

handler having at least a working knowledge of the various products and their uses, and an ability to discuss them intelligently. Owing to their comparatively recent adoption by the medical profession many M. Ds. possess rather hazy ideas as to the kinds and uses of the biologicals and as a consequence depend upon the druggist being able to explain to them the difference between a vaccine and a serum, between a toxin and a phylacogen or between tuberculin B. E. and tuberculin B. F. The comparatively small amount of time required for the druggist to gain this knowledge is time well spent when viewed in the light of added business obtained as a result of the knowledge.

---

### DOES IT PAY TO CULTIVATE THE BUSINESS OF DISPENSING DOCTORS?

---

E. G. MCCLALLEN.

---

If dispensing doctors use goods that you sell and will buy of you at a price that gives you a respectable margin of profit, sell them. Cultivate their trade and friendship.

The above is the rule we use and have found it very satisfactory. Fortunately, the doctors in our immediate vicinity do not dispense only what emergency medicine they need. The few dispensing ones we find good customers for gauze, cotton, ligatures, gloves, syringes, hypo-syringes, needles, etc. We do not try hard to sell them tablets unless they want tablets made by the most reputable houses, and then we sell them at the regular price established by the house.

The country doctors have to dispense, and we have found many good customers among them. In order to protect our own interest we have divided them into three lots.

Lot A:—The doctors that want good goods and are prompt in paying. These are worth working hard for, and you can offer to make them low prices to meet competition.

Lot B:—Doctors that will use good goods, but are very slow pay. While we encourage these doctors' trade up to a certain credit, we cannot make so hard an effort to hold them; nor can we make them so good a price.

Lot C:—Doctors that are out to buy the cheapest thing they can get; and doctors that we know to have the habit of not paying their bills.

With Lot C we do a cash business only. Not soliciting trade, only serving them when they ask it.

The friendship of the dispensing doctor is just as valuable as the friendship of any one else. He will go a long ways to return your favors and if you can arrange your buying so as to make him a good fair price, you will find him a good customer and a warm friend. He will carry words of praise for your store into many homes; and can, and will send you many customers for such articles as bed-pans, urinals, crutches, trusses and in many cases ointments and tonics.

While we would all like to see each doctor a prescription-writer, we must take conditions as we find them. We have tried hard to get the run of prices offered to the doctors from physicians' supply houses, and on a great many articles we find we can sell them at the same price and make a good fair profit.

Surgical instruments we sell from catalogues only, except some of the smaller and more used articles.

In order to sell the dispensing doctors we are of course obliged to carry a larger stock of many items, and have to insist on the very best terms from a great number of manufacturers.

A little missionary work among the class A and B doctors and a hard effort to keep in stock the items you can interest them in, courteous treatment, quick service and you can develop a good, satisfactory business.

---

## DOES IT PAY TO CULTIVATE THE BUSINESS OF DISPENSING PHYSICIANS?

---

ARTHUR S. WARDLE.

---

Unqualifiedly, yes; it does. I base this assertion on years of experience in a city of twelve thousand inhabitants. I deduce that catering to the physicians' trade pays for these reasons:

First:—Such a policy enables the druggist to buy in quantity lots and so take advantage of the generous discounts thereby obtained.

Second:—The risk is small and the profits large.

Third:—Selling physicians their pharmaceuticals paves the way for an extensive trade in cottons, dressings, ligatures, elastic hosiery, trusses, surgical instruments, biologicals, office furniture, etc., the profits on which are exceptionally large.

Fourth:—It opens a channel for a pharmacist to put out a line of his own pharmaceuticals, dressings, and specialties at a handsome profit.

Fifth:—There is no better advertising medium. It will build up a prescription trade and give a store prestige.

Sixth:—It greatly enlarges a firm's territory and so makes it comparatively independent of local conditions.

Seventh:—It minimizes the purely mercantile features and emphasizes the professional side of the drug business and so insures the mental and professional growth of the pharmacist.

In further discussion of this question I would mention the following conditions as essential to success and offer a few suggestions:—

First:—Cultivate the patronage of only such physicians as are reputable and good pay. Let your competitors have the rest.

Second:—Be absolutely loyal to the interests of these physicians and discreet. Fill their orders promptly and accurately.