

PROCEEDINGS OF THE LOCAL BRANCHES

"All papers presented to the Association and its branches shall become the property of the Association, with the understanding that they are not to be published in any other publication than those of the Association, except by consent of the Committee on Publication."—By-Laws, Chapter X, Art. III.

Reports of the meetings of the Local Branches should be mailed to the Editor on the day following the meeting, if possible. Minutes should be *plainly* written, or typewritten, with wide spaces between the lines. Care should be taken to give proper names correctly, and manuscript should be signed by the reporter.

CINCINNATI.

The regular monthly meeting of the Cincinnati Branch, American Pharmaceutical Association, was held at Lloyd Library, November 23, 1915.

After a short business session, during which the minutes of the first annual meeting were duly approved, President Charles G. Merrell introduced the speaker of the evening, Mr. W. H. Jones, who gave a very exhaustive and comprehensive discourse on "Aspirin and Other Synthetics: Their Uses and Abuses."

Mr. Jones divided most of the synthetics into two classes: namely, antipyretics and hypnotics—the *benzene series*, from which aspirin may be obtained, and the *methane series*, which mostly form synthetics with hypnotic properties. From the *benzene series* the first step is the production of benzoic acid, then the salicylic acid, whereby substitution with acetyl, the product of acetylsalicylic acid is produced. This was discovered in 1858, but patented by the Farben Fabriken, of Elberfeld, as aspirin. Later The Heyden Company produced an acetylsalicylic acid, but the patents on all the different aspirins will expire in 1917.

While the original aspirin and the acetylsalicylic acid are chemically alike, they do not have the same physiological effect, and under the microscope show a decided variance in crystalline form, those of aspirin being acicular and those of acetylsalicylic acid being prismatic with decided blunt ends.

Mr. Jones described the properties of quinine, claiming it to be the antipyretic *par excellence*, and then showed the numerous attempts to produce antipyretics by synthesis, such as methoxyquinoline, by alkali, quinoline, thermofugin, and others, with the idea of producing new bitter products, also phenylhydrazone, etc.

He spoke of the formation of antipyrin, which, while a good antipyretic, is open to many idiosyncrasies of the patient; also of pyramidone, a derivative of antipyrin, which is claimed to have no toxic effect. On the whole, all antipyretics, obtained from aniline, of which acetanilide, discovered in 1886, is greatly used as an ingredient in headache preparations, are a dangerous class of medicines for the use of the laity, on account of their toxic properties. The speaker illustrated further the formation of acetphenetidine, or phenacetine, accrediting same with the best antipyretic properties, but still having poisonous effects similar to acetanilide, both on the blood and kidneys, the acetanilide being oxidized into aniline, hence its poisonous properties.

On the other hand, while the hypnotics of older times were chiefly alcohol, chloral, etc., the synthetical hypnotics are mainly obtained from the methane series. These may be divided into three classes: first by substitution or presence of chlorine or bromine; second, by alkyl derivatives; or, third, by aldehydes or ketone derivatives.

Mr. Jones was profuse in his illustrations, showing the chemical formation of such products as chloral, butyl chloralhydrate, sulphuric ether, veronal, diethylsulphonic acid, sulphonal, paraldehydes, etc.

The speaker wound up his interesting discourse with the prophetic saying, "The time of synthetics is practically over; now turn to plant drugs for much safer remedies and more gratifying results."

CHARLES A. APMEYER, Secretary.

The regular monthly meeting of the Cincinnati Branch of the American Pharmaceutical Association was held December 14, at Lloyd Library.

After a short business session, during which the Secretary's report was accepted, the

president, Charles G. Merrell, introduced the speaker of the evening, Dr. S. P. Kramer, who chose for his subject, "Alcohol." The lecturer was very emphatic in classing alcohol with the narcotics, pointing out its insidious action by showing the necessarily increased consumption, in order to obtain the same effects.

He cited the historical origin of the name alcohol from the Arabic "Alcol," a substance containing very finely powdered antimony, used for painting eyebrows; and when applied to distillation it meant a very finely divided volatile substance, same being used in religious rites, as well as forming a favorite luxury for causing exhilaration among the upper classes and the rich.

While the production of alcohol, even in domestic economic processes, as in the making of bread, or from grain, potatoes, or beets, is well-nigh universal, the effects of the consumption of same are always narcotic; self-control is lost, speech may be brilliant but foolish, sexual instinct is deadened, the effects upon the individual may be bellicose, morose, or hilarious, and, while the immediate effect is probably stimulating, the after-effect of depression is self-apparent. The speaker noted the relation of alcohol after stating that alcohol was used as an anæsthetic long before ether.

To illustrate the fact that alcohol is not a cardiac stimulant, he says that no modern physician would prescribe alcohol for such purposes. Taking the statistics of a city hospital, where in 1910 in six wards 654 pints of whisky and 150 pints of brandy were consumed, in 1914, in the same six wards, two and three-fourths pints of whisky and no brandy were prescribed.

