

anxious to secure accurate data that will enable him to judge whether or not his prescription department is susceptible of improvement.

The value of the report will depend upon the use made of it. If the pharmacist looks it over casually, merely as of general interest, he is not apt to profit much by it. If it stirs in him a desire to find out how his store compares with the average in number of prescriptions filled, in prices charged, in ingredients used and required, in number of prescriptions from each physician, and instills in him the desire and necessity of compiling similar records based upon the transactions occurring daily in his own prescription department, then he is on his way to acquire knowledge that will not only make of him a better pharmacist but will prove remunerative.

Records to many druggists are just a meaningless set of figures. One definition of the word "record" is "the best performance." Incidentally, those druggists who keep record of their prescription transactions will generally be found numbered among those whose prescription business might be termed an outstanding performance.

ASSOCIATION MEETINGS.

"If a member of an association were to visualize results of applied ideas such as have been successfully used by other business men, he would not be apt to say, 'I will not have to go to the convention this year,' but rather, 'this is another year that I cannot afford to miss the chance of picking up something new.' The second reason is based on a lack of knowledge of what the convention can do and has done for business men in similar or comparable lines. If individual commercial and industrial organizations can afford to invest time and money of their employees in a three-day sales convention once a year, then the trade or professional associate should have no great difficulty in demonstrating the possible value of a trip to his annual convention."
