

THE DEPARTMENT OF THE NATIONAL ASSOCIATION OF BOARDS OF PHARMACY

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		Porto Rico	

TWO STATES ENACT COLLEGE PREREQUISITE.

South Dakota and Maine have amended their pharmacy laws to require graduation from a recognized college of pharmacy for entrance to examination as registered pharmacist. Thirty-eight states now require college training for entrance to examination. Surprise was expressed by those in charge of the bills in both states at the ease with which passage was accomplished. In each state, there were only a few votes against these measures. Such success is not accidental, however. When the campaign is well mapped out in advance, gaining the support of the pharmacists of the state by showing the necessity for such legislation, and the bill is drafted with fair exemptions and no freak provisions, success is almost certain.

A struggle was expected in South Dakota on account of past experience with the legislature, and the board of pharmacy and the prominent pharmacists of the state stood solidly behind the bill. Four pharmacists are serving in the legislature, two in the Senate and two in the House, and our old friend, now Senator L. E. Highley, was chairman of the Food and Drugs Committee. Senator Highley is well known to N. A. B. P. members, as he served on the South Dakota Board of Pharmacy for several years and was active nationally. South Dakota stresses the fact that protection of public welfare was the only reason given for enacting the prerequisite, and that if other states would emphasize instead of neglect this argument, there would be no difficulty in enacting beneficial legislation.

President Charles S. Pierce of the Maine Board in commenting on Maine's success says, "I almost wish now we had tried for more, but we remembered what you said about not trying for too much at one time." When he hears that two ambitious states, Oregon and West Virginia, introduced a complete new pharmacy law which was defeated, thus gaining nothing, I am sure that he will be glad Maine did not attempt more. Of course, the present law remains in both Oregon and West

Virginia. However, by introducing an amendment to the existing law covering store registration, use of term "pharmacy," etc., the college prerequisite where not already enacted, etc., the existing law can be remodeled and by the end of several sessions a new law has been practically accomplished. Only in rare instances has a complete new law been successfully enacted. Opposition develops from various sources to different sections, and the combined opposition defeats the measure. When separate amendments are introduced to sections of the law, there is scarcely ever enough opposition to any one section's provisions to cause defeat. With the prerequisite enacted, Maine can proceed to straighten out a few more points at the legislative session two years hence, if desired.

In South Dakota, the prerequisite specifies graduation from the four-year course in pharmacy, plus one year of retail pharmacy experience. Exemption is provided for those engaged in the practice of pharmacy for a period of one year prior to passage, and such persons can be examined under the old requirements until July 1, 1933. A second measure was also passed, providing for the annual registration and licensing of pharmacies, with a fee, proceeds of which are to be used to employ a full-time inspector; the use of the terms "pharmacy, drug store," etc., are limited to stores under the supervision of a registered pharmacist; an ownership clause limits the ownership of pharmacies to registered pharmacists but exempts stores now operating and provides for the operation of stores in estate or by heirs of a deceased owner. The law contains a clause which provides that should any part be declared unconstitutional the remainder shall not be affected—very wise in view of recent court decisions on ownership legislation.

The main prerequisite follows the N. A. B. P. model law propositions almost word for word, specifying graduation from a recognized college of pharmacy without mentioning the number of years of attendance, and providing a maximum credit of three years of college attendance on required four years of training—thus automatically making the minimum experience requirement one year. This takes care of three-year graduates until the general four-year course graduates are ready for board examination. Exemption is provided for those who have been employed in a retail pharmacy at least six months prior to the time when the act becomes effective, and these are given a period of five years time in which to file proof of four years of experience and pass the board examination. There are a number of other changes in the law, also a section providing for annual store registration and \$2.00 fee therefor.

The remaining ten non-prerequisite states (note how the number is dwindling) should take courage from the experience of Maine and South Dakota. Prerequisite bills are being attempted by Arizona, Georgia, Massachusetts and Missouri.

H. C. C.

FIVE DISTRICT MEETINGS HELD.

Joint meetings with college faculty members have been held in five N. A. B. P. districts—Nos. 1, 2, 3, 4 and 6. Those districts that have established the habit of holding these meetings look forward to it as an annual event not to be missed.