Alcohol is a food for the body, but that does not justify its use, because the grain from which it is made has more food value than the alcohol; and, while the alcoholic action on digestion is irritant, the alcohol in small doses acts as a stomachic tonic, especially in beer.

Dr. Kramer showed a number of charts and pictures illustrating the depressing effects and decrease of mental activity on inmates of prisons and similar institutions. After the lecture a spirited discussion took place, showing the pros and cons regarding the moderate use of alcohol, participated in by Messrs J. U. Lloyd, F. H. Freericks, C. T. P. Fennel, Theo Wetterstroem, L. Werner, and others.

CHARLES A. APMEYER, Secretary.

NEW YORK.

Minutes of the regular meeting of the New York Branch of the American Pharmaceutical Association, held at the New York College of Pharmacy Building, December 13, 1915. Called to order by President Lascoff at 8:40 P.M.

The minutes of the November meeting were ordered adopted as read.

Treasurer Weinstein's report was received with thanks.

The chairmen of the Committees on Membership and Fraternal Relations, as well as the member of the Council, were absent and no reports were received.

Dr. Diekman, Chairman of the Committee on Progress of Pharmacy, was not present. A letter of regret from him was read by the Secretary, in which the writer promised to incorporate his report with that for the next meeting.

Dr. Anderson, for the Committee on Legislation and Education, reported that there was little of importance going on at the present time. In a general way he called attention to the different legislative activities for the coming year.

Communications from Mr. Thomas F. Main to the President and from the latter to Mr. Charles Holzhauer relative to the next annual meeting of the American Pharmaceutical Association were read and received.

Mr. Charles Holzhauer, the local secretary for the Atlantic City meeting, was present and, upon call from the President, expressed his pleasure in so far as the New York Branch had expressed its willingness to assist him. After hearing a tentative outline of his plans it was decided that the President appoint a committee of five to coöperate with the local secretary and such other committees as might be appointed.

Jacobs Weil, 269 Canal Street, New York City, a member of the parent association, was elected a member of the Branch.

The following applications were received and ordered forwarded to the General Secretary:

Edward Plaut, No. 120 William Street, New York City.

Joseph Goodman, Broadway and Baxter Avenue, Elmhurst, L. I., N. Y.

Frederick A. Leslie, 115 West Sixty-eighth Street, New York City.

F. S. Frankfurter, 807 Courtland Avenue, New York City.

The speaker of the evening, Director Lucius P. Brown, of the Bureau of Food and Drugs of the Department of Health of the City of New York, was then introduced and entertained the members with some exceedingly interesting reminiscences, both instructive and humorous, covering his many years of work along these lines.

After a spirited discussion of the speaker's remarks by Messrs. Diner, Mayer, Weinstein, Hostmann, Lascoff, Gane, and others, a rising vote of thanks was voted the speaker.

President Lascoff appointed the following members as a Committee on Nominations for officers for the coming year, to report at the January meeting:

H. V. Army, Chairman, Thomas Latham, and B. L. Murray.

JEANNOT HOSTMANN, Secretary.

PITTSBURGH

The second of this winter's series of meetings of the Pittsburgh Branch of the American Pharmaceutical Association was held Friday, December 17. The subject for the evening was "Enzymes of Plants," which was handled in a masterly manner by Dr. J. H. Wurdack, instructor in Latin and assistant to the Chair of Chemistry at the Pittsburgh College of Pharmacy. The lecture was declared by those who were fortunate enough to hear it, one of the most interesting and instructive talks of the several with which Dr. Wurdack has favored the Branch.

After a review of the properties of enzymes, their classification was explained and a number of enzymes discussed in detail; the part played by enzymes in the germination of seeds, in the ripening fruits, in the formation of bark and leaf colors, in the production of odors, and in the general processes of the plant were explained. Those enzymatic processes taking place after the part is removed from the plant to become a drug were especially considered, reference being made to the fact that decided changes usually take place which make the dried drug an individual very different from the living, growing plant. In fact, in Germany and France preparations are now on the market, some even for subcutaneous and intravenous injection, which have been made from drugs in which enzymatic changes were prevented by sterilization. The reason for the fermentation processes which cacao, tea, vanilla, tobacco, etc., are subjected to were taken up and many interesting points brought out.

The resolutions adopted by the National Association of Retail Druggists, protesting against the elimination of whisky and brandy from the forthcoming revised Pharmacopœia, were taken up and discussed by Dr. Julius A. Koch, a member of the Revision Committee, who told in a very interesting manner the various changes of base that the committee had taken on this question from time to time, the last one being the practically even division of the members for and against, with a majority of two favoring deletion. The leaders for and against this action were Dr. H. W. Wiley and George M. Beringer. Each of these champions was satisfied to have whisky and brandy retained, provided his particular brand of standard was accepted, but between the two definitions the contention was finally brought to an end by a vote standing 26 to 24 in favor of deletion. Dr. Koch suggests that no one need worry over there being no standards for these two articles in the Pharmacopœia, as the Agricultural Department and the Internal Revenue Commissioner will see to it that a standard will be provided that producers will be compelled to meet. Dr. Koch also stated that the matter may be taken up by the Committee on National Formulary and a standard for whisky and brandy given in that publication, which is recognized by the courts as authority.

