

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.

Third:—Make it a point to connect yourself with the reputable manufacturing chemists whose goods these physicians prefer. First class manufacturers are only too eager to make attractive propositions to pharmacists who can use quantity lots and pay their bills promptly. Their special discount concessions enable the buyer to dispense to the physician on satisfactory terms at a decided profit.

Fourth:—Next bring to the physicians' notice and push in every way, surgical supplies and sick-room necessities and have as many of these goods as possible under your own label. Profits on these lines range from thirty to eighty percent and, indirectly, the advertising derived, from the laity seeing your name on each article, is worth considerable.

Fifth:—Stand for quality, first, last and always. A physician and his patients want results. If a store is known as a physicians' supply store where the best of everything can be procured without delay, it will be heartily endorsed by the leading physicians and both physician and patient will gladly pay well for the superior article and service offered.

Sixth:—By means of correspondence, personal visit, and parcel post, get in touch with and sell to physicians in the outlying districts within a radius of fifty miles. They dispense practically everything so their orders are usually larger than the city customer and the cost of selling proportionately smaller. When, because of local industrial or other conditions, trade would otherwise be dull, the accounts of these physicians in the suburban sections help to tide over until local conditions become normal.

Seventh:—If you would successfully and profitably cultivate the patronage of the dispensing physician, you must read pharmaceutical journals and study trade catalogs. You must be thoroughly conversant with all that is newest in pharmaceuticals, appliances, etc., and so make yourself invaluable to the busy practitioner. Cultivate the friendship of the traveling salesman who cover your territory. They have many an opportunity to offer you something worth while, or speak a good word for you that will mean added profits.

I know of a drug firm whose business, conducted along the lines mentioned above, has increased ten-fold in fifteen years with losses averaging less than half of one percent.

HARMLESS CURSES.

Maledictions are not so scarce as to be satisfactory explanations of disasters. Guiteau cursed everybody connected with his trial and execution, but the foreman of the jury only died within a few weeks at the age of about ninety. The Emperor Francis Joseph is said to have been cursed, but it is curious if that curse brought death and destruction to his wife and his nephew and his sons and other connections, while he is still living. A great many kings, nobles, landlords and employers and parties to an ordinary quarrel have been cursed, and their misfortunes do not loom up sufficiently to impress the reflecting person with the potency of an imprecation.—*Philadelphia Record*.