

try. A year or so ago, the writer discussed with a scientific friend connected with a great rubber corporation, the campaign of education carried on by the American Metric Association and found a sympathetic listener, so sympathetic that the gentleman in question took up the matter with the executives of his company. Later he reported that the officials hesitated about taking a stand favoring the metric system as a change from old standards to metric ones would mean thousands of dollars of molds consigned to the scrap heap. Again we were confronted by the scrapping bugaboo.

It was therefore with surprise and interest that the following news telegram was noted in the daily papers:

Washington June 28. Immediate reduction in the number of types and sizes of automobile tires from 287 to 32 has been determined upon by automobile tire manufacturers in accord with recommendations of the Conservation Division of the War Industries Board. Under the program announced to-day, by Nov. 1, 1920, all but nine types and sizes will have been discontinued.

Here is a case of wholesale scrapping in the service of efficiency and economy engaged in by the same business men who a year since disapproved of scrapping tire molds. As in this case, the adoption of the metric system will mean some scrapping, but it will mean scrapping in the service of efficiency, and economy and in the conservation of time; the most important asset that we possess in these stirring days.

### POWDERED IPECAC.

#### SHOULD IT BE RECOGNIZED IN THE PHARMACOPOEIA.\*

BY WILLIAM W. DAVIES.<sup>1</sup>

The Government has been in the market for supplies of Powdered Ipecac and recent assays made at the Chemical Laboratory of the Medical Supply Depot, U. S. Army, New York, N. Y., have invariably been of high test drug. As a result of this, it occurred to the writer that a standard, giving the maximum percent of ether-soluble alkaloids which should be found in Powdered Ipecac, would not only help to conserve the supply of this drug but also would insure a greater uniformity in dosage and in the products compounded with it.

The U. S. P. IX, which gives a minimum requirement of 1.75% ether-soluble alkaloids for the "whole drug," but sets no maximum limit, does not recognize Powdered Ipecac.

Samples of the "powder" tested here have assayed as high as 2.45% alkaloids, or 40% stronger than the minimum requirement of the U. S. P. IX for the "whole," namely, 1.75% alkaloids.

**U** In Circular No. 6, issued August 1918, the War Department asked for bids on 500 pounds of Powdered Ipecac. If this should have been furnished with 2.45% of alkaloids it would be equivalent to 700 pounds of the drug testing 1.75%, in other words there would be 200 pounds of Ipecac taken out of the market unneces-

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sarily and needlessly, permitting \$850.00 worth of Ipecac to be wasted as well, unless it is diluted to the minimum standard before using or the equivalent taken.

Again, unless the high-test drug was diluted by the pharmacist using it, or an equivalent amount taken, which is considered doubtful, as war-time circumstances might not permit of it, the product he would compound from it, as say Dover's Powder, might vary 40% in Ipecac alkaloids from the same product compounded with drug testing 1.75% alkaloids. This is a variation much greater than the U. S. P. intends to admit of its products and one which in some cases might produce a dose possibly contraindicated in a patient to whom it is given.

For all of the above reasons, therefore, it is concluded that Powdered Ipecac should be recognized in the U. S. P. and that a maximum requirement of 2% ether-soluble alkaloids, equal to the standard of the International Protocol, should be established. Thus Powdered Ipecac would be standardized to contain not less than 1.75% nor more than 2% of ether-soluble alkaloids. A precedent for this is seen in the U. S. P. IX in the case of Opium, which like "whole" Ipecac is used only in the manufacture of standardized products and, therefore, has merely a minimum requirement. Powdered Opium, on the other hand, which is comparable to Powdered Ipecac, is "finished product" and has both minimum and a maximum standard.

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#### ADVERTISING PHARMACY TO PHARMACISTS.\*

BY J. C. PEACOCK.

To-day, one of the most regrettable facts is that pharmacy needs to be constantly advertised to some of us as a thing worth while as a business or, as a means of building business with other things.

Every drug store trades on the reputation of pharmacy, but its right to do so is only in direct proportion to the thought and care which is bestowed upon the department of pharmacy which the establishment includes. Whether the pharmacist has one side-line or a thousand and one is his own affair, provided he does not neglect pharmacy. That some make successes of all of their departments is readily understood when we discover their close attention to details and methods of watching the progress of affairs within the departments. They also have the good sense to limit their departments to those which do pay. But there are only a few individual proprietors, in pharmacy and other lines, who are endowed naturally with or have cultivated this ability to such a degree of perfection as to derive a commensurate profit from many lines.

For this simple reason of human limitation—the individual can only do a few things well—pharmacy needs to be advertised to pharmacists to save us from the distraction of an alluring commercialism that to some seems imperative to financial success.

In conducting an average pharmacy for a number of years there is sure to accumulate a certain amount of side-line business which fits into the trade with more or less ease; but, beyond such, to search for further varieties seems to the writer like misdirected effort on the part of the proprietor upon whom will probably devolve the constant supervision of this stock. For, unless lines are found

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\* Read before Section on Commercial Interests, A. Ph. A., Chicago meeting, 1918.