

A Profitable Line for Pharmacists

BY A HAWKEYE-KODAK.

In "Locksley Hall Up to Date" (if it should ever be written) will be found the following lines:

In the Spring the rays actinic exercise a greater strength;
In the Spring the time exposure dwindles to a lesser length;
In the Spring a lens is purchased which you know you cannot use,
And you find yourself bankrupted buying stuff to take new views.

These lines will strike a responsive chord in the heart and purse of the vast army of photographers all over the world, and among these are a great many pharmacists.

Instead of being a source of expense the passion for picture making may, in the case of the pharmacist, be readily turned into a source of income, not directly but indirectly.

W. H. Hostelly, of Philadelphia, in an interesting contribution to our "Tips on Advertising" last year suggested that the pharmacist use the views taken by him as premiums to be given those purchasing more than a certain amount from him each year. As these views would be full of local reminiscences they would be much appreciated by the customers in the smaller towns.

Carrying the idea of utilizing the fad a step further we find pharmacists in a few instances awakening to the fact that they can with propriety and profit carry a stock of photographic appliances and materials. The knowledge of chemistry and of chemical manipulation already possessed by the pharmacist will make it a simple and easy thing for him to learn sufficient of the processes of the photographer to carry them out himself and to explain them to his patrons.

First of all the pharmacist himself or some of his staff should take up photography, if they have not already done so. This can be done with but little outlay of time and money and with great gain of knowledge and pleasure. An expensive outfit is not necessary. For the sake of the example as well as for the pleasure and convenience of the pharmacist in its use I would recommend that for his own use he purchase a hand camera carrying 5 x 7 plates and fitted for the attachment of a roll holder if desired and of good quality.

Such a camera, with an ordinary lens finished in plain wood, may be had at from \$15 to \$25. A more compact form is the folding hand camera, costing from \$25 to \$60, the price depending largely upon the character of the lens. The price of all the necessary outfit may be summarized as follows:

Hand camera and lens.....\$15 to \$60
Tripod 2 to 5
Developing and printing outfit. 4 to 10

Or a total of from \$25 to \$75 or upward, as may be determined on by the purchaser.

If this is purchased with the stock of

photographic goods that are to be laid in, a discount of about 15 to 20 per cent. can be secured from the list prices.

Before ordering, whether for your own individual use or for a stock, catalogues and discount sheets should be obtained from all the leading dealers together with some rudimentary book of instructions on the subject.

Fortunately the pharmacist already carries in stock many of the chemicals required, and it will be taken for granted in the lists given below that he carries such a stock of chemicals as is found in the average drug store. If he happens to have a supply of any of the chemicals named they may be omitted in making up his stock order.

It might be possible to embark in the business with a stock costing less than \$100 outside of chemicals, but an effort to limit the investment to less than that amount will make it necessary for the pharmacist to depend to a considerable extent upon his special order business, and if a purchaser has to wait until his purchases are ordered from the city he is apt to order himself direct from the wholesaler.

While one or two small, cheap cameras should be embraced in the outfit, it should be borne in mind that the boy who has but \$5 or \$10 to spend on a camera will not very likely be able to spend as much for plates and materials afterward as will the youth or man who spends from \$15 to \$50 to begin on. Consequently it is better policy, as a rule, to cultivate the sale of the better class of cameras. Besides, the results obtained with the very cheap camera will probably be so poor as to discourage the amateur, and thus lose him to photography.

The use of roll holders and films should be rather discouraged for two very different reasons. The first and most important is that they are less certain in their results than are plates, particularly in the hands of beginners, and even when used by experts they occasionally turn out badly on account of some sort of electrical phenomenon taking place on the surface of the film. The second reason is that being more troublesome to develop than plates and being so convenient to send away there is a greater disposition on the part of the amateur to send his roll to the maker of his camera to have the pictures developed, printed and mounted, and the roll filled and sent back to him. The pharmacist would then get nothing out of it at all after once selling the camera.

The catalogues of dealers always contain a series of cheap "outfits" for developing and for printing and toning. It might be as well for the novice to include a few of these "outfits" in his first order so that he may be able to see just how they are put up. Afterwards he can get up "outfits" of his own, purchasing separately the necessary apparatus, etc., to make them up.

It will be advisable, and in the smaller towns almost necessary, for the pharm-

cist to fit up for the use of himself and his patrons a photographic dark room where plates may be developed. This need not entail any serious trouble or expense, the most serious problem generally being the water supply, drainage and light.

If there is no closet supplied with running water which can be appropriated for this purpose, a small tank, something like a large cooler with a faucet, may be put in with a tub in which to catch the waste water.

A very good way in which to avoid the heat entailed by having a light burning in so small a room is to have a gas jet or a lamp placed outside the dark room immediately in front of a window opening into the room. This window may be anywhere from 12 x 14 to 18 x 36 and should be provided with light double sash sliding sideways. Fill one of these sashes with a pane of orange or amber glass and the other with a pane of ruby glass. In this way when both are closed at once there is practically no danger of the light having any actinic power whatever if the correct shades of glass have been selected. This glass might with advantage be included in the first stock order, as not all red and amber glass is non-actinic. Ruby and amber tissue may be stretched in the sash instead of the glass, though the results are not so satisfactory as with the use of glass.

If it is preferred a dark room lantern may be purchased, preferably one fitted for a gas jet if you can get one put into the closet without too great trouble. Such a lantern would cost from \$1 to \$3.

Lastly, do not be too sanguine. While there is money to be made in some sections and under some circumstances it should be borne in mind that in this as in other fields competition is increasing, new things are coming out, old ones showed to the wall and dead stock thus accumulated.—*American Druggist.*

British Columbia Pharmaceutical Association—Semi-Annual Examinations.

APRIL 1TH AND 5TH, 1894.

PHARMACY.

Examiner—CHARLES NELSON. Time—2 HOURS.

(1.) Define the meaning of the word Pharmacy: giving its source, and a short resume on the subject.

(2.) How many official solutions of Arsenic are there? Name each, giving dose, color and antidotes.

(3.) How is Lactic Acid prepared? State its solubility in Water, Rectified Spirit, Ether and Chloroform.

(4.) How and from what is Aloin obtained? Give dose and solubility in Ether?

(5.) What official Spirits of Ammonia are there besides the Aromatic? Give dose, ingredients and mode of preparation of the latter (Aromatic).