

# EDITORIAL

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## PHARMACISTS IN THE UNITED STATES ARMY ARE GIVEN MORE PAY.

CHAIRMAN S. L. HILTON of the Committee on the Status of Pharmacists in the Government Service, in the April number of the JOURNAL, p. 400, explained the proposed changes in the reorganization of the U. S. Army, affecting the pharmacists in such employ. The bill as outlined by Chairman Hilton has now become a law, whereunder the Hospital Corps becomes part of the Medical Department. Two new ranks have been created, namely, Master Hospital Sergeants and Hospital Sergeants. The former receive \$75.00 per month with allowances for food and clothing as for Master Engineers, Senior Grade, and the latter \$65.00, with allowances for food and clothing as for Master Engineers. The former pass an examination in pharmacy by a board of one or more *medical* officers, and they must have served one year as a Sergeant of First Class. In the proposed army of 175,000 men, the Hospital Corps will have 437 corporals, 1162 sergeants, 612 sergeants first class, 43 hospital sergeants and the same number of master hospital sergeants.

While this is progress, in a way, as it incorporates everything that was asked for in the Hughes-Bacon Bill, the highest grade should have been given commissions, more particularly in view of the increase of the enlisted army and a desire to improve conditions, comparative to those of other nations. It would have been something for them to aspire to by becoming qualified, befitting the dignity of the rank.

The pharmacists in the Government Service can rest assured that the strong desire of the American Pharmaceutical Association is to see men in their department who will reflect credit on the profession and that the organization will do everything possible to better their conditions and standing. It seems that at this time it would have been unwise to insist on further consideration; should the United States be involved in war with Mexico, there will be an abundance of work for the Hospital Corps to do, by which they can demonstrate their usefulness and their right to higher professional recognition.

E. G. E.

## STATE NARCOTIC LAWS SHOULD COMPLEMENT THE HARRISON ACT.

IN this issue of the JOURNAL will be found an article on the Harrison Act, in which the recent Supreme Court decision is cited and the operations of the law explained by Mr. Ephraim Lederer, whose experience and deep interest in this important legislation gives the contribution added value.

The decision of the Court declared the constitutionality of the law by the words which decided that the conviction of an unregistered person, found with proscribed drugs in his possession, is not in conformity with the intent or powers

of the same law; or perhaps better, any other construction would have brought forward the question of its constitutionality.

The moral purposes for which the legislation was contemplated cannot be as fully carried into effect by this revenue measure as many had expected; while it may be possible, as Mr. Lederer suggests, that Congress can enact legislation providing "an entirely effective check on the great evil which the Harrison Act was designed to cure," still there is no question that states can, if they will, enforce such legislative provision, in fact, it would seem that this is a right and duty of the state.

Under the decision a physician prescribing the restricted drugs, even though the object is chiefly to satisfy the patient's craving for the narcotic, is not committing a punishable offense against the United States, but certainly he is offending the community in which he resides. The state should defend itself against such infraction through its police powers, and utilize the proffered means for investigating violations and of securing information from the registration records that are required under the Harrison Act and open for inspection to its officials.

The wording of the federal enactment clearly indicates that state coöperation was expected and deemed essential for carrying out the moral end, but this was not fully recognized until now. Many opposed contemplated state regulations, believing that these would simply duplicate annoyances without accomplishing any more than could effectively be done under the Harrison Law. Such inaction is now no longer excusable and, as soon as possible, provisions should be made for amending state narcotic measures so that they will apply to violations beyond the reach of the federal law.

Interstate shipments and the dealing in restricted drugs by registered persons are well looked after by the Revenue Department; over other sellers and prescribers the state should have supervision, fully empowered by adequate laws to prosecute offenders. However much it may be regretted that the defect of the Harrison Law has been judicially pointed out, because of the temporary stimulus given to this reprehensible traffic, a relatively greater benefit will accrue if states and municipalities will recognize their duty by taking prompt action in providing the needed legal regulations. While the first thought is for restriction of sales, and punishing those who lend themselves to such schemes, the unfortunate addicts who are not in position to present their claims for public protection and assistance should have consideration. A prison is not the proper place for these unfortunates.

The regulation of sales of narcotic drugs therefore again offers a very important topic for discussion, not only for State Associations, but also for the Section on Education and Legislation of the American Pharmaceutical Association.

In our opinion the Model State Narcotic Law,<sup>1</sup> proposed by the National Association of Retail Druggists and drafted by Messrs. J. H. Beal, Frank H. Freericks and Hugh Craig, requires few if any changes to make it adaptable in all states. The suggestion of the draft indicated a foreknowledge of the defect brought out

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<sup>1</sup> Printed in JOURNAL A.P.H.A., May, 1915, p. 627. See also comments by Hugh Craig, December, 1915, p. 1428, and H. F. Freericks, March, 1915, p. 397.

in the Harrison Law Decision, and the construction of the model evidences most careful and thoughtful investigation. The associations are indeed fortunate in having this excellent draft, ready for further consideration, if necessary, and adoption.

