

EDITORIAL

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FIRST AID WEEK.

THE week of March 11th to 16th has been designated "First Aid Week;" a purpose is to acquaint the public with the means for rendering first aid to injured and to those who suddenly become ill. Another purpose is to display preparations that may be employed in cases of injury and illness.

How far the pharmacist can go in rendering service when called upon to relieve the afflicted is a subject that should receive consideration, for selfish motives may bring about unfortunate results. There can be no objection to displays of first-aid articles but the rulings on the extent of medical advice by pharmacists are not uniform in all states. A leading Massachusetts case lays down the principle that "If a pharmacist sells medicine, receiving payment therefor, and gives advice gratuitously as to the use to be made of it, he is not holding himself out as a physician." The various licensure acts, however, are more and more tending to restrict the legal limits of such advice.

In 1928, the United States Public Health Service prepared an article, published in the *JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION* (page 699), which advises that every one become familiar with first-aid methods for treating the injured. "First aid has been defined as the temporary care of an injured person by simple, commonsense methods, based on principles of medicine and surgery, that may be applied easily by persons not professionally trained in these subjects." It should be noted that the work of first aid ceases when the injured person has been turned over to the care of a physician.

When it is recalled that more than 28,000 persons are killed in the United States by traffic accidents, over 13,000 by falls, more than 6000 by burns and drowning, over 27,000 by other accidental means and a greater number are more or less seriously injured and many are taken suddenly ill, the importance of first aid is realized and the effort to supply the needs under these conditions must be considered as a worthy service.

Every home needs first-aid means, and to belittle efforts as mercenary, because sales may bring financial returns, is not proper or right. The advice of this comment is directed to use First Aid Week for rendering service and to encourage study of the proper means and correct methods for application, so that commonsense advice can be given to those who need it. The displays should be planned to acquaint the public with the professional service of pharmacists and not bring into evidence items that are strictly merchandise. A week devoted to display of the lines indicated is deserving of encouragement, and it is hoped that all pharmacists will take an active part in this annual event.

THE NARCOTIC DRUG TRAFFIC.

DURING recent months there have been quite a number of convictions for illegal sale of narcotics. At a meeting in Geneva of the Advisory Committee on Traffic in Drugs of the League of Nations, it was stated that although the steady flow of drugs from licensed factories into illicit traffic had much decreased, clandest-

tine factories were springing up and becoming a more abundant source of supply than the authorized factories had been. Study is being given to the organization of a specialized police force for the detection and closure of these factories and the development of an effective way of combating illicit traffic.

Jean Perrigault reported on the conditions in the Paris (France) press which were verified by the Commission. Production in some countries is kept to a high level and it is from the overflow that large amounts of the smuggled products reach the United States, *where earnest efforts are made to confine the supply of narcotics to lawful use*. There is lack of effort to control in sections of the Far East; the drug peddler is a menace, but countries that permit the manufacture of narcotics without proper restriction of their use are contributing a much greater harm. Smoking opium is being manufactured in excess of that being used under license and the surplus is a source of morphine and heroine for illegal purposes.

He who conducts his business on a dishonest basis must realize that it is only a question of time when he shall have to quit, and to the extent that there is dishonesty in business, to that extent is such business jeopardized. There is a selfishness in narcotic production more sordid than that which comes from the desire for gain, a selfishness which restrains the doing of service and lack of uplifting interest in the misfortune of the afflicted. Great and desirable as government may be, failure to use it in the interest of humanity adds to the responsibility of those to whom the power of government has been given. It is better to set human beings free than to enslave them; to extend aid than to oppress; to construct than destroy; to give health than to make miserable; to lift up than to press down.

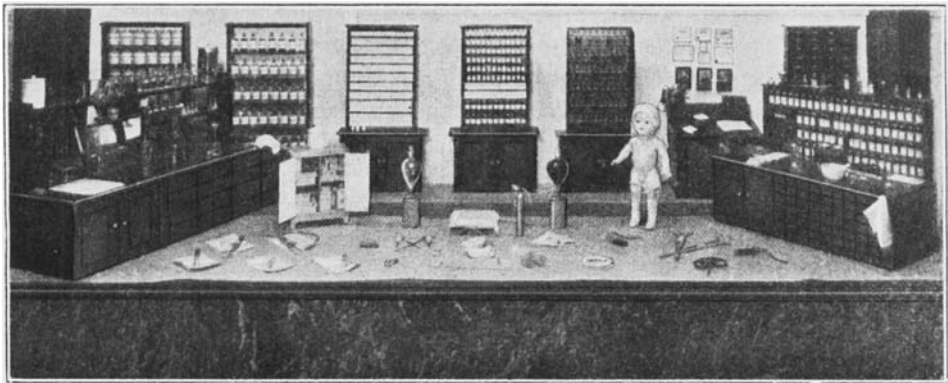
A SERVICE LIBRARY.

