacy the need for the five year program and what is it we hope to accomplish by it. The mere fact that we have managed to revise our Bylaws making the five year course mandatory is not enough. The long debate which preceded this action created considerable ill will which is not in the best interests of either our colleges or the practitioners of pharmacy. We must make every effort to win the support of pharmacists by having them understand better both our plans and our program as it develops.

In this connection, I should like to recommend that this Association send an official delegate—if possible and, if not, an unofficial one—to represent us at the Annual Convention of the National Association of Retail Druggists. This delegate should be someone carefully chosen by the Association and one who can bring to this group a clear understanding of our program as well as bring back to us criticisms and comments concerning ourselves. Such a delegate, if he is effective, could do much in improving our relations with retail pharmacists, the vast majority of whom look to the NARD for guidance and give it their support.

TRANSFER CREDIT

The number of students entering pharmacy with previous training in a college of liberal arts and sciences increases each year. Such students may become one of our major sources of supply as more and more colleges adopt the five year program. While such students often are among our best, some few problems are known to arise when they transfer. The most critical problem is the evaluation of certain basic science courses already taken; this is most acute in the case of organic chemistry. The Committee on Educational and Membership Standards, under the chairmanship of Dean Chauncey I. Cooper, was asked to give this matter its attention, and it seems likely that this Committee will have many other problems requiring study in coming years. While it is true that transfer credit poses a problem, we must not make the mistake of either ignoring the difficulties which arise or condemning the five year program because it involves certain transitional problems. There has never been, and probably never will be, an advance made in education or in other human affairs which was not accompanied by a few difficulties and liabilities. These complications are to be expected. They must be met and solved, and I have no doubt that our Committee will succeed in finding the solution for us.

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LONG-RANGE NEEDS

Even before I became your President, I had long been concerned with one of the most perplexing problems which has confronted pharmaceutical education since its inception. In simple terms, it is, "How many students should be trained for our profession, and is it possible to determine the ideal number?"

In the past, we have operated largely on the basis of supply and demand. There are, today, those educators who feel that this is the proper procedure. Others feel that a more limited number is better for both the profession as well as the public. It matters not the least to which school of thought one subscribes, all of us must admit that great damage has been done the profession at various times in the past when we permitted the law of supply and demand to operate without restraint. In the early 1920's, some of our colleges enrolled vast numbers of students, far in excess of the capacity of the field to absorb them properly on graduation. The outcome was that, upon graduation, they were hard pressed to find suitable employment. They were forced to bid against each other for the few available positions. The result was that their economic situation became deplorable. The impact of this educational policy is still felt in some of our metropolitan areas where there are far too many drugstores. Here, the professional and economic level of the pharmacist suffers as a consequence. In one city—the name of which I shall not mention—the average annual gross sales of drugstores are alleged to be \$30,000 a year below the national average, while the per capita income of its citizens is above the national average. A survey of drugstores in this city would reveal their professional level also suffers by comparison. It is an easy matter to blame these pharmacists for their dereliction, but had the colleges in their area been more conservative and accepted only a fraction of the vast numbers applying for admission some years back, this would not have happened.

Some will say that there is no such thing as educating too many people. To this, we can agree, but, when faced with such large numbers, the proper solution is to raise the standards for admission and/or the achievement required of the student. Had these thousands of students in the twenties been given an education instead of the training of a technician, things would not have developed as they did. As it was, these unfortunate persons who were trained only as technicians were totally unprepared to follow any other vocation except pharmacy and, here they remained.

Today, we are pressured on every side to increase the number of our graduates, and it may well be that there is presently a shortage of pharmacists. Just how acute this is and whether we should

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turn out many more graduates is a matter of conjecture. We can be quite certain that some of those who cry for more pharmacists will not be satisfied until pharmacists can be employed quickly and cheaply. I say, "cheaply," because, even now in many areas where the reputed shortage exists, employee-pharmacists are paid less than non-professional help in the same commercial establishment. Needless to say, it is such inequity in salary which is making it possible for unions to make inroads in our profession.

If there is a large increase in applicants to study pharmacy—and this is likely to happen—how many pharmacists should be trained? Are our present colleges prepared to take care of this number of students? Should the organization of new colleges of pharmacy be encouraged and in what geographical areas are they most likely to be needed? These are very difficult questions to answer for no one really knows now how many pharmacists are needed each year taking into consideration that which is ideal for both the public and the profession. To answer these questions involves some clairvoyance, for one must assess the future birth rate, the state of our economy during the coming decades, pharmacy's place in the scheme of things, and many other intangibles. Since no one else in the field of pharmacy seems to be giving this matter thought, our Association cannot avoid it.

