



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

AUGUST, 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.

DRUG STORES SHOWED AN 8% INCREASE IN VOLUME in 34 states in April, 1944 over the same month in 1943, according to figures of the Department of Commerce; ranked fourth to Florists with 16%, Sporting Goods Stores with 10%, and Restaurants with 9%.

ACCORDING TO A "LILLY SURVEY" the average price received for a prescription is \$1.05. This means that at \$1.80 per hour, disregarding fractions, 43% of every dollar's worth of prescriptions represents time.

FROM SCATTERED SURVEYS, it has been definitely established that a great many druggists intend to modernize after the war. But a NATIONAL survey of all druggists has not been made. No one yet knows how many druggists want a new pharmacy department, how many want a new fountain, how many intend to install air conditioning, and how many plan to enlarge their stores by taking over an adjacent empty store.

These figures in the aggregate are of vital importance to any prognostication of post-war spending. American Druggist magazine is in the process of making such a survey.

ARE YOU LOOKING FORWARD TO THE FUTURE? -- Post-war days will bring literally hundreds of new items for the merchant to sell. The present space in the average store is not going to be large enough.

Wise merchants, with an eye to the future, will obtain additional space adjacent to their stores. Where will you stand when the avalanche of new merchandise hits you?

ARMY OFFICERS PROMISE that "Name Brands" will not be "Dumped" when post exchange stocks of drugs and cosmetics are liquidated, and some doubt whether any major liquidation will be necessary.

MANY DRUGGISTS are not aware that a black market exists in sun glasses. With sales of these glasses reaching their peak in summer months, druggists should do everything they can to stamp out this latest black market. Materials used in sun glass manufacture are vitally needed in the war effort. By helping to stamp out the black market in these glasses you will be doing your best to maintain a sound economic home front in this war period.

PAPER BAGS are expected to be put under control about the first of the year. Extremely short now (about 50% quotas) and (with wrapping paper) will become more tight.

THERE IS A WIDE AVENUE of sales and profits open to hundreds of druggists in farm communities. It is an avenue which can be traveled with a minimum of effort, but which is generally unknown except to a fortunate few, probably for lack or realization on the part of others as to its profit possibilities.

ELECTRIC IRONS -- Officials state that by fall, at least, one half of the two million electric irons will be on the market. Twenty-seven electric companies are now in the work of manufacture. Be sure to study your past purchases and demand your allotment from your supplier.

FACE POWDER will be available in usual quantities, it is stated. Previous talcum shortage was overcome by use of domestic talcum. Best selling shades will be retained at expense of slow-moving face powder shades.

ESTIMATES by government economists place post-war soda fountain volume at \$506 million. That's a 40% increase over 1941 volume. Good news for druggist fountain owners -- but it is well to remember that your share of that increase must be earned by cleanliness, quality and good service. Fountain dollars follow those three leaders -- always.

AFTER THE ALLEGEDLY SUCCESSFUL EXPERIENCE of an exclusive vitamin store in St. Louis, a new organization has been formed in Cleveland, Ohio, to place such outlets over a wide area, possibly numbering 300 stores. The stores are not under the supervision of pharmacists or other types of professionally-trained people.

IS BORIC ACID POISON?--- Representative Sol Bloom of New York has introduced HR 4708 proposing that products containing Boric Acid bear a poison label -- this is the aftermath of the recent tragedy in New London, Connecticut, hospital where a number of infants died through the mistaken administration of Boric Acid.

OPINION RESEARCH SURVEY exploring socialized medicine reactions find that the public want to find easier way of paying doctor and hospital bills; object, however, to payroll deduction (deduction spoken of is 5% to 6%); want to select their own physician, are conscious and resentful of high hospital costs and physician's fees.

THERE ARE AT LEAST 88 DEPARTMENT STORES in the U.S. which operate prescription departments at the present time.

A count of the listings included in the department store section of the 1944 List Book, just issued by the Topics Publishing Company, shows also that 319 stores maintain packaged medicine departments which carry a wide variety of products.

Compiled under the supervision of Harry Ambrose, the book is now available, at \$4 a copy from the Drug Topics Direct Mail Service, 330 W. 42nd St., New York 18, N.Y.

NEW N. F. IN 1945 -- Deletion of nearly a third of the drugs in the National Formulary and acceptance of about 115 new monographs were among the extensive changes approved by the Committee on National Formulary at its three-day session held recently at the American Institute of Pharmacy, Washington, D.C. Developmental work on N.F. VIII is now under way, and the new edition is expected to be on the pharmacist's reference shelf by the end of 1945.

