OMMERCIAL pharmacy in the past few years, has come to mean more than it has ever meant before to the schools of pharmacy all over the country. In the past very little attention has been paid to commercial pharmacy but times are changing, ways and means of doing business are changing, and now a pharmacist must be more than a pharmacist. Formerly when the druggist's only competition consisted of other drug stores or pharmacies similar to his own, and his main business consisted of filling prescriptions and selling sick room supplies, it was much different from now, and allow me to say, much easier and simpler, because today the druggist must compete with the independent drug store, the chain store, the department store, the five and ten cent stores, and the mail order houses, to say nothing of the confectioner's restaurant, and what not.

To live and profit in the face of this kind of competition he must now be not only a pharmacist, but a merchantiser, an advertiser, a buyer par excellence, and a salesman "supreme," to say nothing of the fact that he should have a fairly good knowledge of elementary accounting, and business law.

With these facts asserting themselves more every day, schools of pharmacy are increasing in number. They put more stress upon their courses in commercial pharmacy, and we are proud to say that the University of Oklahoma school of pharmacy, with Dean D. B. R. Johnson in charge is one of the leaders in this progressive movement.

At the present a commercial pharmacy department consists of six three hour courses, four of which are required and the other two elective as follows: commercial pharmacy 1, the elements of commercial pharmacy. This course is divided into five parts: salesmanship, advertising, drug store accounting, drug store law, and drug store management. This is a required course. Commercial pharmacy 40, drug store accounting which includes: invoicing, pricing, marketing, and keeping and analyzing a set of drug store books, making "profit and loss" and financial statements. This is a required course. Commercial pharmacy 50, drug store merchandising, advertising, and salesmanship, which also includes counter and window display. This is also a required course. Commercial pharmacy 55, a course in the study of the more prominent drug journals and business magazines. This is not a required subject. Commercial pharmacy 56, drug store jurisprudence which not only includes drug laws but also the necessary elements of commercial law. This is a required course. Commercial pharmacy 57, a course dealing in drug store management which includes a study of conditions relative to location of stores, arrangements of departments, buying and selling, and co-operation between employees and customer. This is not required.

This makes a minimum of twelve hours required work in commercial pharmacy before graduation and we believe it will help produce more efficient pharmacists.

In 1920, Dean Johnson was selected chairman of the committee on higher education at the American conference of pharmacy faculties, and at this time he brought out the idea of having a "model drug store" in every school of pharmacy, to use as a laboratory for teaching the practical problems of a drug store. The fall of 1928 saw the idea that Dean Johnson pioneered for the past eight years put into being at the University of Oklahoma school of pharmacy, and we believe that the next few years will see all of the leading colleges of pharmacy follow Oklahoma in this important innovation.

UR model drug store consists of regular drug store fixtures such as you will find in any drug store and display tables upon which window and counter displays are taught. Our stock consists of regular drug store merchandise in both filled and dummy packages, that have been donated by the different manufacturers all over the country. Our model drug store at present is rather small and we are planning on a new set of fixtures for next year and a larger room, at which time we hope to have one of the most up to date model drug stores of any college of pharmacy in the country.

And speaking of model drugstores in this day when drugs seem to be the minor consideration, just what is a drug store today? We can recall pictures of the "up to the minute" apothecary shop of fifty years ago, with its big mortar and pestle hanging outside and its small dimly lighted windows filled with fancy shaped glass vessels all containing different colored liquids, as compared to the modern drug store of today with its large electric sign, spelling out the word "drugs," and its large brilliantly lighted display windows containing every thing but drugs. We have finally come to the conclusion that the drug store of today is the family store; the store where father comes to buy his rheumatism medicine, and chewing tobacco and spends thirty minutes or more telling you why the

(RALPH A. BEEGLE

Who has charge of the model drug store. Professor Beegle formerly was a druggist who returned to his Alma Mater to teach in the school of pharmacy.