E. G. E.

#### USE THE METRIC SYSTEM—NOT EQUIVALENTS.

**T**HE daily and general use of the old weights and measures in this country has so familiarized everyone with this system that no effort of mind is necessary for readily expressing the volume and mass implied by the terms of such weights and measures.

There is a general preference for the simplest numerical values—the terms one ounce, one drachm, one grain are being preferred by many to 30 mils, 4 mils, or 65 milligrammes. Likewise usage has created a preference for fractions implying divisions by half, quarter, eighth, rather than fifth and even tenth, or the rendition to decimal values of the fraction.

The commercial application and instruction in the schools perpetuate the use of the old system—experience and early training leave very lasting impressions. It will require an Act of Congress to change these conditions, and as the United States is seeking trade in countries where the metric system is in common use, the present seems to be an opportune time for such action, as commercial advantage is always a potent factor in overcoming trade obstacles. England is experiencing the same difficulty we have, and Xrayser, in *Chemist and Druggist* for May 13, 1916, says: "Not till our purchases are made by metric weights and measures shall we really become so familiar with the system as to introduce it in sales. In view of the future of *our world trade*, the sooner we adopt the system throughout, the better for us." And what is true of England is true of the United States.

However, coming back to the object of this writing, the physician is largely to blame for hindering the more general adoption of the metric system in pharmacy, because he designates doses, weights and measures in the denomination of the old system; a like condition obtains with the formulas of manufacturers for pills, tablets, etc., though in other pharmaceutical products these manufacturers employ the metric system. These are the sequences of long usage, for the metric system is employed exclusively only in a few of the industries of this country, and the Government does not insist on its exclusive use in every one of its departments.

Authors of books, quite naturally, have a desire to give their patrons all the information and every convenience possible; they will continue to use alternative formulas, and in many instances entirely ignore the metric system. The pharmaceutical publications have the same thought in mind when they designate the terms of the old system in publishing general formulas. Most of the writers of pharmaceutical papers, but not all, employ the metric system. It is not to be expected that the editor, without permission, will make the transposition; if he did this with exactness, the figures beyond the decimal point would be extensive. So these are potent factors in preserving the old attachment.

Ever since the graduation of chemical glassware in the metric system, volume

measurements of 10 Cc., 50 Cc., etc., capacity have been adopted for obvious reasons. However, prescription bottles are made to hold volumes of 30, 60, etc., mils, in reality based on one fluidounce, two fluidounces, etc. Likewise in the manufacture of graduated measures the same volume markings are made. Graduated metric measures should have capacities of 25 mils, 50 mils and so on up to 1000 mils; the metric weights should include a 25-gramme counterpoise.

The capacity of prescription bottles has heretofore been based on the fluid ounce, and in adopting the 30-mil measurement, the basis would remain the same, and this should not obtain. Instead of 30 mils, etc., the metric bottles should have a capacity of 25 mils, 50 mils, etc., and less volume, 10 mils. It may be said that the tea-spoonful dosage has had somewhat to do with the different sizes of bottles, and that the physician prescribes a certain number of doses that conform to these sizes of containers; that for related adaption one dozen pills, capsules, etc., are prescribed. But this largely follows a custom, and after experience, a calculation for 10 doses will be found even more convenient; manufacturers put up pills in bottles of 100.

It is said that a commercial opportunity strengthens a business proposition, therefore the following. Every druggist will admit that the retail sale-prices require adjustment, but that a direct raising of selling-prices would not meet public favor. The method here suggested would actually constitute an advance in price by affixing the present selling-price of say a fluid ounce to 25 mils, and that of an avoirdupois ounce for 25 grammes. This, of course, is stated under the presumption that higher charges are deemed advisable, and may afford a ready way for such establishment under a new system of weights and measures. When a profit is no longer derivable from a long accustomed selling price, the only reasonable way to do is either to give less for the money or demand more money for that amount; there is no more reason for permanent prices in the drug store than in other lines.

The metric system has large advantages that need no presentation in this brief, but the attempt at aligning this system with the old should be discouraged in every possible way, because the one is not developed from the other. Think in the metric system, weigh and measure the quantities with metric weights and measures, and very soon the senses of seeing, hearing and feeling will do their part, without noticeable effort of the mind. By this is meant, that seeing the written denominations, or hearing them spoken, the volume or weight will at once be associated therewith; just as is the case with those who are now experienced in the old system and who lack the same familiarity with the metric.