B. E. PRITCHARD, Secretary.

SAN FRANCISCO

The San Francisco Branch of the American Pharmaceutical Association met on Tuesday evening, December 14. President J. L. Lengfeld presided. After the roll-call and the reading of the minutes of the November meeting, the following committees were appointed: Membership, Miss C. M. Roehr, chairman; Education and Legislative, Dr. A. Schneider, chairman. A Welfare Committee, to consist of five members, will be appointed later. Mr. W. D. Bost was unanimously elected second vice-president.

The review of current pharmaceutical literature was followed by an interesting paper on the "Standardization of Aromatic Spirit of Ammonia," by Mr. W. D. Bost. The paper was based on an article in the May number of the Bulletin of the California Board of Health, in which it was stated that 100 mls of this preparation should contain 1.97 grammes of ammonia. The paper showed that the correct amount must be 1.93, the difference being due to the specific gravity

of ammonia water, which had been taken as 1. The preparation, even when kept under the best conditions, showed a deterioration of about 12 percent in six months.

Mr. C. S. Smith read a paper on "Service in the Prescription Department," in which it was stated that the prescription department could be made as profitable as any other, but it required the best of materials and strict attention to the most minute details. Both contributors were formally thanked by the Branch.

The January meeting will be held on the evening of the 11th, in the office of the Pacific Pharmacist. A demonstration of "Package Finishing" will be given by President Lengfeld. A large attendance is expected.

CLARISSA M. ROEHR, Secretary.

BALTIMORE

A joint meeting of the Baltimore Branch American Pharmaceutical Association and Baltimore Retail Druggists' Association was held in the mezzanine room at the Emerson Hotel, Monday evening, December 13, 1915.

The Joint Committee had been fortunate in securing two unusually able speakers, men who are thoroughly conversant with the subjects they discussed. The subjects and speakers were: "Profitable Advertising for the Retail Druggist," Mr. J. Thomas Lyons, assistant advertising manager of the Baltimore News; "Modern Business Efficiency in the Retail Drug Business," Mr. Douglass Burnett, commercial manager of the Consolidated Gas and Electric Company.

Pharmacy, from the strictly ethical viewpoint, was not considered at the meeting, but the retail drug business and conditions in it were gone into from the standpoint of advertising and efficiency in a thoroughly scientific manner by two men entirely outside of the pale of pharmacy, but experts in their lines. It was a revelation to the many present at the large gathering to see, from the other side of the counter, how their methods of doing business were considered, and to be told what they should and should not do in order to not only be successful but also to even make a living out of their calling.

Mr. Lee Williamson, the president of the Retail Druggists' Association, presided and called on Mr. Neill, the chairman of the Executive Committee of the Branch, to sit with him, and he, in turn, requested Dr. Hynson to do this, as he was the one who had

been instrumental in bringing about the joint meeting and had secured the speakers.

Dr. Hynson acted for the Branch and introduced "Tommy Lyons" as the man who had put "Truth" in advertising and who, he said, was not nearly as youthful as his appearance seemed to indicate, for he had known him in the advertising line for at least twenty years, and then said so many complimentary things about him that Mr. Lyons was almost overwhelmed and opened his talk by remarking that in all his career in public speaking he had never received such an introduction or such a start-off and was afraid he would not live up to our expectations. We were then treated to a mildly "Dutch Uncle" talk by a bright Irishman, and from among the many pertinent things said by Mr. Lyons that are applicable to druggists the following have been picked out:

"Most druggists have arrived at the wrong conclusion as to the meaning of advertising, as they seem to think that it represents newspaper space, bill-boards, street-car signs and kindred other publicity mediums, while advertising actually is being done all the time and in our every action and word, and it is the intimate personal advertising that counts immensely for good or bad with the public."

"A nickel spent for a shoe-shine, a dime spent with a laundryman, a quarter spent with a barber, and a half dollar spent with a manicurist could all be charged to good advertising by the average druggist."

"A few dollars spent for paint and better lighting could also be so charged."

"Newspaper advertisements for downtown stores are desirable, but are not a good investment for the neighborhood store."

"Store atmosphere is an important advertisement; go outside, come in, and look at this from the viewpoint of the stranger who comes in contact with it for the first time."

"Would you trade at a store where you were treated like you treat your customers?"

"Find the defects in the store and windows and make them perfect."

A case was cited of a druggist who was playing checkers behind the prescription case with a travelling salesman, who called his attention to the entry of a prospective customer. "Keep quiet, he might go out," was the druggist's response, and he did go out. "Prompt and efficient service is the best kind

of advertisement; do not let the customer go out without getting it."