The New England States (District No. 1) held a meeting at the Massachusetts College of Pharmacy, Boston, Mass., on December 3-4, 1930. Vice-President Gilbert of the Connecticut Board presided for the N. A. B. P., and Chairman W. Henry

Rivard of the Rhode Island College of Pharmacy presided for the colleges. Twenty delegates from five states were present. Mimeographed copies of the minutes of the meeting have been published. The various subjects in the board of pharmacy examinations were the principal topics for discussion, and a resolution stressing the importance of the practical pharmacy and pharmaceutical arithmetic examinations was adopted. A resolution urging the adoption of the college prerequisite by the remaining New England States was given unanimous approval. The Massachusetts College of Pharmacy entertained the delegates at a luncheon.

District No. 2 (New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia) held its meeting at the Hotel Du Pont, Wilmington, Del., on March 9-10. Vice-President Lloyd N. Richardson of the Maryland Board presided for the N. A. B. P., and Chairman Hugh C. Muldoon of Duquesne University presided for the colleges. This district functions in a very efficient manner, having standing committees on Program, Pharmacy, Materia Medica, etc., which are active through the year in planning for the meeting. A number of definite recommendations on Materia Medica were approved for state board examinations. Excellent papers on a variety of subjects were read, which will be published in the mimeographed report of the meeting as soon as possible. The Q-S Club entertained the delegates and guests at a banquet.

District No. 3 (Ohio, Kentucky, Indiana, Illinois, Michigan, Wisconsin) held its annual get-together at the Fort Shelby Hotel, Detroit, Mich., on February 25-26, with Vice-President Clare Allan of the Michigan Board presiding for the N. A. B. P., and Chairman Franklin J. Bacon of Western Reserve University acting for the colleges. The meeting was well attended, each state having delegates present from both the board and the colleges. This year the program was presented by the colleges and consisted of papers by Dean Edward Kraus, University of Michigan; Dean C. B. Jordan, Purdue University; Prof. Crandall, Detroit Institute of Technology; Dean R. T. Lakey and Dr. Leonard A. Seltzer, College of the City of Detroit. Most of these dealt with the curriculum for the four-year course. Secretary Christensen of the N. A. B. P. read a paper comparing the educational and entrance standards in the various states of the district, and discussion of the points brought out in this paper occupied the major portion of the first session. The Michigan Board entertained the delegates at the Norton-Palmer Hotel at Windsor; and Parke, Davis & Co. tendered a banquet at the Statler on Thursday night.

District No. 4 (Minnesota, Iowa, North Dakota, South Dakota, Nebraska) met at the Hotel Lowry, St. Paul, Minn., on Wednesday afternoon, Feb. 18, Vice-President George E. Sherman of the South Dakota Board presiding. Chairman E. R. Serles of the South Dakota State University was unable to be present at the meeting. Fifteen representatives were present from five states. Dean Wulling of the University of Minnesota presented a list of subjects, each one of which he discussed briefly in an introductory manner: (1) Commercial courses; (2) Drug store experience should be defined and standardized; (3) Examination questions should not be given identical but relative values; (4) Should state colleges of pharmacy examinations and state board examinations be merged? (5) Should credit value be given to special lecture courses? (6) Should a degree higher than the B.S. in pharmacy be given to students who voluntarily complete the two years of junior college and three years of technical work in pharmacy, constituting a five-

year course? If so, what degree? (7) Should physical education be required in the pharmacy curriculum? (8) Assistant pharmacist; (9) Reciprocal registration. A general and animated discussion of these topics took up the entire session, and the existing good will and understanding were enhanced and strengthened by the meeting.

District No. 6 (Arkansas, Kansas, Missouri, Oklahoma, Texas) met at the Arlington Hotel, Hot Springs, Ark., February 15-16, Vice-President Mac Childs of the Kansas Board presiding for the boards, and Chairman L. D. Havenhill of the Kansas University acting for the colleges. Dean D. B. R. Johnson of the University of Oklahoma read a paper on "The Trend of Pharmaceutical Education," the discussion being led by Dean Charles E. Caspari of the St. Louis College of Pharmacy. Secretary Christensen of the N. A. B. P. spoke on the general subject of Reciprocity at the afternoon session. Delegates from all five states were present.

STATE BOARD NEWS.

