



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

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

THE NET PROFIT TO THE AVERAGE DRUGSTORE OWNER this year should run somewhere between \$5,000 and \$7,000, according to the locality in which he operates and the type of overhead that is necessary for the store's operation.

MASS RECONVERSION to something approximating pre-war production of alarm clocks, fountain pens, small electrical appliances, and the hundred and one other kinds of small "hard goods" items sold in drug stores is now awaiting the outcome of the big invasion "push" into Hitler's European fortress. If things go well, you can expect to have reasonably good stocks of this kind of goods (items made of metals or plastics) by the latter part of the year.

MORE "HEALTH" ITEMS SEEN -- Cosmetics and cosmetic novelties are expected to become increasingly scarce, while "health" drugs probably will be ample, it was indicated at the third "road ahead" conference of the Federal Wholesale Druggists' Association, held recently in New York.

SUPPLIES OF VITAMIN A MAY BE TIGHTER for awhile, but supplies of the synthetic vitamins should be easy.

KLEENIX -- With 80% 1942 production allowed for 1944, less demand of government requirements which is deducted from 80% produced, balance available to civilians. Allotment is in strict proportion to proved purchases of 1942 and you are getting your just share little as it may seem.

WANT MORE SHOPPING BAGS? -- WPB has requested information on whether retailers want an increased production of shopping bags as a means of conserving paper. Drug chains are invited to send their comments to the War Production Board, Washington.

LUXURY TOILETRIES GAIN; STUDY SHOWS -- Toilet water, bath powder, and cake makeup have shown sharp increases in use during the past three years, according to Fawcett Beauty Reader Forum study, recently released.

LARGE SUPPLIES OF BOB PINS are expected in the near future to meet the heavy demand.

HAIR NET SALES ARE BOOMING as the supply is tight; most chain stores are rationing sales to their customers.

ITEMS WITH 1% PHENOL DON'T REQUIRE WARNINGS -- The Food and Drug Administration has modified its position with respect to warnings on products containing phenol so that those containing 1% or less need not bear warnings of any kind.

DRESSING TABLE ACCESSORIES offer excellent sales possibilities. Many customers hesitate to buy large size packages because of lack of space on their dressing tables. Suitable jars or containers, not too large for the top of the dressing table, will solve the problem.

COLD VACCINES -- Lemuel C. McGee reports in the Jour. Amer. Med. Assoc. (124, 555, 44) that three oral and two vaccines for parenteral use offered no evident protection against colds and related acute respiratory infections.

AIR STERILIZATION TRIED FOR COLD PREVENTION -- A new method to prevent colds, based on the sterilization of air by a vapor of aerosol, is now being carried on at air bases in Britain by the surgeon's office of the U.S. 8th Air Force.

The method is based on the theory that bacteria and viruses can be rendered harmless if air is sufficiently medicated before it is breathed.

FIRST-AID ITEMS INCREASE -- First-aid merchandise, such as bandages, adhesive tape, gauze and combination first-aid kits, will come in for increased sales, merchandise manufacturers agree.

HOW TO SECURE PENICILLIN FOR CIVILIAN USE -- Penicillin is not as yet available for general distribution for civilian uses, but druggists who have calls for same may, in cases of certain infections, secure this wonder drug in limited amounts by having the physician in the case write to Chester Scott Keefer, M.D. c/o Evans Memorial Hospital, 65 East Newton St., Boston 18, Mass. Physician must make clear the urgent need, number doses needed, etc.

NEW TENNIS BALL NOW IN PRODUCTION -- Tennis balls soon are due to make their reappearance on wholesaler's shelves and in stores, according to Howard W. Jordan, president of the Pennsylvania Rubber Co., who reports completion of successful tests on a new synthetic rubber ball.

DOCTORS' PRESCRIPTIONS INCREASE -- Despite the shortage of doctors in civilian practice, the volume of drug prescriptions which normally totals about 200,000,000 a year, was more than 230,000,000 in 1943, says Dr. E. L. Newcomb, Executive Vice-president of the N.W.D.A.

