

After a friendly relationship has been established between the customer and the clerk, all the various legitimate methods for increasing sales volume may be used. Offer the larger-sized package instead of the smaller or show the better grade article instead of the cheaper. A psychological trick worth trying is to show the cheapest article immediately after showing the better one without waiting to be asked to do so. If the customer cannot afford the more expensive one at the moment, he will feel that he is getting just what he pays for and is not being cheated and will probably purchase the better one the next time.

The manner in which an article is handled is suggestive of its value. To offer an article for examination in a careless manner is to imply that it is not worth very much. If the clerk knows his merchandise, he can build up so strong an indirect argument in favor of the better article that price becomes a minor factor in the mind of the customer.

A sales talk is only a verbal display held up to the mind's eye and all the elements of a good display must be present, complexity, unity and vividness. Complete knowledge of merchandise is necessary. Its method of manufacture, the reputation of the maker, the quality of materials used and all the various uses of the article must be known. These facts should be so presented that their truth *must* be accepted. All questions asked the customer must be so worded that only an affirmative answer is possible. Get the customer to agree with all statements made. Never arouse a possible conflicting idea.

The following platitudes should be added. Be sincerely and truly interested in selling and in all dealings with other men. Get the other fellow's viewpoint. Understand human nature. Never directly tell a man that he is wrong, it can be done indirectly. If you expect a man to buy, make him want to buy. The quickest way to catch attention is to call a man by name. Above all be a good listener and a poor gossip. Get the other fellow to talk about himself and later he will be surprised that you know so much about him. Get the customer to feel that he is important; it doesn't hurt you and it pleases him. Even if an idea was your own, let the customer think that it was his. We all think well of our own ideas.

PRE-REVOLUTIONARY COMMERCE IN CRUDE DRUGS IN CAROLINA.

BY J. HAMPTON HOCH.¹

The early voyages of discovery and the subsequent colonization of the New World led to the introduction of many new items of *Materia Medica*. The stories and legends associated with many of these American drugs furnish a fascinating chapter in the history of pharmacy and medicine. The commercial development of the crude drug trade is an interesting aspect of the history of our indigenous drug plants.

The following notes relating to pre-Revolutionary commerce in crude drugs are offered as an "historical fragment," to use Edward Kremers' very apt words, and in the hope that others may be induced to investigate this phase of pharma-

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ceutical history in other regions. As a background, we shall briefly outline the general nature of Charleston's commerce in the period under consideration.

Geographically, Carolina was favored in developing a trade with the Indians to the west. Within a comparatively short time after the founding of the colony Governor Archdale boasted (1707), "Charles Town trades near 1000 miles into the Continent" (1). By following the numerous river routes or well-beaten roads traders penetrated the southern Indian country from the mountains to the Gulf plains. The South's one port-town during the early part of the 18th century was Charles Town and it was through this metropolis that the products of a vast hinterland of great resources passed on their way to other British colonies and to Europe.

From the viewpoint of its economics, South Carolina might have been divided, says Gipson (2), into four zones: "*First*, the region of the fresh-water cypress swamps, which, when cleared of trees and undergrowth, was ideally adapted to the raising of rice; *secondly*, in juxtaposition frequently with these swamps were the better-drained lands given over to indigo, corn and general farming; *thirdly*, on the edges of this zone were those regions where lumbering was carried on with the purpose of clearing the lands and where also took place the extracting of pitch and other naval stores; here also, beyond the more thickly settled parts, were to be found the cattle pens; *fourthly*, beyond the country of the pens, off through the wilderness, lay the villages of the Catawbas to the northward, and those of the Creeks and Cherokees to the west and southward."

Deerskins, indigo, rice, lumber, naval stores, corn and cattle, as products of the country, were leading exports, the relative positions of which were subject to fluctuations from time to time. Munitions, cloth and rum were bartered to the Indians for their skins and drugs and, although the occupation of the frontier by white settlers led to a decline in the Indian trade, the importance of this trade is to be appreciated when we realize that as late as 1761 (3) the trade in skins or leather exceeded in value the combined returns from indigo, cattle, lumber and naval stores.¹

As the commercial capitol of the South, Charleston was annually loading 220 ships for Europe in the 1730's,² but by 1765 double this number of vessels cleared the port. The transshipment of imported commodities augmented the export trade, for, although intercolonial business was burdened with provincial duties, Carolina allowed a drawback of three-fourths of the duties on all goods re-exported within six months.

Wholesale trade was for the most part carried on by the factor. This individual sold merchandise assigned to him by British firms and purchased products of Carolina for his correspondents, receiving a commission (usually 5%) on the transactions. Importing and exporting on his own account, as an independent trader also, enabled the Charleston factor to make a neat profit, but his importance in commercial life sprang chiefly from his British connections who extended credit, usually for a year, and furnished him with bills of exchange wherewith he could buy cargoes in any part of the world with which trading was permitted. Trade connections, therefore, were established not only with Great Britain but also with the West Indies, the Wine Islands, Portugal, Spain, Flanders, Holland and Germany.

