

phosphate is a preparation used to produce sleep. A fifteen-ounce bottle of it was valued at \$135. A five-ounce bottle of cotoin, called "true cotoin," costs about \$70 an ounce. Digitalin Germaine, a powder used to decrease the action of the heart, costs about \$70 a pound. Cannabine crystals, prepared from the South American Indian arrow-poison, used as a medicine in lockjaw and hydrophobia, costs \$45 an ounce. An ounce of hyoscine hydrobromate crystals costs \$1,166.66, and 9½ ounces of hyoscyamine alkaloid costs \$1,406. These are preparations of henbane, and are considered excellent hypnotics. They are similar in general effect to atropine, but not followed by such dangerous symptoms. Among the other costly drugs in this collection were agaracin, 4½ ounces, \$43.75; colocynth, 5½ ounces, \$114.75; conine hydrochlorate, 4½ ounces, \$68.43; cyclamin, 3½ ounces, \$54.04; digitoxin, 1½ ounces, \$87.40; gentisin, 1½ ounces, \$91.15; heliotropin, 6 ounces, \$61.25; hydrastine hydrochlorate, 6½ ounces, \$94.80; papain, a vegetable pepsin or digestive juice, found in the melon tree in Tropical America, about \$120 a pound; papayotin, used as a solvent for the diphtheritic membrane, 13 ounces, \$189.58. There are various preparations from the Calabar bean which are very costly. They are used in diseases of the eye and lockjaw. One preparation is called physostigmine alkaloid, and 4 ounces cost \$438.50. Physostigmine hydrochlorate crystals in a bottle about the size of a Coney Island glass of beer, containing 5½ ounces, cost \$503.14. A small bottle of physostigmine salicylate crystals containing 3 ounces, cost \$1,810.05. There is a preparation from the leaves of jaborandi (*pilocarpus pennatifolius*), called pilocarpine nitrate crystal, used in consumption. A bottle of this, containing 1 pound 6 ounces, is valued at \$673.75. A preparation from quassia, or bitter wood (*Picroæna excelsa*) is used for dyspepsia and diarrhoea and also for worms. A small bottle of this containing 10 ounces is valued \$218.75. — The Druggist.

### A few New and Profitable Lines of Trade.

BY FRED. B. KILMER

More trade at a profit is what we are all seeking. And it is needed, for within a very limited time several profitable lines, formerly the exclusive perquisites of the drug store, have been taken away. The department store, the dry-goods man, the corner grocer, the hair dresser, the boot and shoe man and others have had a hack at the drug man. And were it not for the trade in postage stamps, telephones, directories and general information, time would lie heavy on his hands.

Within the time when profitable lines have in the course of trade moved to other branches, many opportunities have been made possible in the progress of science and

arts whereby there might have been secured to the druggist new branches of trade, that, rightly managed, would have retrieved some of his losses. But somehow, with most of them, he failed to "catch on," and they have sought other channels. I refer more particularly to such lines as sanitary appliances, concentrated foods for invalids, travellers, etc., medicated and sanitary garments, electrical supplies, optical goods, ophthalmic goods, photographic supplies, dermatological goods, surgical supplies, antiseptic goods.

All of these, and many others that could be named, belong more or less to the druggist just as much as does the trade in many other goods he handles, and if he had tried to gain them he might, by his knowledge of science, have secured and kept control of them. Upon the last mentioned line,

#### ANTISEPTIC DRESSINGS.

I wish particularly to base these remarks. Within a comparatively few years a demand has arisen for antiseptic dressings and appliances for the treatment of wounds, and, though yet hardly started, several large establishments in this country, and European importations, supply probably half a million dollars worth per annum for consumption.

Though at first antiseptic treatment was not practicable, except in larger hospitals where extensive machinery and appliances were available, the progress of the art in this particular line has been so rapid and so great that the most obscure country practitioner now treats all injuries and wounds by aseptic methods, and uses antiseptic dressings. Yet but a small percentage of these supplies passes through the channels of the retail drug trade. They reach the physician and consumer largely through either the jobber or the physicians' supply houses.

The lines of trade I have enumerated, and this particular line, I am aware have been in some instances taken advantage of by the drug trade, but not to any great extent, and those who handle these goods do not give them the prominence and push they should to make a success, nor to the same extent that fancy goods, toilet articles, cigars, soda water and other side lines are pushed.

Those who do handle them do so in a limited way, putting them in drawers, closets, or some out of sight place, and expect those who want them to come and inquire for them.

What is needed to give to this or any new line is prominence, display, advertising, push, not only to fill the demand, small or large, but to create a demand. This is the secret of trade in these days, to so put wares before the public that they are led to a desire to purchase, when, perhaps, in reality, there is no real present necessity.

In the line of antiseptic dressings an increasing demand already exists. No important operations are performed without them, and their use is rapidly extending to the minor operations, in eye, ear and nasal treatment, dermatology, etc. Every day opens a new field and new uses, and these must increase, as improvements are constant

and the formerly elaborate details are daily simplified.

The pharmacist's interest in them is that their manufacture and dispensing require just the knowledge he possesses, and if he secures the trade in them it is unlikely that the corner grocer or dry goods shop can take it away. The demand for them by physicians is increasing, and the pharmacist is expected to fill the wants of the profession, and the public will soon learn to demand these goods.

As the life of the individual in the case of severe and lacerated wounds depends upon the care with which they are dressed for the first time, and as the druggist is first to see the minor and grave injuries, especially that happen in his neighborhood, it is deemed of the greatest importance that pharmacists should be supplied with, know and be familiar with antiseptics and their application.

It will not be long before every cut, bruise, burn, frost bite, chilblain, eruption, scratch, wound, abrasion of every kind and sort, from the stubbed toe of a bare-footed orphan to a cracked skull, will demand an antiseptic application, and no doubt with the result of the saving of much suffering. No wound or injury is too small or trifling as not to be worth antiseptic dressing, in fact they are quite as much in place as in very large and serious wounds.

Here there is a line of trade that is started; it is for the druggist to whoop it up and increase his reputation and bank account.

A case or two to illustrate the point. In a neighboring city an acquaintance of mine had a small drug store "way out in the suburbs," his trade was so slow that he had plenty of time to read and meditate; becoming somewhat acquainted with the subject of antiseptics, and finding that other druggists like himself, had here and there only such articles as were in demand, he opened a department in his store for their especial display, with accessories whereby physicians might be able to practically apply aseptic and antiseptic methods. By advertising he secured the attention of physicians from all parts of the city, so much so that they come and send their patients five miles or more to get these and other goods. In fact, he is said to have the largest prescription and physicians' order trade in that city, and is prosperous, though located in an inaccessible locality. He got the lead and holds it.

A young man of my acquaintance, a book canvasser by occupation, found in his travels among physicians that they were constantly demanding little necessaries, including antiseptic appliances. He made inquiry at the drug stores and found they all agreed that the "demand was so small it did not pay to bother with them." Nevertheless he opened a shop in a small way, giving particular attention to physicians' wants, and, through them, their patients. His establishment now requires several clerks and a delivery wagon, and his trade is one any druggist might envy; supplying physicians and patients at a net profit of from 25 to 200 per cent. with goods "it would not pay to bother with."

The moral is plain. Lost ground cannot perhaps be regained, but there are new fields to conquer.

The particular field suggested in this paper will require an investment for a small start of say twenty-five dollars, for a lively trade trade a hundred or so. But with the investment must go energy, push, hustle. If you sit down and wait for trade to come, it will come, but to the "other fellow."—Pharmaceutical Era.