

## **Phillip Crouch**

### **Side 1:**

Phillip, born in 1938, is the owner of Ideal Pharmacy, following his father who died in 1974 (see enclosed). His father was born in Kentucky and at one time had a pharmacy on the corner of Charlotte and Chestnut Streets (where Kostas was before moving to Battery Park - see his tape). The hours were long - 7 am to 11 pm and 1 hour to clean up. There was a soda fountain and curb service. Over a weekend 150 gallons of ice cream from the Carolina Creameries (owned by Katharine Shepard's family) was sold to the boarding houses in the area.

[29] People visiting a family member at the local VA hospital at Oteen stayed in boarding houses as well as the Princess Anne Hotel.

[48] He learned about the boom before the Depression from his father who referred to the summer people as "Bores from Florida in short pants." Royal Pine lots were selling (see Mary Ellen Wolcott tape), and a man who had just sold Beaucatcher Mountain came into the store and bought fountain pens - a great luxury.

[68] His mother, who was working for a real estate agency, told him that property was turning over so fast that a realtor was lent to the city to help record transactions. One piece of property changed hands 5 times in one day. Everyone was going to get rich. Sweeten Creek Road was developed, the tunnel and the High School were built during this period. [Julia Crouch]

[86] When the Depression came, a sinking fund was established (see Katharine Shepard) and now city bonds have a double A rating. The Depression was not as severe here as in some parts of the country. There were problems in the center of town where people could not grow their own food. Macon County was reported as having one of the poorest areas because, not needing food stamps, they didn't apply to the government for them.

[105] Most independent pharmacies let people run up bills, taking occasional losses as part of doing business. Unpaid bills from Biltmore Forest residents destroyed some companies (such as Trantham's grocery store), but West Asheville residents are different. [Roy Trantham]

[134] His father bought Ideal when he was 65 after having bought and sold the old West Asheville pharmacy in the bank building. The B&B pharmacy was owned by Dan Forest and the Palace, later by Jack Moore (photo enclosed). [Dan Forest, Jack Moore]

[161] Phillip went to college to be an accountant and then decided to follow his father and went to the pharmaceutical school in the University of North Carolina, as did his brother.

[178] There have been many changes in medicines and their interactions. He advises people to stay with one pharmacy so that records can be kept up to date on the computer and side effects from drugs can be compared.

[200] Safety seals to protect children and vandals were in effect before the Tylenol scandal, where arsenic was put in several of the bottles. (Several years ago this story was denied.)

[216] His son has followed him in pharmacy, taking 2 yrs of post-graduate studies and is now teaching in Richmond.

[253] He is President of the N.C. Pharmaceutical Association. He discusses the position of drug manufacturers who would like to see wholesalers and retailers gone (see enclosure) and be in complete control of all drug dispensing from two outlets in the city. Computers, on physician's prescriptions, would fill needs and record transactions. There would be no cautions check for inevitable errors and patient's individual needs would not be met.

[312] He is proud of his soda fountain (one of the very few left in town - Eckerd on Merrimon has one - this is where the "Liar's Club" meets (see Elmer Ownbey tape) where there is talk, laughter, and music (not the "elevator kind") and people come in to spend part of the day catching up on neighborhood news and sharing a coke. "We aren't machines," he said where one must push many phone buttons before talking to a real person.

[360] He discusses the mind/body relationship and refers to a test done by Tagamet company regarding a cure for ulcers. For six weeks one group with diagnosed ulcers was given Tagamet, the other group given a placebo (a sugar pill). Seventy-five receiving Tagamet recovered; however 27% on the placebo were also ulcer free.

[413] We discuss the social climate of today and he said that "unless we have something in this country really pushing us, such as a world war, Christianity seems to suffer and probably one of the lowest ebbs right now is the church, and its influence on people. That may be one reason. We used to be family unity before the automobile. People are chasing the money."

[474] Doctors, pharmacists and hospitals are threatened by the HMO's (health maintenance organizations) which add another layer between the patient and the provider. The idea that women should be released the day following childbirth is inhuman (this is going to be reversed, I believe - great publicity).

[490] Pharmacists are the first ones the HMO's take on. The physicians wish they had seen what was developing several years ago as they are now allowed about 6 minutes per office visit. It takes 8-10 years to train to be a physician and many older physicians are glad to be retiring (see Michael Keleher tape). Sub continental physicians are filling the spaces. (He did not discuss their standards but I believe they are held to the same state legal requirements.)

[550] Both Medicare and Medicaid were actively resisted by physicians for years. With governmental involvement a great flow of paperwork has resulted and fraud between 17 and 20 billion a year is reported.

[608] He does not take charge cards in his pharmacy, which would necessitate charging his customers more (3% I believe) but gives 10% discount to people on fixed income regardless of age, and 35% if disabled and living on Social Security.

## Side 2:

His church (Methodist on corner of Hillside and Merrimon) participates with other churches (Trinity Episcopal goes along with them) in spending several weeks working in the Caribbean area building schools, churches, mess halls, or whatever is needed.

[2/10] Church is a big part of West Asheville. While people are not "clannish" or "clingish"--many are related. West Asheville was once a city on its own and, since many of the stores are small (mom and pops) few can take the time needed to serve on the council. We discuss the relationships between the two sides of the river. He feels West Asheville is the "red headed stepchild." [Luke Atkins]

[2/36] The West Asheville Business Association is growing and pushing to show its political power. There was a small Christmas parade last Christmas.

[2/48] We discuss the grocery stores up and down the street. There were some charge accounts but people mostly pay cash. The Fortunes had a large hardware store (see enclosure) now closed. We discuss large stores and competition such as Hoyle with his stationary store (see Hoyle tape). [Glenn May, Robert Fortune, Red Hoyle]

[2/90] He knows no one like Weir able to take control and get things done without fuss. [Weldon Weir]

[2/103] He is still with the Housing Department and has served for 17 years (see enclosure). He considers the Asheville Housing Authority one of the best in the country. Jones was born here and has done a good job providing houses for people (see Holt interview). [David Jones Jr., Larry Holt]

[2/121] Despite the fact that we all carry some prejudice - color - class, etc. - we have done a good job here. East View had been remodeled. Quadruplex and duplex houses are scattered all over town. These are more expensive than apartments but more satisfying to the resident.

[2/157] He has been involved in the local Habitat for Humanity project where residents work for "sweat equity." No one knew which dwelling would be theirs so they did their best! Various churches have built 3 or 4 houses in Shiloh. After work is finished, names are drawn out of a hat. Not all work has to be done physically, some residents-to-be work in the thrift shop (see William Hussey tape).

[2/193] Churches play a big part in the West Asheville scene. He and his family lived there for 10 years but, needing more room, moved to Haw Creek area. The children could walk to the mall, ride and bike to the ball fields and play softball or baseball at school across the street.

[2/208] Children used to see each other after school when they took the bus which terminated at Prichard Park where they would get transfers which would take them home. Today the school bus picks them up at their door and, having fewer opportunities to visit with each other in town, they often go to the malls where they are less and less welcomed by the shopkeepers. Morris

Park in West Asheville has a community center but this is supervised by a coach and therefore structured (see May and Kisiah tapes).

[2/269] Today people in this scientific age want things to be quick and easy. They want immediate solutions. There is no war to bring us together and bring us to church. Our knowledge is growing so fast that we can hardly keep up.

[2/311] Good is growing as fast as evil and good will win in the end.

[2/325] He has seen many changes in the city, yet it is still the same. He likes the Asheville area, has enjoyed everything he has done and plans to live to be 109. There are still a lot of exciting things to do.