

about steadily losing original value in the public mind, the burden for restoration is upon them rather than upon the small retailer.

Frankly, the matter is one easy of solution. If the majority of retailers would refuse to distribute items that do not carry their costs of distribution the problem would speedily be solved. Any item of unusual appeal has only gained this through the fact that the even flow of goods from manufacturer to consumer was maintained. Just as soon as a considerable number of the ultimate distributors do not afford their service in distribution much of this appeal will be speedily dissipated.

From any point of view neither the manufacturer nor the ultimate consumer should expect the dealer to pay for the cost of retail distribution. This cost should be borne by the consumer and would be gladly assumed by him if prices were properly set.

In other words, fairness and common sense would seem to argue that the ultimate consumer, while entitled to all the benefits of efficient distribution, certainly should be the one to pay for all the expense connected with the business of supplying him with his needs.

Briefly, the fair minimum price for any commodity should be the basic cost of the item plus the honest efficient cost of selling. Certainly most people would agree that any retail drug business no matter how efficiently operated, would require not less than 20% of the sales for expenses.

Upon this basis the minimum resale price of any item is easily computed. If an item costs \$4 per dozen it would be sold for \$5 per dozen or \$0.42 per unit which price would absorb the 20% overhead or cost of doing business. In the case of \$8 per dozen it would sell for \$10 a dozen or \$0.83 per unit. In a similar manner it could be extended to all classes of rapidly selling advertised merchandise. Such a plan would not interfere with the volume sale of any product and would be an economic procedure in that all factors engaged in the distributive scheme would be assured compensation for the actual service rendered.

In conclusion might it not be well again to remind the small retailer that such a plan will come about only to the extent that the manufacturers feel that the small retailers are earnest in their opposition to the perpetuation of a scheme that is not only ethically unsound but is also economically indefensible.

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WILLIAM LONGSHAW, JR.,\* NAVAL SURGEON AND PHARMACIST,  
A HERO OF THE CIVIL WAR.

BY LOUIS H. RODDIS.<sup>1</sup>

This sketch is an attempt to bring to your attention a former member of the AMERICAN PHARMACEUTICAL ASSOCIATION, who is one of the forgotten heroes of the Civil War. When serving as an assistant surgeon in the Navy on the U.S.S. LEHIGH he showed outstanding courage and devotion to duty in an engagement with Confederate batteries on Sullivan's Island on November 16, 1863. Under the

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\* Section on Historical Pharmacy, Washington meeting, 1934.

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fire of nine batteries in which the LEHIGH was struck 22 times, it was necessary to pass a hawser to the U.S.S. NAHANT which had grounded. The lines from the first two hawsers were carried by Longshaw in a boat manned by gunner's mate George W. Leland and coxswain Thomas Irving. Twice the hawser was shot away. The LEHIGH was eventually floated and saved. His gallantry on this occasion received official recognition. The commanding officer of the LEHIGH in his report of the action says: "I would especially mention the valuable service voluntarily rendered by Assistant Surgeon Longshaw."

The officer commanding the South Atlantic Blockading Squadron, Rear Admiral Dahlgren, in his report to the Navy Department states that: "Twice he passed in a small boat from the LEHIGH to the NAHANT carrying a line bent on the hawser. The shot and shell from cannons and mortars were flying and breaking all around." The Admiral gave appointments as acting master's mates to the two petty officers who rowed Doctor Longshaw on this perilous duty; recommended Longshaw to the notice of the Department as having risked his life as a volunteer in order to save a valuable vessel; and issued a general order commending the officers and men who took a prominent part in the saving of the NAHANT, directing it "to be read on every quarterdeck of the fleet at the next general muster after its reception."

The Secretary of the Navy, Mr. Gideon Wells, acknowledged Longshaw's conduct with a letter of commendation which was made the subject of another general order by Admiral Dahlgren to be read on the quarterdeck at muster so that in the words of Longshaw's biographer, the late Medical Director Gatewood, "the gallant conduct of Doctor Longshaw... was published twice on the quarterdecks of perhaps 60 vessels of the Navy."