The Wholesale Grocers' Association contemplates having the weight, in denominations of both systems, on package goods, attempting thus to familiarize the people with the metric system. This very method, however, is in reality a hindrance to the establishment of the metric system—a habit may perhaps be eliminated by tapering off, but the rational and courageous way is to absolutely quit it, and with sincerity of purpose, stand by the resolve. The idea of the Wholesale Grocers' Association has been tried during the last 50 years, with the

result that only those who really discarded the old and adopted the new (more than a century old, by the way) have made real progress; all of those, including druggists, who pursued the other course are just about as far from general usage as they were when the idea of gradual adoption possessed them.

The metric system is universally employed for scientific purposes, its international commercial use is even more imperative, but as such adoption requires many significant changes, the progress is slow, though in late years decided headway has been made. The universal acceptance will be of great commercial benefit, enabling buyer and seller, without resort to calculation, to know what their exchange is based on.

This progressive age, with every country seeking new territory and new trade, in which they will find competitors of every other nation, will hasten a general adoption of the metric system. Pharmacy, as one of the world's activities, should encourage the movement in every possible way, having the further incentive of accepting a system employed in their scientific work and made the legal standard by the Pharmacopœia and National Formulary, both of which become official September 1, 1916.

E. G. E.

#### THE INFLUENCE OF THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD ON BUSINESS AND THE INDUSTRIES.

**L**ESSONS may be taken by every other association from the Associated Advertising Clubs of the World, which, though instituted only a few years ago, is one of the most important organizations in the United States.

Advertising had in the past no very definite meaning, then it was questionable whether truth or falsehood was conveyed, and the uncertainty weakened the truthful messages and missions. The progress toward truth in advertising had been coming for years, but the full force of such necessity, to the exclusion of untruth, came rather suddenly, and the body of men who associated themselves for making advertising a more potent factor adopted "Truth in Advertising" as their industrial battle-cry with Service as one of their principle forces.

The Food and Drugs Act has been productive of more good than directly traceable to its enforcement, and may have been the light under which the abnormalities of advertising became monstrous. The association began rightly by investigating the work of their members, then of those they served and the means whereby publicity was given, and finally those who controlled the advertising mediums. The work has not been completed, but no one will gainsay that the progress made has been marvellous. Most advertisements are free from falsehoods and the advertisers know pretty well what they are paying their money for when they buy space. The buyer of advertising does not always possess the attributes he expects the paper to manifest, but the advertiser of that type, who asks for special privileges or considerations, is passing away. The readers are not slow to see underneath the surface of such conditions, and as a result the interests of both suffer by losing the respect and confidence of those whom the messages

are destined to reach. This subject was one of the topics of the recent convention in Philadelphia.

The preliminary work of the association was followed by offering their services to present and prospective buyers of advertising. The idea is far-reaching and affects every individual, business and industry. Business failures are largely due to ignorance of the cost to do business.

A number of large manufacturing concerns have for some years conducted a systematic instruction course of this kind, employing a force to write articles for papers and magazines, dealing with overhead expense, details, waste, etc. The only derivable value for them is through general improvement in systems of business conduct, which eventually may produce sales for their products. Now the Federal Trade Commission in coöperation with the Associated Advertising Clubs contemplates sending to every manufacturer and retail merchant in the United States a booklet outlining the correct way of keeping accounts. There is the chain—the successful retailer promotes the success of the wholesaler and manufacturer, and they in turn make business for the advertiser.

President Wilson, in a letter to Edward N. Hurley, Chairman of the Federal Trade Commission, wrote on this subject, as follows:

Your suggestion that trade associations, associations of retail and wholesale merchants, commercial clubs, boards of trade, manufacturers' associations, credit associations and other similar organizations should be encouraged in every feasible way by the Government seems to me a very wise one. To furnish them with data and comprehensive information in order that they may more easily accomplish the result that they are organized for is a proper and useful government function. These associations, when organized for the purpose of improving conditions in their particular industry, such as unifying cost accounting and bookkeeping methods, standardizing products and processes of manufacture, should meet with the approval of every man interested in the business progress of the country.

It is my hope that, in addition to the other work which the Federal Trade Commission is doing, it will ascertain the facts regarding conditions in our various industries. If it finds that an industry is not healthy, it should, after carefully considering the facts, in coöperation with the parties interested, suggest a practical and helpful remedy. In this way many of our difficult business problems might be solved.

Industrial coöperation requires the interest of the Government in all industries of this country, and while for many years the nearly opposite contention was thought to be the patriotic view, this is happily changing and doubtless the Associated Advertising Clubs must be given a share of credit.

The United States is now, more than ever, seeking new markets for the manufactured products of this country, and in supplying such demand, "Made in the United States" should signify *exactly as represented*.

Truthful measure of words and goods and coöperative service are among the forces that have made the Associated Advertising Club influential for good in the business activities of this country. We should entertain fine principles and formulate their expression into sentences, but that is passing beauty, which for permanent good requires that they be more than written phrases, they should be workable and made to work, activated into the living forces of our lives.

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E. G. E.