The use of English instead of Latin for primary drug titles was one of the basic changes of policy authorized.

QUINIDINE is the nation's most critical drug and should be sold only on prescription.

NAIL ENAMEL -- The amount of ethyl acetate has been increased by the Government to manufacturers. By cutting variety of shades, sufficient stocks to retailers should be available. As in most cosmetics, best grades should be the ones stocked.

ALL DRUG STORES should have a poison record book, a narcotic record book, and a file of their prescriptions. Undoubtedly all drug stores have these but they should be kept up-to-date and in a safe place.

DO YOU occasionally find the wholesaler out of the small size of a popular seller? Here is what some dealers do to keep from being "out" of that particular item: they order the "small" size but instruct the wholesaler to send "medium" or "large" size if unable to send the small. It's better to be able to offer an alternate size than to disappoint the customer and, of course, your sales volume and gross profit are benefited if the sale is made.

VITAMIN B₁ REPELS MOSQUITOES: REDUCES ITCHING FROM BITES -- Dramatic results have been obtained in the treatment of individuals severely affected by mosquito bites, according to reports in a recent issue of Minnesota Medicine. Tests showed that heavy initial doses of thiamin chloride, followed by smaller regular doses, not only reduce itching, but actually make the individual repellent to mosquitoes.

N.Y. LIMITS SALES OF VITAMIN ITEMS -- Following the precedent of Minnesota, New Jersey and Indiana, New York State's Attorney General Nathaniel L. Goldstein has declared that vitamin products in concentrated form, which are specifically recognized in the U.S. Pharmacopoeia, or the National Formulary, are drugs within the definition of this section, and their retail sale is restricted to pharmacies, drug stores and registered stores.

A SALES IDEA THAT WORKS -- Some druggists are going to town with oral vaccine tablets (and capsules) with a novel idea. An amber wide-mouthed bottle, 16-ounce size, is used containing some half dozen packages (or more) of the oral vaccine that is currently being pushed. Placed near the wrapping counter, it is labeled "Oral Cold Vaccine -- prevents and relieves colds -- ask the druggist in charge." An astonishing number of packages are thus sold.

THE BEST WAY to remove discolorations and stains from marble soda fountains is first to soak the marble in soft water. Then let it stand awhile. Wipe with a weak solution of Javelle water. Ten minutes later wipe again with soft water. If the gloss has dulled on the spot put some putty powder on a damp felt pad and rub.

WHILE A DRUGGIST IS NOT NECESSARILY IMMUNE from all responsibility in selling proprietary medicines, in their original packages under the manufacturer's label, his responsibility may be greatly restricted thereby. For, generally speaking, in the absence of knowledge of defects in medicines so sold, he will not be liable for injury caused by their use.

On the other hand, when a druggist sells a proprietary compound under his own label, which proclaims him to the manufacturer, it has been held that he assumes the actual manufacturer's responsibility or its quality.

UNCOLORED LIP POMADE IS DECLARED TAX-FREE -- Lip ices and pomades which are free from color and perfume, and which are advertised or directed for use only to relieve chapping and exposure, are exempt from the retailers' excise tax. D. S. Bliss, deputy commissioner of the Treasury Department, has ruled in a clarification of the new excise tax imposed April 1 of this year.

DEVELOPS NEW STERILE SULFA PACKAGE -- A special double sterile envelope, containing a freely flowing granular form of sterile sulfathiazole suitable for local applications to wounds is now being offered.

Each "Sterilope," as the envelopes are called, consists of an outer sealed envelope and an inner envelope with sifter top, containing five grams of sterile sulfathiazole powder.

KLZ WINS AGAIN!! VOTED TOPS IN THIS AREA BY LOCAL AND REGIONAL NEWSPAPERS FOR PUBLIC RELATIONS!

Yes indeed, the Billboard magazine has just announced the results of its Seventh Annual Radio Publicity Survey, in which the newspaper editors in the area served by the radio stations, voted to select the station doing the outstanding job in publicity and public relations. KLZ was first among all Denver Stations!

In the past two issues, you've read of awards made to KLZ, for program excellence and production.

KLZ's prize-winning programs, production and publicity add up to radio leadership, the kind that assures a host of loyal listeners. These listeners, your customers, are hearing powerful sales messages over KLZ every day in the year. Why not ask your jobbers and wholesalers to place their advertising on KLZ, where it will do you the most good?