

idea that the manufacturers make and supply everything and that all the druggist has to do is to pour from one bottle into another is an old one and grows less true with each advancing step of pharmacy.

One of the most important and practical lessons we should learn is that it is our business to fill prescriptions and not write them. At the same time we should be able to tell old time customer and friend the correct amount of iodide of potash to put into a quart of rain water to cure rheumatism. Neither should we refuse to inform our other good friend the correct amount of quinine to put into a quart of whiskey for a bad case of malaria; we should also inform him of the nature of the remedy for and the frightful results that might follow an overdose. In other words there is certain information the public expects the pharmacist to supply and it is impracticable and poor business not to do so. Much of this can be given in such a manner as to show him the wisdom of consulting a physician and at the same time increase his customer's confidence in himself. Certainly nothing is more helpful than public confidence.

As to the learning of the commercial side of pharmacy, there is a part to this that can only be obtained by actual experience and is within itself a constant study and subjected to the same changes and advancements as are the most profound and advanced professional thoughts. I regard the recent addition of a commercial section in our colleges as a step in the right direction. In fact I trust it will not be long before they have in connection with their laboratories a well equipped pharmacy in which all the every day details of the business are shown.

The public expects the pharmacist to be able to tell all about the goods he handles. A man may buy a cheap hairbrush from a department store and in doing so he simply pays the price asked and is gone. Not so with him in the drug store—he wants to know all the details connected with its making and why this one should be higher than that when they look so much alike. The druggist is expected and should know. Now what is true of this one item is true of the many. The more he knows about his goods the better he is prepared to meet the present day opportunities of the present day pharmacist. This may not do in a hundred years from now but it is the practical course for this practical day.

A NEGLECTED ASSET.

JOHN J. BRIDGEMAN, PHAR. D.

Every man, whether scientific, professional or engaged in mercantile pursuits, must command a certain amount of what is ordinarily known as "business sense" and therefore have his attention attracted by the word asset, since it means to him something which he possesses or something to be reckoned with in the striking of a balance, or the determining of what one is worth. Now there is an asset which we all possess but which I am sorry to say is sorely neglected by the members of our honored profession, or seldom credited by us, to the full value—namely, the asset of mental and physical health. I have been asked by the Chairman of this Section to treat of this asset and to point out how it actually affects the earning capacity of men. You are all familiar with the expression so often heard, "A sound body begets a sound mind," and I venture to say that there is scarcely any one present who has not repeated it and then took to cover for fear

the one to whom it was addressed might say, as is so often done in the case of our hair tonics, "Why don't you try it on yourself?" The difference in this case being, however, that the former really will work.

Given a mind then let us consider its relation to the body and vice versa. We know from our physiology that the mind to some extent at least, is affected by the functions of the body, and that the reverse is also true, therefore since these two parts of our being are so inseparable, it behooves us to see that the shortcomings of the one are immediately taken cognizance of in order that they may not affect the functions of the other.

I dare say that the most of us have experienced the sensation which takes place when we take a hike into the country; how as soon as the fresh, pure air from the fields and woods begins to fill our lungs, the world seems to take on a new aspect, our minds are brighter at once and our thoughts quicken and become clearer. This is usually ascribed to the *change*, and that is about as far as the average person carries the thought, but as a matter of fact it is really due to the quality and quantity of pure air with its supply of energizing oxygen that is filling our blood with new life. Now most people will say it was the change of scene, the forgetting of our troubles and a variety of other reasons are ascribed, but if any of you are in the habit of going into the surrounding country where you live and do so with any regularity, or are in the habit of indulging in any of the various outdoor sports or forms of exercise, I am sure you will agree with me that it is not so much a matter of the change of scene as it is the matter of fresh air and circulation, and that these other reasons are of secondary importance to the normal person.

One of the greatest neglects of our profession is its utter disregard for many of the common sense or even traditional rules of hygiene and health. We seem to think that we are immune to the conditions which beset our fellow men, and the methods which he employs to offset them. As results of this supposed immunity we find ourselves with probably more consecutive hours of daily employment than any other class of men; shorter lived, and in the case of sickness, greater mortality; less time for self-improvement and recreation; less acuteness to create individuality; less ruggedness to withstand calamities and less recuperative power; less assertive power and broadmindedness, consequently less of the spirit to stick together with the consequent increased cost of maintenance and supplies; and lastly but by no means least, the drain on our posterity.

