

about the goods in a drug store, and the story of the druggist himself, when told on the printed page or by word of mouth, will be absorbed with avidity, provided always that it is the druggist's own story.

There was a book published recetly by Mary Antin called "The Promised Land." The book contains no romance, no history, no tragedy. It is the simple story of Mary Antin, and it is all true. You will read every line of it and read lots of it twice, simply because it is the true story of a human being. Put yourself into your ads and they will bring results; the more you tell about yourself, the more people will like you.

Every druggist can advertise. Not necessarily like some other fellow does it. He must do some experimental work and find out where he is strong. It may be window displays. There is surely room at the top in that field. It may be at the soda fountain. There are plenty of chances for improving soda fountain drinks and methods. It may be in the keeping of a neat store, and here, too, there is much chance for betterment.

It may be in the publishing of a small periodical, as in my own case. My paper never contained any article that will be quoted in the encyclopedia; it was not a brilliant example of grammatical excellence; but it was a good advertisement for my drug store, because it was ME from beginning to end, and I was a good druggist—that point, of course, was always kept to the fore. I was no better, understand, than many others right around me, but I got more business than they did because I kept telling the people what a good druggist I was.

Many druggists say they cannot write an ad. Any druggist can write a better ad himself than ane one else can write for him.

Put this in your pipe and smoke it: If you have a drug store that is worth patronizing, you CAN tell the people around you about it if you want to—and want to hard enough.

A STRONG OBJECTION TO A PHARMACEUTICAL CAREER.

As the educational requirements for the future pharmacists increase it will, no doubt, have a tendency to decrease the number of desirable candidates if the present long hours and comparatively small compensation continue. One of the greatest objections, bright, live young men choosing a career, and with the time and money necessary for a pharmaceutical education, could have against pharmacy would be the long hours and Sunday work. By eliminating, or at least minimizing the Sunday hours, one of the strongest objections to many of entering the calling is overcome.

Therefore, it is fair to assume with the shorter hours and Sunday rest, which in all other callings obtain, you attract a higher mental grade of men and they will be more physically fit to serve the public as pharmacists.—*J. H. Webster in N. A. R. D. Note.*