



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

February, 1944

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.

1943 BUSINESS FAILURES will reach a record low of 3,888 on basis of first 8 months. Lowest failure rate in 49 years was in 1919, a total of 6,451 with highest recorded rate 31,822 business failures in 1931. . . Average National increases in drug store sales; 8 months of 1943, compared to 1942 was 26 per cent. . . 60,000 of 152,000 U.S.A. physicians are in armed forces, according to AMA's Fishbein.

1944 COSMETIC OUTLOOK IS BRIGHTER, MAYHAM SAYS -- The outlook for the cosmetic industry with regard to raw materials is considerably brighter today than it was a year ago, declared S. L. Mayham, executive secretary of the Toilet Goods Association, in a report to the National Association of Chain Drug Stores.

SUNDRIES -- Bulbs, invalid rings and other hand-made goods will be made from synthetic rubber in the future. Sufficient synthetic has been allotted for normal requirements. Household rubber gloves will soon be back on the market. In limited quantities at first, but production will increase through the year. Rubber sheeting too will be produced from synthetics and will soon be back on the market. It is possible that there will be some bathing caps produced in 1944. Production of nipples is about 25 per cent, and a shortage still exists. A suitable synthetic has not yet been discovered to make nipples non-toxic. It is possible that this difficulty will be overcome and that synthetic nipples will be available in sufficient quantity. All in all the rubber sundry situation is improving.

TGA SEES CONSUMER EDUCATION VITAL in Implementing Used Container Plan -- A plan calling for voluntary return of cosmetic containers and closures by the consumer to the retailer and then to the manufacturer is bound to be made compulsory by the Government. H. D. Goulden, director of the Board of Standards of the Toilet Goods Association, declared in a report outlining re-use methods of shipping cartons and containers.

OPA HAS ANNOUNCED that pending a study of additional information on increased potencies of packaged vitamins, it would withhold issuance of a vitamin price regulation designed to cut prices approximately 15 per cent below levels of October, 1941.

OPA WILL ATTEMPT limitation of store profit margins, probably using 1940 as a base period, a specific markup on cost-of-living items and definite maximum prices on countless items in lower price range which, by the way, are scarce.

DRUG STORE SALES FOR 1943 will run \$2,850,000,000, an increase of 28 per cent over 1939, according to U.S. Bureau of Foreign & Domestic Commerce.

RETAIL DRUGGISTS THRIVE -- The 11th annual analysis of retail drug operations compiled by Eli Lilly & Company shows that a net profit exceeding 5% was realized by 71% of the 514 independent drug stores whose figures for 1942 were submitted, as compared with 56% who were included in that category in 1941. Average net profits for the group analyzed were 8.5%, compared with 6.8% in 1941. Only 4% of the group operated at a loss; 8% realized less than 2%, while 17% realized between 2 and 5%. Gross margin averaged 32.1% and operating costs 23.6%. Sales in 1942 exceeded 1941 by 23.3%.

THE RECENT REMOVAL of limitations on facial tissue production would seem to end the scarcity of this commodity. However, the manufacturing is still limited by the amount of pulp made available to manufacturers for making tissues. Actually, manufacturers will be able to produce approximately 90% of the 1942-43 production, and only 80% will be available to civilians.

WPB TURNS ITS THUMBS DOWN on Lipstick Holder Aluminum -- No aluminum will be made available by the War Production Board at this time for manufacture into lipstick holders or other cosmetic containers, a WPB spokesman said recently. Thus were dashed the hopes of some manufacturers who knew WPB had the question under consideration and thought the chance of favorable action was fairly good.

PINE OIL SHORTAGE PREDICTED FOR '44 -- Since the production of pine oil was only 43,000,000 pounds instead of the predicted 60,000,000 pounds in 1943, and there is an increased demand of 16,000,000 pounds, pine oil for disinfectants will not be freely available during 1944, predicted Frank U. Rapp, of the Hercules Powder Company, at a recent disinfectant symposium in New York.

THE SHORTAGE OF SAFETY RAZORS is being considered by the WLB and the Office of Civilian Requirements. Some plastic razors have been made for the armed forces in the past 18 months, but no metal razors have been available since our entry into the war.

PENICILLIN SHIPMENTS BY AIR EXPRESS GET TOP PRIORITY -- Shipments of penicillin are being accorded the highest priority rating for air transportation, the Army's Air Transport Command has advised the air express division of the Railway Express Agency, according to a statement issued by the company.

TOOTH BRUSHES have been declared essential. Two-row brushes have been adopted by some manufacturers and these are receiving support from the dental profession. Other manufacturers have been able to maintain stocks, and therefore have not made any changes in styles.

COMBINATION OF TWO DRUGS MAY CURE SEASICKNESS -- That the combination of two well known drugs, atropine and prostigmine, may be the answer to the age old problem of seasickness is foreshadowed by a report in a recent issue of the Journal of Clinical Investigation.

THE WPB ANNOUNCES that the production of alarm clocks in the third quarter was $3\frac{1}{2}$ times greater than in the second quarter of this year. Production early in 1944 is expected to continue on this basis.