(Turn to page 366, please)
Various large drug companies are co-operating with the school of pharmacy in supplying the model drug store. Here we see a student supplying a "customer" with cosmetics.

Every feature of a regular drug store is embodied in the model drug store.
A Model Drug Store for Students

(Continued from page 350)

government is going to the dogs because Al Smith wasn't elected; the store where mother comes to get her bottle of Lydia E. Pinkham's to ask you confidentially if you really thought smoking cigarettes would reduce you, of course she wouldn't even think of smoking, but she had noticed in the paper where Mrs. — the New York social leader, smoked cigarettes to keep from getting fat; and she was a little heavy herself; the store where sister comes to get her gum and Luckies and tell you what kind of perfume or candy to sell her Sunday evening sweetie; and the store where brother comes to use your telephone to make a hot date, and cash a hot check to finance his evening's entertainment. Well so much for the definition. We were in a drug store recently drinking a Dr. Pepper, it was either 10, 2 or 4 o'clock, we don't remember exactly) when a woman customer walked in and called for a box of face powder. When the druggist wanted to charge her $1 she said, "why I can buy that across the street at department store for 69 cents." He replied, "Yes, I know that, but lady, with them that is merely a bait to get you into their store while with us it is a bread and butter item, we have no bait. Our bait is put out in the form of service. We deliver a package of gum, cigarettes, or anything you wish to your front door and don't charge you any more for it. We keep a paid up telephone in the front of our store for your convenience. We serve your drinks out in the street for your convenience, and we do it all with a smile." Needless to say he sold her the powder, and we'll bet she went there to get her next box.

To borrow a description from one of our leading manufacturers of rubber goods—the druggist today is much like the tight rope walker carrying a jug of water on each shoulder, he has to uphold the higher ethical standards of his profession and at the same time be enough of a showman and merchant to keep the customers coming in with the much needed cash; and this is the kind of a pharmacist we are trying to turn out.

FROM whatever standpoint you consider FOLK-SAY: A Regional Miscellany, whether it be content, typography, or purpose, you will agree that it is a book you should have in your library. FOLK-SAY is the first book to be issued by the University of Oklahoma Press, giving it an added intrinsic value. Published for the Oklahoma Folk-Lore Society, the book was edited by B. A. Botkin, president of the society and member of the English faculty of the university. Folk-lore of the southwest has been set down for its real literary value. A notable group of writers have contributed to this distinguished book.

TULSA TRIBUNE—"Folk-Say is an event . . . . FOLK-SAY is as different as anything that has come to our attention in the way of a contribution to the literary scene in recent years. Professor Botkin speaks with deeds.

TULSA WORLD—"A most significant publication . . . . FOLK-SAY is an interesting and an important book and its future will not we trust, bear out the old adage of the prophet in his own country. A publication not only important to Oklahoma and to the southwest, but of wider significance insomuch as it has undertaken the preservation and presentation of Indian and folk legend of this particular part of the United States and so contributes to the sum total of authentic American folklore."

A Quality Book Shelf—That is the idea underlying book publishing done by the University of Oklahoma Press. Books published by the Press will be few but each a work as typographically excellent as is possible to make it, each a work of learning by a scholar connected with the University of Oklahoma. The Press will have this year for the first time a fall book list, to be announced later.

Order books from the salesagents for the Press, the University Book Exchange, Oklahoma Union Building, Norman, Oklahoma.

ANY man—or woman—who is a disciple of Izaak Walton, should have a copy of the Publications of the University of Oklahoma Biological Survey, Vol. 1, Nos. 1, 2 and 3. Bound in one volume and published by the University of Oklahoma Press, this book contains two valuable papers listing practically every fish found in Oklahoma and Arkansas waters. The papers are entitled Notes on Oklahoma Fishes and Oklahoma and Arkansas Fishes. The authors are Dr. A. I. Ortenburger of the University of Oklahoma and Dr. Carl L. Hobbis of the University of Michigan. Both papers form a fairly comprehensive analysis of fish fauna of Oklahoma and Arkansas.

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