"A druggist complained because a Greek was opening a brightly-lighted, clean, and cheerful candy, fruit, and soda stand on the opposite corner, and he was afraid he would lose his candy and soda trade. He not only lost that part of it, but he also had to close his store, when the proper use of paint and lighting fixtures would have caused the Greek to have moved elsewhere or even may have prevented him from opening at all."

"In an effort to get more business to offset the forty percent loss in prescription business which has occurred in the past years, druggists have resorted to cutting prices on patents, and the temporary advantage which the first cutter might have enjoyed was lost immediately after the next cutter appeared."

"*Cutting chokes the outlet*, especially as applied to the one-cent sales. Two tubes of shaving cream bought for twenty-six cents do not increase the consumption of shaving cream; it merely chokes the outlet for it till both tubes are used, and the buyer is the only gainer."

Mr. Burnett's talk was along the lines of efficiency as applied to retail business, but particular attention was called to the lack of comprehensive systems of bookkeeping on the part of druggists and their lack of knowledge as to the proportion of profit or loss to cost, and their inability to determine just what proportion of profit it was necessary to get in order to do business properly.

The lack of a community spirit among druggists by means of which they could get together and stop price cutting, cut off worthless accounts, and stop living off each other was emphasized, and it was hoped that some plan along the lines of the Stevens bill could be worked out.

Much emphasis was put on the turn-over, and it was announced that unless this could be done twelve times a year something was wrong.

In the discussion it was brought out that already the National Association of Wholesale Druggists has taken steps to discourage the opening of new stores in localities already served by existing ones, by refusing credit, and considerable blame was attached to it for having encouraged this too much in the past.

It was also noted that they were taking steps to see that proper books were kept by the retailers for their mutual protection.

One druggist brought out very forcibly a good salesmanship practice by stating that when a customer called for an article of which there were two sizes, he invariably wrapped up the larger, unless the smaller was asked for, and even then the larger size was often taken when its economy was pointed out.

Another druggist claimed that the only things which should be sold at cost were postal cards and postage stamps; that the decision should be made that they were or were not to be sold, and that if they were sold they should be sold with a smile and in liberal quantities, so that stamp customers would become regular ones for other lines.

He also brought out the inconsistency of having an ancient city directory on hand, and advocated the last edition or none at all.

WM. J. LOWRY, JR., Secretary.

CHICAGO.

The Chicago Branch of the American Pharmaceutical Association met Tuesday evening, November 16, 1915, with a large audience of pharmacists, physicians, and sanitarians.

Mr. Seward W. Williams presented a paper on "Aerial or Gaseous Disinfection," including a symposium of answers from State health officers to seven questions relating to different phases of the subject.

Mr. Williams began his talk with a definition of the term gaseous disinfection, and gave a short history of the methods employed and substances used for the purpose, and then brought up the question of the value of such disinfection. He presented a letter from Dr. Schroeder, of the New York City Department of Health, explaining why the practice of fumigation after infectious diseases had been so nearly discontinued in New York City and the means now employed to prevent the spread of contagion.

In the symposium replies were had from the health officers of nearly all the states and larger cities, as well as from many men of national reputation as sanitarians.

The seven questions and a summary of the replies are as follows:

1. After what diseases do you think it desirable to fumigate?

Replies to No. 1 may be classified as follows: Favorable to fumigation, 19; partly favorable, 3; unfavorable, 5; doubtful, 3.

2. Do you regard formaldehyde as the

most satisfactory aerial disinfectant? If not, what, in your opinion, is better?

Summary for No. 2: 28 regard formaldehyde as the best gaseous germicide, 2 qualify their approval.

3. Do you think the conclusions reached by Mr. Adams in the Ladies' Home Journal for March (see quotation following) justified?

This was the quotation:

I am assuming, in what follows, only two points: That you are an adult, and a non-consumptive at present. On that hypothesis:

1. You have had tuberculosis.
2. You have cured yourself of it.
3. In the process of curing yourself you have so fortified your body against it that you are safe against "catching" the disease from any other person.
4. If you now become a consumptive it will be through a relapse and by your own fault.

Summary for No. 3: Favorable to Mr. Adams's views, 5; partly favorable, 3; unfavorable, 12; doubtful, 5.

4. Even if this new theory of tuberculosis were generally accepted, would it not point to the necessity of fumigation after pulmonary phthisis to protect children?

As nearly as replies to No. 4 can be classified, 17 may be called affirmative, 5 negative, and 8 doubtful.

5. Have you, in your experience, thoroughly satisfied yourself as to whether or not communicable diseases are commonly conveyed by objects handled by the patient? In other words, what rôle do fomites play in carrying infection?

Summary for No. 5: 15 regard fomites as of considerable importance in conveying infection, 7 consider them of secondary importance, but not to be neglected, and 8 regard them as not worth considering.

