



DRUGGIST

Briefs

NEWS OF SPECIAL INTEREST TO DRUGGISTS

October, 1943

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

SALES OF INDEPENDENT RETAIL DRUG STORES in 34 states gained 27% in the first six months of this year as compared with the same period in 1942, according to figures released by Bureau of the Census of the U.S. Department of Commerce. This compared very favorably with the 17% gain shown by all types of independent retailers, and was surpassed only by the following eating and drinking places, 37%; florists, 32%; dry goods and general merchandise, 33%; women's ready-to-wear, 42%; shoe stores, 34%, and jewelry stores, 43% (highest of all).

TREND OF PROFITS IN RETAIL PHARMACIES Between 1932 and 1942

PER CENT OF STORES REPORTING

	Loss	Profit Less Than 2% of Sales	Profit 2% to 4% of Sales	Profit 5% or More of Sales
1932	34%	11%	23%	32%
1933	27	13	19	41
1934	16	11	23	50
1935	18	11	18	53
1936	12	14	22	52
1937	13	13	19	55
1938	15	13	23	49
1939	14	13	23	50
1940	13	12	23	52
1941	9	15	20	56
1942	4	8	17	71

SMALL DRUG STORES LEAD IN SALES GAIN -- Smaller drug stores showed bigger sales increases than did larger stores in March and April, 1943, as compared with the same period last year, reports the A. C. Nielsen Co., market research organization. Stores doing under \$10,000 a year business boosted sales 30%; medium size stores (\$10,000 to \$30,000), 25%; large independents (over \$30,000), 16%; chain stores, 20%. Pacific Coast drug stores led the upswing.

THERE IS AN ACUTE SHORTAGE of sanitary napkins because of labor, transportation, and lend-lease difficulties.

RUBBER SUNDRIES -- You can see what the Government thinks of the health situation when they allow about 75% of the rubber to be allocated. Flat goods will be in the lower price bracket. The color is to be red, but you can be sure that it has some reclaimed rubber in it; it has a tendency to turn a maroon shade. There is still a fair amount of the old type available. Fountain syringes are again available in limited quantities covered by OPA ceiling prices.

IN THE PAST MANY RETAILERS have been abusing the sale of surgeon's gloves. They have been selling them as household gloves. Today your jobber, your manufacturer, requires from you a certificate stating that you will not sell such gloves to anybody but legitimate users such as doctors, clinics, nurses, undertakers, and so on; and on the certification you will find out who the legitimate users are.

PROPHYLACTICS ARE IN PRETTY FAIR SHAPE -- Availability is good, and the manufacturers are really doing all they can to keep merchandise supplied and rolling.

YOU WILL NOTICE that many manufacturers have cut down the size of infants' syringes to one or two sizes. Synthetic rubber now enters into the picture. You will learn in the next six months that the majority of rubber items will be manufactured from synthetic rubber. Synthetic rubber costs more in dollars and cents than crude rubber. Thus expect an advance in prices.

BABY PRODUCTS -- Our Government will not let the babies down. There are a few items such as baby pants that are not available in quantity. Baby foods are having delivery problems because of the shortage of certain ingredients.

THERE ARE NO METALS available for vacuum bottles. Manufacturers began to use black plate steel and adapted it to the vacuum bottles.

RATIONING RULES COVER USP COTTONSEED OIL -- Wholesalers and drug retailers handling refined cottonseed oil are in for the headaches besetting food dealers, for they must now obtain ration stamps, certificates or other ration evidence when selling the product.

According to L. A. Baumann, acting chief of the fats and oils branch of the food rationing division, "cottonseed oil USP" is a food even when sold for medicinal purposes.

Drug houses buying refined cottonseed oil in bulk quantities and repacking it into smaller containers for sale or other transfer are retailers or wholesalers under Ration Order 16 and are required to register with their local war price and rationing board immediately, Mr. Baumann said.

NEW SULFA DRUG -- Sulfamerazine, a new compound that simplifies dosage and lowers costs in sulfonamide therapy, is now available for general use in the treatment of infections due to hemolytic streptococci, meningococci, pneumococci, and gonococci.

BABIES MAKE DRUG STORE BUSINESS -- Everybody knows that more babies are born during war years than in peace times. With the birth of each babe there is created new drug store wants of at least \$40 per baby per year and some estimates run as high as \$75. These figures apply to at least the first four or five years of each child's life.

That drug stores don't get all of this business is mainly true because the majority make no special effort to get it.

McKESSEN OFFERS BOOK FOR TRAINING NEW CLERKS -- To accelerate the training of new clerical help, a book entitled "Your New Position as a Drug Clerk" has been written for McKesson & Robbins, Inc.

