

THE PHARMACIST AND THE LAW.

PRICE MAINTENANCE BILLS IN CONGRESS.

A recent communication of the American Fair Trade League emphasizes the importance of pointing out to Congressmen and candidates for Congress that the pending measures are based upon principles immensely beneficial to the country at large. Edmond A. Whittier summarizes them in the statement that they will enable the manufacturer of a trade-marked or branded article to protect the consumer against misleading "bargain bait" advertising. He declares that a "triangle of support" is needed to turn these bills into law; that they are quite as important to wholesalers and to retailers as they are to producers.

"Those who understand the situation know that the great preponderance of sentiment is against unfair price cutting. It is up to the merchants of the country, however, to make this fact so startlingly evident that Senators and Representatives cannot ignore it. Moreover, the consumer's interest should be emphasized, since, in the last analysis, it is the consumer who makes the strongest appeal to Washington. Next to the consumer, in this respect, comes the small, independent merchant, whose number is millions and who is becoming more and more alive to the fact that price cutting on standard goods is making it increasingly hard for him to make a living profit."

To these merchants the Fair Trade League has suggested the slogan—A SQUARE DEAL FOR SQUARE DEALERS.

PER CAPITA MEDICINAL REQUIREMENTS OF NARCOTICS.

In "Public Health Reports" volume 39, No. 37, September 12, 1924, data secured in a narcotic survey of Allegany County, Md., are reported by A. G. DuMez, pharmacologist of the Division of Pharmacology, Hygienic Laboratory, U. S. Public Health Service. The survey was made in connection with drug addiction studies. Reasons are given for selecting this county for the purpose indicated; among them remoteness from coast, contains no large cities, occupations are diversified—the points bearing on the securing of a unit, which could be taken for an estimate of the country as a whole.

The actual work of the survey consisted in visiting all of the narcotic registrants in the

county and compiling from their records the amounts of narcotics dispensed or used during the period of one year. In all there were visited 69 physicians, 12 dentists, 20 retailers (pharmacists), 3 wholesalers (pharmacists), 1 veterinarian, and 5 hospitals and sanatoria. The records of each were examined in detail. These records showed that for the period July 1, 1922, to June 30, 1923, the following quantities of narcotics were dispensed or used:

TABLE 1.—Total quantities of opiates dispensed or used.

	Grains.
Opium.....	38,937
Codeine sulphate and phosphate.....	29,410
Morphine sulphate and hydrochloride	22,284
Ethylmorphine hydrochloride(dionin)	4,724
Diacetylmorphine hydrochloride (heroin).....	1,940
Cotarnine hydrochloride(stypticin)...	788
Apomorphine hydrochloride.....	93
	Fl. oz.
Exempt preparations (paregoric, Bate- man's drops, Godfrey's cordial, etc.)	10,366
<i>Total cocaine dispensed or used.</i>	

	Grains.
Cocaine hydrochloride.....	11,485

Manner of computing equivalents is given in the report—these are given in Table 2.

TABLE 2.—Opium equivalents of opiates.

	Grains of opium.
38,937 grains of opium =	38,937
28,555 grains (29,410—855) codeine sulphate =	213,219
22,284 grains morphine sulphate =	167,130
4,724 grains ethylmorphine hydrochloride =	36,560
1,940 grains diacetylmor- phine hydrochloride =	13,060
93 grains apomorphine hy- drochloride =	850
10,366 fluid ounces exempt preparations =	18,906
Total.....	488,662
	= 69.81 pounds

Coca leaf equivalent of cocaine.

	Grains of coca leaves.
11,485 grains of cocaine hydrochloride =	2,051,220
	= 293.03 pounds

The per capita consumption of opium for Allegany County on the basis of a population of 69,938 as found for 1920 by the Bureau of the Census, United States Department of Commerce, would therefore be 6.98 grains. In the case of coca leaves, it would be 29.32 grains; to supply the entire United States on the basis, taking the population to be 106,000,000, would require the annual importation of approximately 105,697 pounds of opium and 443,988 pounds of coca leaves."

THE FONT OF LIBERTY.

The leading article in *The Atlantic Monthly* for October will be read with interest by pharmacists and others who realize that there seems no end to the making of laws and regulations. The article is by William P. Gest, of the Fidelity Trust Company of Philadelphia.

The writer refers to the first General Assembly ever held in Pennsylvania, which required that "the laws of this province, from time to time, shall be published and printed, that every person may have a knowledge thereof, etc." "Ignorance of the law excuses no one." Quoting the author:

"Moreover, the whole body of our Pennsylvania legislation probably does not exceed 41,736 statutes. The last Legislature passed only 451 new acts. So that our children by reading, say, an act a day (omitting Saturdays and Sundays and a moderate vacation) can keep abreast with current legislation, and, by reading four additional, or a total of only five a day, can readily catch up with the past Statutory Law of Province and State in about forty-two years, when they will be properly prepared for a review of Federal legislation. I do not guarantee this estimate, but anyone contemplating this course may count the laws for himself. He will find that (perhaps judiciously) I have omitted joint and concurrent resolutions, in which our children would be equally interested."

THAT REMINDS US.

The *Union* of January 2, 1823 says: "We learn by private advices from Harrisburg that, though some members of the present legislature of Pennsylvania are notorious demagogues, equally destitute of both talent and principles and though they are by no means free from party prejudices, sectional views, etc., and a factious hostility to the executive, yet there is good sense and integrity enough in the remainder, judging from such opportunities as have already been afforded for as-

certaining their character, to give the assembly just claims to a reputation for respectability. From the same source, however, we learn that few measures of a general nature can be expected to be acted upon during the present session. The majority of the assembly do not want the disposition to promote the public good, but they are obliged to hesitate when any law of a general nature is proposed, because they cannot tell what its effect will be on the whole body of the laws. They cannot easily discover how they are to remedy defects in a system for they cannot find that any system exists. Thus it appears that our legislators, after puzzling lawyers, perplexing judges and confounding the people by the multitude and intricacy of their enactments, have at length made the law such a labyrinth that a clew cannot be found to guide even themselves through its multifarious windings and turnings.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD.

The following excerpt is taken from a comment in the *Chemist and Druggist*, re the last annual meeting of the Associated Advertising Clubs of the World:

"It is possible that British advertising men and British manufacturers may catch an ethereal bubble of value from the flood of discussion, but it is well to remember that conditions in this country and in the United States are totally different. The psychology of the two peoples is not the same, and no advertising—particularly of chemist-handled products—is likely to succeed in this country or in the British Colonies unless the coöperation and goodwill of the chemist is ensured. The game of Forcing the Retailer to stock by creating a demand through the general public—originally a Trans-Atlantic idea—has failed so lamentably and so often that few try it on nowadays. The American advertising man cannot teach the British advertiser anything as regards the method of approach or the way to distribute. The British advertiser knows his public, but he has something to learn in technique and method of presentation."

"Respect is not a voluntary thing to be had by merely willing it; laws to be respected must be respectable. That the law was to be merely the declared will of the legislature was the last thing intended in our theory of government. This was the theory which the Thirteen Colonies rebelled against."—James H. Beal.