

# BIBLIOGRAPHY OF PHARMACEUTICAL RESEARCH

Compiled by A. G. DuMez, Reporter on the Progress of Pharmacy.

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## AMERICAN PHARMACY OVERLOOKING THE PSYCHOLOGICAL, MOMENT.\*

BY FRANK H. FREERICKS.

In the general advance and progress of medicine and pharmacy and of the country as a whole, the time has come when the physician should cease to be a drug dispenser, and when the retail pharmacist should come into his own. The higher, constantly increasing requirements governing the practice of pharmacy and the constantly decreasing demand for retail pharmaceutical skill are rapidly creating a condition at once unfortunate and unwarranted, unbelievable almost for a people who abhor wasteful effort.

It is not possible to reconcile the present-day requirements for engaging in retail pharmacy with conditions under which in thousands of substantial towns the there located pharmacists are never called upon to fill prescriptions. In many of the pharmacies of the larger cities the prescription department is looked upon as an unprofitable but necessary evil.

The time has come to advocate a change. The public, the physician and the pharmacist are ready for it. They may not have it legislatively, but there is every hope that it can be secured by a systematically planned campaign of education. In such a campaign of education, it is the duty and the place of the American Pharmaceutical Association to take a leading part. It cannot devote its energies to a better, more ideal task. The American retail pharmacist needs an opportunity to practice pharmacy and that opportunity must be provided, primarily, by the American Pharmaceutical Association.

Of course, there are many obstacles, some appear to be insurmountable. The task is not to be accomplished within a day, nor in a year, but with a careful analysis of preventing difficulties; with an honest effort to meet and overcome them; with a broad vision and proper determination, the time is ripe. Let us reflect for a moment upon the greatest difficulties and principal obstacles. In their relative importance I believe them to be:

- 1st.—Disinclination and inability of many physicians to write prescriptions.
- 2nd.—Incorrect method of prescription pricing.
- 3rd.—Lack of confidence on the part of the physician in the pharmacists of his vicinity.
- 4th.—The physician's desire for secrecy regarding remedies successfully used.
- 5th.—The indiscriminate refilling and copying of prescriptions.
- 6th.—Frequently, a limited knowledge of therapeutic agents on the part of the physician.

There may be other and even more important causes for the existing condition, but they do not come to my mind. None of those stated will fail to respond

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