

etc. The pharmacist reaps the benefit of much free advertising by these popular health days and weeks, his sales often taking a more than ordinary increase in volume. The public, motivated to action by the information and publicity given to the health program by organizations and interested individuals, finds a need for the merchandise peculiar to the neighborhood drug store.

With conditions as they are, the pharmacist should take advantage of the situation and use these periods dedicated to health activities and health promotion campaigns either by individual participation or by organized coöperation in this constructive and valuable work.

Having a practical training in hygiene, bacteriology and first aid, the pharmacist should be a valuable addition and asset to any community program for health work. The neighborhood pharmacy not only occupies a key position in the community as a public service station, but it is also a potential headquarters for the dissemination of health information.

The pharmacist can offer his services as lecturer, giving popular talks to assemblies, or over the radio. The pharmacists of America have entered into the spirit of "Pharmacy Week;" they should also take no little share in the health conservation program of the nation.

Pharmacists have always taken a prominent place in campaigns for pure foods and drugs. Much good work has been done by the profession in securing health laws and regulations for the sale of poisons, etc. Comes now the opportunity to participate in the public health program of the community and nation, an opportunity to be considered a privilege and duty. The pharmacist should be guided by altruism and a confidence in the value of health work. He should feel the spirit of "Health Consciousness." Wherever pharmacists have engaged in work of this sort, they have carried out their program with success and enthusiasm, winning the interest and support of the public.

Many of the colleges of pharmacy have courses in civics and professional ethics. In these courses several lectures could be devoted to a consideration of public health, its aims and purposes. It is not proposed to add another course to the already overcrowded curricula of the schools, but the relation of the pharmacist to public health should be explained and discussed.

The state and national associations of pharmacy should investigate ways and means to take an active part in health observances and programs. Such work is a legitimate phase of pharmaceutical activity, developing to the highest degree the aim of the profession to render public service.

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#### THE WORLD'S HISTORIANS ARE PROMOTING COÖPERATION AND PROBABLY AN ORGANIZATION.

The historians of the world have started a movement for a world-wide organization, for the purpose of conserving and promoting the writing of history. It is stated that financial help has been pledged by foundations and about twenty nations have agreed to aid the movement.

It will be admitted that the undertaking is a difficult one because of the differing viewpoints, attachments and personal interpretations, but there are great possibilities for eliminating and avoiding historical errors. The latter have been the result of a desire to appeal to certain favors and, perhaps, added interest. Facts are essential for scientific history and we may be reasonably certain that the history of American Pharmacy will be written with that end in view.