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**ARMOUR AGRICULTURAL CHEMICAL COMPANY**

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### WHAT IS A "PROFESSION"?

"This is no easy answer, because with the proliferation of specialized knowledge, the number of highly skilled and learned human occupations has increased so much in recent years that the former simple listing of the professions as the clergy, law, medicine, the ministry, and a few others has become obsolete.

There are, however, several hallmarks of a profession. One is its possession of an organized body of special knowledge which cannot be acquired except by long and difficult study. A layman seeks the services of a professional man—a lawyer or doctor, for example—because of what he knows that the ordinary layman cannot know: The right of its citizens under the law or the effect of medicine upon disease. Another hallmark is the requirement of a recognized standard of competence to practice. Sometimes this may be schooling alone; often it includes examination and licensing or certification by the state or by an association of the profession involved. Another professional characteristic is independence. The professional man does not have to work as part of an organization. He carries his assets primarily in his head and can practice anywhere that his services are in demand, either as an independent practitioner or as a hired part of an organization. Finally, the professional man undertakes a responsibility to use his talents for the public welfare. The doctor vows to assist whenever his aid is needed in an emergency. If he makes a discovery, instead of hiding it, he shares it with his fellow and with the world by reporting it in a medical journal or elsewhere.

... Although the clergy are usually closely organized into associations, they do not strike as a means of protesting and fixing their compensation, but instead negotiate individually. Almost always codes of

practice prevent professional men from advertising their merits directly; they must become known by their good works and by actions which might be called public relations."

From *The Nature of Public Relations* by John E. Marston, page 90-91. **Rocky Mountain G.C.S.A.**

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