

If these things had been well considered, the following portion of the article in question would probably have been worded differently:

"Quite a number of doctors feel that the druggist is in this movement merely for the sake of dollars and cents, that the same commercialism lies behind it that leads him to 'counter-prescribing,' to indiscriminate refilling of prescriptions, and to substitution. To antagonize this objection, propaganda for ethical pharmacy should accompany the U. S. P. and N. F. propaganda. By the way, what is ethical pharmacy? Does anyone know of a code of pharmaceutical ethics? And if not, is it not time that such a code be devised?"

It is time (and the necessity for it has long existed) that pharmacists have a code of ethics, surely but of what value is such a code if the physician legally robs the pharmacist of two-thirds of his business?

Notes has certainly paved the way for an ethical pharmaceutical profession, and he who runs may read. But as the physician will not relinquish, voluntarily, that to which he has no moral right, namely, compounding and dispensing, it behooves the pharmacist to get what is his by right, through legislation, in order that his profession and art may be conserved and protected. This legislation is in a formative stage now and we shall watch and see if the physician will help the pharmacist, or hinder him.

For the guidance of any future criticism of the propaganda movement, it would seem, therefore, that critics study the situation carefully and direct their remarks where they will fall on productive soil.

Well directed criticism makes for intelligent progress and the N. A. R. D. propaganda movement certainly desires to make intelligent progress. But until it can be shown that the "therapeutic information administered" is no longer needed and is no longer welcomed by those physicians for whom it is intended, we will continue to administer our monthly doses of Monthly Therapeutic Topics and pay the postage, besides.—N. A. R. D. NOTES.

TIME TO STRIKE BACK.*

LINWOOD A. BROWN, PH. C., PH. D., LEXINGTON, KY.

Recently, I have been paying special attention to some of the slanderous and libelous statements about druggists published in the newspapers, in the form of patent medicine advertisements, and have come to the conclusion, that if the druggists of Kentucky have any gumption about them, it is time for them to strike back.

Almost every town in this state, large enough to have a newspaper and a drug store, can furnish an example of some of the lying statements commonly found in patent medicine advertisements.

A great many druggists for the sake of a little cheap advertising will allow any patent medicine "faker" to print their foul, and sometimes vulgar, indecent stuff above their names, for the mere sop of being called "special agent," etc.

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Such advertisements are usually cunningly worded so as to lead the unthinking public to believe that Blank, their druggist, knows the composition of the stuff, or is recommending it, or will guarantee it with his own money.

There is hardly any line that the druggist handles that keeps as much of his capital tied up, and which yields him as small a profit as patent medicines.

I have seen druggists allow themselves to be hypnotized into buying a gross or half-gross of some new patent, that is being widely exploited in his town or neighborhood, by the bait of a dozen bottles free and a lot of gaudy pictures and cards, that will make his store look like a side show in a cheap circus.

That same druggist will take this "stuff" and fill his show window with it, and try to get his friends and customers to buy it, and what is the result?—An ad appears in the next morning's paper, which says among other false and misleading statements, "No cheap substitute urged by a tricky, (or dishonest, or unscrupulous,) dealer, though it may be better for him to sell, can be 'just as good' for you to buy."

The people read this, and knowing that the manufacturer of this preparation is in the drug business, think he knows what he is talking about, and their estimation of your honesty and integrity goes down several notches.

Now, it seems to me, that this kind of thing has gone on long enough, and that it is about time for you to put on your fighting clothes and put a stop to such things.

If you don't deny such statements, no one else is going to do it for you, and if you don't deny them, you stand branded as "substitutors," "tricky dealers," "dishonest druggists," and a few other choice epithets that your friend, the patent medicine man, can think up.

A druggist usually stands pretty high in the public confidence, and he should be extremely jealous of anything that will tend to besmirch his good name or character as an honest, conscientious man.

Patent medicines have been shown up in such a large number of instances to be "fakes," and to be false and misleading in their claims, that the public is losing confidence in medicine, but the druggist should not stand for anything that tends to weaken the confidence of the people in him.

No patent can live long without the druggists' aid, and with a few exceptions, people do not want them badly enough to go to much trouble to get them, if you refuse to handle such.

Anyway, you do not have to give up the best shelves in your store to your stock of "patents." A place under the counter, and out of sight, is good enough for them. Use your shelves for a line of your own preparations, ones that really have some medicinal value to them, and which you can recommend from a knowledge of the ingredients contained therein, in place of a lot of patents of which you know nothing, the manufacturer of which is waiting to stab you in the back, in some advertisement.