Now what should interest us particularly about this brave young man was that prior to studying medicine he was a practical pharmacist. Furthermore, while studying medicine at the University of Louisiana he worked as a drug clerk at Bayou Lara for 12 months. He obtained his medical degree at the University of Michigan in 1859, with a special diploma in chemistry and pharmacy. Doctor Gatewood alleges that he became a member of the AMERICAN PHARMACEUTICAL ASSOCIATION.<sup>1</sup> In other words, he was a member of our own ASSOCIATION.

Longshaw showed himself a hero at the engagement with the batteries on Sullivan's Island. He showed himself again a hero in his death at the assault on



WILLIAM LONGSHAW, JR.

<sup>1</sup> ASSOCIATION records show that William Longshaw became a member in 1858.—*Editor*.

Fort Fisher on June 15, 1865.<sup>1</sup> The report by the officer commanding the landing party from the MINNESOTA states: "Assistant Surgeon William Longshaw, Jr., after adding to the reputation for bravery which he gained under fire of the batteries at Charleston while serving on board the iron-clad LEHIGH, was shot by the enemy as he was binding up the wounds of a dying man. Their dead bodies were found lying side by side the next morning." The fleet captain, K. R. Breese, in his report states: "Of Assistant Surgeon William Longshaw special mention should be made on account of his great bravery and attention to the wounded under the hottest fire, until finally he fell a victim in the very act of binding up the wounds of a marine."

A distinguished eye-witness, Rear Admiral Thomas O. Selfridge, in his account of the attack on Fort Fisher in "Battles and Leaders of the Civil War," describes the death of Longshaw as follows: "While kept under the walls of the fort, I was an eye-witness to an act of heroism on the part of Asst. Surgeon William Longshaw, a young officer of the medical staff, whose memory should ever be kept green by his corps, and which deserves more than this passing notice. A sailor, too severely wounded to help himself, had fallen close to the water's edge and with the rising tide would have drowned. Dr. Longshaw, at the peril of his life, went to his assistance and dragged him beyond the incoming tide. At this moment he heard a cry from a wounded marine, one of a small group who behind a little hillock of sand close to the parapet, kept up a fire upon the enemy. Longshaw ran to his assistance and while attending to his wounds was shot dead. What made the action of this young officer even more heroic was the fact that on that very day he had received a leave of absence, but had postponed his departure to volunteer for the assault."

I draw your attention to that phrase of Admiral Selfridge's—"Whose memory should ever be kept green by his corps." As he was, too, a member of the AMERICAN PHARMACEUTICAL ASSOCIATION, I am glad to make him known to-day at a meeting of the ASSOCIATION that it, too, may honor his memory.

Robert Louis Stevenson's famous eulogy of the medical profession is well known. There is a tribute to the military surgeon which should be equally well known. It was written by one of the most brilliant men of our generation in a forgotten book about a forgotten war. It is a peculiarly fitting tribute to repeat in connection with the death of this heroic naval surgeon and pharmacist: "The profession of medicine and surgery must always rank as the most noble that men can adopt. The spectacle of a doctor in action among soldiers, in equal danger and with equal courage, saving life where all others are taking it, allaying pain where all others are causing it, is one which must always seem glorious, whether to God or man. It is impossible to imagine any situation from which a human being might better leave this world, and embark on the hazards of the Unknown."

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President Roosevelt participated in the ceremonies in which the American Legion presented to the brothers, Dr. William J. Mayo and Dr. Charles H. Mayo, citations voted at the last national convention, honoring them for their humanitarian services. Dr. Charles H. Mayo is honorary member of the AMERICAN PHARMACEUTICAL ASSOCIATION.

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<sup>1</sup> PROCEEDINGS, A. P. H. A., for 1865, concur and give his age as 28 years.