



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

APRIL, 1943

A COMPILATION OF TIMELY NEWS ITEMS TAKEN FROM RELEASES OF NATIONALLY KNOWN AUTHORITATIVE ANALYSTS. THIS COMPLIMENTARY NEWSCAST IS BEING SENT TO YOU MONTHLY AS A HELPFUL SERVICE OF THIS STATION.

THERE'S A HUGE MARKET UNFOLDING FOR DRUGGISTS -- a market with new buying power; a market that has what it takes to keep retailers in business during the coming "depression." It's an entirely feminine market, composed not of ladies with lorgnettes, groaning under the load of terrific wartime taxes, but of damsels in denim who, for the first time in their lives, are earning enough to have to pay a federal income tax.

IN WHAT SOME WELL-PLACED AUTHORITIES here believe might be the forerunner of further curtailment of materials available for manufacture of cosmetics and toilet goods, the War Production Board has notified manufacturers that no glycerine for these uses will be available after March 31.

War Production Board officials will not comment on what may be in prospect for cosmetic manufacturers along other material fronts, but it is pointed out that this year will see United States armed forces heavily engaged in offensive efforts for the first time, that manpower and transportation will become critical within a very short time. This means curtailment everywhere.

WHILE THE FOOD RATIONING ORDERS, generally apply to handlers of food products, it is true that druggists who operate fountains at which meals are served and are therefore institutional users of sugar, coffee, and processed foods consumed on the premises, are affected and must comply with General Rationing Order No. 5.

Compliance consists first of registering with the druggists' local board. Two copies of OPA Form No. R-1307 must be filed when registering. Order No. 5 replaces sugar and coffee orders under which institutional users have operated in the past.

TO QUOTE FROM A LETTER to all dealers of one large group of photofinishers, "it is common knowledge that the available supply of roll and pack film for amateur users is on a seriously restricted basis, and it is likely to remain so for the duration -- this situation is very real, and you are in the best possible position as a retailer, to put distribution on a sound basis. After your stocks are in the hands of hoarders, it is too late ---."

RETAIL SALES IN 1942 -- Total retail volume in 1942, according to estimates of the Department of Commerce, amounted to \$56,382,000,000 compared with \$54,173,000,000 in 1941, a gain of 4%, and established a new high. This gain reflected price advances rather than an increase in unit sales, physical volume being 8% less than in 1941.

CERTAIN RUBBER GOODS for use by babies and by hospitals have been removed from the rubber drug sundries price regulations and placed under MPR 220 which covers rubber commodities.

OILS OF PEPPERMINT AND SPEARMINT are covered by alternative price ceilings to cover present replacement costs. Dealers may charge \$5.50 a pound for natural oil of peppermint and \$5.75 a pound for USP redistilled oil of peppermint.

ETHYL ALCOHOL ceilings on formula SD 2B have been reduced 2¢ a wine gallon.

ICE CREAM with a butter fat reduction of $2\frac{1}{2}\%$ or less may be priced according to March, 1942, ceilings. Where butterfat content has been cut more than $2\frac{1}{2}\%$, producers and retailers will use an adjusted pricing method to compensate for savings made through the use of new formulae.

BEESWAX IMPORTS, not previously covered by price regulations, are affected by Amendment No. 1 to MPR No. 264. The amendment sets ceilings of 44 $\frac{3}{4}$ ¢ per pound for the sunbleachable grade and 41 $\frac{1}{2}$ ¢ per pound for the non-sunbleachable.

FORMALDEHYDE -- has been placed under an amended allocation control order which makes it unnecessary to obtain authorization for deliveries containing 555 lbs. or less of formaldehyde by weight. Larger deliveries must, of course, be approved.

RESTRICTIONS ON CORK have been relaxed because supplies have doubled since June, 1941.

ISOPROPYL ALCOHOL has been placed under allocation control by the WPB. Purchases of less than 54 gallons per month are exempt from the allocation control, but purchasers must give suppliers a certificate testifying that such purchase, taken with all other purchases of isopropyl alcohol during the month, does not exceed 54 gallons.