Alabama.—Secretary Bingham reports that the new pharmacy bill passed the Senate before recess and is on the House calendar for April 1 on reconvening. He comments, "We had to swallow some amendemnts that greatly decrease our revenue, we get no revenue from the State, but it is an improvement over our present pharmacy law."

Connecticut.—The Board as well as the College of Pharmacy have been fighting an attempt to amend the exemption to the college requirement which at present permits only those with experience prior to January 1921 to take examination. The proposed amendment permits any one with four years of experience in pharmacy to take examination until May 31, 1932, when the exemption expires. The measure is backed by the operator of a quiz school in Connecticut who is collecting money from the drug clerks of the state to sponsor the measure. This man, incidentally, has been exposed as the operator of fake diploma mills in a number of states. Object, of course, in this attempt is to do a big business in review courses by making more apprentices eligible to take examination without college training. The character of the sponsor and his connections have been exposed and there does not seem to be much danger of passage with the state pharmaceutical association on guard. (NOTE: Word just received at time of going to press that the bill was rejected in committee on March 26.)

Idaho.—Charles Laurensen recently resigned as Director of the Bureau of Licenses of the Department of Law Enforcement, after eight years of efficient service and coöperation with the N. A. B. P. He has accepted the secretaryship of the Chamber of Commerce of Caldwell, Idaho. Mr. Emmitt Pfost succeeds him as Commissioner of Law Enforcement.

Kansas.—The legislature adjourned without passing any legislation pertaining to pharmacy. Consolidation of professional boards was suggested, but due to the opposition of the professions, the measure was exposed as a political gesture rather than an economy and the bill was reported unfavorably by the committee, nothing further being heard of it.

The next examination will be held at Lawrence, Kansas, on June 10, 11, and 12.

Two of the members of the Board are up for re-appointment, Percy S. Walker, of Topeka, and Mac Childs, of El Dorado, but to date the Governor has made no appointment. Mr. Childs is Chairman of N. A. B. P. District No. 6.

Every pharmacy in the state has had a preliminary inspection and notice of any violations was sent in writing. A second state wide inspection will be made and every store which has not complied with the law in every respect will be prosecuted. The Board is determined that every pharmacy in Kansas shall be in charge of a registered pharmacist permanently.

Maryland.—The Maryland Board of Pharmacy conducted examinations for full and assistant registration at the School of Pharmacy of the University of Maryland on Monday and Tuesday, Feb. 2 and 3. There were 22 candidates for full registration and 33 for assistant registration. Six colleges of pharmacy were represented.

The Board, in conjunction with the Maryland Pharmaceutical Association and other groups, has prepared amendments to the pharmacy law for the purpose of abolishing assistant

registration; for more adequately defining a pharmacy, and for more clearly stating the rights and privileges of general merchants. (These were passed by unanimous vote of the Legislature.)

Massachusetts.—"The Apothecary" reports House Bill No. 594, known as the prerequisite bill, withdrawn in committee: "Franklin Union representatives were the chief opponents. They argued that educational qualifications indicated by a degree or a certificate of graduation from a college of pharmacy was not necessary for the protection of the public or the advancement of pharmacy. They endeavored to create the impression that the measure was college bred." The Massachusetts Pharmaceutical Association had obtained endorsement of the bill from 1200 owners of pharmacies, and pointed out the danger of cram school students being filled with examination information to "get by" the board. Apparently, a few won out over the majority again.

Missouri.—House Bill 408 has been introduced in both branches of the legislature and deals solely with the college prerequisite. The bill follows the N. A. B. P. model law propositions, Section No. 7, and requires college graduation, allowing a maximum credit of three years for college time on the required four-year training period, thus automatically making one year the minimum experience requirement. Little opposition to the bill has arisen. The Legislative Committee, the Kansas City Retail Druggists' Association, and the Board of Pharmacy have approved it.

Nebraska.—The Bureau of Examining Boards announces an examination of the Nebraska State Board of Pharmacy to be given June 16-19 at the Creighton College of Pharmacy, Omaha.

Nevada.—Howard M. Skeels of Reno, has been appointed a member of the Board of Pharmacy by the Governor, succeeding H. H. Turriffin recently deceased.

The next examination is announced for May 11.

New Hampshire.—James L. Dow, secretary of the New Hampshire Board of Pharmacy, writes us that he recently filed his resignation as a member of the New Hampshire Board to take effect on April 1, having served for some fifteen years.