RALPH MC KINNON, Milwaukee druggist, has no "Help Wanted" worries since he solved the shortage problem by employing older women clerks. During the past two years his profits have increased 250% due partly to wartime prosperity but largely to his personnel.

HAIR BRUSHES -- Small allotments of natural bristle brushes reaching market. No Nylon brushes are expected in 1944.

VACUUM BOTTLE SUPPLY ADEQUATE -- The supply of vacuum bottles will continue to be adequate through 1944 "to assure filling all normal demand," a roundup of trade sources revealed.

THE USE OF THE SULFONAMIDES in reducing the mortality of meningitis is strikingly shown by statistics. Before the use of sulfonamides 17 cases per 100 ended fatally; today only 3 per 100 are fatal. The spread of epidemic meningitis may also be effectively prevented by the use of prophylactic doses of sulfathiazole.

RELIEF FROM SEASICKNESS -- Favorable results were reported by The Lancet, British Medical Journal, in using hyosine to prevent seasickness. The drug prevented seasickness in 73 out of 100 men used in the research.

CURRENT PRICES ON ICE CREAM CONTINUED TO MAY 23 -- The maximum prices now in effect for ice cream and ice cream mixes will continue in force until May 23, 1944, it has been announced by the OPA.

HAIR LACQUER DERMATITIS -- Reports on the increasing incidence of hair lacquer dermatitis continue to appear in the medical literature. From Springfield, Mass., A. Hollander (Arch. Dermat. & Syphil. 48:656, 1943) reports on 15 cases of allergic dermatitis caused by hair lacquer products; 11 caused by hair lacquer pads and 4 by hair lacquer itself.

NEW DU PONT SPRAY IS DEADLY TO PLANTS -- "Ammate," a new herbicide which will permanently kill poison ivy and many other weeds will be available for the first time this season in sufficient quantities for consumer use, the Du Pont Co. has announced.

THE AVERAGE FAMILY spent less than four dollars for vitamins in 1943; fifty-five per cent of customers buy vitamins only once.

THERE IS ENCOURAGEMENT IN THE POST-WAR SURPLUS COMMODITIES PROGRAM, outlined by Bernard Baruch and John M. Hancock, that ways will be found to prevent wholesale dumping of left-over goods on the markets.

SHAMPOO SHOPPERS BUY COMBS, TOO -- Sales of low-priced combs have been stimulated at the Walgreen store, 1200 Main Street, Springfield, Mass., since the store arranged bin showings of combs in front of packaged shampoos on an open-display table.

VITAMINS, DISTRIBUTED FREE OF CHARGE to the workers at Stromberg-Carlson, proved to be so beneficial that the workers are now buying hundreds of bottles of tablets a month for their families, it was revealed recently by Stanley H. Manson, executive secretary of the company's labor-management production drive committee.

START ADVERTISING disinfectants at once (get one that does not have the creosote odor) for this type you run into severe price competition. Every flock owner is a prospect as sanitation is the secret of success in any successful animal operation.

HEROIC DOSES OF VITAMIN C PREVENT SUNDRY ALLERGIES -- By saturating the system for one week with a daily dose of 500 mg. of vitamin C, subsequently reducing it to a lesser amount, people are able to overcome food allergies to which they have been subject. -- Anneals of Allergy.

ELEVEN POINTS TO REMEMBER TO CUT STOCK SHRINKAGE --

1. Check incoming goods from manufacturers.
2. Make claims for shortages and breakage promptly.
3. Cut down losses from rough handling.
4. Price-mark merchandise promptly.
5. Price-mark carefully to avoid damage to goods.
6. Protect merchandise from dust.
7. Protect merchandise from dampness.
8. Protect merchandise from heat.
9. Make sure goods are not thrown out.
10. Keep strangers out of stockroom.
11. Follow company rules.

ALOXIDE IS NEW ABBOTT PEPTIC ULCER THERAPY -- Aloxide, a new antacid indicated for reduction of gastric hyperacidity, as in peptic ulcer, has been announced by Abbott Laboratories.

THE OUTLOOK FOR LIQUID NAIL POLISH is improving, according to manufacturers.