



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

July, 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.

PEDDLERS STIR UP BLACK MARKET IN DRUGS -- If black markets develop in drug store merchandise, their beginnings can be laid to activities of peddlers.

ALL BASIC DRUG NEEDS MET, REPORTS McDONNELL OF WPB -- Basic civilian requirements for drugs and medicines in the United States are being met and there is every indication that they will continue to be, despite unavoidable shortages of specific brands or sizes of particular products, John N. McDonnell, of the Drugs and Cosmetics Section, Chemicals Division, War Production Board, told the recent 91st annual convention of the District of Columbia Pharmaceutical Association.

PAPERBOARD DISH WARE AND SPOONS AND FORKS have been placed under dollar and cents ceilings for manufacturers. Wholesale and retail distributors continue to be covered by GMPB.

1942 VITAMIN SALES HIT \$130,896,000 -- Drug stores account for 77.6% of all sales; Mail order houses sell 8%; Grocers now handle 3.1%.

PROPOSE STANDARD CONTAINER FORMS -- Possibility of standardizing lipstick holders, glass containers and jars to conserve materials and production capacity was discussed at a meeting of the toiletries and cosmetics industry advisory committee held recently. Deputy Administrator, C. A. Willark, of the Drugs and Cosmetics Section, Chemicals Division, War Production Board, presided.

HOW MANY DRUG STORES DOES THE COUNTRY NEED? -- The National Association of Boards of Pharmacy recently reported the result of a national survey. This report shows that the United States has 51,770 drug stores with a total of 85,938 pharmacists. This is an average of one drug store for every 2,553 population, and an average of 1.66 pharmacists for each drug store.

RETURN CONTAINERS -- The returnable container situation is becoming very serious. Manufacturers in this industry who receive material in returnable containers must, for their own protection, get these containers back to their suppliers as rapidly as possible. Since these containers cannot be replaced, suppliers will be forced into the position of filling orders only on receipt of the necessary containers from their customers.

LIQUID CLEANSING CREAMS are being recommended to war workers who complain about the rough condition of their hands after frequent washing with factory-supplied harsh soaps.

48-HOUR WEEK WOULD HIT FEW DRUG STORES -- The War Manpower Commission has let it be known that it is studying the proposition of extending nationwide the 48-hour work week to cover all occupations and all cities. At present, it is applicable in only 39 war industry areas and in the lumber and nonferrous metals industries.

If this step is taken, it is believed that it won't affect many drug stores. Most of them employ less than eight persons and operate 48 hours or more.

The 48-hour week provides for standard pay for 40 hours with time and a half for the extra eight hours.

ONE WAY TO PUT AN END TO THE PROBLEM of where to find adequate and efficient waitresses for table and booth service is to eliminate the waitresses -- and the problem. This solution is as practical as it is simple, according to the preliminary experience of some Walgreen stores in which self-service experiments are being conducted.

Gross volume has been inappreciably affected by the switch from service to self-service with the result that fountain volume is virtually unimpaired.

CITRIC ACID has been placed under allocation control. Deliveries of 125 lbs. a month or less are exempted.

FACIAL-TYPE TOILET TISSUES with three plies are now covered by regulation No. 266 instead of GMPR.

WHOLESALE DRUGGISTS and other dealers operating paper departments are allowed paper merchants' markups instead of those governing their particular type of trade.

LARGE SIZE CONTAINERS of frozen fruits and vegetables of more than 10 lbs. are now covered by rationing control.

CHEMICALS in the experimental stage, the total sales of which do not exceed \$1,000, have been exempted from price ceiling regulations.

ANISE OIL -- Anise oil from China displayed a strong tone in the spot market. As much as \$3.50 a pound is asked here.

EUCALYPTUS OIL -- A serious shortage is rapidly developing in the spot market for eucalyptus oil.

WORMSEED OIL -- Further confirmation of the suggestion that production of wormseed oil will drop this year was received during the current trading period.

CITRUS OILS -- Further confirmation of the ability and willingness of sellers of domestic melon oil to take new orders from new customers, and to renew and even to extend old contracts, was received during the trading period under review. It is conceded that a container problem vexes the Pacific Coast producers.

WAXES -- Demand for all waxes exceeded dealers' ability to supply either promptly out of spot stocks or with surety out of goods to arrive some time in the indefinite future. There is a consuming market here eager to absorb anything available, but the warehouses of most dealers are close to being bare.

CHAMOMILE -- A reasonably steady spot market prevailed, considering the fact that there was no active demand for prompt delivery during the current trading period. Good size stocks are said to exist in Argentina, from whence shipments of Hungarian style flowers can be expected if and when import licenses are issued.

