

have built up a business which will keep you busy all of your spare time, meet all of the requirements of your adventurous spirit and make you a financial power in your community.

Just one more instance—a rose grower of my acquaintance, who has the reputation of being the foremost amateur grower in the eastern section of this country, told me of his difficulties in combating rust and fungus diseases of his rose plants. He showed me a formula which he had been using and which gave him perfect results and with which he had but one fault to find—that of its preparation. A study of this formula determined me to make the preparation in concentrated form, so that a teacupful added to five gallons of water would make the spray solution of the right strength. One of the objections to the making of these various rust and fungus disease remedies in large quantity in diluted form is the likelihood of the preparation rapidly deteriorating because of dilution, and here is where the drug store man has his opportunity. Study the needs of the plant grower, make for him a concentrated remedy, which reduces freight costs in shipping; makes it easy for him to mix and apply and because of concentration reduces the likelihood of oxidation.

I was called upon during this summer to purchase the entire arsenic stock of one of our small eastern manufacturers. Their desire to sell all of this stock quite naturally piqued my curiosity to the purpose of finding what use they had had for this arsenic previous to their intent to sell it to me. It did not at all surprise me to learn that they had attempted the manufacture of calcium arsenate and had become completely discouraged because of the manifold difficulties due, principally, to their ignorance of the subject and not lack of market. It is probably no secret to you men of the South that this calcium arsenate is the remedy now much in use for the destruction of the boll weevil. To those of the North, who know something of the terrible inroads on vegetable life of the Japanese beetle, the mere mention of that little pest is a sufficient hint. The potato plant is an important one in the economy of diet. The disease of rust and fungus this plant is subject to are of a trying nature and surely limit its food production. Bordeaux mixture as offered to the potato grower is far from perfect. The opportunity to sell such a product is almost unlimited.

ABSTRACT OF DISCUSSION.

D. F. Jones stated that in the Dakotas insecticides were handled by general stores in large quantities and at competitive prices; as a result, the retailer frequently was compelled to sell at a loss. Others participated in the discussion and the opinion prevailed that the paper presented opportunities for some and opened avenues for related ventures.

PRICE MAINTENANCE.*

BY HENRY B. SMITH.

Price maintenance has been a vital issue of the drug and many other lines of trade for a number of years. The trade pirate or price slaughterer was formerly established in what we style a transient location. He would advertise and put on display all kinds of nationally advertised items at extremely low prices. Should the prospective customers desire to purchase said items the keenest kind of sales-

* Read before the Section on Commercial Interests, A. Ph. A., Asheville meeting, 1923.

manship would be resorted to, to induce the customer to purchase something "just as good"—a few of the brighter ones would say "something better." Consequently the nationally advertised items would have triple competition. After inducing a person to purchase advertised wares, they would have to overcome the personal argument of the local dealer, with the result in many cases that the customer would get an inferior article, at a higher pro rata figure, than the nationally advertised items he intended to purchase. Many of us appreciate that some of the nationally advertised medicines have very little or no virtue, but State and local Boards of Health, after investigation, are gradually eradicating them. The National Board of Health should take this matter up and never allow those fakes to live long.

To-day we find the trade pirate getting into family and suburban locations. Here he acts as a trade demoralizer. He uses up his capital and all trade credit possible, often fails in business, and it takes a long time before the neighborhood regains its normal attitude toward the pharmacist. I have in mind several of those "slashing prices on patents" and household medicine pharmacists and then making up on prescriptions. Who is getting the worst of it? The sick when least able to pay.

Then we have a class of druggists who are not drastic cutters; they make a slight reduction on small items, a senseless cut I could never understand. It cheapens the store and sales force. It takes a lot of time to count and hand out pennies. This class usually depends on service and quality for success, and they are invariably among the best of stores. Note the ads of the department stores who use drug items as a means of getting customers into their stores. Seldom, if ever, are small sizes quoted or cut.