6. How is it that some sanitarians, who advise burning books handled by a person having a contagious disease, regard the fomite theory, as applied to things generally, so lightly that they do not fumigate the room and its contents?

Nearly all seem to agree that the position referred to is inconsistent.

7. Is not the viability of pathogenic bacteria so influenced by deficiency of light and fresh air, and so affected by atmospheric conditions in general, as to make it unwise to rely upon disease germs shortly succumb-

ing to conditions practically unattainable without fumigation?

Twenty favor fumigation in addition to fresh air and sunshine; three emphasize the value of germicidal solutions; three regard fumigation as of practically no value, and four are doubtful.

Mr. Williams then discussed the logic of gaseous disinfection and its importance. He presented the relative values of formaldehyde and sulphur and their particular uses.

In conclusion he stated:

"A large majority of the state health officers, joining in the symposium, favor a continuance of formaldehyde gas disinfection.

"We should not neglect one cause of spreading communicable diseases (room infection) because we have found another (carriers), whatever the relative importance of the two agencies may be.

"To destroy bacteria, volatilize formaldehyde, without ignition, in warm, moist air.

"To kill insects and vermin, burn sulphur in dry air.

"While, as pharmacists, we should supply trustworthy means for combating communicable diseases, as citizens we should look for their underlying causes and assist in correcting them."

In the discussion that followed the paper Mr. Hugh Craig said: "Slowly but surely public sanitation is changing from a political to a scientific foundation, and every city should have, and will soon have, professionally-trained and well-paid health officers."

Dr. Bernard Fantus called attention to the increasing knowledge regarding the spread of disease by "carriers," and to the fact that clothing and other objects were now known to play so small a part in conveying disease. In fact, the great majority of infections could be directly traced to contact with another person bearing the disease germs.

Dr. R. E. Humphreys then introduced the subject of white mineral oil as a remedy for constipation, and presented a strong argument for the American oil as against the Russian. He said that, whereas the Russian oil consists chemically of members of the naphthalene series, the American oil from the eastern and central states consists entirely of members of the paraffin series, and the California oil is a mixture of the two series. He stated that the Russian oil was somewhat more viscous, its specific gravity ranging from 0.875 to 0.885, while the American oils ranged from 0.850 to 0.865. He discussed the tests for

unsaturated and compound hydrocarbons, and explained why some of these tests were too harsh, and that it was unnecessary for a very good grade of paraffin oil to meet them.

Mr. C. H. Briggs followed Dr. Humphreys and stated that all that was essential for a perfect medicinal mineral oil is that it be bland and tasteless, colorless, medium viscous (not as viscous as the Russian oil, which is almost as thick as castor oil, but not so thin as to favor "leakage"), and be free from unsaturated hydrocarbons. He favored the bromine test for detecting these undesirable hydrocarbons as more reliable than the sulphuric acid test.

E. N. GATHERCOAL, Secretary.

The Chicago Branch of the American Pharmaceutical Association held the December meeting at the College of Pharmacy Building the evening of the 14th, with President Hugh Craig in the chair.

Secretary Gathercoal read a short paper on proposed changes in the Year Book of the Association. He especially urged that some means be adopted by which pharmaceutical abstracts could be presented within a short time after the publication of the original articles. He suggested that the Year Book could be published in instalments during the year, which could be mailed either as supplements to the Journal of the Association or as a separate publication. The paper was discussed, but finally referred to the next meeting for action.

The principal feature of the evening was an illustrated talk by President Craig on "Window Dressing." Mr. Craig classified dressed windows, stating that the most attractive windows were those in which live animals were displayed; next most attractive, those in which some mechanical wonder was in operation; then followed the artistic display, including especially landscapes; the ornate display, including richly-furnished interiors, and the specialty display, in which but one article was exhibited; least attractive was the 5-and-10-cent-store display, in which a great variety of articles were massed.

He stated, however, that the appearance of many Chicago drug-store windows indicated no attempt at any display, and that this waste of the most valuable selling agency in the store was most unfortunate.

The lantern views were instructive and interesting, showing not only different types

of window displays, but some of the devices and apparatus used in making displays.

E. N. GATHERCOAL, Secretary.

DETROIT.

The meeting of the Detroit Branch of the American Pharmaceutical Association was held Friday evening, November 19, at the Wayne County Medical Society Building.

The program consisted of two papers on drug store advertising. The first was by Mrs. Margaret R. Burlingame, an expert on advertising.

Mrs. Burlingame's talk was intended to give something definitely tangible. Too often advertising talks are based on "theory," which to the lay mind is interesting from the standpoint of talk, but confusing as to any practical value. Mrs. Burlingame opened her remarks by seemingly apologizing for the lack of the theory of advertising that her talk would contain, but in reality gently rapping over the knuckles the fellows who spend much valuable time talking "theory."

"You know," she quietly suggested, "the real advertising man—the one who turns out the ideas that build business—hasn't any time to *talk* advertising—he's too busy advertising."

