

BODY, MIND AND SOUL.

Extracts from an address at the 1930 meeting of the Canadian Pharmaceutical Association.

BY THEODORE J. BRADLEY.

AT many of our pharmaceutical association meetings, commercial topics make up the greater part of the programs, and no fault should be found with this condition. There is no incompatibility between good pharmacy and good business practice, but these topics nourish only the *body* of pharmacy.

It is instinctive for us to care for our bodies first, and unthinking creatures of the lower orders feel the need for nothing more. As man has advanced from a lower order of being, however, he has learned that he has more than a body; he has a mind and a soul, which must be cultivated and nourished also.

Pharmacy has a mind and a soul, as well as a body. Scientific training and knowledge constitute the mind of pharmacy, and our professional spirit constitutes its soul, while business practice is the body.

In the recent great development of the commercial aspects of pharmacy, many pharmacists appear to have forgotten the professional spirit, which differentiates us from other tradesmen and is one of our most precious possessions. Besides the satisfaction we should feel with our professional standing, it has a more tangible value in the power it gives us to prevent the development of chain stores in pharmacy to the extent that they have developed in other lines of trade. If we can convince the public and the law-makers that pharmacy is a profession that can be practiced only by properly qualified individuals, even though it has a commercial side, many of our difficulties will be overcome; but we cannot expect to do this if we do not understand and believe it ourselves.

The pharmacist of the future must adapt himself to changing conditions. He must have a good general education, special scientific training, and a sound knowledge of commercial practices, to enable him to take his place as a citizen, a professional practitioner, and a man of business.

Pharmacists in our time have many difficulties, but these difficulties are no greater than our predecessors had to contend with, and we can face the future confidently, secure in the knowledge that pharmacy must continue to prosper because our services are essential to the well-being of the public.