

Changes of Address

All changes of address of members should be sent to the General Secretary promptly.

The Association will not be responsible for non-delivery of the Annual Volume or Year Book, or of the JOURNAL unless notice of change of address is received before shipment or mailing.

Both the old and the new address should be given, thus:

HENRY MILTON,
From 2342 Albion Place, St. Louis, Mo.
To 278 Dartmouth St., Boston, Mass.

Titles or degrees to be used in publications or in the official records should be given, and names should be *plainly* written, or type-written.



AUGUSTUS TRACEY,
From 471 G St. S. W., Washington, D. C.
To 479½ F St. S. W., Washington, D. C.

R. C. REILLY,
From 3300 Merramec, St. Louis, Mo.
To Box 1609, Los Angeles, Cal.

W. J. NOLL,
From 925 Goodfellow, St. Louis, Mo.
To 5591 Vernon, St. Louis, Mo.

MORRIS KANTOR,
From 1388 Clinton Ave., New York, N. Y.
To 522 West 152d St., New York, N. Y.

C. C. CANNON,
From Vineyard Haven, Mass.
To P. H. & M. H. S., Chicago, Ill.

GEORGE WILLIAM COLLINS,
From 2601 Olive St., St. Louis, Mo.
To 3400 Morgan St., St. Louis, Mo.

WILLIAM H. SMIJH,
From Park Ave., White Plains, N. Y.
To Bronx Manor, Yonkers, N. Y.

WILLIAM A. HERRICK,
From 901 E. 75th St., Chicago, Ill.
To 213 E. Mills St., Beaver Dam, Wis.

H. M. BILLINGS,
From 28 W. 50th St., New York, N. Y.
To Care Forrest Walker, South Poland, Maine.

FRED I. LACKENBACH,
From 970 Post St., San Francisco, Cal.
To Butler Bldg., San Francisco, Cal.

SIDNEY C. YEOMANS,
From Long Beach, Calif.
To 140 Nassau St., New York, N. Y.

JEROME J. KEENE,
From 354 W. Washington St., Indianapolis, Ind.
To 124 E. 22d St., Indianapolis, Ind.

LEVI WILCOX,
From 22 Mitchell Ave., Waterbury, Conn.
To 145 Woodlawn St., Waterbury, Conn.

THEODORE J. BRADLEY,
From 43 Eagle St., Albany, N. Y.
To Care Mass. College of Pharmacy, Boston, Mass.

M. N. FORD,
From Delphos, O.
To Secretary State Board of Pharmacy, Columbus, O.

LEON M. GUERRERO,
From 34 Nueva Ermita, Manila, P. I.
To 117 Nueva Ermita, Manila, P. I.

DANIEL M. RAND,
From 12 Westcott St., Portland, Maine.
To 876 Main St., Westbrook, Maine.

FRANK H. KIRK,
From 1400 Spruce St., Philadelphia, Pa.
To Curwensville, Pa.

HERMAN J. WEBER, Sgt.
From Honolulu, H. I.
To Fort Matt, Salem, N. J.

LIVING UP TO ADVERTISEMENTS.

Many druggists lose more than the value of their advertisements by not living, or dealing, up to them. A customer attracted to a store by an advertisement of an article and disappointed by finding that the value of the article was grossly exaggerated or who meets with poor service is not merely disappointed in a bargain, he is disappointed in the store and its methods of doing business, and he takes care not to go there again. Successful business men have learned that the poorest kind of advertising is that kind intended to fool people or which fools them by leading them to expect goods or service that the advertiser does not give them. Everything done in a drug store is an advertisement of its quality and way of doing business. The clerk who jokes and laughs with a friend while wrapping up a prescription for a waiting customer is an advertisement, and a poor one, of the store or himself; the proprietor who has to hunt around and rummage through drawers for something asked for by a customer is an advertisement of poor methods and lack of system. There are too many drug stores in the average town or city nowadays for the owner or clerk in any one to neglect anything that will attract trade and hold it, and when everybody is advertising themselves in some way it is safest and best to advertise oneself by doing things as well as promising them.—*American Druggist*.

THE STORE PAPER.

According to the testimony of a good many druggists, there is no kind of advertising so rich in returns for the druggist as a store paper published each month. If no druggist in your territory is issuing such a paper, they earnestly advise their brother druggists to launch one at once.

Call it Smith's Monthly, or Smith's Bulletin, or Smith's whatever-you-please. Have it printed just as a regular journal or paper would be, with a title, publisher's name, and all that sort of thing. If you can make the journal interesting enough so that people will look forward to its arrival every month, you have gained your point, for you may be sure that if they read the text matter, they can scarcely avoid reading some of the display ads.

Possibly you are thinking this rather an expensive means of advertising, and you are not wholly wrong. It is rather expensive, but it richly pays for itself in returns. The results will far more than pay you for it if you have a journal that is interesting and attractive and gotten out as it should be. It will make your name and business familiar in every home in the neighborhood.

Indeed, it will be like a personal visit from you every month. Instead of sinking into obscurity and being lost in a hurrying city, you will be known all over your section, and when people want anything in the drug line they will at once think of you. A store paper will bring you more new customers and keep more of them for you, than any advertising plan known.—*N. A. R. D. Notes.*

LIQUIDS BY WEIGHT.

All liquids by weight is the ideal manner of handling pharmaceuticals, but the old plan of solids by weight and liquids by measure has such a firm hold on the pharmaceutical world that it is difficult to make the change and have the rule of both solids and liquids by weight followed in commercial transactions. The government has decided that wholesale dealers must henceforth sell liquids by weight instead of by measure. The contents of the container must be shown by stamping on the bung stave of the barrel or cask, or upon the outside of the can, the gross weight, the tare and the net weight of the contents of the package. The time may come when all business transactions and

pharmaceutical manipulations will weigh liquids as well as solids.—*Meyer Brothers' Druggist.*

DR. OSSLER'S INVITATION TO THE ANTI-VACCINATIONISTS.

"I will go into the next severe epidemic with ten selected vaccinated persons and ten selected unvaccinated persons. I should prefer to choose the latter—three members of Parliament, three anti-vaccination doctors if they could be found, and four anti-vaccination propagandists. And I will make this promise—neither to jeer nor to jibe when they catch the disease, but to look after them as brothers, and for the four or five who are certain to die I will try to arrange the funerals with all the pomp and ceremony of an anti-vaccination demonstration."—*New England Medical Journal.*

WHY NOT IN THE U. S. ALSO?

The London Board of Trade has received a report from the British Consul at Christiania, Sweden, pointing out that private persons in Norway are not permitted to receive patent or proprietary medicines from abroad by post. On the arrival of such parcels, which are opened at the customs house before delivery, the contents are stopped by the authorities. In order to comply with the law, it appears necessary for private persons desiring to import medicines for their personal use to have the parcel addressed to a resident chemist, who thus becomes responsible for the importation.—*National Druggist.*

OLD REGRETS AND NEW WISDOM.

"The man who looks back upon his past life and says, 'I have nothing to regret,' has lived in vain. The life without regret is the life without gain. Regret is but the light of fuller wisdom, from our past, illumining our future. It means that we are wiser today than we were yesterday. This new wisdom means responsibility, new privileges; it is a new chance for a better life. But if regret remain merely 'regret,' it is useless; it must become the revelation of new possibilities, and the inspiration and source of strength to realize them. Even omnipotence could not change the past, but each man, to a degree far beyond his knowing, holds his future in his own hands."—*William George Jordan.*