THE library of the AMERICAN INSTITUTE OF PHARMACY is developing and members have an opportunity in aiding this service by the donation of books pertaining to pharmacy and allied sciences. The library has rendered service to divisions of the Government and departments have found desired information in its volumes; also individuals and schools. The mails frequently bring requests for information and it is gratifying that in most instances it has been possible to render service.

Modern libraries are provided with windows suitable for exhibits. A writer on the subject of window displays in the *Library Journal* states that these should be changed at regular intervals; they should deal with timely subjects, carefully planned—the changes based on a sequence or they may differ from preceding displays; the purpose of all of them is to interest the public.

The History of Science Society held its December meeting in the AMERICAN INSTITUTE OF PHARMACY and for this occasion several show-case displays were arranged of books dealing with the history of pharmacy which attracted the attention of the visitors and interested them. A related effort in display was made when the Round Table Medical Club held its January meeting in the building; a number of changes were made in the display and this was held over for the visit, on February 9th, of Phi Delta Chi delegates to the conclave in Baltimore, hailing from Massachusetts, New York, Nebraska, Maryland, Ohio, Iowa, Idaho, Kentucky, Colorado, North Carolina, Oklahoma, New Jersey and California.

The District of Columbia Retail Druggists' Association held its February session in the AMERICAN INSTITUTE OF PHARMACY. Comment is made on these events to impress the value of the library and to interest the visitors in increasing the number of books so that more extended library service may be rendered by the AMERICAN PHARMACEUTICAL ASSOCIATION. Numbers of volumes may not have great significance without coördinated selection in order to meet the requirements of pharmacists. The divisions of the AMERICAN INSTITUTE OF PHARMACY, it is hoped, will become service features of the ASSOCIATION.



PRIZE-WINNING PHARMACY WEEK WINDOW.

Apothecaries Hall, established more than a century ago in New Haven, Conn., was voted the Pharmacy Week prize for 1934. The pharmacy is managed by S. G. Gessner, son of a lifetime member of the AMERICAN PHARMACEUTICAL ASSOCIATION, Emil A. Gessner (for sketch see page 1071, JOURNAL A. PH. A., 1928). The latter died February 3, 1930, aged 80 years.

In 1934, a brief history of Apothecaries Hall was published in connection with the celebration of the 150th anniversary of New Haven County Medical Association and the 113th anniversary of Apothecaries Hall.

The prize-winning window display showed a miniature prescription room, equipped with fixtures, shelf bottles, utensils, show globes and sick-room supplies. The cabinets are 29 inches high and 14 inches wide; the laboratory table is equipped and is 14 inches deep, 38 inches wide and 10 inches high; the refrigerator is 12 inches high and in front of it are samples of biologicals. On the prescription counter are preparations in process of compounding.

The store has an interesting collection of antique pharmaceutical equipment and Mr. Gessner uses some of them in displays. We congratulate the prize winner and the many who entered into the contest and thereby gave publicity to professional pharmacy.

The following were selected for the ten prize-winning ribbons donated by the National Association of Retail Druggists, in the order named: Publix Drug Company, Philadelphia, Pa.; John E. O'Brien, Omaha, Neb.; Frank Nau, Portland, Ore.; Terrant Drug Company, Birmingham, Ala.; F. S. Johnston Drug Co., Parsons, W. Va.; Carl J. Heinrich, Superior, Wis.; Morgan & Millard, Baltimore, Md.; John A. Klingstedt, Rockford, Ill.; L. L. Eisentraut, Iowa; H. W. Reuter, St. Louis, Mo.

The following received honorable mention: Freund Pharmacy, Indianapolis, Ind.; Peoples Drug Store, Wilmington, Del.; Finley's New Store, Greenville, Miss.; Dr. Peters' Drug Store, Schulenburg, Tex.; Ballou-Latimer Drug Co., Boise, Idaho; Hoagland's Drug Store, New Brunswick, N. J.; Ace Drug Co., San Diego, Cal.; R. J. Allen Drug Co., Sioux City, Iowa; Nathan A. Mazer, Denver, Colo.; Funk's Pharmacy, Cleveland, Ohio.

Members of National Pharmacy Week Window Display Contest Committee: *Chairman*, John F. McCloskey, E. A. Kinzey, J. Culver, P. Grossiman, A. Worner.