This year, a Committee on Future Enrollment Problems, with Dr. George L. Webster as Chairman, was asked to make a start in studying this very complex problem with the hope that, eventually, some guidance could be given member colleges. It is your President's firm conviction that every effort should be made to discourage the formation of new colleges of pharmacy unless a definite need can be shown for such colleges and they are well-financed. Weak, poorly conceived institutions invariably become a problem for this Association, as well as for the American Council on Pharmaceutical Education. It is far better to have valid data which can be used to abort an ill-conceived and unsound attempt to start a new college of pharmacy than it is to do nothing about it and then be faced with the necessity of watching it in its slow, agonizing struggle or its lingering death. We can be sure that, as favored sons of alumni and those with political influence are denied admission or fail, there will be attempts to start new colleges of pharmacy. It is only with sound facts and figures that this can be discouraged. On the other hand, if an established and well-financed institution wishes to organize a college of pharmacy on its campus based on a real need in the area, we should welcome such an addition to our ranks.

It is only with sound information, including manpower require-

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ments, that this Association, or the Council for that matter, can give advice and guidance when it is needed. We must, at all costs, avoid the mistakes of the past, and, here, it will take not only the data we seek but the determination to resist external pressure.

I wish to recommend that the Special Committee on Future Enrollment Problems be continued as a continuing or standing committee of this Association.

OTHER COMMITTEES

It is obviously impossible to comment on the work of every committee delegated responsibilities by this Association, and it must not be presumed that failure to discuss any committee's work means that it is unimportant. This Association has many important committees, and it has ever been true that they have taken their assignments quite seriously and worked diligently to solve the problems given them. This year's committees have been no exception, and, in reality, it is they who direct the future of pharmaceutical education, not your officers. Many long hours are spent by the dedicated individuals who work on the numerous Association projects, and our sincere appreciation, and that of all pharmacy, is due each and every one of them.

CHANGES IN THE PRACTICE OF PHARMACY

If one surveys the changing pattern in the practice of pharmacy, it is possible either to be highly optimistic or deeply pessimistic over the future of our profession. Which of these attitudes is the proper one cannot be stated for a certainty, for there are many confusing and perplexing developments taking place rapidly today, such as the change in the retail pattern of drug distribution. Some of these changes all pharmaceutical educators must oppose as a matter of principle, but whether the tide can be turned is quite uncertain. It is also not clear what path we should follow legislatively or otherwise in attempts to reverse what many of us feel is contrary to the best interests of both pharmacy and public health. Whether it is proper for this Association to take an active part in the current efforts being made by other pharmaceutical organizations to defend that which is pharmacy's proper province is open to question, but all of us can agree that the pharmacy of a few decades hence will be quite a different thing from that which we know today.

If, as educators, we are alert to our responsibilities, we must be giving thought to what the likely complexion of pharmacy will be twenty or thirty years from now. Is it possible by studying trends and carefully evaluating the opinions of experts for us to

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envision the pharmacy of tomorrow? If it is, would it not be wise for us to begin planning for that time and even modifying our curriculum accordingly? In the past we have always lagged somewhat behind changes in the profession in so far as our course syllabi were concerned. It is a standing joke on many a college campus—to use the language of the student—that the professor “doesn’t know what the score is”! Would it not be wise for us, even though we may be groping in a vast unknown, to try to piece together what we can expect of tomorrow?

As your President, I wish to recommend that some Committee of this Association or some special committee be assigned the problem of studying what are the likely changes which will take place in the practice of pharmacy within the next one or two decades. This will be a difficult assignment, and the Committee may not be able to find even a partial answer, but the attempt should be made.

PHARMACY'S PUBLIC RELATIONS

For many years we have heard of the need of a well-organized and integrated public relations program for pharmacy. It now appears that a national committee is being formed to put into effect an extensive program along these lines. While the work of this committee will be financed very largely by the drug industry, we as pharmaceutical educators have a proper and legitimate interest in the nature of the program which is undertaken, and we cannot afford to be aloof to it.

I wish to recommend that this Association endorse the principle of a public relations program as it is presently being formulated and, through its officers, ask that we be given official representation on the committee. To your President, this would seem a perfectly valid request, and there is no reason to believe that it will not be favorably received. We, as educators, can make constructive suggestions as the program in detail is developed.

**THE PAN-AMERICAN CONGRESS OF PHARMACY
AND BIOCHEMISTRY**

The Fourth Pan-American Congress of Pharmacy and Biochemistry will be held in Washington, D.C., in the fall of 1957. A preliminary meeting of representatives of all the national organizations of pharmacy was held in New York on December 13, 1955. Mr. Robert A. Hardt was chosen to serve as the general chairman of the committee which will have the responsibility of planning for this event. This is the first international congress of pharmacy held in the United States since 1893, and it is an opportunity for us to do much to improve the relations between ourselves and our

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neighbors, as well as raise the prestige of American pharmacy. In the past, we have not always performed in a way which has made our neighbors to the south feel very friendly toward us, and we have been guilty of an aloofness which has not been to our credit.

Among those who will visit the United States will be many representatives of pharmaceutical education from other countries. It would appear that our Association should play a very active part in arranging a program which will be of interest to them.

