

PROCEEDINGS OF THE LOCAL BRANCHES

"All papers presented to the Association and Branches shall become the property of the Association with the understanding that they are not to be published in any other publication prior to their publication in those of the Association, except with the consent of the Council."—Part of Chapter VI, Article VI of the By-Laws.

Article IV of Chapter VII reads: "Each local branch having not less than 50 dues-paid members of the Association, holding not less than six meetings annually with an attendance of not less than 9 members at each meeting, and the proceedings of which shall have been submitted to the JOURNAL for publication, may elect one representative to the House of Delegates."

Reports of the meetings of the Local Branches should be mailed to the Editor on the day following the meeting, if possible. Minutes should be typewritten, with wide spaces between the lines. Care should be taken to give proper names correctly, and manuscript should be signed by the reporter.

WORK OF THE A. PH. A. BRANCHES.

The comment following on above subject is part of an editorial from the *Pharmaceutical Era* of March 28, and relates to the programs of several recent meetings; other branches held equally interesting sessions.—

"Thus, the pharmacists of Chicago were privileged to hear a most informative address on some of the newer things in medicine, a subject of prime importance to the scientific dispenser. In Philadelphia, the members of the branch were given an opportunity to witness a demonstration staged to portray selling principles, typical sales situations being reproduced under a close approximation of everyday conditions. Members of the Baltimore branch were favored with an address by Dr. Lloyd on some recent views of atomic structure, while Cincinnati pharmacists discussed the prescribing of heroin in the light of legislative prohibition and consequent high prices.

"The facts we have noted furnish evidence of the possibilities of the A. PH. A. branches for disseminating scientific information to say nothing of the unusual educational opportunities they afford to those who will attend them. The same reasons that are urged upon physicians to join medical societies can be advanced why pharmacists should join associations which devote their efforts mainly to the scientific side of pharmacy. We would not belittle the effort that has been made to emphasize the value of merchandizing or of business methods to the pharmacist, for one cannot successfully practice pharmacy in this intensely commercial and practical age unless he has mastered the principles of business. But on the other hand, if the pharmacist is to retain his principal claim to his profession, he must use every opportunity to keep himself posted in all the advances that

are being made along the professional side of his business. It seems to us that the A. PH. A. branches are furnishing such opportunities."

BALTIMORE.

The February meeting of the Baltimore Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held at the Hotel Emerson February 25th, 1925, Dr. Robert L. Swain presiding.

Dr. H. H. Lloyd, Professor of Chemistry of Goucher College, was the speaker of the evening, on the subject "Some Recent Views of Atomic Structure."

Dr. Lloyd mentioned that the atomic theory of Dalton and the hypothesis of Prout served as an introduction to the consideration of the two chief ways in which modern research has enabled us to explain the curious jumble of integral and fractional atomic weights. He stated, first, that the study of radioactive transformations has proved the existence of isotopes, elements chemically identical but having different atomic weights; secondly, that positive ray analysis, and especially the use of the mass spectrograph, has enabled us to determine the relative weights of the various kinds of atoms which constitute isotopes. Dr. Lloyd also stated it has been shown that the weights of atoms are whole numbers, and that fractional atomic weights are due to a mixture of two or more kinds of the same element with different weights. The structure of the atom was considered, and the probability of reconciling the views of Bohr and of Lewis and Langmuir was discussed. Finally, the subject of atomic disintegration was touched upon, and the recent work of Rutherford and of Harkins mentioned.

The members of the Baltimore Branch were especially fortunate in having Dr. Lloyd as the speaker, and interest in the subject presented

was evidenced by the large number who attended the meeting.

Mr. David Hecker, who is a senior in the School of Pharmacy, University of Maryland, and his "Maryland Orchestra" rendered some very enjoyable musical numbers.

Dean Charles H. LaWall, of the Philadelphia College of Pharmacy and Science, was the guest of the Branch at the March Meeting on the 24th, at the Emerson Hotel.

B. OLIVE COLE, *Secretary-Treasurer.*

CHICAGO.

The 149th meeting of the Chicago Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held Friday evening, March 6, at the University of Illinois, School of Pharmacy Bldg. President L. E. Warren opened the meeting and requested Dean W. B. Day to preside. After a preliminary announcement, Dean Day presented President Warren, who spoke on "Some of the Newer Things in Medicine."

