

everybody else in business, himself most of all. It is not enough that one pays his grocery bills, he must pay his tailor bills also. The merchant who uses his credit to the limit—sells what he can and then goes bankrupt allowing his creditors to get what they can is an enemy of all business men; he has not even the respect of his customers no matter how fairly he may have treated them or how much he has contributed to charity. In other words a merchant has obligations no less to those he buys from than to those he sells to, or to speak to the point, the obligations of a pharmacist are not limited to his pharmaceutical obligations to his clients, but are equally binding in his relations with the source of his supplies.

It would be a tragic situation if producers lost faith in the agencies of distribution and ceased in their efforts to create new business. On that day if it ever comes, when the pharmacist shall open his door and look for faith in the world and find none, he may well call for the rocks and mountains to fall on him for the day of wrath will indeed have come and who shall be able to stand?

MAKING OUR OWN EFFORTS THE BASIS OF OUR DESTINIES.*

BY LEONARD A. SELTZER.

There are in every age those who desire to live by their wits, some of whom without actually exercising them, and the latter, from the inevitable results, make the deduction that doomsday is at hand. The fact is the professional man cannot be successful and fail to exercise his wits, *i. e.*, to be original, to anticipate and to meet the needs of those he wishes to serve. This applies to pharmacy as well as other professions. We continually hear the complaint of those who, because they cannot profitably, as their fathers did, collect roots and herbs, make pills, liquid preparations and simple chemicals, that therefore pharmacy is doomed. Forgetting that the very thing they complain of is a tremendously increased production which reflects a correspondingly increased demand, and, since the pharmacist is the point of contact between the producer and the consumer (generally speaking), it means a correspondingly increased business—if he can get it.

Objection is repeatedly made to the glib tongue of the detail man, who, as a matter of fact, is making and actually keeping alive our business without cost to us; for is it reasonable to suppose, that manufacturing firms, to whom we attribute at least a keen business insight, would pay three or four dollars for an interview with a physician if they had no message that in their opinion would be of value to the physician and if so, would reflect profit to them and if profit to them, then also profit to the distributor? Is it not a fact that this constant flood of well-advertised new things is the very life blood of our business, even though occasionally a part of a bottle or package be left on the shelf? And (parenthetically) as a practical prescriptionist, the writer wants to say that he considers this so-called dead stock one of the best assets of his business.

* Section on Practical Pharmacy and Dispensing, A. PH. A., Baltimore meeting, 1930.

Then again we have the oft repeated complaint that physicians do not confine their prescriptions to U. S. P. and N. F. preparations: if they only did that, it would be so simple a matter to keep stock and we could make such a profit! This complaint was recently repeated in an article in one of our leading drug journals, and amusingly enough, the author answered the objection himself in the same article by the statement that the most frequently used official preparations which formerly sold exclusively as prescriptions had, as a result of their being so frequently used, become hand-sale items, like Epsom Salt and Seidlitz Powders. This not only is exactly what one might expect but also, the more the range of items becomes limited, the greater the tendency of the doctor not only to carry them himself but to lessen his interest in them as well: "Too great familiarity breeds contempt."

What then is the conclusion of the whole matter? That the trouble is not "with our stars but with ourselves." Never mind the mote in our brother's eye, while the beam is in our own. Let us desist from the almost universal tendency of accounting for our troubles in the doings of others, in whose acts we have no control, and neglect the remedy which lies in self-examination where we have complete control. If we do the latter, we will find it unnecessary to "educate the doctor" (we hear so much of educating the doctor which is rather ill becoming when we consider the relative educational standards of the two professions) and we shall further find it unnecessary to spend our money buying him textbooks, such as Pharmacopœias and Dispensatories. What we are more likely to find is that too few of us are willing to make the necessary sacrifice and measure up to the opportunities of our business; too few of us are capable of adjusting ourselves to the ever-changing needs of business, because life whether business life or physical life is the capacity of adjustment and as soon as that capacity is lost death ensues; too few of us are willing to devote ourselves to professional work; to sacrifice the immediate profits on commercial transactions and to assume the hard work and take the grief that goes with the establishing of a professional business. On this point the writer assumes to speak with authority and not as the scribes.

In the last revision of the Pharmacopœia, the rule was adopted that the physician members of the Revision Committee should decide on matters of admission and the pharmacist members on matters of preparation. The rule is a wise one to follow in our relations as pharmacists with the physician. Let the physician prescribe what he wants. It is for the interest of every one including the pharmacist that he should do so. The Pharmacopœia is not and was never intended to limit him in what he should do. No pharmacist would employ a physician in his own family who did so limit himself. The Pharmacopœia is a book of standards of medicinal substances of proved value at the time of revision. Medical science depends on experimentation and trial of new things and so long as it continues to grow and advance the physician will avail himself of the newer discoveries. Witness the large number of such articles in the N. N. R. Many of these items will in all probability find their way in the Pharmacopœia in due time, but their usefulness will have begun long before such admission.

And so, let those of us who really want to do professional work not despair: the opportunities now are greater than were those of our fathers.