As your President, I wish to recommend that this Association participate fully with the other national organizations in making plans for this Fourth Pan-American Congress. I further recommend that the incoming President, or the Executive Committee, appoint a special committee whose responsibility it shall be to represent the Association during the planning stage for this meeting.

THE LILLY INDUSTRIAL SEMINAR

Last summer, a seminar unique in the annals of pharmaceutical education was held in Indianapolis under the auspices of Eli Lilly and Company. This week-long industrial seminar was attended by at least one representative from every college of pharmacy in the United States and Canada. It is not my intention to discuss the details of this seminar, but I do wish to commend the company sponsoring it. I am sure that each representative there went back to his institution with a much better comprehension of modern pharmaceutical industry. While such a seminar undoubtedly was of value to the company sponsoring it, it also had great value to pharmaceutical education. One of the continuing hazards which we as educators face is that, living in our cloistered halls, we may get out of touch with reality. When this happens, we are likely to be teaching in a way which was quite adequate in a bygone era but not in keeping with the present, and surely not with a vision of the future. As educators, we must understand and appreciate the direction which pharmacy is taking.

As one who attended the seminar, I think I can speak for all of my colleagues who were there. It was an extremely valuable week, just as it was a pleasant and comfortable one. For all this, we have, of course, the officers of Eli Lilly and Company to thank and also one of our own colleagues, Dr. Bert R. Mull. This was Dr. Mull's last official function with his company, but we had little realization then that it would be the last time that most of us would see him. Bert Mull was the kind of man who vitalizes and enriches any field of human endeavor. We in pharmacy will miss him, as will the company and university where he rendered such outstanding service.

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AMERICAN FOUNDATION FOR PHARMACEUTICAL
EDUCATION

While it is customary for the Chairman of the Executive Committee to call specific attention to the many Association activities which are underwritten financially by the Foundation, as your President, I cannot let this opportunity pass without some mention being made of this force which has infused life and strength, not only in our Association but in the entire field of pharmaceutical education. Each year, our members hear some expression of appreciation given the Foundation, but it is only those of us who are intimately connected with Association affairs, as well as the business of the foundation itself, who can appreciate fully all that is done. It would be a very enlightening experience for everyone here to attend meetings of the Board of Directors of the Foundation and see the time and attention given by many of our industrial leaders in making the Foundation an ever-growing source of support. This they do with only one objective in mind: namely, to improve and strengthen pharmaceutical education. It would also be enlightening if each of you could see the budget of our Association in all of its details, as well as that of the American Council on Pharmaceutical Education. I can tell you quite frankly that the essential functions of both organizations would grind to a halt if they did not have the Foundation's financial support. So accustomed have we become to the broad and ambitious program now possible in the Association that we are likely to forget those lean years when we were forced to subsist on almost no income except that derived from membership dues. It is, of course, true that the Foundation was organized for this precise purpose, but it is a tribute to its members and its officers that it is serving this function so well.

Special recognition is due its Secretary and Executive Director, Dr. W. Paul Briggs. Dr. Briggs' enthusiasm and energy in behalf of pharmaceutical education were known to us even before he became associated with the Foundation. In his present capacity, he has proven himself to be ideally suited for his position, for he has succeeded in translating our needs to the Foundation just as effectively as he has succeeded in keeping us from assuming that the financial assets of the Foundation are inexhaustible. To Dr. Briggs goes much of the credit for the splendid and cordial relations which this Association and our member colleges enjoy with the members, officers, and directors of the Foundation. This cordiality and cooperation, together with the many constructive programs which the Foundation makes possible, promises to bring about a great improvement in our profession.

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THE EXECUTIVE COMMITTEE AND OFFICERS OF
THE ASSOCIATION

Before closing this address, I wish to pay public tribute to the excellent support I have received from President-Elect Hewitt; the Chairman of the Executive Committee, Dean Zopf; Secretary-Treasurer Deno; and the other members of the Executive Committee. I particularly wish to commend the outstanding work done in behalf of this Association over the past several years by Dr. Richard A. Deno. The thoroughness and efficiency with which he has carried out his assignment has set a standard which will make it most difficult for his successor. As the President of any organization knows, an alert and efficient secretary is half the battle. During my tenure of office, I have been singularly blessed by having a man of Dr. Deno's caliber so closely associated with me.

CONCLUSION

In this address, I have avoided all reference to the efforts which I, personally, have made during the year to serve this Association. I have tried to do those things which were the responsibilities of the office and, on a few occasions, fulfill some small assignment which seemed to be of possible value in furthering our program. It has been a year of hard work, as only those of you who are Past-Presidents can appreciate, but I have enjoyed every moment of it and I hope I have been of some small service.

The job of making pharmacists of character, of making our future pharmacists men of rugged individualism is a task requiring the utmost in cooperation on the part of all the institutions with which the students come in contact during their formative years. Employers, faculty, and students, we are all striving to attain the same end, a better profession, so why should not we study our problems together in order that we may enjoy more fully the result of our labors.

L. David Hiner, Am. J. Pharm. Ed., 5, 217 (1941)