As Mr. Dow has taken an active interest in the N. A. B. P., we shall regret his retirement from active service, although he remains an honorary member, of course.

New Jersey.—The Board of Pharmacy of the State of New Jersey announces that hereafter semi-annual examinations will be given in April and October for both the "Registered Pharmacist" and the "Assistant Pharmacist" certificates in place of the examinations formerly conducted in January and July.

It has been found inconvenient for candidates as well as examiners to conduct examinations in January and July. The January examinations generally interfered with mid-year examinations at the colleges of pharmacy and with the work incident to the annual renewal of registration at the Board office. The July examinations came at the worst time of the summer as far as weather conditions and vacations are concerned, and many applicants requested a change on this account.

In order to effect the change in the examination schedule with the least inconvenience to all concerned, the Board will conduct examinations for "Registered Pharmacists" on April 9, 1931 and October 15, 1931, and for "Assistant Pharmacists" on April 10, 1931 and October 16, 1931. Applications must be in the hands of the secretary at least 30 days before the date of the examination.

Ohio.—Out of 40 applicants taking the January examination, 17 were successful. The highest grade made in the examination was 86.8 per cent, by Sidney Lewin of Cleveland, a graduate from the College of Pharmacy, Ohio Northern University. A reciprocal certificate was granted to Sister M. Caspara Averdung of Cleveland, upon her Indiana license.

Report of the examination held in Columbus on April 7 and 8 will be published later.

R. C. Knisely of Ravenna has been re-appointed a member of the Board by Governor George White for a five-year term ending March 31, 1936.

Secretary Ford of Columbus buried his mother on March 16th. She died of heart trouble and was found dead in bed. The death was a shock to all, as she had not been ill. Mrs. Ford was 72 years of age and resided on a farm near Lima, O. She is survived by her husband and five sons. Sympathy is extended to Secretary Ford in his bereavement by his many N. A. B. P. friends.

Oklahoma.—C. M. Brewer has been appointed Secretary of the Oklahoma Board of Pharmacy to succeed C. M. Anderson. Address all communications to Mr. Brewer at the State Capitol, Oklahoma City, Okla.

Albert Eaton of Weatherford is president of the Board; W. C. Alston of Checotah, vice-president; and Roy L. Sanford of Enid, treasurer.

As a result of the February examinations, the names of 11 pharmacists have been added to the roster.

The Oklahoma Pharmaceutical Association will meet at Clinton, on April 21–22.

Oregon.—Linn E. Jones, a pharmacist of Oregon City, has been appointed as secretary of the Oregon Board of Pharmacy to succeed Frank S. Ward of Portland, on May 20. Mr. Linn has served six terms in the state legislature and has been of great assistance on pharmacy legislation.

A complete new pharmacy law, patterned after the N. A. B. P. model law propositions, was introduced at this session of the legislature and defeated in the House of Representatives.

Senate Bill No. 340, unfortunately, did succeed in passing and shows the necessity for constant vigilance in order to retain the higher educational requirements which have been enacted. Similar attempts were made this year in several other states, the provisions reading somewhat differently, however. This bill, as originally presented in the legislature, changed only one word—"twenty" to "ten." The Oregon college prerequisite section contained an exemption for any person who had resided in the state for ten years and could prove twenty years of retail pharmacy experience. Similar twenty-year experience registration is provided by a few other states, especially in the West, but of late the tendency has been to repeal such sections. In Oregon, however, the twenty-year period has now been shortened to ten years, and therein lies the joker. The law was changed to read "registered assistant pharmacist" instead of "person" (by legislative amendment) thus necessitating the applicant to take the assistant examination first instead of registering on experience only. The requirement for entrance to the assistant examination is three years of retail pharmacy experience; the age limit is 18. Thus, an Oregon boy of fifteen can start his apprenticeship and by the time he is 25 have the required ten years of experience necessary for a full registered license without any examination other than that of the assistant taken when he was 18. This is our own interpretation of the law, inasmuch as the ten years of experience for "R.Ph." registration are not limited to a period subsequent to registration as an assistant; if the applicant for registration on experience is an assistant pharmacist, has resided in the state for ten years, and can prove ten years of experience under the supervision of an "R.Ph." he is entitled to an "R.Ph." license, apparently without any further examination by the Board. Such registrants will not be entitled to reciprocity with other states, as they are registered "on experience" instead of by "registered pharmacist examination" as required in the general rules for reciprocity. Thus the problem becomes one which Oregon herself must work out as such men can practice only within the state. The result will be a constantly growing class of pharmacists registered on lower standards.