EVER TRY to carry a dozen loose bottles from the wholesale house to your store? It may be necessary unless packing cases are carefully opened, saved and returned to your supplier. Cardboard is drastically critical.

PAPETERIES HAS BEEN LOWERED in weight by approximately 16 per cent. This de-weighting will permit manufacturers to produce about as much as was produced in 1943, throughout 1944.

WARNING! -- NEW NARCOTIC RACKET -- A woman comes to a drug store and presents a proper prescription for morphine tablets. The prescription is dispensed. After an hour, the customer returns and claims that the tablets are not right, that they must have a different size and shape. The obliging druggist exchanges the tablets for others of another make and puts the returned tablets into stock, only to find after a time that the returned tablets contain only saccharin.

ONE-MAN STORE OWNERS SOLVE LUNCH PROBLEM -- One-man drug store owners are solving their lunch hour problem by closing alternately for one hour during the noon-day period. A small card on the door, advising the patron that the druggist "is out to lunch" also offers the name and address of the next nearest drug store, in case of an emergency.

SULFAS ARE BOON IN RHEUMATIC FEVER -- Sulfa drugs can be expected to reduce drastically the recurrence of rheumatic fever among children, a disease which causes annually the death of seven times as many as infantile paralysis does in an epidemic year, according to the Children's Bureau.

SULFANILAMIDE CUTS TIME OF RECOVERY IN TONSILLECTOMIES -- A marked reduction in post-operative complications following tonsillectomy has been reported by Dr. Karl N. Victor of Louisville, Ky., as the result of the local use of sulfanilamide.

AXIS TRADEMARKS ARE UP FOR SALE -- Trademarks used by Axis chemical, dye and pharmaceutical concerns in Central America are now available and may be acquired by American companies in order to freeze or retire them, reports Leo T. Crowley, Alien Property Custodian.

SALES OF COSMETICS for the twelve-month period ended October, 1943 totalled \$573,514,000, an increase of \$8,558,000 over the \$564,956,000 reported for the twelve months ended with September, 1943.

ARRIVALS OF RHUBARB ROOT LOWER PRICE FOR THIS DRUG -- Because of recent arrivals of rhubarb roots from India, the cost of whole rhubarb roots has dropped from \$1.15 per lb. to 95¢ a lb., and powdered from \$1.40 to \$1.15. Other declines have reduced prices per lb.: aconite root, \$1.50; belladonna leaves, \$1.10; borage flowers, 50¢; colocynth pulp, 75¢; corn silk, 22¢.

Gum arabic amber dropped to 12 $\frac{1}{2}$ ¢; gum asafetida, whole, 62¢; powdered, 75¢; oil dill, weed, \$5.50; papain, powdered, \$2.25; quince seed, \$1.65; simaruba bark, 52¢; strophanthus seed, \$2.60.

ALCOHOL ORDER EASED -- The WPB ethyl alcohol has again been amended. Under the terms of the amendment, the quantity of alcohol which may be withdrawn, subject to the restrictions of the order, without application to WPB but merely by filing a certificate with the supplier, has been increased from 3,500 gallons per quarter to 7,900 gallons per quarter. The fifty per cent restriction on the purchase and use of alcohol in cosmetics remains unchanged, but the amendment provides that any person who purchased alcohol prior to July 1, 1943 in quantities not exceeding 162 gallons a quarter, or one drum a month, for the manufacture of cosmetics, may continue to do so.

OPA READIES FIRST DRAFT OF SINGLE PRICE REGULATIONS -- The Office of Price Administration expects to present some time this month the rough draft of a single price regulation which, if accepted by industry, will supplant the General Maximum Price Regulation.

The OPA says that its proposal was evolved after studies of various types of retail stores, such as drug, furniture, department, etc., and also problems by size of store.

SOME GOOD REASONS WHY YOU SHOULD ASK YOUR JOBBERS AND MANUFACTURERS TO PUT THEIR ADVERTISING ON KLZ

. INCREASED COVERAGE! New survey released in 1943 show decided increase in KLZ's primary area radio homes... UP 16.8% daytime, UP 55.6% at night.

. INCREASED AUDIENCE! Hooper listener index averages (actual survey of listening) gave KLZ a bigger listening audience in 1943 than in 1942, in all three rated brackets, morning, afternoon, night. KLZ is the only station FIRST part of the time, never less than second, in these studies.

. BETTER NETWORK PROGRAMS! Columbia network at a new high in fine programs. A nation-wide poll of critics reports CBS programs as BEST in ten classifications. 1944 will bring finest programs in radio's history.

. BETTER LOCAL PROGRAMS & NEWS! KLZ has one of the West's largest and finest production staffs bringing more and better local programs. KLZ's news service has a national reputation for news leadership.

. BETTER PUBLICITY! Publicity behind KLZ programs is "tops". Billboard magazine made a 1943 award to KLZ which reads "In recognition of outstanding achievement in radio publicity, based upon exhibits from United States and Canada."

Be sure YOU'RE getting the MOST from your radio advertising support....

Be sure it's on KLZ!