Mr. Warren's address was most interesting and instructive and embraced a short discussion of the most recent investigations regarding the following medicinal agents:

1. *Carbon tetrachloride combined with Ascaridol for the treatment of Hookworm disease*, is found to be more effective than when either is used separately. This seems to be due to the fact that carbon tetrachloride is especially efficacious against the female worm and ascaridol against the male worm. The remedy is being extensively used on the great coffee plantations in Brazil and in many other tropical and semi-tropical locations with marked success.

2. *Cod liver oil vitamine content and its standardization to anti-rachitic values*, by the use of rats, is a pronounced success. The rats are first vitamine-starved and then vitamine-fed by the use of minute quantities of cod liver oil in the diet for a relatively short time. The animals are killed, certain portions of the bones soaked in silver nitrate solution, exposed to light, sectioned and examined under the microscope. The effect of the vitamine on the deposition of calcium in the bone tissue can be closely standardized. A good grade of cod liver oil is 100 to 400 times as valuable in anti-rachitic properties as is butterfat. Another method of standardization is to feed rats suffering from artificially produced lack of vitamine A with minute amounts of the cod liver oil to be tested and observing the growth-promoting

effects as compared with controls not fed with the oil. The Newfoundland cod liver oil is apparently richer in vitamins than Norwegian because the Newfoundland cod feed during the summer in the shallow waters of the "Newfoundland Banks" on Caplin and Squid both of which are rich in vitamins and which can be had in large quantities in the shallow bays without much muscular exertion by the Cod.

3. *Iodized ethyl esters from Chaulmoogra Oil in the treatment of Leprosy* are especially successful in young persons and where the disease is of less than a year's duration. The ethyl esters of linseed oil have proved useful in the same disease but are not so valuable as those of Chaulmoogra Oil.

4. *Basic bismuth tartrate in the treatment of Syphilis*, especially after an arsenic-fast condition has developed, is bringing good results. It is used in an insoluble form by intra-muscular injections and never orally or by intravenous injection.

5. *Insulin*. The magnitude of the literature since its discovery probably exceeds that of any other drug known for so short a time. A small quantity of sugar has been used to counteract over-doses of Insulin. It is now known that Mannite and Maltose probably are better for this purpose than other sugars. Lactose is of no value.

6. *Immunization for Scarlet Fever, as developed by the Doctors Dick*, is a definite advance in medicine. Filtrates from certain strains of hemolytic streptococcus induced the disease in human subjects and from the blood a toxin was obtained which also produced the disease. The injection of this toxin into horses developed an antitoxin and this antitoxic serum is definitely curative as well as prophylactic.

7. *Synthetic cocaine, dextro-psicocaine (psicaine)*, has been produced by German investigators after nearly twenty years of effort and by a most complicated synthetic process. Whether the synthetic product is habit-forming is not yet determined. Because of the large amount of cocaine produced in this country in the decocainizing of coca leaves, it is doubtful whether the synthetic product will find a market here.

8. *Chloral Hydrate in suppositories for seasickness*, has been found very valuable.

9. *"Intarvin,"* a calorie producer in diabetes, is a glyceryl ester of margoric acid, a 17 carbon-atom chain. Apparently because it is an odd-number carbon compound, it burns completely in the body without forming toxic

by-products such as acetone, diacetic acid, etc.

10. *Phenol-tetrachlor-phenalein* as a diagnostic of liver functioning is used intravenously, and if the liver is functioning normally, will be removed from the blood in a few minutes, but if the liver function is not up to normal it may remain in the blood for hours, and can be detected there by appropriate tests.

11. *Tetrabrom-phenolphthalein* as a diagnostic for gall stones seems to render the gall stones visible as shadows in a roentgenograph.

12. *Ethylene for anaesthesia* is less irritating than ether but is so very inflammable and explosive that its use is probably limited.

13. *Mercurochrome* as a germicide in septicemia is used intravenously and is sometimes very successful and again apparently valueless.

14. *Gentian Violet* is also being used as a germicide in septicemia.

In the discussion, Prof. Clark called attention to the fact that ultra-violet rays from quartz lamps seem to increase the anti-rachitic value of oils, cows' milk, and even to be antirachitic to children.

Mr. Webster inquired as to whether the vitamins had been isolated as a substance or did these simply represent a rearrangement of the atoms in the oil molecule.

Mr. Linke called attention to the curative value of sunlight and chlorophyll.

Mr. Becker stated that both *Mercurochrome* and *Acriflavine* can be sterilized by heat. He also stated that *Mercurochrome* stains badly but that these stains can be removed by washing in spirit of nitrous ether.

E. N. GATHERCOAL, *Secretary*.

CINCINNATI.