NEW DRUGS ARE 2-4 TIMES MORE ACTIVE AGAINST STREP THAN SULFANILAMIDE -- Certain sulfanilyl indazoles are from two to four times as effective against strep infections in mice as sulfanilamide, while being only one-third as potent against pneumococci it was revealed by Charles E. Kwartler and Philip Lucas of Winthrop Chemical's Research Laboratories to the American Chemical Society meeting. The new compounds are of relatively low toxicity.

WOMEN EFFICIENT SALES PERSONNEL -- That women are efficient as sales personnel in drug stores is shown by figures in the printed reproduction of the "Women in War Work," exhibit prepared by the Ladies' Home Journal and the Curtis Publishing Co., in cooperation with the War Manpower Commission, the Women's Bureau of the Department of Labor, and the Office of War Information.

The brochure states: "And a survey by Drug Topics showed that change to women sales personnel increased sales of cosmetics and toilet articles 57.6% the first year!"

The booklet shows that the percentage of women employed by drug stores in 1933 was 21.8; in 1940, 27.7; and in 1942 46.1.

The original pictorial exhibit is being shown in Franklin Institute, and the brochure is being distributed in major cities and industrial centers throughout the country, as an aid in recruiting women for all types of essential jobs. The various jobs being held by women in many industries, both directly and indirectly engaged in war work, are illustrated in the Ladies' Home Journal brochure.

The publication also gives labor statistics.

INDIAN RHUBARB IS FAIR SUBSTITUTE -- In a report on the U.S.P. open conference, in a recent issue of Drug Topics, Dr. Hever W. Youngken of the Massachusetts College of Pharmacy, Boston, was quoted as saying that there is only about 1,000 tons of Chinese rhubarb in this country.

VANILLA BEANS -- The 50 tons of Bourbon vanilla beans which previously arrived in this market are reported as already having passed into consuming channels. About 15 or 20 tons more are now in New York and negotiations are in progress with the British authorities for their transfer to dealers' warehouses.

CREAMY FACE LOTIONS and milky toilet waters are gaining in consumer demand. They are war babies, born to overcome material shortages and are capturing the favor of many women.

COBRA VENOM FAILS TO RELIEVE ARTHRITIS PAIN -- Cobra venom was found by two New England physicians to be without value for the relief of rheumatoid arthritis.

Reporting in the New England Journal of Medicine of recent issue, Drs. R. H. Talkov and Walter Bauer said that three out of twelve patients reported some "subjective" improvement, which, however, was not lasting.

ANTI-ANEMIC VITAMIN BC ISOLATED FROM LIVER -- A new vitamin has been isolated and crystalized; the discoverers named it vitamin Bc.

Scientists of Parke-Davis & Co. declare that this new vitamin has remarkable anti-anemic powers, and is half a million times more potent than fresh liver.

LIQUID SHAMPOOS which are quick drying are in demand. Alcohol-rich hair tonics are out for the duration and cosmetic chemists are searching for substitutes.

TALCUM POWDERS appear to be plentiful at present and indications point to available supplies for every purpose.

DEFENSE AGAINST PNEUMONIA -- A study with oxidized cotton has revealed a most important secret of the defense of the human body against pneumonia and other disease germs, it was learned recently at Columbia University.

Prof. Michael Heidelberger, of the Columbia University College of Physicians and Surgeons, in collaboration with Dr. Gladys L. Hobby, has made this noteworthy discovery: that particles of oxidized cotton act chemically like certain substances in pneumonia germs of a particular type.

INFLAMMATION IN THE BODY -- Discovery of "necrosin," a substance which causes inflammation in the human body, and other scientific developments especially important for the treatment of war wounds was revealed recently.

Prof. Valy Menkin, of the Harvard Medical School in Boston, has discovered the new substance which he has named "necrosin."

July, 1943

There are surveys....and then there are SURVEYS!

Everyone knows there are all kinds of surveys...some are just plain bunk...others are inaccurately made...still others are made to prove a desired point...but, fortunately, there are surveys by independent, nationally recognized, accredited organizations, made to learn the true facts, let the chips fall where they may.

We have two of the latter kind of survey on hand at this time. Both were made by independent organizations*, using nationally accepted methods, with the results available to all. We thought you'd like to know what these thorough studies have revealed:

Number ONE: This survey shows WHERE people DO LISTEN regularly to KLZ. During the interval between the old 1940 survey and this new survey, KLZ's audience has increased substantially. During the day, 253,413 families listen regularly each week to KLZ. During the evening, 246,044 families listen regularly each week to KLZ. (Do not confuse these with potential listeners---these are ACTUAL listeners.)

Number TWO: This survey, covering April-May, 1943, and including more than 15,000 telephone calls to Denver people---asking what station they were actually listening to when they answered the phone---shows KLZ to be the ONLY Denver station that is FIRST part of the time, never less than second, in all three rated time brackets.

Here is accurate, independent, and recent proof of KLZ's extensive coverage and audience leadership. Why not ask your jobbers, wholesalers and manufacturers to put their advertising support for you on KLZ!

(*names on request)