"When you listen to a long discussion on the theory of advertising you may say this to yourself: 'That chap is paid for *talk*ing'—and the more interestingly he talks, and the more often he talks, the more you can add to the amount he gets paid.

"The real advertising man—not the man who sells the agency's service—but the *real* advertising man, must be three things. He must be an analyst, a psychologist, a merchandiser.

"He must be able to tear to pieces your product, your market, and your price; and he must be able to build up again; he must know people. This is very important. He must be able to tell you how the people you want to reach think—how they act. He must be able to tell you how to reach these people, and how to make them act; how to create in them a buying desire, and how to connect that buying desire with your particular product. . . .

"Before you, as retailers, start an advertising campaign, you must answer two all-important questions—'What have I to sell?' and 'To whom am I going to sell it?' Then

you must start about to find out the very best ways of selling your product.

"You may think you are selling *service*, when in reality you are selling *service*. Let me give you an example. You are all more or less familiar with the advertising the Schettler Pharmacies have been doing. You might think Mr. Schettler is selling drugs just the same as any drug store, no matter where it is located. But you are wrong. Mr. Schettler sells *Service*, and sells it with a big S. When we were called in to plan his advertising we searched for something that was different in his plan that could be exploited. We hit upon the idea of making people see a difference between 'Drug Store' and 'Pharmacy,' and we taught them this difference: The drug store as a place where goods were sold, including drugs; the pharmacy where nothing but drugs and high-grade toilet articles were sold. Then we talked service in prescriptions, until we got people where they not only felt absolutely safe in having a Schettler Pharmacy compound their prescriptions, but unsafe unless they did it.

"Please understand that this does not mean that we cornered all the prescription business in Detroit—we didn't spend enough money to do that—but we did show a wonderful increase, and that increase still remains.

"There is a peculiar thing about a pharmacy that specializes in prescription work. Before ever that pharmacy sells a single drug it must first sell *confidence*. And in selling confidence it must exploit its high-grade prescription clerks, its chemists, its pure drugs, its prompt service. So you can see my statement is correct when I say that *Service*, not drugs, is the thing that is sold.

"And, too, this will show you how necessary it is to ask yourself: 'What am I going to sell?' The second question is equally important in its relation to results: 'To whom am I going to sell it?'

"You would quickly agree that it would be an absurd piece of not only supposed advertising, but common sense, to advertise fur coats in Florida; and yet, so far as results are concerned, the way some advertisers ignore an analysis of their markets is just as absurd. If you are selling prices, don't advertise to high-priced trade. The cut price always gives rise to a doubt in certain mentalities. They are very apt to

ask: 'What is the matter with the stuff?' If you are advertising quality and service, you can make your appeal general, but select the mediums that go to the better classes. . . ."

Mrs. Burlingame was interrupted by the question: "When a woman goes into a store and throws down a quarter for a box of laxative bromo-quinine pills, and the clerk hands her back 6 cents, is she pleased—or what is the effect on her?"

"Most emphatically *not!* And right here is the mistake some manufacturers make in merchandising. Into that woman's mind immediately pops the disturbing question: 'I wonder what's *wrong* with them?'—and never again is she quite satisfied. Don't forget this—a woman may shop for prices on certain established articles—we will say of wearing apparel, or of green market goods that she knows are all right—but when it comes to putting *cheap* things into the stomachs of her family, her shopping stops. She doesn't care to take any chances with her children's health; and the very fact that she doesn't know what's in the stuff makes her all the more insecure."

"Then," she was asked, "you do not believe in cut prices?"

"Cut prices have established for themselves a certain place, but I maintain that they are so unnecessary—and they represent in many instances poor merchandising. Why hand back a woman six cents and place in her thought a distrust of you and the article forever after? I'll warrant you that that same woman doesn't go to the cut-rate place for her prescriptions—she wouldn't dare!"

"But what about the case of Horlick's Malted Milk and similar products—won't she shop for them?"

"That is a different case. In the example of Horlick's Malted Milk and many other nationally-advertised articles the matter has been taken out of the retailer's hands—she isn't buying from him at all, so far as her mental processes are concerned—she is buying from the manufacturer. He has already sold her that *confidence* that I have mentioned previously. It *has* to be sold some time, gentlemen—and it is the biggest asset any business can have. It is, incidentally, one of the things the cut-rate man sacrifices for his bulk."

The questions of samples, demonstrations, neighborhood advertising, circularizing, and newspaper advertising were also discussed.

Although Mrs. Burlingame had been asked

to speak twenty minutes, she was kept answering questions until almost the close of the meeting.

The next paper was read by Mr. Leacock, a prominent Detroit pharmacist, describing various advertising methods which he found valuable in his stores.

A discussion followed, in which many interesting points were brought out.

A. A. WHEELER, Secretary.

The December meeting of the Detroit Branch of the American Pharmaceutical Association was held at the Wayne County Medical Society Building, Friday, December 17. President Scoville being absent, on account of sickness, Ex-president William A. Hall called the meeting to order, thirty-one being present.