The February meeting of the Cincinnati Branch A. Ph. A. was held at headquarters of Ohio Valley Druggists' Association on the 7th; President Hermann E. Iglar called the meeting to order; both organizations were well represented. The subject for discussion related to the manufacture of U. S. P. and N. F. preparations by retail pharmacists. Papers were presented by Messrs. Wm. L. B. Brittain and H. B. Waltermann; samples of various U. S. P. and N. F. preparations were exhibited.

The March meeting was mainly devoted to a discussion of subjects relating to the prescription department—how it should be conducted and developed. Papers by Messrs. Julius Naefach and H. J. Dusterberg served as leaders for the discussion. State Inspector A. G. Snow was present.

The officers of the Cincinnati Branch are:—*President*, Hermann E. Iglar; *Vice-President*, H. B. Waltermann; *Secretary*, Bertha Ott; *Treasurer*, Wm. L. B. Brittain, *Delegate to the House of Delegates*, A. Ph. A., Caswell A. Mayo.

BERTHA OTT, *Secretary*.

DETROIT.

The February meeting of the Detroit Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held February 20th at the Wayne County Medical Building. The meeting was called to order by President Chostner. In absence of Secretary Bialk the President appointed Mr. J. H. Webster to act as Secretary. Minutes of the previous meeting were read and approved.

A letter from Dean Kraus of the College of Pharmacy of the University of Michigan inviting the Detroit Branch to hold its April meeting at Ann Arbor was read. Motion was made and carried that the invitation be accepted with thanks.

Considerable discussion was had concerning the holding of a Mock Trial as the attraction for the March meeting. President Chostner suggested that the Committee consult with certain Detroit members of the bar who might assist in getting up a program and arrange for holding of the proposed Mock Trial.

The address of the evening was given by Dr. Lichtwardt of Meshed, Persia, who delivered an interesting talk on Medicine and Pharmacy in Persia. After learning of the condition concerning Pharmacy in Persia, it was felt that Pharmacy in the United States was not entirely lost.

JOHN H. WEBSTER, *Acting Secretary*

MARCH MEETING.

The March meeting of the Branch was held at the Wayne County Medical Bldg.

In the absence of President Chostner, Vice-President Grommett called the meeting to order. The usual good dinner preceded the meeting.

The minutes of the previous meeting were read by the Secretary and approved. A letter from Dean Kraus of the College of Pharmacy of the University of Michigan was read asking the Detroit Branch to set April 24 as the date for the meeting in Ann Arbor. He announced that Prof. Howard B. Lewis, Professor of Physiological Chemistry, would speak on Insulin. The date was unanimously accepted

and the arrangements left to the Program Committee.

The speakers of the evening needed no introduction. Every possible means for breaking the Hoodoo (Friday the 13th) was resorted to. A red head led in the program and Mr. Webster completed the combination by presenting Mr. Ingram with a white horse, and the program was off with a bang.

Mr. Ingram read several very interesting papers on Business and outlined many schemes for increasing retail drug business. He also gave several demonstrations of Catchy Toilet Goods Displays for both window and counter.

The speaker laid stress on three points for Toilet Goods Display, namely, simplicity, a few articles neatly pyramided, and, most important, the price card.

Walter M. Chase then followed with a talk on Candy Sales which was very interesting. Dan Houser followed with a stirring talk on Salesmanship and Coöperative Sales. He gave several examples of salesmanship and mass sales which help materially in building up a volume.

A general discussion followed in which Mr. Weaver led in outlining his ideas of merchandizing. A general exchange of ideas followed.

BERNARD A. BIALK, *Secretary*.

NEW YORK.

The February, 1925, meeting of the New York Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was called to order in the lecture hall of the New York College of Pharmacy Building, Monday the 9th. Vice-President Eddy opened the meeting explaining that because of important legislative work Professor Hostmann had to remain in Trenton and could therefore not preside. Thirty-eight members and friends were present.

The minutes of the preceding meeting were read and approved.

Treasurer's Report—Treasurer Gerstner brought in his report showing a balance of \$431.83.

Education and Legislation—Mr. Lehman presented a report outlining bills now before State and National legislative bodies of direct interest to pharmacists. Dr. Diner amplified this report.

