

of at least 250 words on what you know of a certain subject.' In the fourth place, I believe that examinations should represent modern thought and teaching and should include laboratory demonstrations where the student should have an opportunity to show, first, that he knows how to use the microscope, and second, that he has done microscopical work, and third, that he shall be able to demonstrate that he is familiar with certain microscopical processes. Fifth, I think that examinations in *Materia Medica* should be confined to well established and commonly recognized drugs."

In summarizing I may say then that in discussing this subject of the teaching and examinations in Pharmacognosy that I have not been aiming to establish an ideal, so much as to direct attention to the need of our considering our work from the standpoint of the practicing pharmacist. There are many things that every pharmacist should know and these relate especially to the specific characters and properties of the important drugs. Then there are other things which he ought to know of certain drugs and indeed should know to stimulate him in his professional work. But these are subjects that can be better handled in an oral examination than in written examinations. In Pharmacognosy we have a subject dealing with natural products and we should treat it in a natural way, instead of according to hard and fast lines involving the framing of questions in the form of riddles or conundrums which depend for their solution upon so much memorizing rather than clear thinking and direct study of the drugs themselves as we do in the study of other physical objects.

---

#### CHURCH FAIR PROGRAMS.

"When the unfortunate committee lady, to whose lot it has fallen to solicit advertising for the program, calls at your place and makes her timid request, don't freeze up. This is where the advertising begins and it's up to you to get all the benefit you can out of it. Get interested—ask the lady about her success so far—look the dummy over carefully and see what spaces are sold and to whom. Note a position that will not be in juxtaposition to anything incongruous. Tell madame that you will take a modest space under certain conditions. You have a cold cream, perhaps, that you want to push the sale of. You will take a certain space which you indicate, to advertise that article, if the ladies will accept payment in the goods. Explain that the cold cream can be readily turned into money by putting it on sale on one of the tables at the fair. People seeing it there will imagine that you donated it and this will add further to the good will which will accrue to you from the transaction. The ladies have not been refused—your goods will have been given display at the fair, and those who buy there will buy more of you very likely. The cost has not been as great as if paid in cash and yet your benefits are greater. Instead of handing out the amount in cash and feeling that you have been robbed of your money by a piece of genteel blackmail, go at it in this way and make it a benefit to you."—A. W. Rideout in *Practical Druggist*.