

## BUILDING UP TRADE IN SPRAYING MATERIALS.

---

H. F. RUHL, MANHEIM, PA.

---

The use of insecticides and fungicides is greatly increasing, not only in fruit growing but also in general farm practice. Wheat and other grains need to be treated (before seeding) with Formaldehyde solution to prevent smut. Wheat is treated in the granary or grain elevator with Carbon Disulphide to prevent a sort of a "miller" which destroys much wheat. Potatoes are soaked, before planting, in Formaldehyde or Mercuric Chloride solution to prevent scab. Potato vines are sprayed with Bordeaux Mixture to prevent blight, and with an Arsenate like Paris Green or Lead Arsenate to kill potato "bugs." The list might be lengthened, but even this short list shows the advantage of being prepared to supply a need that is bound to grow.

The essential requisite for building up a trade in this line is familiarity with the subject; knowledge of the necessary materials; strength of solutions; the right time of application. This knowledge may be acquired by reading Federal and State bulletins. In Pennsylvania, Volume 1, No. 1, of *The Bi-Monthly Zoological Bulletin* issued January, 1911, under the direction of Prof. H. A. Surface, covers the subject thoroughly. No doubt similar publications are issued in other states by the Experiment Station or Department of Agriculture. If possible, get into touch with County Farm Bureau Agents and successful fruit growers. If state officials give demonstrations in orchards, attend these.

One other essential is advertising. A pharmacist may be thoroughly familiar with the subject and have the necessary spraying materials and yet fail to do much business. By impressing upon possible customers the fact that he knows and has the goods, through the medium of advertising, will greatly increase his chances for success. The writer has used window displays in the fall by showing perfect specimens of apples with a placard "Plan to have fruit like this next year by spraying." No spray materials were shown. As the time for spring spraying approached spray materials were displayed. Newspaper space has also been used, giving directions for preparing solutions. After the edition of the paper was run off, the form was lifted out and placed in a smaller press and a quantity of counter slips run off. The wording of one of these slips was as follows:

## FOR POTATO BLIGHT

Use Bordeaux mixture. Make stock solutions as follows:

Tie 25 pounds copper sulphate in a cloth bag and suspend just below the surface of 25 gallons of water.

In another vessel slake 25 pounds of lime and add enough water to make 25 gallons.

When ready to spray to make 50 gallons of mixture; take 5 gallons copper sulphate solution and enough water to make 45 gallons. Stir up lime mixture and strain 5 gallons of it into the 45 gallons above and it is ready for use. If bugs are present add two or three pounds of arsenate of lead and apply both at one spraying.

RUHL'S DRUG STORE,

Telephone 608 L.

51 S. Prussian Street, Manheim.

Such printed directions save the pharmacist time as no verbal directions need be given.

Most of the chemicals or drugs needed to supply this trade are carried in stock in nearly every pharmacy, hence there is no additional outlay. Only the fact that some of these, like sulphur and copper sulphate, are needed in large quantities makes it necessary to buy in larger quantities to get every possible price concession so as to be able to sell reasonably.

### DISCUSSION ON THE ANNUAL INVENTORY.

Chairman Mason proposed as a topic for discussion the taking of an Annual Inventory.

MR. NITARDY:—"Our firm is a large one with a quarter of a million dollars of invested capital, divided into six stores, a supply department and a manufacturing-department. The inventory of all of these is taken in one day, each department looking after its own. The office supplies inventory-books, the pages of which are printed similar to an invoice. The pages of this book are torn out as filled and then they are bound in a large volume together. Thus we always have a definite sheet or series of sheets for each particular class of articles. Our inventory usually contains between fifty and sixty thousand separate items, that is for the main store, and this work is finished in a week's time."

MR. SCOTT, of Detroit:—"We take an annual inventory and we try not to exceed seven days in taking the inventory of our seven stores. We simplify the taking somewhat by listing the goods we make at a certain figure which figure they had found did not vary much from \$10,000. This simplified the work and eliminated many objectionable features of it. The final figuring of the inventory is done by the office-force. The man who does not take an inventory does not know what he has in stock that is unsalable and which oftentimes can be exchanged for salable goods. An adding-machine we have found to be a very useful article in making an inventory. Much time can also be saved by massing certain things, such as, for instance, herbs. Taking an average price for such herbs, we find that we have one or two hundred pounds of herbs at a price of twenty-four cents a pound. This method saves detail. The same method can be adopted in the case of tinctures, elixirs and like goods."

The question being raised as to how depreciation of fixtures should be taken care of, Chairman Mason called on Mr. Barker to answer that question.

MR. BARKER:—"Soda fountains, carbonators and things of that nature depreciate about ten per cent. a year. Shelving and show cases about five per cent. Cash registers should be charged off at about ten per cent. It is well to allow a liberal depreciation on store fixtures, so that when changes have to be made they have already been allowed for."

In reply to a question Mr. Siebert stated:—

"I think it necessary, in the adjustment of fire-losses that the druggist should be able to state the actual cost of the articles for which he desires to receive compensation. To present an estimate of 'fluid extracts, so much' would not be acceptable to the present-day companies. That used to be the case, but companies have become much more particular regarding this. Many druggists do not take an inventory more than once in ten years and such men would find their case a difficult one if they had a fire in their establishments. The first thing asked for now by the companies is the inventory and if that is not forthcoming adjustments will be difficult. Annual inventories are absolutely necessary for prompt and satisfactory adjustment of losses.

MR. SHRINER:—"I have had a little experience with fire. The fire was caused by a person who had a position in my house, and as a result of it a garage burned down. The garage cost \$5,000.00 and it was insured for \$600.00 only. The fire insurance adjuster, who represented several companies, was a friend of mine, but when it came to adjusting the loss I found out that, friend or no friend, the adjuster wanted to know precisely about every item of loss. The insurance people looked the thing over and I was very much surprised at the system which they used in trying to make an adjustment to the satisfaction of their companies and the stockholders of the companies. The fire resulted in a total loss to me practically and I got my \$600.00, but the insurance companies were not satisfied to simply measure every foot of ground; they wanted to know how large the building was; they looked at the charred remains and everything else, and I noticed that it was all written down in detail, and I admired the system. It opened my eyes.

"I have been in the drug business for about thirty years, and during those thirty years I have taken an inventory twice (laughter). I started to take an inventory nine years ago, and it took me six months to finish it (laughter), and when I finished, I had to commence over again because I had bought a whole lot of things in that time, and we had used a whole lot