

eminent scholar, Martineau, says somewhere, "Until somebody has a conscience nobody can feel a law," and I should be glad indeed to have this grand old association—which has already fought many a battle for the interests of legitimate pharmacy—endorse this sentiment and take some definite action in condemnation of this open and deliberate practice by the pharmacists of our land. This much we can do—this much, as an organization looking for the uplifting of pharmacy, we ought to do. Economists tell us that idealism for the few is not possible until we all attain perfection, and the object of this paper is simply to urge our fellow workers to advance a few steps toward the attainment of an ideal profession of pharmacy.

BEWARE OF SCHEMES THAT ARE QUESTIONABLE.

"Beware of the many alluring schemes that are being constantly cooked up by 'get-rich-quick' sharps and brought to you for adoption for the alleged purpose of increasing your business. They look very enticing if you fail to go deeply into their outcome, but are always very costly to the victim, knowledge of which comes too late to be of service. If you permit yourself to be cajoled into identifying your store with any one of these schemes you will discover shortly that your neighbor has gone you one better, and taken up with another, that will double discount your fake game—and so it will go on until business becomes thoroughly demoralized and you will all be hunting ways of escape.

"Our Association succeeded some years since in entirely eliminating all the nuisances of this character from the drug business, but it has taken hard work and eternal vigilance ever since to keep clear of them.

"We have been led into the writing of this article because calls have been coming from all directions concerning a lottery scheme that is being pushed under the auspices of one of the daily papers of the city, that is being urged for the purpose of increasing its own income by depleting yours. We are amazed that a reputable journal would take up with such a questionable method of advertising itself at the cost of its friends and patrons, whose business will be demoralized and unsettled by falling in with it.

"Do a little quiet thinking before the damage is done."—*Western Pa. Retail Druggist.*

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