Merchandise was sold for produce, for short or long credit, for cash or ready money, in terms of the current exchange. Since most of the trading was first or second-hand bartering, the merchant required storehouses for accommodating his wares and the produce he received in exchange. In advertising his goods, the commodities acceptable in exchange were frequently specified, and a long list of all the merchant had for sale might be terminated by a statement such as "Rice or Pitch at market price in lieu of cash"³ or "Sassafras in any Quantity."³ Short credit seems to have meant varying periods up to six months, whereas long credit was anything beyond six months, usually a year.

Hard money, paper money and bills of exchange were all used as commercial media. The foreign coin brought in by trade, especially Spanish and Portuguese coins, comprised most of the hard money and had the same value as sterling. Specie was difficult to keep in the province and

¹ Colonial Office Papers in the Public Record Office, London, permit reconstruction of fairly reliable statistics for the trade to England from 1699 to 1765. For intercolonial trade there are no adequate accounts. Crane (4) and Sellers (5) present tabulations from Colonial Office Papers.

² New York in 1732 cleared 196 ships; Philadelphia in 1733, 173 ships. (Sellers, page 11.)

³ *South Carolina Gazette*, April 1735 and December 1741 (6).

it often commanded a premium.¹ Payment of the King's duties, especially under the Townshend Acts, drained away specie and eventually led, in 1771, to an agreement between the merchants and money lenders to accept foreign gold and silver at advanced rates.

The only paper money of South Carolina, until the Revolution, was issued in 1731 to cover the debt incurred by the frontier wars.² A constantly expanding trade and an inadequate paper money issue led to the acceptance of various commercial instruments such as notes, bonds and various kinds of certificates in business transactions. The Restraining Act of 1764 prohibited paper bills of credit issued thereafter from being made legal tender for debts but, despite the Parliamentary prohibition, and after much bickering, South Carolina finally issued certificates of indebtedness—a subterfuge for adding some 200,000 pounds currency to circulation. The 18th century merchant was forced to perform many of the functions which the banker exercises to-day.

The draft or bill of exchange substituted in all the colonies for the paucity of English money. John Laurens said, "The method of doing business here is to load the ship with goods and, for the amount of cost and charges, to draw, as soon as the bills of lading are signed, upon some person in England at 30 to 40 days payable in London."³

Early accounts and descriptions of Carolina enumerate natural products of varying commercial importance. Among these are certain indigenous and exotic plants of interest to the pharmacist. Samuel Wilson (8) mentions olive trees imported from Portugal and Bermuda, "Sumack, jallop, sassa-parilla, turmeric, sassafras, snake-root and divers other drug." Thomas Ash (9) enumerates "Sassafras, orange, lemon, pomegranate, fig, almond, olive tree, the China, three sorts of the rattle-snake root, the comous, or hairy, the smooth, the nodous or knotted root, tobacco, the famous cassiny." Oldmixon (10) mentions an "abundance of simples, also sarsaparilla, cassia trees, gumms and rosin, a kind of tree from which there runs an oil of extraordinary virtue, for the curing of wounds; and another tree, which yields a balm thought to be scarcely inferior to that of mecca." Governor James Glen (3) lists "Myrtle-berries, of which wax is made; shumac, sassafras, China root, great and small snake root, with a variety of other physical roots and herbs."

With regard to importations of *Materia Medica* which supplemented the products of Carolina, the following list, compiled from newspaper ads of items offered at retail (6) would indicate that a variety of crude drugs and drug products entered the port of Charleston. We note, in 1731, nux vomica, cantharides, Jesuits' bark, senna, manna, spermaceti, scammony, opium; in 1735, cinnamon, cloves, nutmegs, mace, black pepper, "Sallat oyl," "flour of mustard seed," "balsom chili;" from 1736 to 1740, pennyroyal, pimento, "balsom perru," sweet and bitter almonds, saffron, logwood, ginger, aloes, Jamaica pepper, cochineal. In the next dozen years we find mentioned oil of amber, oil of juniper, "Isle of thierra bark," "Turkey and East India rhubarb, ipecacuana, Russia and New England castor, English saffron, Spanish liquorice, camphire, musk, isinglass, ratsbane as well as the ingredients for compound waters," *e. g.*, treacle water, briony water, etc. Tea, coffee and chocolate were, of course, repeatedly mentioned as imports; logwood, braziletto and fustic as imported dyewoods; and turpentine, rosin and oil of turpentine as native exports were handled in large quantities because of industrial demands. In the group of exported provincial products utilized primarily or entirely for non-

¹ This was not peculiar to the Charleston trading area but was chronic elsewhere in the colonies.

² Bills of credit totaling 106,500 pounds were issued by the S. C. Assembly, Aug. 20, 1731.

³ Letter of Dec. 24, 1767 (7).

pharmaceutical purposes we should also place red oak bark, sumach, honey, bees wax, myrtle wax, oranges and orange juice, tobacco and flaxseed.