Membership Committee—The following applications were received for membership: PARENT ORGANIZATION—Joseph Jay Blitzler, 1001 Willow Ave., Hoboken, N. J.; Joseph B. Cairoli, 1036 Washington St., Hoboken, N. J.;

Maurice DeBari, 200 Garden St., Hoboken, N. J.; John G. Graef, 478 Westside Ave., Jersey City, N. J.; Samuel Kidorf, 740 Washington St., Hoboken, N. J.; Jacob Rutes, 444 Howard Ave., Brooklyn, N. Y.; Reuben Schwalberg, 1324 Carrell St., Brooklyn, N. Y.; Dr. Carl P. Sherwin, 41 Anderson St., Scarsdale, N. Y.; Edward Charles White, 537 Bloomfield St., Hoboken, N. Y. N. Y. BRANCH—Samuel Klempner, 276 Albany Ave., Brooklyn, N. Y.

Audit Committee—Dr. Diner reported that the books of the Treasurer were in splendid shape and all accounts found correct.

Unfinished Business—Dr. Diner brought up the matter of our membership in the New York Pharmaceutical Conference and stated that he would assure the Branch no financial burden would be placed upon them. It was moved, seconded and carried that we take the motion regarding the continuation of membership in the Conferenæe off the table. It was moved, seconded and carried that we continue our membership in the Conference and authorize the appointment of two delegates with payment of \$10.00 for each, but that we assume no further financial responsibility.

Communications—A letter from Dr. Horstman, Secretary of the Academy of Pharmacy, was read and Dr. Diner discussed the work of the Academy.

Scientific Section—Dr. Diekman presented his report consisting of abstracts of various articles in the current journals.

Mr. S. Kopald, speaker of the evening, was now introduced and presented a very interesting paper on "Fighting Back." Mr. Kopald took up principally the methods used by the Bronx County Pharmaceutical Association in combating price-cutting and other evils confronting the druggist. A short discussion followed after which a rising vote of thanks was extended the speaker.

HUGO H. SCHAEFER, *Secretary*.

MARCH MEETING.

The March, 1925, meeting of the New York Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held Monday, March 9th, with President Hostmann in the chair. Thirty-eight members and friends were present.

Minutes of the preceding meeting were read and approved.

Education and Legislation—Chairman Lehman reported on the following: The failure of the Cramton Bill to pass; The attack upon the

pharmacy ownership bill by amendments annulling the advantages of the original bill; Weinfeld-Kennedy narcotic control act: Prohibition enforcement laws; Medical practice act; Pharmacy ownership bills in other states.

Membership Committee—The following applications were received for membership: PARENT ORGANIZATION—Jacob Brody, 33 Sumner Ave., Brooklyn, N. Y. LOCAL BRANCH—Max Gluckman, 390 Bushwick Ave., Brooklyn, N. Y.

Audit Committee—Dr. Diner reported all bills paid.

It was moved, seconded and carried that a local committee on transportation be appointed to arrange for the trip to Des Moines, Ia.

New Business—Dr. Hostmann announced that he had appointed Dr. Diner and Mr. Eddy to represent the Branch as delegates of the New York Pharmaceutical Conference.

It was moved, seconded and carried that the Chairman be empowered to appoint a committee to make suitable arrangements for the presentation of the 1925 Remington Honor Medal.

Dr. Diekman, Chairman of the committee on Progress of Pharmacy, read abstracts of a number of scientific articles in current journals.

Chairman Hostmann now requested Dr. H. H. Rusby to introduce the speaker of the evening. Dr. Rusby in doing so described the efforts and work of Professor Maldonado of the Institute of Pharmacy of the University of Lima, Peru. Professor Maldonado's paper was read in English by Mr. Amand Lemaitre.

Considerable discussion then followed and Professor Maldonado answered various questions put to him. A rising vote of thanks was extended to the speaker.

HUGO H. SCHAEFER, *Secretary*.

OFFICERS NORTHWESTERN BRANCH, A. PH. A.

The officers of the ensuing year of the Northwestern Branch, A. PH. A., are:— *President*, A. J. Kline, Minneapolis; *Vice-President*, Miss Frances Greenwalt, St. Paul; *Secretary-Treasurer*, C. V. L. Netz, Minneapolis.

PHILADELPHIA.

The March meeting of the Philadelphia Branch of the AMERICAN PHARMACEUTICAL ASSOCIATION was held on Tuesday evening, March 10th. The regular dinner, at which twenty-three members were present, was held at the Hotel Longacre preceding the meeting proper.

The meeting was called to order by President Harrison at 8:30 o'clock at the P. A. R. D. Building, 2017 Spring Garden Street. The minutes of the last meeting were read and approved and the following were elected to membership: Rubin Fried, Edwin Bird, L. H. Green, and K. F. Ehmman.

