



DRUGGIST *Briefs*

NEWS OF SPECIAL INTEREST TO DRUGGISTS

NOVEMBER, 1944

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

DRUG SALES MAY HIT PEAK IN '48 SURVEY REVEALS -- Gross sales in the drug and chemical industry will decrease in 1945 to 5.8% below those for 1943, assuming the war in Europe ends in 1945, according to a survey of that industry compiled for the post-war planning committee of the National Paper Box Manufacturers Association, which was released recently. After 1945, sales should rise to a peak of 18.2% above 1943 by the end of 1948, according to the survey.

CIGARETTE SHORTAGE TO CONTINUE -- It is probable that popular brands of cigarettes will be scarce until after the war. The reasons given by the tobacco industry are: (1) Overseas shipments to the armed forces continue to increase; (2) inventories of aged tobacco for cigarettes in warehouses are low.

One druggist in the Middlewest has advertised that he would supply cigarettes only to regular customers and he backs the announcement with action.

DO NOT EXPECT plastic lipstick containers to go off the market because of the return of metal ones. Plastic containers have improved in quality and now can be made in a large variety of styles and in almost any desired shade.

NOVEMBER IS A GOOD MONTH to sell darker shades of lipsticks, nail polishes and make-up. The cool weather also will set demand for winter cosmetics.

LIQUID LIPSTICKS will get another tryout in the near future. They are selling in small quantities at present. The main objection is that they lack a practical applicator, but this difficulty seems to have been solved with a new item which is being tried in England. It is backed by a leading American make-up manufacturer.

WITHIN A FEW MONTHS, aluminum containers for tooth powder, tobacco, cocoa, etc., will appear on the market. The WPB has already released 7,000,000 pounds of aluminum for so-called "experimental" use as containers.

GOOD COSMETIC GIFTS for men in the armed forces are astringents, lip pomade, deodorants, hand lotions, sunburn preventives, shampoos and talcums. Women in the service can make use of powder compacts, cleansing creams, lipsticks, hair nets, nail polishes, rouges and face powders.

ICE CREAM -- OPA has announced that maximum prices now in effect on ice cream or ice cream mix will remain static until November 23.

INDEPENDENT RETAIL DRUG STORE SALES June, 1944 vs. June, 1943, plus 11%...July, 1944 vs. July, 1943, plus 9%...Seven months 1944 vs. similar period 1943, plus 14%...First six months 1943 vs. same period 1942, plus 27%...Note the leveling off of sales increases...Jewelry stores, women's ready-to-wear shops and restaurants show same thing...Maybe Mr. and Mrs. America are becoming conservative.

MANY CUSTOMERS ARE COMPLAINING about the empty space in some face powder boxes. The space provides room for a powder puff, it can be explained.

DISTRIBUTION OF PENICILLIN THROUGH RETAIL DRUG STORES has been postponed beyond the early fall date originally planned. Originally it had been hoped to start the distribution of penicillin through normal commercial channels by late summer, or early fall, at the latest. It now looks like it might take several more months before WPB will be able to scrap its present system of controlled distribution via selected hospital depots in favor of normal wholesale-drug-retail-drug store distribution.

HALF OF ALL THE 5-CENT CANDY BARS produced in this country were ordered set aside for procurement by the armed services in a regulation announced by the War Food Administration.

With the demand for candy bars increasing sharply, the WFA said, the armed services were unable to get all they needed by open market purchases. Therefore the set-aside procedure, long used for other foods, was adopted.

SIGNS CAN SAVE TIME, TALK AND TEMPER for customer and employer. A well-placed sign can do wonders toward cutting down on the asking foolish and obvious (to you) questions. They can do much toward taking an extra unnecessary load from your employees. Let signs do part of the work in your business!

ELEVEN STATES NOW HAVE REGULATIONS prohibiting the sale of vitamin products by other than pharmacists. First to howl was a supermarket publication -- threats have been made to sue for a determination of the legality of regulations prohibiting their general sale. Nothing could be more important to druggists than to retain the sale of these items by law -- but low or not, the drug store will have to measure up to its competitor's ability to sell.

ARE YOU INTERESTED IN SELLING CHECKS IN YOUR DRUG STORE in competition with American Express, telegraph company, bank and post office money orders? Retail druggists in five midwestern states have gone in for this check business as agents for a Minneapolis company which has a system all worked out, based on the use of postal cards. Recent increased rates on government postal orders has provided a market, but Congress recently authorized the Post Office Department to work out a new schedule of rates designed to meet this new form of competition as well as that offered by the older nongovernmental money order agencies.

