

In his opinion it was held important to have everything that pertains to the prescription department of the highest quality and compounded in such a way that the package itself speaks for the care that is exercised in the prescription department. "It is a good idea," he stated, "to give the physician a little more service than we think he will need." Experience had taught him that his laboratory had been productive of good results not only through direct income but also by instilling confidence in the ability of those connected with the store.

In his opinion when a patient moves away from the neighborhood and a pharmacist of the section to which the patient removes calls up for a prescription it is courtesy to give the prescription, provided the physician consents.

He referred to the work which had been done in his district in making U. S. P. and N. F. preparations better known to physicians. In this work the pharmacists coöperated and the results were very satisfactory and established a closer contact of pharmacists with physicians.

THE DIAMOND OPPORTUNITY FOR PHARMACISTS.*

BY ROBERT J. RUTH,¹ P.D., PH.M.

Henry Ward Beecher wrote, "We should so live and labor in our time that what came to us as seed may go to the next generation as blossom, and that what came to us as blossom may go to them as fruit. This is what we mean by progress."

For seventy-five years the AMERICAN PHARMACEUTICAL ASSOCIATION has functioned in a manner which might be said to be in emulation of Beecher's formula for progress:

"To improve and regulate the drug market by preventing the importation of inferior, adulterated or deteriorated drugs and by detecting and exposing home adulterations; to encourage such proper relations among Pharmacists, Druggists, Physicians and the people at large, as may promote the public welfare, and tend to mutual strength and advantage; to improve the science and art of Pharmacy by diffusing scientific knowledge among Pharmacists and Druggists, fostering pharmaceutical literature, developing talent, stimulating discovery and invention, encouraging home production and manufacture in the several departments of the drug business; to regulate the system of apprenticeship and employment, so as to prevent, as far as practicable, the evils flowing from deficient training in the responsible duties of preparing, dispensing and selling medicines; to suppress empiricism, and to restrict the dispensing and sale of medicines to regularly educated Pharmacists and Druggists; to uphold standards of authority in the Education, Theory and Practice of Pharmacy; to create and maintain a standard of professional honesty equal to the amount of our professional knowledge with a view to the highest good and greatest protection to the public."

"To expedite and render more efficient the work of the Association," the various sections are provided. The Section on Practical Pharmacy and Dispensing has always been one of the most important of the five sections, and of all of them it is perhaps the most closely related to the actual practice of pharmacy. Its sessions have been largely attended by retail pharmacists who are especially interested in the professional practice of pharmacy, by hospital pharmacists who devote their time almost solely to professional practice and by members of the faculties of colleges of pharmacy. The programs of this Section have always

* Section on Practical Pharmacy and Dispensing, A. Ph. A., St. Louis meeting, 1927.

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been well planned, interesting and instructive and it may be truthfully said of this Section that it has justified its existence and contributed to the progress of the profession of pharmacy.

At the Seventy-Second Annual Meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION held in Buffalo in 1924, I had the honor to be Chairman of this Section. In my Chairman's address, I enumerated the existing evils which confronted the practice of pharmacy and then offered a list of suggested remedies. Among the remedies, I placed particular value on the widespread dissemination of public information, and as one medium for accomplishing this, I suggested the annual observance of a National Pharmacy Week.

Three years have elapsed since the Buffalo meeting—we have had two annual observances of National Pharmacy Week, adopted by and participated in by the AMERICAN PHARMACEUTICAL ASSOCIATION, the National Association of Retail Druggists, the State, district and local pharmaceutical associations, the National Wholesale Druggists' Association, the manufacturers, pharmaceutical journals and colleges of pharmacy.

Unless challenged to do so, I shall not dwell at this time upon the unqualified success of the first two observances of Pharmacy Week, nor the elaborate plans adopted for the third annual observance which will occur the week of October 9th to 15th of this year.¹ I have prepared a lengthy Chairman's report covering this subject expressly for this meeting of the ASSOCIATION and which I hope you will find of interest.