On motion of Mr. Rohnert, it was voted that a resolution of regret be passed that Mr. Scoville could not be present.

The first speaker was State Drug Inspector Jones.

In his talk Mr. Jones gave a very interesting description of the work which is taken up by his department. One point noted was the fact that they are not working with the object in mind of convicting all offenders, but rather to show them their shortcomings, so that they may correct them.

On motion of Mr. Webster, it was voted that we commend the work of Drug Inspector Jones and of the State Dairy and Food Department to maintain proper standards of drugs, chemicals, and preparations, appreciating the importance of this work in its relation to the public health of our community, and pledge our cooperation wherever it may assist the department.

The next paper was by Dr. Bunting, of the University of Michigan, on the subject of "Dentifrices."

A. A. WHEELER, Secretary.

PHILADELPHIA.

The regular monthly meeting of the Philadelphia Branch of the American Pharmaceutical Association was held Monday, December 13, 1915, at the Medico-Chirurgical College.

President Henry called the meeting to order at 8:30 P.M., and, there being no new or unfinished business, the program of the evening was at once taken up. Professor Henry Kraemer read a paper on "Prog-

ress in the Cultivation of Medicinal Plants."

Dr. George E. Pfahler, röntgenologist of the Medico-Chirurgical College, presented "The Röntgen Rays in Diagnosis and Treatment," followed by a demonstration with radium and Röntgen rays in his laboratory at the Medico-Chirurgical Hospital.

The contributors to the evening's program were given a standing vote of thanks, and the meeting adjourned.

J. ED. BREWER, Secretary.

CITY OF WASHINGTON.

The November meeting of the above organization was held Wednesday, November 24, 1915, and the paper of the evening was presented by Mr. M. I. Wilbert, on the Report of the Commission on Proprietary Medicines of the American Pharmaceutical Association.

He pointed out that this commission was organized at the Nashville meeting in 1913; that a preliminary report was presented at the Detroit meeting in 1914, and that a report of much value along rather conservative lines had been presented and agreed upon at the San Francisco meeting in 1915. It contained ten declarations of minimum requirements, all of which are good, but he considered that they do not reach the crux of the situation, as all of them relate to proprietary remedies only from the pharmacist's standpoint. It contains nothing whatever from the broad viewpoint of the public health.

The commercial phase and that of the public health being so diametrically opposed, he pointed out strongly that the report failed to take into consideration the public welfare, and, as a result, the report of the Commission did not go as far as it should have.

He called attention to the fact that on two previous occasions the American Pharmaceutical Association had considered this same question, and that the masterly report of the special committee, consisting of Messrs. Rice, Hoffman, and Prescott, which was adopted by the Association in 1885, should be further considered and the recommendations contained therein should be carried out.

The data presented along the same lines at the meeting of the National Wholesale Druggists' Association in 1915 by Mr. Hover were most interesting, showing, from carefully-compiled statistics, some very remarkable facts: An enormous increase in the number of proprietary remedies in twenty

years; in 1905 the number of remedies listed in the Druggists' Circular price-list was 28,478, while in 1915 it was 38,143. Previous to the "Food and Drugs Act" 53 percent of the wholesale drug business consisted of proprietary remedies; at present it is somewhat less, going to show that this law has had some beneficial effect. The average sales by wholesale druggists of proprietary preparations at the present time are in lots of a quarter dozen, whereas previous to the "Food and Drugs Act" the sales were much larger and frequently from one to five gross. The report of the Commission was considered and endorsed by the Wholesale Association, with the exception of Article VIII.

He likewise called attention to the fact that the Executive Committee of the Proprietary Association had endorsed the report of the Commission.

In considering this report of the Commission, it was interesting to compare the report of the British Government in handling the same question. This report is much at variance with the conclusions arrived at by the Commission and contains much that is not correct.

The Canadian Government requires the filing with the proper officials of the potent ingredients of all proprietary remedies and receiving a license before same can be offered for sale. The New York and Louisiana Boards of Health now require the filing of the potent ingredients of all remedies offered for sale in the respective jurisdiction. Mr. Wilbert characterized such legislation as vicious and open to many serious objections, one of which is the possibility of blackmail. He considered the proper method would be to require a plain statement on the label of all active or possibly harmful constituents, on the ground that the public, when they dose themselves, should know what they are taking or be in a position that they could be readily advised. In this connection a recent enactment in the State of Nebraska is interesting, for the reason that it affords protection to all animals except man. The act is as follows:

"Section 1. *Live Stock—Remedy Defined.*—The term 'live stock remedy' as used in this act shall be held to include all conditional feed, medicated stock foods, medicinal stock foods, stock food tonics, stock powders, proprietary medicines, or any preparation of like nature designed for any

animal except man, and administered internally for the stimulating, invigorating, curative, or other powers. *Provided*, That this shall not be held to include proprietary medicines designed primarily for man but used occasionally for live stock or poultry."

