

there will be no interruption in the regular appearance of copy, and no duplication of copy where it would be more profitable to have it changed.

It has always been a matter of regret to me that we did not make use of an advertising expert earlier in our business career. There is scarcely any business so small that it can not to advantage employ an expert to look after its advertising. This does not mean that he shall give his time exclusively, but that it shall be strictly up to him to see that the advertisements always appear on time and that the copy is as agreed upon.

Employ a local man—or *woman* for that matter. (Some of the best “ad” writers are women nowadays.) Give them the advantage of a subscription to some advertising system applicable to your line of business if you wish; but by all means have your “ads” written specially for your store, and specially for the articles that you wish to promote. This long distance advertising bears about the same relation to real advertising that canned vegetables do to fresh ones, and your customers can detect it quite as readily as they can detect the canned article in the vegetable line.

Be cold blooded in the matter of deciding what you shall spend on your advertising and keep within the limit of your appropriation. The amount that you are justified in spending will vary with the character of the business which you conduct. It is generally considered that the amount that should be spent lies somewhere between one and three percent. of your gross receipts in an ordinary retail business. Advertising certainly pays, but it has to be looked after very carefully.

When you take on an advertising manager, it should not mean that there should be any less of your personality in your advertising. You *could* probably write better advertisements than any advertising man that you can employ if you could side-track everything else and give your “ad” writing right of way; but it is necessary to have him in order that the work shall be done in a regular, orderly fashion, and that you may get the benefit of the observations of a man whose whole business is to keep abreast of the times in the field of advertising. You must, however, dictate for yourself the policy of the advertisements and see to it that their tone and character are the tone and character that you wish your business itself to take on.

BOOSTING THE BIOLOGICAL BUSINESS.

WALTER M. CHASE.

In the effort to build up a profitable “ethical” drug business the druggist finds oftentimes that he has developed a liability rather than an asset. He is obliged to peddle out the preparations of the detail man’s house at almost cost, to sell cigars at cost, and to hand over tablets and pills in lots of a dozen at a time at the 10,000 rate. All this for the sake of saying that he sells the doctor his supplies. But there is a line where the goods sold to the M Ds. pay a reasonable

profit (from 13 to 33%), where the demand is good and where the unsalable goods may be returned for credit. This line is the handling and sale of biological products.

We carry a complete line of bacterial products ranging from small-pox vaccine points to the newest phylacogen, keeping them in a specially constructed ice box so that the proper even temperature may be maintained at all times. A full stock is always on hand as we run no danger of overloading for when the time of potency is past they may be returned for credit. We carry but one manufacturer's line and that is a good one, a line that any physician will recognize as a standard.

But after having the stock complete, reliable, and fresh, we must dispose of it. To do this we proceed in several ways. We call the attention of every doctor that comes into the store to the fact that we have the line and offer to explain and show it to him. Each month we send to physicians on our mailing-list a personal letter or literature furnished by the manufacturer stating the advantages of a particular vaccine, serum or phylacogen. From time to time we call on the M. Ds. and show up to them something new in the line of biologicals; and there is always something new. If we hear of an accident in our vicinity we notify the doctor in charge that our antitetanic serum is available and offer to send several packages with the understanding that they may be returned if not used. In our monthly letter sent to the physicians on the first of July we always lay stress on the fact that we are prepared to furnish antitetanic serum for any accidents occasioned by fireworks on the "Fourth." If, as is oftentimes the case, there is a small-pox or diphtheria "scare" in an outlying town we send the doctors there a letter calling attention to the fact that they may secure the proper vaccine or serum by return mail. We have built up an appreciable trade among the physicians in our surrounding territory by means of personal letters detailing the bacterial products. We endeavor to get them to anticipate their needs for the more common preparations as small-pox and furunculosis vaccines, rheumatic phylacogen, etc., agreeing to take back any that are not used before their potency expires.

Aside from the business obtained from the doctors of medicine we have developed a most gratifying trade for veterinary biological products among the veterinary surgeons in our territory. In this city are a number of large dealers in Western-bred horses for use on the lumbering operations in the woods of Maine. These horses on their arrival from the west require acclimatization, being particularly susceptible to a form of influenza. The veterinarians find that equine influenza vaccine works remarkably well in these cases. A number of large herds of milch cows furnish an outlet for an appreciable amount of mallein. At certain seasons of the year many dogs (some of them being valuable hunters) are affected with a distemper. At these times by calling the attention of the veterinarians to the canine distemper vaccines, both curative and prophylactic we dispose of very satisfactory amounts. Veterinary antitetanic and antistreptococcic serums are preparations on which we have worked up a very satisfactory trade by employing methods similar to those used with the human bacterials.

A most important factor in handling biological products is the necessity of the

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.