

Needless to say it is quite impossible to make anything out of the prescription as it stands. In this particular case the pharmacist was able to dispense the preparation by replacing the collodion with rose water.

OPERATIVE PHARMACY AND DISPENSING LABORATORIES,
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PRESCRIPTION PROBLEMS AND NATIONAL FORMULARY PROPAGANDA.*

BY P. J. KOLB.

Some prescription problems are due to chemical incompatibilities and others are related to more complex causes.

The following prescription was prescribed:

℞	Sodii Benzoatis	4
	Liq. Potassii Citratis	30.00
	Syr. Acid. Citric. q. s.	60.00

The excess acid precipitated the benzoic acid and an unsightly mixture was the result. When the solution of potassium citrate was slightly alkaline the simple syrup was dispensed, the prescription remained clear and the therapeutic effect was not changed.

Another prescription frequently prescribed is as follows:

℞	Tr. Opii Camph.	f ℥iii
	Aqua Laurocerasi	f ℥iiiss
	Syr. Pruni. Virg.	f ℥iss
	Syr. Tolu. q. s.	f ℥iii
	M. f ℥i	Every three hours

One day the doctor prescribed:

℞	Tr. Opii Camph.	f ℥iii
	Acid Hydrocyan. Dil.	f ℥iiiss
	Syr. Pruni. Virg.	f ℥i
	Syr. Tolu. q. s.	f ℥iii

As it was impossible to reach the physician without attracting undue attention, the prescription was filled as usual. Aqua Laurocerasai was dispensed and the physician was well pleased that the change was made without comment. Proper tact and good judgment is needed at all times when filling prescriptions.

In a survey of the "National Formulary"—the thoughtful pharmacist will find many preparations that may be presented for the busy physician's attention. The various Pepsin combinations are splendid vehicles. *Liquor Antisepticus* and *Liquor Aromaticus Alkalinus*, *Lotio Calaminæ* and a number of others deserve greater attention. A large number of N. F. preparations can easily be prepared with the laboratory facilities of the average pharmacist and they also offer good opportunities for the training of junior clerks and every pharmacist should endeavor to give his apprentice a chance for more laboratory work.

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

Perhaps the reason why proprietary preparations are so generally prescribed is mainly because pharmacists do not have the time or inclination to feature N. F. preparations, but if these formulas were more generally prepared and if the pharmacist would act as his own detail man, the "National Formulary" would become a more important part of pharmaceutical activity.

THE IMPORTANCE OF TEACHING COMMERCIAL PHARMACY IN OUR COLLEGES OF PHARMACY.*

BY WORTLEY F. RUDD.

The individually owned retail pharmacies in this country are right now having the hardest struggle in their history for even continued existence. My diagnosis of this condition is:

1. There are far too many retail pharmacies.
2. Cut prices and chain stores have a strangle hold on business.
3. The retail pharmacist who is now in business has in many cases very little sound business training and almost no training in the fundamental principles of economics.
4. His competitors who own the chains are competent business men who for the most part have large capital and who are not particularly interested in the ideals of the drug business but only in its profits.
5. The outside contacts which the average independent proprietor and his clerks make are rather meager, with a consequent narrowing of vision and sympathy.
6. Altogether the spirit among them is distinctly pessimistic.
7. Many men of great ability who know retail pharmacy and might help unravel some of its present entanglements, are tied body and soul by some sort of personal or financial obligations to interests that do not care about the independent store.

These men sometimes make a gesture that is regarded as having some promise of real help—and then—well, it was a gesture.

A glowing picture indeed! We are sick and need a doctor. Surely no one individual or small group can hope to apply all the remedies that are needed.

I have but one remedy to suggest in this paper; it is but one of many that must be offered. The colleges of pharmacy are partly to blame for the conditions as we have them to-day. As a group they have almost entirely failed to realize that the changing conditions in retail pharmacy have made imperative additions to pharmaceutical curricula. We have not trained our students to meet successfully the high pressure business competition that is now the order of the day. Nor have they provided for the cultural side of education and these two failures on their part have sent pharmacists out into the world unprepared in two of the three elements that are the *sine qua non* for successful pharmaceutical practice. An experience of some twenty-five years in a college of pharmacy has given me the

* Read before Section on Commercial Interests, A. PH. A., St. Louis meeting, 1927.