After a great deal of thought over these conditions I have reached the conclusion that a great deal of the blame lies with those who have gone before us, since they have brought us up in methods and set examples which cannot be easily overthrown in a short time.

In placing the blame on our ancestry in the drug business, the first thought in this connection is the question of hours, and upon this question rests almost all the rest of our difficulties. It was they who started and permitted the existence of our fourteen to sixteen-hour days, and seven-day weeks, and the majority of us have scarcely ever taken the trouble to sit down and think it over sensibly, to determine if such hours really are necessary and what effectual remedy is at hand.

The majority of pharmacists never stop to consider the cost of maintaining a store sixteen hours a day and every day in the year. They do not seem to be aware that the greater bulk of the business done outside of an ordinary business

day is done at that time only because the public knows that the drug store is open until midnight and they can get what they want at 11 p. m. just as easy as they could at 11 a. m. or 5 p. m. I had the experience of being called out of bed at 2 o'clock in the morning to renew a prescription for 1/10 gr. calomel tablets which the customer had been in the habit of having filled for years. Now why didn't he have it filled in the daytime? Simply because he didn't have to think that far ahead when it was a question of drugs; but would they dare to get a grocer up for a pound of butter?

I am not so much concerned with the details of the above question, however, as I am with the results, and it is to these that I must confine myself. Little thought is given to the effect on the employees who have to work these unreasonable hours, and it really ought to be one of the first thoughts. A clerk cannot put the same thought and care into the filling of a prescription at 10 o'clock at night, after he has worked all day, that he would at 10 o'clock in the morning, nor can he take the same interest in the selling of an article or the pleasing of a customer, that he might be expected to do in daytime. You may think it makes no difference in the work how long the man has been at his post, but those who have studied this problem know it does make a difference and that a man cannot do as good work 14 or 16 hours per day as he could in 8 or 10 hours.

Think of the class of men who would be attracted to the pharmacist's calling were it not for these unreasonable hours. Then again think of what might daily be saved in any store if the employees came in refreshed and had had an opportunity to consult the excellent literature which contains ideas, methods, etc., worth money, but which "goes a-begging" for the want of time and interest to assimilate it.

Another result of the night work is the almost utter impossibility to get any sort of a congregation of pharmacists together for the purpose of scientific discussion, or to hear a lecturer, no matter how important the subject may be or what benefits the pharmacist might derive from it. I have attended meetings of this kind where dollars and cents were actually given away, but no one was there to accept them. This question alone is well worth a very strong paper and not until concerted effort is brought to bear will its evils be overcome.

Let it be understood that I realize the impracticability of having the drug store open only eight hours per day, but just how long it shall be kept open is only a matter of detail. Now if the government is convinced that eight-hour days are necessary to maintain the proper discipline and health of its employees, is it any wonder that a pharmacist is a short-lived man, when in many instances he works double that number of hours per day, and many, in fact the majority, are actually busy during all those hours? I have spoken of the lack of acuteness to live business conditions. How can a man throw his best thought and energy into a transaction, or plan and devise ways and means to improve conditions when practically his only thinking or planning time is for a few moments in the intervals between customers or the manufacture of something in the laboratory? This condition, too, breeds laziness, for it robs a man of much latent incentive and makes true the old adage, "All work makes Jack a dull boy," and we are all more or less built like Jack.

In regard to the recuperative power of a man, much depends upon his environ-

ment, but by far the most essential thing is a constitution on which the drain of sleepless nights and dreary days will have but little effect until the reaction takes place and things begin to right themselves, or opportunities present themselves for action.

I am now brought to one of the most important parts of my paper as I see it—assertive power. We all need it if we are to succeed, but I believe as a class the members of our profession have ignored its cultivation to their great financial loss and because of a lack of it have allowed the profession to retrograde. Not only have we lost financially, we have lost morally, because we are now compelled by an ever exacting, thankless public to do any number of things without as much as “thank you,” the doing of which is “cash business” by other merchants, who would no more think of doing them gratuitously than they would of handing over their bank account. Broadmindedness, one of the essentials of any truly successful, strong man, can only be developed by the average person through contact with other broadminded persons, travel, reading, etc., and though pharmacists gain an unusually wide range of knowledge of human nature, they are notoriously narrow-minded, as is shown by their treatment of each other. Now this lack of broadmindedness has had a direct bearing on your bank accounts in more ways than one. Especially is it true of the added cost of maintenance; where one store in a location might take care of the necessities of the community, five or six keep their lights burning and their force on hand, because they are afraid the other fellow might get ahead of them on his turn to keep open. Be as good as the other fellow all the time and you can take many an hour off for further improvement or recreation.