THE COMMITTEE FOR ECONOMIC DEVELOPMENT or C.E.D., as it is more commonly called, has just published a booklet for retailers. The booklet, entitled "Handbook for Retailers," analyzes the six steps that retailers should take now to prepare for the competition they will undoubtedly have to face as soon as the war is over.

The Handbook is more than a check list, for it also includes numerous suggestions that retailers can follow to guarantee their securing a fair share of the retail sales volume in their community. Actually, the new booklet is a guide that points the way to greater net profit FOR DRUGGISTS, because it outlines the steps that the retailer should follow to increase his gross profit through the reduction of his cost of operation. Faulty management, loose control, and inefficient buying cut into the overall profit of the store. The successful retailer in the competitive period ahead will have to establish himself in a firm financial manner, in order to take advantage of opportunities as they rise.

THE LILLY DIGEST OF 1943 operations of Retail Drug Stores, usually available in October, will not be completed until November because of the unusually large number of stores participating.

MULTIVITAMIN TABLETS SEIZED BY FDA ON GROUND ITEM DOES NOT DISINTEGRATE -- Alleging the product to be misbranded, the Food and Drug Administration has seized a quantity of multivitamin tablets which are said to pass through the human body without disintegration, thus being an unreliable source of certain of the vitamins.

Two seizures were made, one consisting of "Walker's Mineralized Vitamin Tablets," in Jersey City, the other concerned 600,000 tablets seized in bulk in the plant of Walker Vitamin Products, Mt. Vernon, N.Y., after shipment to the firm by a Newark packager.

A PH. A. SUPPLIES COMPLETE SET OF MATERIALS FOR PHARMACISTS to Apply for Alcohol Tax Drawback -- To help pharmacists obtain the refund of two-thirds of the \$17.10 tax they are now paying on each wine gallon of U.S.P. alcohol, for which they are eligible, the American Pharmaceutical Association is making available at cost a kit containing all material that the pharmacist will need to obtain the drawback. This includes a set of four-part forms to cover supporting data for each quarter of the year, official Bureau of Internal Revenue forms to apply for the annual special tax stamp and to file the first quarter claim, together with carbon paper, file folder and complete directions for use.

THE AVERAGE CIGARETTE SMOKER MAY NOT KNOW IT, but this month he is smoking next May's cigarettes. That is, the cigarettes that are currently being sent out by the factories are made from tobacco that normally would not have been used until next May. The national stock-pile of Flue-Cured, Burley and Maryland tobacco, the types of tobacco that constitute the bulk of most brands of cigarettes, has been prematurely cut into in an amount that would normally carry the factories for nine months.

A 50% INCREASE IN SALES of baby goods is "a conservative estimate" of the added volume in these products traceable directly to the installation of a new baby department display fixture, according to Walter A. Krukenkamp, proprietor of a pharmacy in Saint Louis.

PULLING POWER OF THE DRUG STORE

The extent to which sales for the various important departments in retail pharmacy have increased is shown by a recent breakdown of the income figures for 1943 and 1942 reported by Drug Topics:

Department	Amount of Goods Purchased		Per Cent Increase
	1943	1942	
Prescriptions.....	\$265,802,000	\$222,203,000	19.6
Home Remedies.....	341,848,000	295,980,000	15.4
Vitamins.....	132,200,000	101,496,000	30.2
First Aid.....	33,151,000	24,650,000	34.4
Sickroom and Surgical.....	26,914,000	26,694,000	0.8
Feminine Hygiene.....	71,752,000	60,651,000	18.3
Oral Hygiene.....	69,754,000	60,558,000	15.2
Baby Goods.....	36,955,000	29,039,000	27.2
Personal Cleanliness (Cosmetics, Soap, etc.)...	55,823,000	50,506,000	10.5
Insecticides and Disinfectants.....	24,430,000	18,785,000	30.0
Health Foods.....	6,120,000	4,250,000	44.0

Undoubtedly, were it not for a curtailment in the supply of certain commodities the percentage increase in some cases would have been much greater.

SO YOU PLAN TO HAVE A NEW AND MODERN STORE after the war? You'll get a good look at what it can be like in Armstrong Cork's national advertising now appearing and in Bristol-Meyer's current development of futuristic store plans, full of revolving displays, scalloped showcases and outside windows for easy and smooth-flowing traffic.