

A banquet closed the celebration, during which the honored guests made brief addresses, and also others, and letters from Professor F. B. Power, G. V. Kradwell and others were read. Dr. Kremers closed his letter by say-

ing—"We rose from the festive board before any one had an opportunity to feel tired or bored, with the unanimous opinion that April 17th, All Pharmacy Day, had been a great day in the history of Wisconsin pharmacy."

THE PHARMACIST AND THE LAW.

HOW PRICES OF PROPRIETARY ARTICLES ARE MAINTAINED IN ENGLAND.

Sir William S. Glyn-Jones is at present in Canada; at this writing, he hopes to visit in the United States before returning to England. He is Secretary of the Proprietary Articles Trade Association and is entitled to a large part of the credit for making price maintenance effective in England. An address by him on price maintenance before the Music Trades Association was published in a recent issue of the *Montreal Pharmaceutical Journal*, and parts of the address are reprinted. In his introductory remarks Sir William said he had been invited as representative of a "well-organized trade" to impart the secret of the success of the drug trade in organization efforts to maintain prices. "Really there are no secrets to disclose," he said. "No body of traders need to organize in secret. Guilds, trade unions, protection organizations of manufacturers and traders come in for criticism which should be directed not to sectional organization but to the abuses of it."

"The more esprit de corps, the greater the coöperation; the better the organization existing in any branch of trade, the better will the interests of the public be served by that trade. Admittedly, self-interest and self-protection form the primary motive behind these organizations, but in the end it will be found that they succeed only so far as they add to the efficiency of the combined services rendered by their members to the community as a whole. The interests of those engaged in the music trade are not in conflict with those of the music purchasing public. Allegations to the contrary are due to superficial thinking, as is the opinion that what the public needs is absolutely unrestricted competition. The trader who poses as the heaven-sent friend of the public, to save them from the greedy profit grasping of his competitors, is generally a humbug as well as a traitor to his calling. Unrestricted competition leads to deception, crooked dealing, catch-penny methods, here and there a sprat thrown to catch a mackerel. It in-

volves shopping in an atmosphere of suspicion; mutual distrust between manufacturer, wholesaler, retailer and the public, and results in inefficient and uneconomical service.

PUBLIC INTEREST COMES FIRST.

"At first sight, to prevent unrestricted competition is against the public interest. Experience, I maintain, proves the contrary. The real customers of the manufacturer are the public, the consumers; and the retail and wholesale buyers are merely the conduit pipes through which the goods pass from maker to consumer."

The relations of those mentioned were discussed—Sir William said that "in a conflict of interests, between the shop-keeper and the public, the manufacturer must always be on the side of the public.

"An examination of what happens under a system of unrestricted competition explains what, at first blush, may not be apparent. A manufacturer makes a proprietary article and creates a public demand for it. He wants to sell it, and the public wants to buy it. He and they need a distributing machine—as efficient and as cheap a one as possible. Unless there are exceptional circumstances, the manufacturer cannot deal directly with the public, and he needs an intermediary. The consumer wants to purchase with as little trouble and delay as possible; he likes to get the article at the nearest shop, if, indeed, he does not expect it brought to his doorstep. The shopkeeping community provides the most convenient and economic method of distribution. They at one and the same time render service to the manufacturer and to the purchasing public. Their profits are their wages. The public do not expect service for nothing, and will not get it. In the absence of a fixed selling price, experience shows that prices of proprietary articles will reach so low a level as to leave no profit at all. Then the trouble begins, both for the manufacturer and the consumer. Instead of taking his fixed and fair wage openly, the cutter of prices takes it by stealth, sometimes, if not dishonestly, at any rate by questionable methods."

SWINGS AND ROUNDABOUTS.

"The shopkeeper lives by the profit he makes out of his customers. If at one time you, despite the efforts of the salesman to dissuade you from purchasing the branded article he was offering to sell so cheaply, succeed in buying it, you may think you are a good buyer; but the cutter will recompense himself by the extra profit he must make somewhere or other, and your turn will come when purchasing from him or some other cutter an article of the value of which you are not so good a judge. What he loses on the swings he will make up on the roundabouts, and sooner or later, probably without knowing it, you will be patronizing the roundabouts."

The organization of the P. A. T. A. was then outlined and the speaker closed the address by presenting the

ETHICS OF PRICE MAINTENANCE.

"As bearing upon the question whether price maintenance is ethically justified, the report of a committee appointed by the government under the Profiteering Act—to report on the extent to which the principle of fixing a minimum retail price by manufacturers or associations prevails; what are its results; and whether the system is, in the interests of the public, desirable—is important.

"The committee came to the conclusion that it is clear that a manufacturer of a proprietary article, in fixing a margin of profit to the retailer, must determine a rate which (1) will afford the retailer a sufficient inducement to stock and push the sale of his product on a sound basis of trading; and (2) will not be so high as to deter the public from purchasing, or to induce them to look for a substitute which will equally serve the purpose at a lower price. They were satisfied that these considerations will effectively check any tendency to profiteering on the part of retailers in the case of such proprietary goods. Again, it was represented to them that where a trader has purchased from a manufacturer certain articles at a price agreed between them, it is an interference with the liberty of the trader to lay down any fixed price at which he is compelled to resell, and that, on broad general grounds, a trader, having purchased such goods, should have unrestricted liberties to dispose of them as he deems best in his own interest. They could not, on a close consideration of the subject, concur in this view; moreover, they believed it to be in the general interest that a fair liv-

ing should be provided for the large and valuable class of the community who may be described as *shopkeepers*, who, if unrestricted competition is allowed to run unchecked, may gradually and piecemeal come to be devoured by their more powerful competitors, who, by dealing in a large range of goods, are able successively to swallow those who rely for their living upon a single range of articles. The witnesses who gave evidence before the committee were unanimous on this point, that provided the original price charged by the producer to the particular purchaser to whom he sells is fair and reasonable, the further steps in the transaction as between wholesalers, retailers and the consumer may be fixed and controlled to the advantage rather than to the detriment of the latter."