The Pharmacist's Recreation.—Just what methods and means we shall employ to keep us healthy and build up our bodies is largely dependent upon the individual and his environments, but one thing is certain, and that is, that there are means at every hand to suit everybody. Volumes have been written on the subject and information is to be had for the asking. First of all get out to the fields and woods as much as possible, in order to get all the fresh air you can. Then, when you get there walk as much as you can to get good circulation that the new air will have every opportunity to get in its work. Now there are several ways of getting into the country, but my own experience tells me that to go there with any amount of regularity one must have some definite place to go, and I think that is best accomplished by belonging to one or the other of the many country or athletic clubs which are to be found in or near every large city and the smaller cities and towns as well. The country clubs are not as expensive as one might imagine, and since they possess so many advantages, such as shower baths, dressing rooms, telephones and the like, one can go there and still be in touch with business, for an hour or so, during the afternoon. The best part of the country club, however, is the opportunity it gives for outdoor exercise. Here are to be found tennis courts, baseball diamonds, golf links, etc., so that one's exercise or recreation may be varied and thorough. Then again being members of such clubs brings one into contact with men of other occupations and thus we have a broadening effect and the making of friends.

Another form of exercise which I would strongly recommend is that of riding. There is scarcely anything so exhilarating as a brisk ride on a good horse, and

one can make arrangements with the various riding academies in the cities, whereby it becomes quite an inexpensive recreation. Of course those of us in the suburbs or towns can own and stable our own horse, but in the city this is not practicable and is expensive.

Another means of attaining our object is to become a member of a rowing association, or have our own boat or canoe, and use it at every opportunity. It may seem commonplace to be seen rowing a boat or paddling a canoe, but we soon get used to it and the fever will increase. I have spent days in one. Though I have perforce to paddle it on the same body of water the greater part of the time, still I get some new vision of some point each time. Many other ways are to be recommended, but I think I have mentioned the more easily attained and the most beneficial.

Educating Pharmacists in Athletics.—There was heralded in the journals about a year ago the result of a baseball game between two colleges of pharmacy, and that was the first attempt on the part of pharmaceutical institutions to indulge in competitive athletics. What was the real object of that baseball game? Was it to see which institution had the better team? Well, I am compelled to admit that that did have something to do with it, but the great result of that game was to break the fetters which had bound us so long and introduce the pharmaceutical students to each other and create in them the desire for outdoor life and recreation. In the institution with which I am connected and from which many of you graduated, we have undertaken the splendid work of physical instruction and the results have been most gratifying. The gymnasium is well equipped and well lighted and ventilated, and even though it is on the fifth floor of the building the students make continual use of it. Exercises calculated to create endurance, agility, free breathing, chest development and ease of movement are given by a competent instructor, and the work is carried on in a high class manner. In connection with the exercises there is a physical examination and the data obtained are most interesting and significant. It has helped many of the students to correct defects which have troubled them for years and we hope that in succeeding years the results will be even more pronounced. The final result of this work will be to inculcate the student with desire for this sort of work and to know the advantage of it, and when he becomes a proprietor he will be more likely to want to see his clerks get the same kind of instruction and to continue the good work of physical improvement thus begun.

In concluding, then, I hope that I have awakened an interest in the all important subject of the proper development of our bodies, that we can put our best into everything which we undertake, and I hardly think that any further arguments are necessary to convince my hearers that this subject has a very direct bearing on their earning capacity. I am also just as sure that they will agree with me that it is a most neglected asset, though one most likely to bring us comfort, for we often hear about the oil king who would give his fortune to be able to eat a square meal.

Finally let me urge the gentlemen present to think seriously over this subject and to put into practice their conclusions, and by their advice and example to help others do the same, that our profession may advance, its members enjoy the fruits of this world and our posterity be given the advantage of rugged constitutions.