

5th. That each state shall examine each applicant in the following subjects, to wit:

Pharmacy; Chemistry, Inorganic, Organic, Medical, Analytical; Materia Medica; Posology; Toxicology; Prescriptions, Reading, Writing, Compounding; Pharmacognosy, covering Drug and Chemical and Pharmaceuticals of the U. S. P.

Following this outline, I firmly believe that we can successfully divorce and eliminate the commercial element from the professional demands of our calling and establish popular Standards of Reciprocity.

In conclusion: I feel that I have already trespassed upon your patience and charitable endurance. My heart and soul are in this work—I love it, and nothing so charms, interests or entertains me as the advancement of new ideas, novel methods, that will make the work of the State Boards of Pharmacy more efficient, and insure successful attainment of the ends desired, viz., a thorough test of real merit and true efficiency.

SMOKE TICKETS.

"I've always tried to boost my cigar sales by selling in box lots. I would argue the saving in price and at first I made a few sales, but invariably these men returned to their old habit of buying a half dollar's worth at a time. The box purchases hadn't proved a saving after all. When they bought in box lots they smoked more, gave away more and it really cost them more for smokes than it ever had before. That's what they all told me. So I decided I had been working on the wrong track and abandoned the quantity scheme.

"Still I wanted to get the cigar trade of the town and sell even more cigars than I was selling, so I kept hunting for a plan that would sell the quantities and yet be of real advantage to the consumer. Finally I found it—and I got the inspiration from a lunch counter. I noticed that a restaurant sold meal tickets for twenty-one meals at a reduced price. You paid for the twenty-one meals in advance and got a discount by so doing. It is an old scheme in the restaurant line, but it was new in the cigar business, and I grabbed at it immediately. I had smoke-tickets printed—fifty stars on the outer margin, green stars for the five-centers, red for the tens. Then I pointed out to the men who had told me their objections to the buy-a-box plan that they could now buy a box at the box price and leave it with me. They would simply bring along their tickets and get one cigar or a dozen as suited their fancy.

"This was a new one to all of them and the novelty of the plan combined with the saving has been a wonderful trade puller. I now sell three-quarters of the cigars smoked in this town and I'd rather sell them this way than by the box, because a customer comes in to the store every day for his daily supply and very often sees some other article that attracts his fancy and loosens his purse strings."—*Tobacco World*.