Mr. Hunsberger reported that plans had been definitely made to hold our next meeting jointly with the Philadelphia County Medical Association probably at the College of Physicians, on Wednesday, April 8th. The program as tentatively arranged will consist of a paper by Dr. Harvey Wiley with a discussion led by Professor LaWall, a paper by Professor Cook and one also by Mr. Hunsberger. An invitation was extended to all who might be interested to attend the meeting. The Branch ratified the plan as presented and decided to hold its April business meeting at the regular dinner preceding the joint program.

Professor Cook reported that the plans for having the Local Branch take part in the annual convention of the American Medical Association at Atlantic City in June were materializing. It is expected that an exhibit of the U. S. P. preparations will be prepared by the Branch for this meeting and several papers probably will be presented.

Mr. Eberle reported for the committee on nominations as follows:

For *President*—Mortimer M. Smith.

For *1st Vice-President*—Raymond Hendrickson.

For *2nd Vice-President*—Arno Viehoever.

For *Secretary and Treasurer*—Adley B. Nichols.

Delegate to the House of Delegates—Ambrose Hunsberger.

Upon motion, Professor Griffith cast a unanimous ballot for the nominees as read and they were declared elected. The new officers were called upon for a few words and retiring President Harrison gave a few parting remarks thanking the members of the Branch for their cooperation in making the past year a success.

President Harrison then introduced Professor Paul C. Olsen of the Wharton School of Finance and Commerce, of the University of Pennsylvania. Professor Olsen gave a brief synopsis of the feature of the evening's program, salesmanship, outlining the story of selling principles and explaining the various points that were to be looked for during the demonstrations which were to follow.

The participants in the sales demonstrations were all actively engaged in Pharmacy. Mr. Hunsberger was proprietor of the store with Mr. Hendrickson acting as chief clerk and J. C. Pilchard assisting. Miss Kathleen Cawley, Miss Sadie Brisgol and Malcom Cox were the customers, while Edward Hahn took the part of the representative with biologicals.

The room in which the demonstrations were conducted was equipped to represent a modern drug store. Up-to-date show cases and actual merchandise were used. The audience was seated facing the "store" cases and counters so that they could hear and observe everything that took place.

"Customers" entered from an anteroom, made purchases, had them wrapped, paid real money for them and departed. During the progress of the various retail sales a representative of a pharmaceutical house appeared and undertook to sell the "store" proprietor a new line of biological products. During his talk the usual interruptions occasioned by visits of retail customers occurred. Typical sales situations which occur frequently in retail drug stores were illustrated by the various "customers." One appeared complaining of an ailment for which only a physician could prescribe. In another case the customer complained of the high cost of a prescription. The reasons were tactfully and satisfactorily explained to him. Another situation illustrated the possibility of converting an impatient request for stamps to a profitable sale of box stationery and ink.

The aim of these sales demonstrations was to simulate as far as possible actual selling conditions. None of the demonstrations were rehearsed beforehand. "Customers" were instructed to ask for one specific article. The sale of additional goods depended upon the skill of the salespeople. As a further insurance of naturalness the customers were instructed to pay for the purchases they made with whatever money they had in their pocketbooks. This overcame a tendency toward overbuying which might have occurred had only "stage" money been used.

The demonstration method was chosen to portray selling principles because it was believed that the actual sales themselves, occurring under a close approximation of every-day conditions, would illustrate these principles far more vividly and effectively than hundreds of abstract explanations and discussions. The demonstrations were another typification

of the ancient Chinese proverb: "One picture is worth ten thousand words."

Following the demonstrations a general discussion of the sales principles exemplified occurred. The discussion was led by Professor Olsen. Several of the sales were illustrations of the possibility of selling related goods; a tooth brush with tooth paste; hair tonic with shampoo cream; pens with stationery, etc. The dangers of carrying such a policy to extremes were pointed out. People dislike to trade at a store if they feel that every time they enter to make a small purchase they will be urged to buy many expensive related articles. The reason for such a feeling on the part of customers is not so much the fault of suggestive salesmanship as it is the way the suggestions are made. The customer should not be made to feel that he is being sold something; he should feel that he is buying something. As far as the salesman is concerned this means that he should talk in terms of what uses his merchandise has rather than the actual merchandise itself; not the fact that a certain cold cream has a cacao butter base, but the fact that because it has a cacao butter base it has certain desirable qualities.

