

scientific truth was the foundation on which the treatment of disease rested, one individual was capable of assuming the duties of both apothecary and physician. The gradual evolution of the healing science brought about the separation of the pharmacist from the physician and surgeon, and these latter into a number of specialists to which reference has already been made. It is a lamentable fact, however, that there are some, in the practice of medicine as well as in pharmacy, who fail to recognize the limitations of their abilities. We have thus physicians who attempt to combine the practice of medicine and pharmacy, and it is notorious that to some pharmacists counter-prescribing has a great fascination. In both instances the best interests of the sick are not served. When it is remembered that it is within but very few years that any restrictions were placed on the practice of these two callings in this country, the wonder is that the conditions are as good as in this case. The modern education of the pharmacist fits him in chemistry, botany, pharmacy proper, materia medica, microscopy, etc., together with some knowledge of anatomy, physiology, pathology and therapeutics. Such knowledge gives him a sense of the responsibility resting upon his shoulders which, without the knowledge, it would be impossible for him to possess. Such knowledge makes his calling one that is more than a mere business, for strict business principles looking to the greatest financial gain are incompatible with the welfare of the sick and are in conflict, therefore, with the conscientious principles of an honest, educated pharmacist."

HOW TO CREATE FRIENDLY RELATIONS BETWEEN PHARMACIST AND PHYSICIAN.

Maurice P. Gould discusses this subject in the *National Druggist*. After pointing out the varying nature of the obstacles in the path leading to success in business, which must be overcome by individual judgment, he touches on the funda-

mental principles of the matter; especially mentioning the importance of securing the good will and support of the doctor. "It is important," he writes "that you impress upon the physician that you want his business. To accomplish this, call on him not less than every other week. Every week is better. Study each physician; his personal traits, leisure hours and busy time. If he is busy, leave at once. If at leisure, pass a friendly greeting. As soon as an opportunity comes, speak of the new preparations, which will show you are wide awake and progressive. (This is always interesting to a doctor.) Tell him who makes them, where they are from, what they are for. In fact, give him all information concerning them in your possession. Leave prescription blanks with him. They cost very little, and though he may have already some from another pharmacist, yours may be the ones at hand when he is about to write a prescription. Study the arts of the best drummers who call on you, and practice them on the doctor and all your customers. Depart before the call begins to drag, for visiting is somewhat like banqueting, if quit while yet there is a trifle of hunger, the next course comes with greater relish. Follow up the visit regularly with some form of attractive printed matter written in plain, forcible, dignified language. Such circulars mailed weekly have been tried in several of the larger cities. A drug store in Kansas City sent out 150 a week for four months under the head of "Short Talks to Physicians" to every doctor in town. Since then drug stores in Denver, Des Moines, Memphis, Salt Lake City and elsewhere, have issued practically the same circulars. These circulars should be short and to the point, mentioning not only new preparations, but stating the points of superiority of your prescription department—and entire store—such as the checking of prescriptions by a second man; the mixture of ointments; the use of high grade chemicals, your exactness in compounding prescriptions and scores of other suggestions that crowd up in the mind of a