

other such mercenary coöperation. Why not give the John Doe Company an opportunity to buy larger quantities of bottles, or cans, or labels, etc. He cannot do so now, but if John Doe's preparation was guaranteed by the commission and the other druggists all pushed it, he could buy his materials, containers, etc., in larger quantities, and so, by getting better prices himself, could offer larger discounts.

Then again, if you buy a nostrum from some unknown manufacturer and find that it is worthless, you are the loser; but if you buy John Doe's preparation, the commission has his formula, prices and discounts, and they know where John Doe is.

Don't you think that this theory, if worked out along the lines suggested, would in a few years be the means of eliminating the so-called dead stock found in the average drug store?

SECOND PAPER.*

BY THEODORE D. WETTERSTROEM.

This subject should appeal to every live pharmacist. To my mind, when properly worked out it is the salvation of the retail pharmacist. We have tried in a legal way to control the selling price of patent medicines to make a reasonable profit, and we have tried to restrict the sale of drugs to the registered pharmacist. Each time up we get a slap in the face, but we keep on hoping that experience will teach us how to put our dreams across.

A plan was presented at the last convention of the Ohio State Pharmaceutical Association by the Chairman of the Propaganda Committee which looks good to me.

In justice to the public the formulas selected should contain no narcotic drugs, and in justice to the physician no formulas should be recommended which seek to remove troubles which require special medical skill. The line of preparations should be confined to household remedies, toilet articles, remedies for the ills of the lower animals, and technical purposes. The formulas should be such as will require no added expense in their production, that can readily be made from stock on hand.

I have full faith in the members of our organization in that they will comply with the price and quantity conditions. A detail man having power to examine, correct, or make public in our official organ will have the same effect as any law now covering the sale of drugs.

To create a demand for these preparations the same tactics that were used for promoting the patent medicines can be employed, with the added pride in offering a preparation of our own make. This puts the line beyond any competition.

Many a druggist has had success in putting up a few preparations under his own name and has often wished to extend his efforts to other preparations but the enormous outlay of cash for containers, labels, etc., to start with has checked him. I believe this comes within the province of association work and can be made self-sustaining.

To be able to say that these preparations are made by yourself and from formulas approved by the association will be the big selling point which the grocery and the department store will not have.

* Presented to the Section on Commercial Interests, A. Ph. A., San Francisco meeting.