

## Changes of Address

All changes of address of members should be sent to the General Secretary promptly.

The Association will not be responsible for non-delivery of the Annual Volume or Year Book, or of the JOURNAL unless notice of change of address is received before shipment or mailing.

Both the old and the new address should be given, thus:

HENRY MILTON,  
From 2342 Albion Place, St. Louis, Mo.  
To 278 Dartmouth St., Boston, Mass.

Titles or degrees to be used in publications or in the official records should be given, and names should be *plainly* written, or type-written.

EBLE, CHAS. F.,  
From Manila, P. I.  
To Camp Keithley, Mindanao, P. I.

FONTEYNE, GUSTAVE J.,  
From Manila, P. I.  
To "Siasi," P. I.

HARRIS, SAMUEL J.,  
From Guimaras, P. I.  
To F. H. & A. C. No. 2, Presidio,  
San Francisco, Calif.

HUGHES, J. R.,  
From Houghton, S. Dak.  
To care Eagle Boek Drug Store,  
Idaho Falls, Idaho.

JONGEJAN, CORNELIUS J.,  
From 331 Grandville Ave.,  
To 753 Grandville Ave., Grand Rapids,  
Michigan.

KANTOR, MORRIS,  
From 522 W. 152d St.  
To care Kantor & Kantor, 184th St., Cor.  
Aubun Ave., New York, N. Y.

LOWE, DAVID,  
From Winthrop, Mass.  
To residence unknown.

NOREEN, MATT,  
From San Francisco, Calif.,  
To residence unknown.

RASMUSSEN, NELSON,  
From Grande Island, P. I.  
To Ft. Mills, Corregidor, P. I.

SCHULTZ, J. J.,  
From 528 Main St., Lafayette, Ind.  
To 1109 Tippecanoe St., Lafayette, Ind.

WATSON, ELISHA,  
From Rule, Texas.  
To Newcastle, Texas (Young Co.).  
(Was given last month as Newcastle, Pa.)

WATSON, G. N.  
From 808 Alabama St.  
To 1001 Maine St., Lawrence, Kansas.

WILCOX, RUSSELL C.,  
From Gary, Ind.  
To residence unknown.



### B. P. WEIGHTS AND MEASURES.

The British Pharmacopœia authorities have a reputation for sanity in the matter of weights and measures. The reputation is now in peril. We reported a fortnight ago that the Imperial system is threatened so far as the text of the work is concerned, and we have since learned that the metric system is not beyond the designs of the tinkers, inasmuch as representations have been made to the Pharmacopœia Committee (not the Committee of Reference in Pharmacy) that the description "Cubic centimeter" should be replaced by the term "mil." It is difficult to conceive that the suggestion should be taken seriously, or that any comment is necessary, nevertheless it appears to be desirable to point out the objections to the employment of the term "mil" in pharmacy and medicine—it is not used by professional chemists. These objections fall under two heads:

1. The danger.
2. The confusion which will result from the employment of a word which already has several meanings.

As to the danger, abbreviations for "mil" would probably be employed by medical men in writing prescriptions, and the likeliest contraction would be "m" because it is the shortest. This contraction is in established use as the sign for minim, an Imperial measure of volume adopted in all the editions of the British Pharmacopœia. If, therefore, the contraction were used in prescriptions as a representation of "mil," a patient would obtain one-fifteenth of the medicament required. This would be serious in most cases. American pharmacists of the first rank object to the term, e. g.:

"The Committee of Revision of the National Formulary have decided that the term "mil" is an undesirable substitute for the abbreviation cc. in the new edition of that work."—*C. & D.*, August 26, 1911, p. 353.

"Mil" can very easily be mistaken for the well-known milligramme. — Raubenheimer, *National Druggist*, August, 1911.

As to the second objection—viz., that it would lead to confusion—we give a few instances of the use of the word and of words with the same pronunciation:

A. As unit of length:

"1 mil=10<sup>-3</sup> in."—Kay and Laby's "Physical and Chemical Constants," 1911.

"A circular mil is a unit of area for measuring cross-sections of wires, tubes and rods, being the area of a circle whose diameter is 1 mil."—Murray's "Historical Oxford Dictionary."

"The Imperial Standard Wire Gauge, which has been sanctioned by the Board of Trade, is one that was formulated by J. Latimer Clark. Incidentally, one of its recommendations is that it differs from pre-existing gauges scarcely more than they differ among themselves, and it is based on a rational system (basis being 1 mil). No. 7/0, the largest size, is 0.50 in. (500 mils) in diameter, and the smallest, No. 50, is 0.001 in. (1 mil) in diameter."—"Encyclopedia Britannica," vol. xxviii, p. 739.

B. As unit of currency:

"Mil," a money of account in the United States, being one thousandth of a dollar (one-tenth of a cent).—"Standard Dictionary." (Possibly employed in Canada also.)

"The two principal schemes of decimaliza-

tion are the pound and mil schemes and the penny and ten-franc scheme." — Jevons' "Money," xiv, 176.

"It is proposed that the smallest coin, one thousand to the pound, shall be called the mil."—Humphrey's "Coinage of the British Empire," p. 149.

Hong Kong coins include the bronze "mil."

C. As measure of length:

"Mil" is a Danish mile (4,680 mile).

"Mil" in Turkey is 1,000 archins.

D. Other uses:

"Mil" is "a thousandth part of anything." — "Standard Dictionary."

"Per mil"=per thousand.—Murray's "Dictionary."

"Mill" or "mille" in card games is a counter representing ten "fishes" or "points."

"Mil," synonym for millet seed, which may possibly have been employed as small weights. It is also given in old works as synonym for "miliun solis."

"Mil," a town in Holland.

As far as British pharmacy is concerned the term "mil" has signally failed to catch on, and it is to be hoped that the Pharmacopœia Committee will not be deluded into believing the contrary on account of the use of the term in a book to which the Pharmaceutical Society of Great Britain has given its authority.—*Chemist and Druggist*.

### CLEVERNESS IN ADVERTISING.

An advertisement may be clever. If you are able to word it in a pointed, pithy way, this will certainly not detract from its selling power. On the contrary, it will add to the value of the advertisement. Again we must not confound mere "smartness" with cleverness. Nobody likes a "flip" salesman, therefore the probabilities are that nobody likes a flip advertisement. To be really clever, you must be kind as well. Cleverness and humor may go hand in hand. But remember that while an advertisement may be both humorous and clever, it need not necessarily be either to be a success.—*W. S. Adkins*.