As the graduation requirement has been in effect for almost ten years, exemptions at this time should be repealed rather than liberalized. Such action is unfair to those who have been qualifying with college graduation in the meantime. If our interpretation of the law is correct, there is little incentive for a man to qualify for examination as a registered pharmacist by becoming a graduate of the four-year course (unless he desires to protect his reciprocal privilege) when he can save the cost of a college education, get an assistant license at 18 years of age and a full registered license without further examination when he is 25. The inconsistency is that the trained college graduate is obliged to pass a much more difficult examination as a test of his ability than the experienced candidate who has little theoretical knowledge. The danger is apparent. Certainly the pharmacists of Oregon overlooked the real intent of this bill or they would have fought its passage.

H. C. C.

Pennsylvania.—At the January 1931, examinations given by the Pennsylvania Board of Pharmacy, 87 applicants took the pharmacist examination and 124 applicants took the assistant pharmacist examination.

There were 48 successful pharmacist applicants and 83 successful assistant pharmacist applicants.

Report of the examinations held at the Philadelphia and Pittsburgh Colleges of Pharmacy on April 9–11, will be included in the next Department.

South Carolina.—Twelve candidates were successful in the examination held March 18 and 19. The next examination will be held in Charleston, S. C., on June 17 and 18.

Mr. C. E. Powe, of Hartsville, has been appointed to succeed Ransom J. Williams, of Mullins, retired.

The legislature is in session, and a bill repealing the present exemption from college graduation for those with ten years of experience is being considered, which requires that after Jan. 1, 1933, every candidate for board examination must be a graduate.

Tennessee.—An examination was held on March 16 and 17 with 40 candidates present. Of this number, 29 passed, 10 receiving R.Ph. licenses and 19 assistant certificates.

Texas.—At the examination held in San Antonio, January 20–23, there were 184 candidates, of which number 66 made satisfactory grades and were licensed.

The next examination will be held in Beaumont on May 20–23. On account of the great distances in the state, the Board is obliged to cover all parts of the state in its examinations for the convenience of applicants. This prohibits the establishment of a laboratory for practical examinations. Nevertheless, the Texas Board gives a splendid practical examination and carries all the necessary equipment of the very best type obtainable to the different points, in portable form. An order was recently given to the Torsion Balance Company of New York for six pairs of prescription scales fitted in carrying cases. The new equipment will be used at the Beaumont examination. The first day is devoted to actual prescription compounding, upon which the applicants are graded. Around 200 candidates are expected at the coming examination.

The Texas Board of Pharmacy consists of six members and a secretary. The sixth member is a requirement of the new pharmacy law. The Texas Board of Pharmacy also maintains two traveling inspectors who cover the state, which is divided into North and South Texas, the dividing line being the Texas and Pacific Railroad from Texarkana on the East to El Paso on the West, a distance of over 700 miles.

Under the prerequisite law recently enacted, non-graduates were given one year in which to register with the board signifying their intention of appearing for examination prior to June 18, 1934 when the exemption from graduation expires. Over 3000 registrations were received to June 18, 1930 when the period for such registration ended.

West Virginia.—Roy Bird Cook reports: "For sixty days we have been scrambling around in the legislature here with a drug bill, a counter veronal bill, and a lot of drug store 'nuisance' taxes. None of them passed, and now we are having trouble securing some funds for the board."

A complete new pharmacy law was introduced in the legislature which, among other features, contained a two-mile limit provision on patent medicines and a permit for general stores outside the limit. This feature brought the opposition of the wholesale grocers and defeated the entire bill, which included a badly needed store registration section, proving that the advice of the N. A. B. P. to try amendments first is sound.

Secretary Alf Walker who has been in poor health for a number of years is reported improving.

President S. M. Scott, Jr., of the Board has returned from a trip to the Florida orange groves.