Mr. Wilbert closed his paper by offering the following resolutions:

"WHEREAS, All medicines concern the health of those who use them; and

"WHEREAS, The purchaser of a medicine selected by himself has the right to receive information of its constituents and their quantities; and

"WHEREAS, The report and the draft regulating the sale of proprietary medicines, which was accepted by the American Pharmaceutical Association at its meeting held in Pittsburgh, Pa., in September, 1885 (Proc. Am. Pharm. Assoc., 1885, vol. 33, pp. 394-398), embrace a method whereby the above-mentioned objects may be secured; therefore be it

"Resolved, That we, the members of the City of Washington Branch of the American Pharmaceutical Association, recommend that the Commission on Proprietary Medicines insist that manufacturers be required to announce on the labels of all package medicines and toilet preparations the kind and the amount of the active or possibly harmful constituents contained therein."

After considerable discussion, that was participated in by Drs. Wiley and Kalusowski, and Messrs. Fuller, Flemer, Richardson, Wilbert, Hilton, and others, the resolutions were unanimously adopted, and the Secretary directed to forward same to the Journal.

S. L. HILTON, Secretary.

The December meeting of the above-named organization was held at the National College of Pharmacy, Wednesday, December 29, 1915, and the subject of the evening was the "Stevens Bill and Price Maintenance," by Mr. J. Leyden White.

Mr. White presented an elegant paper and discussed the Stevens Bill and the endeavors of trade organizations looking to price maintenance during the past twenty years. He pointed out that the first work along these lines was done by the druggist, and that the birth of one of the national drug organizations was directly due to this work.

He showed what organizations had endorsed the bill—and they are many—and further cited that many felt that the enactment of the Stevens Bill, now known as the

Ayres-Stevenson Bill, was the best proposition thus far offered and would to a large extent afford protection to the small merchant.

The paper brought about a spirited discussion, and it was pointed out by several that the weak feature of the bill was that it contained no provision whereby the giving away of any article as a prize with each sale of merchandise was prohibited or could be stopped, and that this feature would likely cause much more demoralization than what we have at present. It was also pointed out that the provisions of the bill applied only to trade-marked goods, whereas, as a matter of fact, there are to-day but few trade-marked goods on the market, the majority being trade-name goods, and that nothing

contained in the bill would give any protection whatever, as this class of goods would not come under its protection. Trade-name goods are in no manner protected.

The organization, by vote, endorsed the principle of the bill unanimously, but felt that many changes would have to be made to afford the small merchant any relief.

The following officers were elected for the ensuing year: H. E. Kalusowski, president; H. B. Floyd, first vice-president; W. W. Stockberger, second vice-president; S. L. Hilton, secretary; W. S. Richardson, treasurer.

After extending a rising vote of thanks to Mr. White, the Branch adjourned, to meet the last Wednesday in January.

S. L. HILTON, Secretary.

THE POSTOFFICE DEPARTMENT CONTEMPLATES NO CHANGE IN THE REGULATIONS PROHIBITING THE ADMISSION OF POISONS TO THE MAILS.

The following correspondence explains itself:

December 27, 1915.

Hon. Postmaster-General,
Washington, D. C.

SIR:

I have the honor to inform you that the National Drug Trade Conference, at its annual meeting held in Washington, D. C., December 16, 1915, unanimously adopted the following resolution offered by Mr. Chas. A. West:

Resolved, That the Conference reaffirm the resolution respecting the mailing of medicines containing poisons in medicinal doses passed at the last annual meeting of the Conference."

The resolution in question reads as follows:

Resolved, That the National Drug Trade Conference hereby renews the representations and recommendations it has made in the past respecting the mailing of medicines containing poisons not outwardly or of their own force dangerous, and urges upon the Postmaster-General the necessity of immediately promulgating a regulation in accordance with the letter and spirit of Section 217 of the United States Criminal Code, that will permit of the economical and prompt distribution of some of the most valuable medicinal agents which are now denied the mails, and for the lack of which, in the hands

of the medical profession and drug trade, particularly in small places, inaccessible to express offices, human health and even life is often imperilled."

Trusting that the drug trade of the country may soon have some substantial remedy respecting the mailing of medicinal preparations containing poisons in medicinal doses, I remain,

Yours respectfully,

(Signed) CHAS. M. WOODRUFF,

Secretary.

January 7, 1916.

Mr. Charles M. Woodruff, Secretary,
National Drug Trade Conference,
475 East Grand Boulevard, Detroit,
Mich.

SIR:

In answer to your letter of December 27, containing copy of resolution adopted by the National Drug Trade Conference at its annual meeting held in Washington, D. C., December 16, 1915, recommending modification of the Postal Laws and Regulations relating to the mailing of poisons, I beg to say that the Department contemplates no change in the Regulations prohibiting the admission of poisons to the mails.

Respectfully,

(Signed) A. A. FISHER,

Acting Second Assistant Postmaster-General.