

"You know and I know that the cost of materials and supplies used in the average prescription will run from 10 to 50 per cent of the price you receive for the prescription. If there is no extra expense in compounding it, that gross margin on these additional prescriptions is just so much additional velvet for you."

"I'm not so sure about that last figuring of yours, Horace. I read somewhere about a druggist who sold cigars at cost because he had to carry them anyway and therefore they didn't add anything to his overhead. Then he started selling bulk ice cream the same way for the same reason. If you start that way where are you going to stop? Something has got to carry the overhead."

"All right, we'll figure it your way, if you want to. I simply was trying to show you that you and your assistant were in the store with idle time which, if the prescriptions were obtained, could be turned into highly profitable work."

"Suppose we do charge the proportionate share of the overhead to these additional prescriptions. Prescriptions naturally carry a larger gross margin on account of the professional services involved. What is going to be the effect on the average gross margin of your whole business if you bring in a large volume of this high margin prescription business. Your operating expenses, as I explained, don't increase so your net profits are bound to go up."

"That's a pretty rosy picture you paint, Horace."

"Don't go too fast. I've told you, so far, only a third of the story. Up to now I've tried to show you how profitable a worthwhile volume of prescriptions can be in a small store. The next step is to determine how much prescription business there is to be had in Cleartown, and then last, how to go about getting this business."

"Let's step out and get a bite to eat now and then after lunch we'll go into the last two matters."

(To be continued)

PHARMACISTS IN THE NAVY.

January 1929, number of the *Hospital Corps Quarterly*, published for the information of the Hospital Corps of the U. S. Navy contains a number of interesting articles by pharmacists. The first one is on "Naval Hygienic and Sanitary Questions," by W. H. McWilliams, Chief Pharmacist of the U. S. Navy. Another is by R. W. Gray, Pharmacist's Mate, First Class, U. S. Navy, on "Dark-Field Examination for *Treponema Pallidum*;" and a comprehensive contribution dealing with Notes on Photography is by H. F. A. Long Pharmacist's Mate, Second Class, U. S. Navy. Another article deals with Practical Suggestions, by

Henry Scheidegger, Chief Pharmacist's Mate, U. S. Navy.

On November 1, 1928, sixty names of pharmacists' mates, first-class, were on the waiting list for Chief Pharmacist's Mate, and the following promotions to Chief Pharmacist's Mate acting appointment have been made: E. C. Beaulac, T. A. Boardman, D. H. Diamond, S. R. Giles, J. T. Havlicheck, I. L. Haim, R. J. Lyons, F. H. McGuire, F. O. Tibbetts, Q. C. Tucker, O. L. Youngblood. Promotions to Pharmacist's Mate, First Class, list the following: R. L. Bodiford, Joe Gavin, M. H. Harford, D. W. Lacy, Benjamin Osti.