ADVERTISING ADVERTISING.*

No advertisement can advertise advertising unless it exhibits the art of the printer to advantage. This includes—freedom from error, proper proportion,

* Parts of an address by E. G. Eberle delivered before Dallas Advertising League about two decades ago but some of the thoughts are applicable to-day, hence, liberty is taken in printing the address (title was given by the League). The radio has come into the picture and granting that little exception can be taken to most radio advertising there is opportunity for improvement and for the benefit of all concerned, including the public. Much of the radio advertising conveys useful information and, certainly, without returns the advertisers could not afford to render the entertaining and instructive programs, but the advertisers should see to it that their publicity is advertising *advertising*.

distinct, readable type. Many an advertiser has spent hours of time and much money and then was rewarded negatively by having all of this endeavor and expenditure come to naught because the mechanical part of the advertisement was faulty in proportion, type, ink or paper. Many an advertisement has proven ineffective because of these deficiencies, or even because it was located next to an advertisement that was defective.

If we would advertise advertising then everything concerned with advertisements must, as nearly as possible, approximate perfection, or at least measure up to a standard. The advertiser who does not secure such consideration is not receiving expected value and the advertisement has not advertised advertising.

You may say we cannot expect all of this. I ask, why not? Does not the Food and Drugs Act make a related demand in the preparation and selling of a medicinal preparation—from the man who gathers the drug to the one who gets up the label, that within reason there be no defect, no error? The Act makes the manufacturer responsible for each and every bottle or package of his product. How many hands does such a preparation sometimes go through? Occasionally a score or more, and what would happen if somewhere along the line a mistake was made? Take into consideration a large manufacturing house, shipping throughout the world a product containing a very active drug—and shudder. What happens in such an establishment if a man makes a serious mistake? He does not ask—he simply goes to get his pay. It is part of the system of advertising, and advertises advertising.

Inconsistencies through association must be removed. As bad company is apt to do injury to the individual, so a good advertisement in bad company suffers; reversely, the bad advertisement may profit. To advertise advertising, therefore, assurance must be given the advertiser that his copy will not get into bad company, next to an advertisement which everyone who is informed recognizes as presenting a fake proposition. Such indifference advertises advertising disadvantageously. The advertiser says, "The reader will judge mine by its neighbor, as he has a perfect right, and the reader who recognizes the fake passes judgment through the one he is informed of."

Further than this, the reading matter has a relation to the advertisement; at least there should be no serious incompatibility. What should a newspaper for the home be? What has the advertiser a right to expect? Is it fair that his advertisement appears in a paper which supports disreputable propositions, perhaps the very kind he is endeavoring to displace without talking openly against it, because some might consider this the ravings of a competitor? Inconsistencies of this kind must be removed; moral discourses in the reading pages and immoral and untruthful advertisements elsewhere are incompatible. I am comparing the advertisement with the acts of a gentleman you would introduce into your home. If you subscribe for a family paper you cannot go through it and clip out the objectionable matter, for certainly your children will find out what has been clipped from it. The reader draws his deductions and applies one to the other. It is advertising advertising, for, after all, the consumer is the man you want to reach with advertising, and he tells by word, act or silence whether the money for advertising has been well invested; in other words, it is through him, largely, that advertising is advertised.

The publisher is guilty, if not culpable, as an accessory, if he promotes propositions whereby his readers suffer or lose. The folly of misstatement along certain lines was exposed by the Food and Drugs Act. *I do not concede that all regulations and dictates of the department are right or necessary*, but what a difference this law made in the construction of labels on hundreds of preparations, many of which ceased to exist, evincing faulty advertisement, and expressing very emphatically that advertisements must tell the truth, or harm will sooner or later overtake the promoter. These manufacturers could not be convinced of the error of their ways by argument; it required the big stick. They were advertising advertising disastrously.