QUININE HAS BEEN FURTHER RESTRICTED to direct anti-malarial use by the terms of an order issued by the WPB. The only salts of quinine which now may be manufactured are quinine sulphate, U.S.P., quinine hydrochloride, U.S.P., and quinine dihydrochloride, U.S.P. In addition to the requirement that quinine be used only as an anti-malarial, the order requires that it be used only in ampule form, uncombined with ingredient other than the necessary solvent and preservative; or in powder, 5 grain tablet or 5 grain capsule form, uncombined with ingredient other than necessary fillers and excipients. However, licensed pharmacists may compound quinine in any form upon individual prescriptions written by licensed physicians for quinine as an anti-malarial agent.

METHYL ALCOHOL (methanol) has been placed under allocation control by the WPB. Purchases of less than 54 gallons per month per person are exempt, but each purchase under that exemption must be accompanied by a certificate so stating.

NO SODAS WITHOUT DRUMS -- The National Association of Retail Druggists is conducting a campaign among its approximately 28,000 members in a search for stray carbonic acid gas drums, used in connection with soda fountains.

"Unless the campaign succeeds," says the association, "the soda fountain may become a war casualty" -- or at least that part of it which requires carbonated water.

EVERY RETAILER must register his establishment with the Office of Price Administration between March 31st and April 10th, through the filing of OPA form R-1302. Filing must be done with the local OPA office. Unless such registration is filed, retailers may not engage in the business of buying and selling processed foods.

BEDROCK ECONOMY: Just as "a little knowledge is a dangerous thing," so the forming of business judgments upon the basis of newspaper stories may be disastrous if they are not supported with background information.

We print below the percentage of 1941 volume (expressed in 1941 dollars) which OCS says "the country can stand, if necessary." Cutting below these percentages, which permit production of 56 billion dollars worth of civilian goods a year, would endanger civilian morale, says Director Weiner, unless we reach "siege conditions" under which the public would accept greater sacrifices.

Perishables	1941 Volume In %	Durables -- Continued	1941 Volume In %
Food.....	71	Misc. furnishings.....	28
Beverages.....	54	Washing, sewing machines, refrig....	3
Tobacco, smoking.....	75	Elec. appliances.....	1
Drugs, medical.....	69	China, glass, tableware, utensils...	20
Toilet items.....	47	Radios, phonographs.....	2
Cleaning, polishing items.....	53	Musical instruments.....	2
Newspapers.....	40	Clocks, watches.....	0
Magazines.....	20	Jewelry.....	0
Stationery, writing.....	33	Books, etc.....	29
Household paper products.....	18	Writing equipment.....	0
Toys, games.....	24	Surgical.....	82
Heating products.....	61	Wheel goods, durable toys, sports...	14
Non-mfr'd fuels.....	76	Tombstones.....	0
Auto fuels, lubricants.....	40	Luggage.....	29
Total Perishables.....	63	Motor Cars.....	0
		Total Durables.....	13
 Semi-Durables		 Services	
Clothing, accessories.....	64	Housing.....	101
Footwear.....	68	Restaurants.....	90
Personal furnishings.....	27	Care & repair of attire.....	85
Dry goods, notions.....	52	Consumer-operated transportation...	59
Housefurnishings.....	29	Buses, rail, etc.....	135
Replacement tires, tubes.....	92	Household utilities.....	89
Auto parts.....	45	Medical care, funeral.....	89
Total Semi-Durables.....	60	Education.....	89
 Durables		Recreation.....	60
Home furniture.....	27	Home maintenance.....	77
Floor coverings.....	12	Total Services.....	92
		GRAND TOTAL.....	68

The percentages should NOT be construed as a forecast of what is immediately ahead. In fact, we may never have to get down to them. They show what OCS thinks "we could get along with if we had to" in the type of war we now seem likely to have to wage.

In a few instances, shrinkage to "bedrock" has already taken place; in other cases, it may not occur for 3 or 4 years. Nevertheless, the percentages are immediately important to you because they tell the story of the TREND.

Because of inventories, volume will be substantially higher in 1943 than these figures. For example, "bedrock" for "drugs and medical" is 69% of 1941, but the Department of Commerce thinks drug stores will do 91% of their (higher) 1942 volume. "Bedrock" for restaurants is 90% of 1941; but the Department of Commerce expects restaurants to do 24% more business in 1943 than in 1942. Household furnishings' "bedrock," 29% of 1941; but in 1943, such stores are expected to do 57% of 1942 volume.

Every business man must make his plans with two possibilities in mind: "What will happen to my business if this is a 'short' war?" "What will happen in case of a 'long' war?" You must provide for both contingencies. Source, Prentice-Hall.