

8.—“It is a burning shame that the prominent older physicians, understanding the efficacy of drugs, have withheld their energies in a crusade against this growing evil.”

9.—“It seems to me equally sensible to discuss the omission of physiology or chemistry from a medical course as to discuss the omission of materia medica.”

10.—“In reply to your question as to whether materia medica should be taught in the medical curriculum as a regular study let me say that my answer is emphatically yes.”

11.—“Replying to your letters of December 2 and 15, I will say first that I think materia medica by all means should be taught in the medical curriculum as a regular study. It should never be an elective one.”

12.—“I feel very strongly that materia medica should be taught in every medical school and should be a required branch of study.”

The above excerpts from correspondence referred to have been made very brief to avoid undue length to this article. One correspondent, however, should be more fully quoted who says:

“A number of years ago, in reorganization of our curriculum, materia medica was dropped from the course. This continued for two or three years but the results were so highly unsatisfactory as shown by records in the State Board of Health and in the faculty that we hastened to restore the subject.”

It has been to the writer somewhat of a surprise that the course in materia medica should need defense, but since he has realized this, he has endeavored to make an investigation in order to put himself in a position where he can discuss the subject with some degree of authority. The result seems to be that as long as the practice of medicine deals with materials of medicine (materia medica) the subject should not be permitted to take a secondary position in the medical curriculum.

TELEPHONE COURTESY.

Patience is required at both ends of the line, and when the customer is inclined to be short tempered and “snappy” it is all the more important that the pharmacist—and his clerk—should use tact and studied courtesy in answering the call. You must have faith that the person at the other end of the line has something to say that is worth saying. Don't let temper get the better of judgment, however, even if it should prove otherwise. You would not do so if you were talking with a customer face to face over the counter, and you cannot afford to do so when talking over the 'phone. Not alone what you say, but the tone of voice which you use over the telephone may make or lose friends for your store.

The smile, look and personality, that count for so much in the courteous waiting upon customers in the store are lacking, of necessity, when you talk over the 'phone. The voice must serve the triple purpose. When you are called to the telephone, however inopportune the call—just try to make your voice convey an expression of welcome and good-will.—*The Western Druggist*.