

participate to the fullest extent in the Pharmacy Week movement which is so ably depicting the part which the pharmacist plays in the conservation and protection of the health of the nation.

THE BUILDING OF A DRUG BUSINESS—WHAT THE DRUGGIST OWES THE DOCTOR.*

BY DENNY BRANN.

Chairman Keene has been in my store many times, and, invariably, our conversations turned to the subject of how to conduct a retail drug store, and how to get the most out of it. After one of these visits, Mr. Keene invited me to talk to the Section on Commercial Interests of this ASSOCIATION, on "How I Developed My Business."

Primarily, all of us are in the business for what we can make out of it, some seek fame, others glory, but in the end all of us expect a return of some kind. The best way to get returns from a drug store is to put something into it. This must be service of some kind, including service to the physician. It is up to pharmacists to serve professional men, accurately, speedily, neatly and wisely, with the welfare of all concerned in mind and view.

I was asked to tell you how I built my business, and this is rather difficult except in the words of Topsy—"It just grew." Topsy had to be fed and nourished or she would not have lived, so it is with my business, or it would not have survived. A retail drug business must be fed by the application of thought, time, energy, kindness and willingness. None of these factors can be bought or sold, but they must be given, and such attention the druggist owes the physician. If the druggist is thoughtful of his business, he will give due consideration to the physician. He should know his merchandise, and stock the best that money can buy. Too many of our stores are becoming merchandising institutions, and buy with price in view rather than quality or label. I have known manufacturers to put out preparations which do not conform to the U. S. P. or N. F., but should have, and expect druggists to buy them because of the lower price. This must be guarded against. If I add my word to the advertisement of a product that is placed on the market by a reputable manufacturer, the physician is generally willing to give it a trial.

Kindness, willingness and enthusiasm are all expressions of thought. All transactions should be cheerfully conducted and the doctor's orders should be carried out with strict compliance.

The clerk should be qualified to give information as to price, dosage and appearance of the medicines dispensed, and the doctor should be given all the information needed by him in prescribing. It is through these acts and courteous attention that drug stores grow into profitable businesses.

The same thought applies to all divisions of the drug business—time, energy, kindness and willingness. Time to a druggist is a plus item; he must serve while others work, play and rest. Not so long ago a druggist drove eighty miles after midnight to deliver antitoxin, which might have been sent by train, but he was

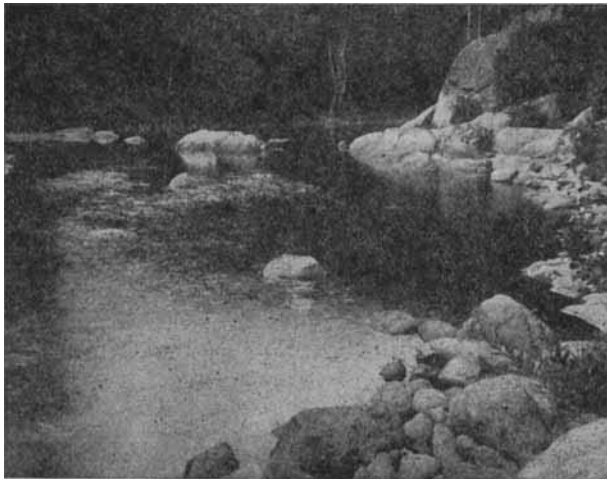
* Parts of an address before Section on Commercial Interests, A. P. H. A., St. Louis meeting, 1927.

afraid of possible delay. This service was very greatly appreciated. The promptness with which medicine is delivered is a big factor in maintaining professional trade. It makes no difference whether the order is for ether, bandages, ampuls or toilet articles—our aim is to deliver as promptly as possible; and with the same promptness a 'phone call is answered. The clerk answering the 'phone can only surmise the importance of the message and must take it for granted that prompt attention is necessary; any other action may prove hurtful to the business, the patient and the doctor.

Energy is quite as important as the saving of time in service, particularly in the way merchandise is delivered. It takes very little time to wrap a package and put a proper label on it, whether one point of vaccine or five pounds of cotton is being sent out; they must be wrapped, for you never know in the delivery of a package who is going to see it. Most patients prefer that medicines and the like are not exposed to the neighbors' view, and such care as indicated is appreciated by doctor and patient. The container for medicines should be carefully selected and the label should be type-written—care and neatness are good advertisements.

In stocking my shelves, I endeavor to select preparations made by nationally known and reputable manufacturers, and I do not change unnecessarily, so that there will not be a difference in appearance to the doctor or the patient; when the doctor calls for such item, he will visualize that preparation before it reaches his desk, and when he is ready to use it he will do so, satisfied that it is just what he had in mind. This is one of the ways in which I have gained the confidence of physicians.

Manufacturers should more fully realize the importance of the retailer—he contacts with the public. He must have the information, carry the stock and render professional service and this the manufacturer does not fully appreciate. In most stores the profits on candy, cigars and toilet goods are much larger than on medicines; the reverse should be true and proper attention to the professional side will develop volume and profit and give the pharmacist a better standing in the community.



A Maine (Carrabasset) Trout Pool—and there are some fishermen among A. Ph. A. members.