RÉSUMÉ OF KANSAS LEGISLATION.

The Kansas Legislature has adjourned and the *Sunflower Druggists' Bulletin* says that "taken as a whole it was a mighty good legislature and its dealings with the druggists were especially commendatory. From the very beginning the members in considerable numbers showed a very friendly attitude towards the druggists and upon inquiry we found that in every instance this friendly feeling had been precipitated by the home druggist of these members, who had talked to the member before he left home and had requested him to give respectful hearing to all matters affecting pharmacy. We found that a great part of our work had already been done by the druggists at home. This work, supplemented by the conscientious work of the Hon. C. M. McCaughan, the druggist member of Butler County, Hon. George W. Stansfield of Shawnee County, Senator Morton, both a doctor and drug store owner of Clay Center, and Senator Arbuthnot, a former druggist, but now a banker, of Ottawa County, made it possible to secure for the druggists of Kansas favorable consideration on all pending measures. As a result, House Bill 27, the Drugless Drug Store bill, passed both the House and the Senate without any fight whatever, and the bill has been signed by Gov. Paulen and when printed in the Statute Books will be effective."

"The druggists, while not responsible for its introduction, will be undoubtedly benefited by the passage of House Bill 182, introduced by the State Board of Agriculture. This bill makes it illegal for manufacturers of non-admitted livestock foods and remedies to

sell them by agents in the State and will thus put the business in the hands of legiti-

mate dealers to whom the business properly belongs."

BOOK NOTICES AND REVIEWS.

The Century Co., 353 Fourth Ave., N. Y. C., submitted the two following books for review.

Lead the Precious Metal. By Orlando C. Harn. With many Illustrations. Octavo 323 pp. Cloth \$3.

Lead is as old as the hills or older and is almost as old in its use by man. Do you know that the metal lead is used in plumbing and building construction, in printers metal and other alloys, in ammunition, as bullets and shot, in storage batteries and electrolysis, in pipe organs and player pianos and in many other industries? Do you know that compounds of lead are an essential ingredient in such daily articles as paint, glass, pottery, rubber and a host of other products? Last, but not least, do you know that lead and its compounds play a very important rôle in pharmacy, medicine and chemistry?

The book before us presents these facts and many more in a popular style. It is a book written in agreeable language and is the most comprehensive popular compendium of facts on lead published up to date!

Outwitting Our Nerves. A Primer of Psychotherapy. By Josephine S. Jackson, M.D., and Helen M. Salisbury. Duodecimo 403 pp. Cloth \$2.50.

In this "Primer of Psychotherapy" the authors present the simple and comprehensive discoveries and principles of Sigmund Freud, providing enough of biological and psychological background to make them intelligible and enough application and illustration to make them useful to the general practitioner and the average layman. In place of vain platitudes about worry and will power one is shown the real reasons for worry and the blues. There are chapters on The Subconscious Mind, The Real Trouble, Body and Mind, That Tired Feeling, The Bugaboo of Constipation, A Woman's Ills, Insomnia, etc.

It is the most cheerful, the most easily read and the most helpful healthbook published in years. Pharmacists should become acquainted with it! OTTO RAUBENHEIMER, PH.M.

PUBLICATIONS RECEIVED.

Reports from the Department of Medicinal and Perfume Yielding Plants of France. A Report of the Congress on the Cultivation of

Medicinal Plants, held May 30 to June 7, 1924, being a report by Secretary G. Blaque, chiefly notes on the medicinal plants of Southern France. Report on the Medicinal Plants of the region of Reims, by M. Bertin; on the Culture of Perfume Plants of the South of France, by M. R. Cerighelli; a report on the Medicinal Plants of Northern Africa; also color plates of a number of plants, among them the following—the common centaury, the ash, wood mallow, German chamomile, alder buckthorn, arnica and the walnut.

The Magic, Psychic, Ancient Egyptian, Greek, and Roman Medical Collections of the Division of Medicine in the United States National Museum. By Charles Whitebread, assistant curator, Division of Medicine, United States National Museum. 8 vo., 44 pages, Washington, Government Printing Office.

This is a reprint of the article by Charles Whitebread from the proceedings of the United States National Museum. It is interesting because it describes many of the various drugs used from earliest times in the treatment of disease, exhibits of which are shown in the Museum under the following classification: Magic medicine; exorcism; invocation; incantation; amulets and charms; talismans; fetishes; transference of disease; signatures; the evil eye; sympathetical cures; psychic medicine; music; metalotherapy; laying on of hands; royal touch; hypnotism; pharmacological medicine; Egyptian medicine; Greek and Roman medicine.

In this booklet is shown the history of medicinal exhibits of the East Gallery; also, exhibits of the various periods referred to above; photographic copies of old prescriptions from the papyrus Ebers. There is much in the book that is interesting for the pharmacist, because it outlines all departments of medicine and its association with pharmacy. It attracts our attention at this time because of the establishment of the American Pharmacy Headquarters, in which matter of this kind, particularly as it relates to pharmacy, will be exhibited.

An Essay on the Investigation of Rhubarb, particularly in reference to its constituents, submitted by Hans Goldlin von Tiefenau for the Doctor's degree at the University of Basel.