

1907 the per cent of the special or proprietary articles to the total number of articles called for in these same 200 prescriptions, was 17.4%, while in 1910, the per cent had dropped to 11.8. What was done in Detroit can be duplicated in other places. But you will say that we have the physicians *prescribing* in Detroit. All right, but how do the pharmaceutical houses get *their* preparations called for by the physician? Why, by detail work, and we can do the same, and don't neglect the valuable team work or get-together meetings. Now it seems to me we can do something and in the end the physician will get into the habit of prescribing the preparations that we so desire to get before him. If he sees that the local druggist can and does make the preparations that he wants to use, will it not be a natural thing for him to designate these? These preparations may be made *for* you if you do not care to make them yourself, but the idea is to get better preparations, more ethical preparations in use by the physicians which will result in a betterment all around.

Briefly, these are the results which we have been able to attain. The many physicians assured different members of our organization of their thanks that we brought these things up before them, and I hope what has been our experience in good results may be your experience too.

THE MICROSCOPIC CRITIC.

"Most people study character as a proofreader pores over a great poem; his ears are dulled to the majesty and music of the lines, his eyes are darkened to the magic imagination of the genius of the author; that proofreader is busy watching for an inverted comma, a misspacing, or a wrong-font letter. He has an eye trained for the imperfections, the weaknesses. Men who pride themselves on being shrewd in discovering the weak points, the vanity, dishonesty, immorality, intrigue and pettiness of others think they understand character. They know only part of character—they know only the depths to which some men may sink; they know not the heights to which some men may rise. An optimist is a man who has succeeded in associating with humanity for some time without becoming a cynic."—*William George Jordan*.

TRUE WORK NEVER FAILS.

"There is no honest and true work, carried along with constant and sincere purpose, that ever really fails. If it sometimes seem to be wasted effort, it will prove to us a new lesson of 'how' to walk; the secret of our failures will prove to us the inspiration of possible successes. Man living with the highest aims, ever as best he can, in continuous harmony with them, is a success, no matter what statistics of failure a near-sighted and half-blind world of critics and commentators may lay at his door."—*William George Jordan*.