It is now being distributed to the company's sixty-six divisions for redistribution to retailers.

HIS CANDY CASE NOW SELLS GAMES -- Toys and games are becoming more important to drug stores in these days pinch-hitting for goods gone for the duration. There is a new demand for such goods. Syndicate stores and other retail outlets are stripping manufacturers' shelves and the druggist had better not wait too long for calls of toy and game salesmen.

Typical of the many druggists who are now doing outstanding merchandising jobs with toys and games is C. L. York, proprietor of the York Pharmacy, Birmingham, Ala. He could not get enough candy for his candy showcase, so he turned it into a toy and game display. The items shown include toys, games, model airplanes, and hard candy novelties, and sell to children just the way candy did and carry as good, if not better, markup.

BEWARE OF O.P.A. PRICE CEILING VIOLATIONS -- Newest regulation of O.P.A. concerns retail price of wine; price must not exceed 50% above cost (33 $\frac{1}{3}$ % of selling price). Several stores have already been cited for violations.

This is Important! Pharmacy has clean hands in Price Ceiling. Drug stores have not had the unfavorable publicity of other types of retail establishments, which have violated this law of our land. Keep drug stores from getting a black eye. Check all prices, but especially now your wine prices.

MINERAL OIL MAY BE BANNED IN FOOD -- There is a "rather strong probability" that evidence will be forthcoming which will establish that mineral oil used as a food or incorporated in a food is deleterious to health, Commissioner W. G. Campbell, of the Food and Drug Administration, has informed a manufacturer who wanted to distribute mineral oil "for a variety of culinary purposes."

Furthermore, Campbell said, "it is entirely conceivable that such evidence will be sufficiently persuasive to justify a reconsideration of the present position which permits its employment in foods intended for special dietary uses, and to prohibit its sale except as a drug."

BRISTLE GOODS -- There is no bristle available for shaving brushes, or anything you have sold with bristles. The government thought of using all nylon in war industries for sutures, parachutes, gun pocket bags, and so on, but they were prevailed upon by manufacturers of tooth brushes to release some nylon for tooth brushes.

Hair brushes are not considered essential. There will be no nylon, no bristles available for them. There is some horsehair available, some fibre, and in a fibre the manufacturer tries to cover it up with black dye calling it a gray bristle. The government said "no black dye," so the only brushes available will be a white fibre brush.

Shaving brushes are a war casualty. Consider the shaving brush that you have in stock another relic.

RAZOR BLADES -- in England today razor blades are rationed as sugar is here. Manufacturers of razor blades are doing a splendid job. Steel is a critical material so the manufacturers are cut 53% of 1941 production based on units, not on tonnage. Don't try to merchandise razor blades today.

IF ANY ITEM should have been cut out entirely because of the essential ingredients in the product, that item is films. But films are basically one of the biggest moral builders we have. So the government has allowed film people to make 50% of the production of 1941.

THE HANDKERCHIEF PROBLEM is very serious. Twelve million square yards of cloth were available in 1941. The government will take 10 million square yards for the armed forces, leaving about 5% for civilian use.

FACIAL TISSUES are very critical. The government allowed the manufacturers 70% of the 1941 production so many of the manufacturers have taken out of their lines all the off-brand products.

RADIO'S BRIGHTEST STARS

BOOST YOUR SALES ON KLZ

Burns & Allen
Kate Smith
Frank Sinatra
Dinah Shore
Alca Templeton
Andre Kostelanetz
Irene Bassey
Joseph Cotton
Sammy Kaye
Preston Foster
Major James
Harry James
Jean Pennington
Fletcher Wiley
Bob Hope
James Melton
Wm. L. Shriver
Doug Edwards
The Kora Kobbler
Eileen Farrell
Cecil B. DeMille
Bert Lytell
Jim Ameche
Aunt Jenny
Billie Burke
Dick Powell

Jessie Braggett
Judy Canova
The Screen Guild Players
Ed Sullivan
The Braggett Boy
Gladys Swarthout
Warren Sweeney
Nan Wynn
Lionel Barrymore
Jean Marshall
Jack Carson
Conrad Nagel
Bob Trout
Ma Perkins
Paul White
Ned Palmer
Eric Sevareid
Frank Conroy
Irene Rich
Sam Adams
Penny Singleton
Arthur Lake
Groucho Marx
Frank Parker
The Andrews Sisters
Claudia Morgan

Why not take advantage of the tremendous "pulling" power of these favorite entertainers, ask your jobbers and wholesalers to place their advertising on KLZ.