Most of the imported medicines came, of course, from Great Britain, some from the Low Countries, and occasionally the apothecary or physician could make a purchase from one of the Guinea or Caribbean boats. The captain of a merchantman, as an agent of the factor in the intercolonial trade, became a merchant himself and sometimes turned an honest penny on his own behalf. Prize cargoes from captured pirates and privateers or from enemy merchantmen taken by British privateers were offered at public vendue and occasionally included items of *Materia Medica*. By far the greater part of the Charleston crude drug imports from the Bahamas, Jamaica, Antigua and other West Indian colonies were ultimately destined for the Northern colonies or Europe and were accordingly re-exported. Jalap, Bahama bark, allspice, ginger, sarsaparilla, aloes and pimento were items falling into this category.

The quantities of native crude drug products exported and the prices current are appended in tabular form. The figures were all obtained from contemporary records; only the more actively traded items are listed. We have no data on the "variety of other physical roots and herbs" mentioned by Governor Glen. Records such as "various trees, seeds and roots" exported in 1765 to the quantity of "2 hogsheds, 4 casks, 9 boxes, 12 bags, 2 seroons" cover with anonymity what might be pertinent information.

Two interesting sidelights might be added.

John Tennant's "Essay on Pleurisy" which appeared at Williamsburg, Va., in 1736, apparently created a demand for senega soon after its publication. We find the printer of the *South Carolina Gazette* offering "Senneka Rattle-snake Root" for sale in 1740 and two years later it is being retailed at "25 shillings currency for enough Seneka Snake root to cure Pleurisy." In 1750 Charleston merchants were offering 5 shillings per pound for snakeroot and if well-dried and "cleared from the leaf" 7 shillings 6 pence was the price.

Dr. George Milligan, who wrote "A short Description of the Province of South Carolina" in 1763, recommended an infusion of the whole plant "Lonicera (vulgo Indian pink)" as a vermifuge. But since this work was not published until 1770, the sharp upswing in demand for pink-root is probably to be attributed to Dr. Alexander Garden's description and account (1764) of its properties.

The consumption of items of *Materia Medica* still fluctuates under the influence of printers' ink.

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APPENDIX.

Commodity.	Price and (Date).	Quantity Exported (E) or Imported (I).
Sassafras	10s. cwt. (1763-1764)	22 tons (E) (1748)
	15-20s. cwt. (1765)	12 tons, 1800 lb. (1764)
	20s. cwt. (1766-1772)	27 tons, 1500 lb. (1765)
Snake-root	5s.-7s.6d. lb. (1750)	2 bbl., 1 tierce (E) (1764)
	5s. lb. (1763-1766)	
	3s.9d. lb. (1767-1768)	
Pink-root	5s. lb. (1769-1772)	
	5s. lb. (1763-1764)	11 hogsheads, 9 tierces,
	5-6s. lb. (1765)	1 bbl. (E) (1764)
Bees' wax	3s.9d. lb. (1767-1768)	
	5s. lb. (1769-1772)	
	8d.4f. lb. (1748)*	10,000 lb. (E) (1748)
Turpentine	6s. lb. (1764-1769)	12 casks (1762)
	5s.6d.-6s. lb. (1771)	12 casks, 1692 lb. (1764)
	6s.3d. lb. (1772)	5683 lb. (1767, 6 months)
Rosin	10s. bbl. (1745)	1159 bbl. (E) (1730)
	15s. cwt. (1763-1764)	2397 bbl. (1748)
	20s. cwt. (1767)	1438 bbl. (1762)
Oil of turpentine	12s.6d. cwt. (1770)	1643 bbl. (1764)
	17s.6d. cwt. (1772)	
	12s.6d. cwt. (1745)	97 bbl. (E) (1748)
Red oak bark	8s. bbl. (1749)	13 bbl. (1765)
	20s. gal. (1745)	7 bbl., 9 jars (E) (1748)
	2L.2s.10d bbl. (1748)*	5 bbl. (1765)
Myrtle wax	10-12 l. cord (1767)	105 bbl. (E) (1764)
	9 l. cord (1771)	109 casks (1765)
	8d.4f. lb. (1748)*	700 lb. (E) (1748)
Oranges	5s. lb. (1767-1772)	23 boxes (1762)
	17s.2d. M. (1748)*	186,000 (E) (1745)
	4 l. M. (1765)	47 casks, 282,000 (1762)
Sarsaparilla	124 casks, 2 boxes, 8300 (1765)
	7 bags, 1636 lb. (E) (1748)
	693 lb. (E) (1764)
Logwood	50 l. ton (1754)	91 tons (E) (1748)
	35 l. ton (1765)	
Brazilletto	30 l. ton (1749 & 1754)	299 tons (E) (1748)
Jalap	1 hogshead (E) (1764)
Bahama bark	1 bag, 1 bbl. (E) (1748)
Isls thierra bark	22 baskets (I) (1744)
Pepper	8 casks, 320 lb. (E) (1748)

* Quoted in sterling. Provincial currency exchange with sterling varied but was usually six or seven to one.