As an example of some of the statements, I am going to give some extracts from advertisements which have appeared recently in the Lexington Leader.

In an "ad.," published in the Lexington Leader of May 19, 1911, appears the following:

"If your dealer offers something 'just as good,' it is probably better *for him*—it pays better. But you are thinking of the cure not the profit, so there's nothing 'just as good' for you. Say so."

Here are some choice statements from advertisements of this same firm:

"Do not let any unscrupulous druggist persuade you that his substitute of unknown composition is 'just as good' in order that he may make a bigger profit. Just smile and shake your head."

"No counterfeit is as good as the genuine and the druggist who says something else is 'just as good as * * * * *' is either mistaken or is trying to deceive you for his own selfish benefit. Such a man is not to be trusted. He is trifling with your most priceless possession—your health—maybe your life itself. See that you get what you ask for."

"You can't afford to accept a secret nostrum as a substitute for this non-alcoholic medicine of known composition, not even though the urgent dealer may thereby make a little bigger profit."

"Honest druggists do not offer substitutes, and urge them upon you as 'just as good.' Accept no secret nostrum in place of this non-secret remedy."

"Don't be wheedled by a penny grabbing dealer into taking inferior substitutes for * * * * *, recommended to be 'just as good.'"

"Do not permit a dishonest dealer to substitute for this medicine which has a record of 40 years of cures. 'No, thank you, I want what I ask for.'"

In the issue of May 20, 1911, the same paper publishes a large advertisement in which occurs the following:

"Do not let any dealer deceive you."

"* * * * * has given universal satisfaction for more than 30 years past, and its wonderful success has led unscrupulous manufacturers of imitators to offer inferior preparations under similar names and costing the dealer less, therefore, when buying *Note the Full Name of the Company.*"

And, again, this same firm says in an advertisement in the Leader of May 23, 1911:

"The wonderful popularity of the genuine * * * * * has led unscrupulous manufacturers to offer imitations, in order to make a larger profit at the expense of their customers. If a dealer asks which size you wish, or what make you wish, when you ask for * * * * *, he is preparing to deceive you, tell him that you wish the genuine, manufactured by the * * * * *. All reliable druggists know that there is but one genuine and that it is manufactured by the * * * * * only."

I have a large number of such clippings, but I will not take up your time by reading them to you, any time that you care to see more, pick up almost any paper and you will find plenty of such advertisements.

Now, I really think this is an important subject, so much so that I am going to make the following suggestion, and you can do what ever you think best about it.

I would suggest that a committee of five druggists, members of the Kentucky Pharmaceutical Association, be appointed by this Association, and to be known as the Committee on Advertisements, and whose duty it shall be to appoint one or more druggists in each county of Kentucky to act with them in reporting to the main committee such advertisements as they consider as being unfair, libelous, indecent, vulgar or misleading in any way, that may be published in their community.

It should be the duty of such committee, if appointed, to notify any firm, person or corporation responsible for such advertisement, that the same is objectionable to the druggists of Kentucky, and that in case such advertisements be not withdrawn or modified in such manner as to be unobjectionable to the Pharmaceutical profession and to the public, the druggists of Kentucky will be requested to refuse to handle the goods of the offending firm, until such firm complies with the demands of the committee.

Furthermore, it should be the duty of the committee on advertisements to request all newspapers, journals, magazines, etc., circulating in Kentucky, to refuse to publish such objectionable advertisements.

Furthermore, it should be the duty of the committee to use all good and proper means in their power in securing the early passage of a model law, prohibiting any advertisement of a medicine, or appliance, for the relief, cure or mitigation of such diseases as Female Diseases, Venereal Diseases, Lost Manhood, Kidney and Bladder troubles, Constipation, Piles, etc.

Such a committee and law could do a great work in removing the stigma of such unjust insinuations as have been mentioned in this paper, also to purify the newspapers from the vulgar advertisements that many of them carry from day to day, and which has reached such an acute state that many of them are hardly fit to be seen in our homes.

BUYING SYNTHETIC REMEDIES.*

WILLIAM C. ALPERS, NEW YORK, N. Y.

A flurry of excitement went lately through the pharmaceutical circles of New York, when it became known that a number of employers and employes had been summoned before a city magistrate in an action brought by the manufacturers of synthetic remedies for violating the trade-mark laws. I have since received many inquiries, by word and letter, as to the legal status of this matter, some of my correspondents referring to a paper read by me before the Manhattan Pharmaceutical Association some years ago touching on this subject. As

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