

quite practical, for periods from 15 to 30 minutes, or even longer, without impairing the activity of adrenalin, and that the pharmacist is able to dispense freshly sterilized solutions of this agent, when called upon to do so. One point in this connection should be noted,—it is advisable to sterilize only the quantity needed for immediate use.

---

### THE GENERAL USE OF NEW SYNTHETICS.\*

FRANKLIN M. APPLE, PHAR. D.

---

A careful search for the causes that lead to self medication by the laity with the newer synthetic remedies reveals the fact that a number of agencies are responsible for the practice.

The prime offenders in this respect are the manufacturers of the products termed patent chemicals, who ingeniously invent and apply to their goods easily pronounced names, which are not difficult for the consumers of their products to remember.

Ostensibly these euphonious names are adopted for the benefit of the medical practitioners, but their true object is to catch the eye and ear of the patient, who may soon dispense with the services of his physician, when he imagines he needs the chemical previously prescribed by his medical adviser; for it is not very difficult for a party of average intelligence to read a prescription for such a medicament, if it is clearly written by the prescriber.

If the physician announces his diagnosis of the case to his patient when handing him a prescription legibly written for one of these synthetic products, it is quite probable that the patient will associate the disease and the remedy together, with the result that he decides at a later date, when suffering with similar symptoms, that he need not consult his medical adviser, and he proceeds to medicate himself without the necessity of paying a fee for advice to take the formerly used chemical.

What has been stated concerning the possibilities of the patient associating the diagnosis with the remedy becomes an assured fact when the medical men prescribe verbally for the patient—whether it be by telephone or otherwise,—adding thereto explicit directions for the patient's benefit, in order to avoid writing a prescription, which is a very suicidal policy, indeed, for physicians to follow.

Experience has proven that the cause for some of this practice can be traced to the doors of the trained nurse, who, through a sense of friendly interest or vanity, usurps the role of the physician, and, in some instances, goes much farther in her support of the remedy by extolling its merits most heartily.

Those of our calling are, at times, found to be guilty of the same practices that some trained nurses follow—undoubtedly actuated by the same motives—with the result that the patients are unconsciously taught self-medication.

The patient becoming possessed of a (to him) wonderful new remedy proceeds

---

\*Read at the annual meeting of the Pennsylvania Pharmaceutical Association, held at Buena Vista Hotel, Buena Vista, Pa., June 23-25, 1914.

to take a friendly interest in his fellowmen, who appear to be afflicted with a malady similar to his previous ailment, with the result that he is a free medical adviser and a good press agent for the manufacturer.

To sum up the entire situation I would state that the causes for the use of the newer synthetic remedies by the laity is a studied effort upon the part of the manufacturers thereof to encourage self-medication by the public for their financial gain; and *careless practices* by some nurses, physicians and pharmacists, which lead to the same end—self-medication by the public.

---

### ALCOHOL AS A FOOD.

The influence of alcohol upon metabolism, as the chemical changes that occur in living matter are called, having now passed from the field of speculation and controversy into the realm of ascertained fact, there is no longer any justification in denying to alcohol the right to be regarded as a food. The chief property upon which this claim is based is that of partially paralyzing the living cell, thereby inhibiting the breaking down of the particles of fat or carbohydrate with which it is surrounded. The living cell normally preys upon these and proteid particles, and by breaking them down is enabled to make good the wastage of tissue resulting from its own combustion.

Alcohol is in this respect a "fat-saver," though it is itself consumed in the process, yielding heat and energy to the body.

Apart from their alcoholic contents, however, many spirits possess great value at certain times by reason of their stimulating effect upon the heart, brain and other vital centres. Preeminent in this respect is the finest old liquor brandy, which owes its peculiar properties to the presence of small quantities of highly complex volatile ethers formed from the acids and alcohols present during the period of maturing.

Owing to its property of dissolving many organic substances, alcohol is of great value as an aid to digestion, and as a stimulant and restorer of circulation it occupies an unrivaled position. Nevertheless the use of alcohol must be regulated with a nice discrimination, for its effects are not always what they seem. It is unwise, for instance, to take alcohol before going out into the cold, for by so doing the blood will be driven into the surface blood vessels and capillaries, and through their subsequent dilation an excessive amount of heat will be radiated from the body just when it is most required. It is right and proper, however, to take alcohol on returning from the cold, for it will then promote the circulation throughout the body of all the blood which contact with the outer cold has driven from the surface and the extremities away into the internal viscera.

It is well to bear in mind that alcohol does not keep one warm. On the contrary, it lets out one's heat.—*London Times*.