The big stores induce one to buy by reason of price or display. Your name and address is a record for delivery only. You seldom, if ever, meet the proprietor, and all he knows is your money. At the neighborhood store, you know the proprietor personally. He listens to all (nearly all) your troubles, physical and otherwise, gives you advice on all sorts of matters, furnishes all sorts of accommodations, of which little appreciation is shown by the average customer. And then a party who rings up just before closing time to send an item on which you make a nickel, will complain about overcharging and slow service. I told a party one time it was too bad the department stores were not open all night, with special messenger service. When once a special cut price is made it seems to establish that price in the public's mind and anything above that charged by the neighborhood store is styled as injustice or robbery. There seems to be a general idea with the public that the druggist makes an enormous profit on his wares, no doubt exemplified by some trade pirate who has overcharged on prescriptions.

Advertised patented and toilet items, being articles of known price and in general use by the public, are slashed in price and used as bait to the unsuspecting public to attract them to the big stores. I have known big buyers to purchase the quantity lot, get all bonuses and discounts possible, and then sell at the actual cost.

Where does that ever-increasing percentage of one-man store come in? The neighborhood store is certainly entitled to a fair chance. I know many proprietors to-day who are working from 13 to 16 hours a day for a mere living. Many

put in more hours than their clerks, some clerks making more out of the business than they do. If the public health is to be conserved, this class of stores is entitled to encouragement. The honest pharmacist is the keystone in the arch of public health. He watches the quality of drugs and preparations, corrects errors made by the busy physician, an argument against the dispensing doctor and for encouragement of prescription writing.

Therefore, price maintenance is far-reaching, conserving the best interests of the public. Governmental paternalism or business in Government has cured many ills. The coming session of Congress bids fair to be epochal for price maintenance. The Chairman of the Foreign and Interstate Commerce Committee favors legislation of this class. The Federal Trade Commission has realized that this principle should be favored. Recent judicial decisions by the higher courts give it constitutional authority. All over the land people are waking up to the fact that the retailer is entitled to a living profit.

ABSTRACT OF DISCUSSION.

A motion was made and carried to refer Mr. Smith's paper to the House of Delegates and ask that action be taken by that body endorsing a price-maintenance measure by Congress. The paper was further discussed by Messrs. Fleming, Carter, Kendall, Crockett, Philip, Webster, Freericks and others.

Mr. Carter referred to the fact that whenever legislation was enacted embodying price maintenance the courts made it ineffective, but he hoped that eventually some measure would stand the test of courts.

G. C. Kendall said that many druggists encouraged "cut" prices; he also advocated larger associations, so that the influence of numbers could be applied to legislators.

Henry B. Smith and Frank H. Carter referred to legislation in New York and Indiana limiting ownership of pharmacies and restricting sales of drugs to pharmacists, as a result of organization efforts.

J. H. Webster asked how a price-maintenance law would affect "one-cent" sales. Mr. Freericks replied that such sales would probably be declared as cutting the fixed price.

Mr. Philip said that the efforts of the American Pharmaceutical Association to bring about legislation regulating prices would strengthen the organization with retail pharmacists. He also referred to the growing success in the West in establishing fair trade conditions, and that newspapers and manufacturers were beginning to realize that the wishes of retail druggists are entitled to consideration, if reciprocity is desired.

THE TRUE DISCOVERER OF ANAESTHESIA A PHARMACIST-PHYSICIAN, CRAWFORD WILLIAMSON LONG.*

BY JOSEPH JACOBS.

At the Minnetonka meeting of our Association, it was my great pleasure to present a paper concerning the discovery of sulphuric ether as an anaesthetic in surgery, and show that no contest for this great honor could obscure or displace the right of the name of Crawford W. Long, of Georgia, the pharmacist-physician, to bear this distinction. I felt that our Association would honor itself in doing honor to his name, since a large part of his daily time during all his manhood years was spent in occupations connected with his drug business. He was an accomplished pharmacist. His stock of drugs was always complete and kept in

* Section on Historical Pharmacy, A. Ph. A., Asheville meeting, 1923.