

shorter names should be given official preparations, which could not be copy-righted by manufacturers.

Such publicity work can be enlarged upon according to the inclination of the individual. It need not be confined to instruction in hospitals. We read in the papers of a doctor or a veterinary surgeon or a dentist addressing a mothers' club or a farmers' club on different subjects. In my opinion, there is no field in which there is greater opportunity for romance and interesting stories than in subjects related to the drug business. Considering the materials used in medicine, we have much to draw from, and we can follow lines which interest us most.

I can see possibilities for talks to mothers' clubs on foods, on flavoring extracts, and many other subjects in which the housewife is interested. Pharmacists should take a larger interest in the welfare of the community—it will repay in the professional standing which it will create.

Chairman F. J. Wulling: This is a helpful communication, and I hope the advice given will be followed. It is true the pharmacists of to-day, taken as a whole, are following the direction of least resistance which leads into commercialism, and not developing the opportunities of their calling.

I might say in corroboration of one of the recommendations made, that a number of years ago the University of Minnesota put on "University Weeks," sending lecturers over the country. I was called upon to give such service, and spent two weeks lecturing to people of the smaller towns on matters suggested by Mr. Tiegen. We took up the relation of the pharmacist to the public and showed in how many ways the pharmacist can help the people. The idea grows upon me as I think about it. I want to stimulate the thought Mr. Tiegen has given us on that score. We can do more than we are doing in our respective communities. There are not enough pharmacists on health boards; not enough who are lecturers; not enough who are in the legislature, etc. By virtue of the professional and business training the pharmacists, they should be much more active in their respective communities.

E. L. Newcomb: I should like to add to Mr. Smythe's paper in line with what Mr. Tiegen said. There is unquestionably an opportunity for very greatly extending our efforts along the lines indicated by this particular paper. The minute you begin to talk about publicity work, you can think of all sorts of things to be done to help the pharmacist, and also the public.

This paper suggests publicity work along one or two lines. Since I have been in Minnesota—fourteen years—at least eight children died from eating so-called "poison parsley." An excellent thing that might be done is to prepare a beautifully colored picture of this plant showing the tuberous root, which has a pleasant taste, and post such bulletins in drug stores, possibly with a little statement about the plant which might be published through the coöperation of the local editor with the pharmacists.

There are many deaths due to the eating of poisonous mushrooms. A bulletin illustrating some of the poisonous mushrooms would be a splendid thing to display in drug stores, to call attention to the difference in appearance between poisonous and edible mushrooms, and to inform the public relative to plants of this kind. This, again, is simply in line with the suggestion that the pharmacist should be the informant of the neighborhood on these matters. There are many opportunities for him to increase his prestige and standing in work of this kind.

UNFIT CONTAINERS AND CARELESS LABELING.

BY LEWIS ELLSWORTH JARRETT.

Much has been written and said regarding the mislabeling of drugs; numerous laws have been enacted governing such wrongful acts; yet, some pharmacists seem to be lax enough to allow such procedure in their stores and are themselves among the offenders. Education and experience should impress the importance of care in such matters, which may result in injury and destruction of human life. Failure to place the alcoholic strength on the label of some preparations, or omission of more or less non-essential statements, may be pardoned, but to mislabel a poison, or dispense it in a container whereby life may be endan-

gered—is reprehensible, violates laws and pharmaceutical ethics. Nevertheless, it is surprising how many cases of poisoning occur, due to the mislabeling of poisons, the misunderstanding of purchasers relative to the danger in the use of some of them, and the disregard of precautions which should be observed in handling poisons.

The writer is a Hospital Pharmacist in an institution that treated over two hundred cases of poisoning last year; he is in a position where he sees a large number of those admitted for treatments, and herewith submits a report of a violation of poison regulations that occurred recently.

A few weeks ago a patient was brought to the hospital, and the Ambulance Surgeon gave the history of the patient as being "drunk." The man was found in an unconscious condition and, after failing to respond to the usual treatment for such cases, was brought to the hospital. In the man's pocket was found a bottle labeled "Denatured Alcohol." Of course, he was treated for Denatured Alcohol poisoning and, after remaining in the hospital for sixteen days, was discharged, apparently cured. Before leaving, he told of drinking the contents of a bottle of Denatured Alcohol (he did not remember the size of the bottle) and half of that in the bottle found in his pocket. The bottle was properly labeled "Denatured Alcohol" with the word "Poison" and an antidote was clearly stated, but the container was an old ginger ale bottle with the name of a popular brand in raised glass letters in two places on the bottle. The label insured safety as long as the bottle remained in the proper hands and the "Poison Label" on the bottle. However, as an example, a child finding this bottle of deadly poison, after the label had been mutilated, might be tempted to drink the contents of the bottle because the raised letters indicate "Ginger Ale;" the result would be injury to, or the death of, an innocent person.

Denatured Alcohol can be purchased at "auto-filling" stations and elsewhere without a label of any kind. This should not be permitted but certainly pharmacists should not be guilty of careless labeling nor should they use containers which might, after the label is destroyed, misrepresent the contents. All poison regulations should be closely observed and poisons should not be dispensed in containers that may mislead, in case the attached label becomes defective.

SCHOOL OF PHARMACY,
MEDICAL COLLEGE OF VIRGINIA,
RICHMOND, VA.

SHIPMENT OF 14 MILLION QUININE TABLETS.

Probably the largest drug shipment ever to leave an American port, consisting of 14,000,000 five-grain quinine tablets, is on its way to Greece. There it will be used to combat the scourge of malaria existing in the great refugee camps of that country. February 20, the national headquarters of the American Red Cross appropriated \$85,000 for the purchase of this record shipment. It is the last of a series of shipments made by the Red Cross to relieve widespread

malaria outbreaks in the congested refugee camp.

The repatriation of nearly 1,000,000 Greek nationals from Asia Minor unavoidably resulted in many of these being quartered in malaria country. The result was a scourge as dreaded as that of typhus. The liberal distribution of the quinine shipments of the American Red Cross has, according to the Greek Department of Hygiene, saved the lives of tens of thousands of the refugees and enabled countless others, who otherwise would have been unable to work, to reestablish themselves in their new homes.