The number of additional articles which can be sold by suggestive salesmanship to one customer at one time of course varies with the circumstances. A woman obviously looking around can be sold more than a man with two minutes in which to buy a tooth brush and catch the last train for home. Usually the limit is not more than two or three additional articles. Of course, this average is not maintained with every customer or even every other customer. The point is that even if only one customer in ten is sold additional articles by suggestive salesmanship there is a ten per cent increase which would not otherwise have been obtained.

Success in suggestive salesmanship implies a knowledge of the goods and the purposes these goods serve. A salesman who suggests a sponge to a person who has just bought a box of bath soap is in a far better position to make the sale if he can explain interestingly the delightful qualities of a Mediterranean sponge instead of being able to quote only sizes and prices.

And for the customer who won't listen long to explanations a demonstration based on a knowledge of what the goods will do often serves to make the sale. In the case of the salesman who has a customer wondering whether to buy a \$3 or a \$7 fountain pen, con-

sider which of the following methods is the more likely to make the sale. In one case he talks vaguely of the \$7 pen being of better quality than the \$3 pen. In the other case he points out to the customer the fact that the two parts of the point of the \$7 pen are electrically welded together, which forever prevents them from spreading and thus greatly increases the life of the pen. And to prove his statement the salesman drops the pen point downward on the linoleum-covered floor of the store. The point buries itself in the linoleum. The pen is picked up and handed to the customer with the invitation to try its writing quality to show that it is just as good as ever. Such a demonstration would of course ruin a \$3 pen.

Sometimes both the customers and the sales people are in woeful ignorance of the qualities and purposes of some of the merchandise in drug stores. Explanatory signs and displays of the merchandise itself help to make sales which otherwise would not occur. The drug-store proprietor should recognize a certain mental laziness on the part of his customers. He should relieve the customer as far as possible of the burden of determining what he wants or may want. In his selling talks, in his window and store displays and the explanatory signs which always should accompany them he should be ever alert to suggest new uses and enjoyments from the merchandise he has for sale.

This involves of course a personal knowledge of individual customers, their preferences and tastes, likes and dislikes. Often the most casual personal conversation may lead to a sale which is mutually profitable. An infirm aunt may everlastingly bless a nephew for a gift of an electric warming pad. Perhaps the suggestion (and resulting profit) originated with a drug-store salesman.

In many lines, particularly those most closely associated with pharmacy, the drug-store salesman is apt to assume a knowledge of pharmaceutical matters on the part of his customers far beyond the actual fact. For example, a pharmacist may talk knowingly about an antiseptic mouth wash as being a U. S. P. or N. F. preparation and this characterization may not make the slightest impression on the customer. Perhaps not one person in a hundred outside the pharmaceutical field knows what these initials really mean. A pharmacist could explain to the customer the value to him of the U. S. P. and N. F. designation in such a way that the customer would be thoroughly

convinced of the merit of the product and the store which sold it.

By way of summary the following may be said to be the sales principles which were exemplified by the sales demonstrations.

1. Sell related goods whenever possible but not at the risk of offending the customer.
2. Know the uses of the goods—what they are and what they will do.
3. Use displays and signs to help sell more goods, especially to satisfy unexpressed wants.
4. Know customers, their preferences and tastes.
5. Be sure the customer understands and appreciates what you tell him.

At the close of the demonstrations and discussion a unanimous vote of thanks was given to all the participants and President Harrison stated that he also would send a letter personally thanking each of those concerned.

A vote of thanks was tendered also to the officers of the Branch for their work of the past year. The meeting then was turned over to the new President, Mortimer M. Smith, who pledged himself to do his utmost for the Branch during the coming year.

Mr. Swain, President of the P. A. R. D., told the Branch of plans being completed for the addition of a new hall to their building and offered the use of the Building to the Branch for its meetings and any functions which it desired to carry on there. He also stated that the P. A. R. D. would cooperate in the plans for adding to the contributions already made toward the A. Ph. A. Headquarters' Fund.

There were over fifty members and friends in attendance. The Secretary is indebted to Professor Paul C. Olsen for the report on the sales demonstration proper.

ADLEY B. NICHOLS, *Secretary*.

GERMAN DRUG FAIR.

Much interest is being displayed by druggists throughout Germany in the German Drug Fair, which is to be held at Stuttgart, from August 1-9, 1925, under the auspices of the Bezirksverein Württemberg of the Deutscher Drogisten-Verband E. V. (Württemberg branch of the German Druggists' Association), the former having its headquarters at Stuttgart, and the latter at Berlin.