

ceptable in so far as their names are concerned.

The following rules apply to the names of articles proposed for inclusion with New and Nonofficial Remedies:

1. The names of pharmaceutical preparations or mixtures must indicate the most potent ingredients.

2. Names which are in any way misleading will not be accepted.

3. Names which suggest diseases, pathologic conditions, or therapeutic conditions will not be admitted, except as provided under 4.

4. An exception is made for established names of synthetic substances, active principles, and other new substances: For these if submitted prior to December 31, 1912, therapeutically suggestive names may be admitted, provided that the name has been in actual use prior to December 31, 1912, and provided further, that the name is not likely to foster self-medication by the laity.

W. A. PUCKNER, Secretary.

Communications and Correspondence

All communications must be signed by their
Authors

BAITING JOURNALISM.

I have nothing but praise for our new Journal, for the subject-matter, choice of articles, judgment even to the selection of the page paper, and color of the cover. I feel confident that our Journal will exercise due diligence to exclude communications which are based on personal grudges paying back old scores, hitting back because some member of the A. Ph. A. has seen a chance to get even with some other member who is a personal antagonist, etc., etc.

The new Journal has a fine opportunity to uplift the whole profession of pharmacy by dealing with public questions of prime importance in a dignified manner free from yellow journal methods or muck-raking propensities now so popular. Honest criticisms, of course, and helpful comments, which improve and uplift even if they destroy cherished ideals, are demanded when occasion

arises; evils must be combated in a fearless spirit, but sensationalism, simply for the purpose of arousing the interest of the readers by "exciting the animals" is to be deprecated. Smart writing, ridicule, sarcasm, unjust attacks, and, above all, *baiting* to provoke replies is a mean way to obtain copy.

You have asked for suggestions: These are tendered in a spirit of helpfulness. That you have avoided pitfalls of this kind in professional journalism amply proves the judgment of those who unanimously elected you as editor. Very truly yours,

JOSEPH P. REMINGTON.

COMMITTEE ON PRACTICAL PHARMACY AND DISPENSING BULLETIN NO. 1.

The practice of pharmacy today is not that of a few years ago, nor even of yesterday. We have but to retrace our steps a few years into the past to marvel at the rapid strides our profession has in reality made. The attempt to keep apace with this onward march of progress in matters pharmaceutical is the ultimate aim and function of our Association. To foster the good work and to make secure our continued prosperity ought to be the chief duty of each and every member.

Innumerable opportunities for individual work along many different lines present themselves to our fellow-pharmacists almost continually, e. g., the enormous task of revision of both our official text books furnishes an abundant field for suggestion and experimentation in practical pharmaceutical work. Papers on practical or operative pharmacy; notes or suggestions for the manipulation or improvement of official preparations; original articles or ideas pertaining to the science or art of pharmacy are particularly desired.

The Committee on Practical Pharmacy and Dispensing at this time would respectfully urge upon its members the desirability of engaging in some phase of this work to the end that our meetings at Denver may enjoy the benefit of such original work. The appeal is made thus early in order that all who so desire may have ample time for preparation.*

Faternally yours,

P. HENRY UTECH, Chairman.

J. LEON LASCOFF, Secretary.