The editor, posing as a reformer—the paper presenting editorials and other contributions with fervor that is appalling and then including in its advertising pages copy that is unquestionably incompatible with such reading matter, is inconsistent, and, though the publishers subject themselves to writer's cramp, will rightfully be charged with inconsistency. This speaks more forcibly than their argument that at heart they do not believe in the honest value of advertising; they are false to what they seemingly profess and attempt to teach. What success could a merchant expect if he acted with such indecision? I have seen advertisements in papers, presumed to be respectable, asking for samples of secretions from which diagnoses would be made. To some of these hold-up advertisers, fictitious samples were sent, not even resembling the natural but by early mail came very complete diagnoses from them. Such advertisements are, perhaps, worse than any other; they are disappearing—but are not other deceiving propositions almost as bad? What deductions must the intelligent person, the customer who is valuable to the advertiser, make? Only that such advertising is a means of selling dishonorable products. To advertise advertising there must be sincerity and consistency, the reading public must be convinced that they can rely on the truthfulness of an advertisement as safely as on the reading matter.

It is because people rely on the truthfulness of publications, of the publisher or editor, that fake concerns often patronize the paper or magazine, realizing that the readers will believe every word of the pages. Some of these publications have for years drawn pensions, for such they are, before they become conscious that such advertisements hurt their cause, and then they condemn vehemently that which they have helped to build up—desert their friends in time of trouble. Such have been some of the conditions which it has been necessary to correct so that advertising might be advertised without blush or excuse. Education of the public is far better as a corrective than extremes in legislation. No government, no business, can long exist if it is only good because it is compelled by force, or terror of law. The man engaged in whatsoever pursuit is the best citizen if he does right because he desires to do so. Every publisher can keep his columns clean; hundreds are doing it because they believe it is just and right and a paying policy to adopt. This is a reform more genuine and more effective than any statute and will more effectively accomplish all that critics of advertising could wish. We need men of character, and too much legislation is destructive to character.

It is a matter of impossibility to sell goods by advertising alone, *i. e.*, continuously and to a profitable limit. A manufacturer must have coöperation and

this is best obtained by giving the retailer a living profit, otherwise he will surely try to sell an article which yields a reasonable profit. Many have tried to force sales, but the failures do not differ greatly in number from the successes. Co-operation is one of the most important aids to advertising; it is part of the scheme. It is best, perhaps, for a retailer to sell advertised goods, provided he is given the profit margin that he is entitled to, because a manufacturer who advertises, if he has good sense, advertises the article because it has merit, because it is all he claims for it and possibly, more. The advertisement benefits the seller. In some cases, by no means all, perhaps only a few, the manufacturer who does not advertise exhibits fear of publicity. There is no particular hurt if such a manufacturer changes the quality of his goods. Often there is more confidence to be placed in a trade-marked, copyrighted or even patented article, because to derive value therefrom, the manufacturer must associate merit with it. You know what you are going to get when you buy a certain advertised brand of hat or shoes. How quickly would the effectiveness of and expenditure for advertising come to naught if there was deviation from the accustomed quality? Advertising begins with the selection of the crude material, continues to the wording of the label, its style, the shape and manner of putting up the finished article, aye, until the article is worn to a frazzle or has suffered physical extermination.

The advertising of advertising can be promoted by pointing out extensions or creating new fields for development. The Government issues reports relative to trade possibilities, new necessities, etc. This idea can be advantageously adopted locally as well as nationally and internationally, and advertisers interested thereby. Manufacturers should be impressed with the value of sectional advertising, as well as national advertising. Everyone reads the home paper more carefully than that from other sections and this obtains also with technical papers. In other words, advertisers should speak through the mediums of the territory in which they are endeavoring to create demand whether that be local or international. An extended scope implies the advertising of advertising.

The advertiser should, perhaps, more fully recognize relative values of publications. A circulation among readers of whom ten per cent or less might be prospective customers is not as valuable as a medium with a very much smaller circulation which reaches a much greater percentage of prospective buyers. Concentrated endeavor promotes the advertisement of advertising.

Above all, let us advertise advertising by purifying it, make it as readable, educating, valuable and trustworthy as any other portion of the paper. This is essential and the most potent advertisement for advertising. The power, value and responsibility, commercially and educationally, have, even now, not been fully appreciated. The greatest hope in this direction lies with the reader and he will sooner or later respond. Let us hope that the change will continue progressively so that, eventually, all publishers will recognize their responsibility in the advertising pages and that they will sooner or later suffer through continued dereliction. The large majority will soon appreciate that in sending their publication to merchants, manufacturers or into the homes, means their indorsement which should have the same honorable consideration as a recommendation to business connections or introduction to their families or friends. Thereby advertising will be advertised and the results of advertising will be profitable and elevating.