The point which I wish to bring to your attention to-day is that National Pharmacy Week had its inception at a meeting of this Section three years ago; that a resolution was adopted by this Section recommending it to the ASSOCIATION; that the AMERICAN PHARMACEUTICAL ASSOCIATION, upon the recommendation of this Section, adopted National Pharmacy Week, and then the whole of American pharmacy adopted National Pharmacy Week. National Pharmacy Week is your child and is the most powerful movement ever employed by American pharmacy as a medium for carrying the message of professional pharmaceutical service to the public. This Section is the one Section most directly interested in professional pharmaceutical service and, therefore, this Section should take an exceptionally active interest in the affairs of the National Pharmacy Week movement.

National Pharmacy Week is the Diamond Opportunity for Pharmacists, coming as it does at a most crucial period in the evolution of pharmaceutical practice, and it offers to this Section a Diamond Opportunity to add to its worthy endeavors an especial consideration for Pharmacy Week, that "What came to us as seed may go to the next generation as blossom." I have confidence that what then goes to the pharmacists of the next generation as blossom will be carefully protected and nurtured and developed by them and that they will pass it on to the following generation as fruit. Taking advantage of opportunity constitutes progress.

It is fitting that we should at this Diamond Anniversary of the AMERICAN PHARMACEUTICAL ASSOCIATION resolve to take advantage of the Diamond Opportunity for Pharmacists, and that every member of the ASSOCIATION pledge himself to

¹ Pharmacy Week proved to be a growing success and observed as far away as Australia last year.

participate to the fullest extent in the Pharmacy Week movement which is so ably depicting the part which the pharmacist plays in the conservation and protection of the health of the nation.

THE BUILDING OF A DRUG BUSINESS—WHAT THE DRUGGIST OWES THE DOCTOR.*

BY DENNY BRANN.

Chairman Keene has been in my store many times, and, invariably, our conversations turned to the subject of how to conduct a retail drug store, and how to get the most out of it. After one of these visits, Mr. Keene invited me to talk to the Section on Commercial Interests of this ASSOCIATION, on "How I Developed My Business."

Primarily, all of us are in the business for what we can make out of it, some seek fame, others glory, but in the end all of us expect a return of some kind. The best way to get returns from a drug store is to put something into it. This must be service of some kind, including service to the physician. It is up to pharmacists to serve professional men, accurately, speedily, neatly and wisely, with the welfare of all concerned in mind and view.

I was asked to tell you how I built my business, and this is rather difficult except in the words of Topsy—"It just grew." Topsy had to be fed and nourished or she would not have lived, so it is with my business, or it would not have survived. A retail drug business must be fed by the application of thought, time, energy, kindness and willingness. None of these factors can be bought or sold, but they must be given, and such attention the druggist owes the physician. If the druggist is thoughtful of his business, he will give due consideration to the physician. He should know his merchandise, and stock the best that money can buy. Too many of our stores are becoming merchandising institutions, and buy with price in view rather than quality or label. I have known manufacturers to put out preparations which do not conform to the U. S. P. or N. F., but should have, and expect druggists to buy them because of the lower price. This must be guarded against. If I add my word to the advertisement of a product that is placed on the market by a reputable manufacturer, the physician is generally willing to give it a trial.

Kindness, willingness and enthusiasm are all expressions of thought. All transactions should be cheerfully conducted and the doctor's orders should be carried out with strict compliance.

The clerk should be qualified to give information as to price, dosage and appearance of the medicines dispensed, and the doctor should be given all the information needed by him in prescribing. It is through these acts and courteous attention that drug stores grow into profitable businesses.

The same thought applies to all divisions of the drug business—time, energy, kindness and willingness. Time to a druggist is a plus item; he must serve while others work, play and rest. Not so long ago a druggist drove eighty miles after midnight to deliver antitoxin, which might have been sent by train, but he was

* Parts of an address before Section on Commercial Interests, A. P. H. A., St. Louis meeting, 1927.