

Drug Sales Soar During Winter's Flu, Cold Surge

By REYNOLDS KNIGHT
The ugly winter of 1962-63, with its surges of Asian flu, "non-Asian" flu, and just plain colds and miseries has brought cheer to at least one industry: drug manufacturing.

Retail sales of cold and flu medicines probably hit an all-time record for the opening quarter of 1963, now ending. And drug company sales and earnings will be up accordingly. But the layman who criticizes such profits or uses the term "profiteering" probably

does so out of ignorance of the problems confronting the industry.

The development and testing of drug products has become a time-consuming and very costly procedure. The federal government has tightened up its requirements for pre-testing, too. Thus a drug firm today may spend millions of dollars developing a new medicine and testing it over a period of as long as five years — at its own expense — before a single box or bottle is sold to John Q.

Consumer. Because of intense competition, drug firms are virtually forced to keep up their efforts to come forth with new products. If not, sales dwindle and workers must be laid off.

Spending for research and development by the industry last year was an estimated \$250 million. Interestingly, a portion of that spending has been — and is — earmarked for overseas locations, where research costs, including the scientists' pay, are lower.

GOING INTERNATIONAL—Home building traditionally has been the domain of the small entrepreneur: the contractor who built a dozen or so — or perhaps a few score — houses a year. And even if he grew large, as some have since World War II, he did most of his building in his own "back yard."

But now there is a new trend in the making — the emergence of the international builder. The trend is pointed up by

the announcement of Levitt and Sons, Inc., which has been breaking industry traditions for years, that it will move its executive offices in 1964 to new international headquarters on Long Island.

WILLIAM J. LEVITT, president, attributed the move "to the emerging international scope of our business." He said that one of the key factors in re-locating the company headquarters is easy access to New York's International (Idlewild) and LaGuardia airports.

Levitt and Sons not only is currently building three communities in the continental U.S., but also is active in construction of high-rise and garden apartments in Paris, France, and is about to start building an ocean-front residential complex in San Juan, Puerto Rico. Levitt adds that additional expansion projects are "just over the horizon."

RISING ENROLLMENTS and rising college costs are prompt-

ing more and more parents to turn to instalment financing as a practicable way of footing the bill for Junior's college tuition, room and board.

To meet this demand, CIT Financial Corp. has organized a new company — its second in this field — to provide "monthly payment" financing of school and college costs. The new company, The Tuition Plan of New Hampshire, Inc., will provide instalment financing of educational expenses directly to parents for any institution the student wishes to attend. According to Robert J. Keir, chairman, it will operate on a nationwide scale. Headquarters are Concord, N.H.

long-established educational financing subsidiary, The Tuition Plan, Inc., which Kerr also heads, will continue to make its financing services available to parents through the more than 600 schools and colleges associated with the Plan.

"With the formation of this new company, CIT's insured educational financing services are now available to parents for any school of college, including those that do not already offer our established Tuition Plan through their catalogues," Keir explains. "Either plan enables the parent to budget educational expenses on a monthly instalment basis for as much as four

AT THE SAME time, CIT's

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The Boys Markets Grand Opening

ANOTHER NEW BOYS MARKET OPENS IN COMPTON!

CALIF. GROWN—1-DAY FRESH!



FRYING CHICKENS 29^{lb.}

LANCASTER FARMS U.S.D.A. Grade A WHOLE BODY

GROUND BEEF 3^{Lb. Pkg.} \$1¹⁹
U.S.D.A. CHOICE

Ground CHUCK 3^{Lb. Pkg.} \$1⁴⁹

Ground ROUND 3^{Lb. Pkg.} \$1⁹⁹

TABLE BRAND 39c lb.
FARMER JOHN 49c lb.
LUER QUALITY 49c lb.
RATH BLACKHAWK 59c lb.
MORELL'S YORKSHIRE 49c lb.
(Thick Sliced 2 lb. pkg. 95c)

U.S. CHOICE, TENDER, JUICY English Cut Roast 79^c lb.

U.S. CHOICE, STANDING PRIME RIB ROAST 69^c lb.
SMALL END 79c lb.

Tender, Tasty CHUCK POT ROAST 35^c lb.
U.S. CHOICE

IRIS COFFEE
OPENING SPECIAL!

1-LB. CAN **45^c**

Imitation ICE MILK
CARNATION

HALF GAL. **29^c**

MORTON'S DINNERS
FRESH-FROZEN

11-OZ. PKG. **39^c**

CHOICE, TENDER, CENTER CUT 7-BONE ROAST 45^c lb.

Fresh-Frozen Foods

BLUE RIBBON BEEF STEAKS
2-OZ. STEAKS **10 FOR 69^c**

ORANGE CONCENTRATE 6-OZ. CAN 15^c

HAWAIIAN YELLOW PUNCH 8 6-oz. Cans \$1

GIFT-OF-SEA BREADED SHRIMP 24-oz. PKG. \$1³⁹

SPAGHETTI
American Beauty Big Family-Size 25-Oz. Pk.g **29^c**

PRESERVES
Old Tavern Assorted 3 20-OZ. JARS **\$1**

KERN'S NECTAR
PINEAPPLE—PEAR APRICOT—PINEAPPLE PEAR, APRICOT 12-OZ. CAN **10^c**

Pieboy—FRUIT PIES
FRESH-FROZEN 22-OZ.—8 INCH **25^c EA.**

Boys Detergent
Powdered GIANT PKG. **39^c**

OPENING SPECIAL!
SPRINGFIELD
Kidney or Butter BEANS—16 oz.
Cut GREEN BEANS—16 oz.
SLICED BEETS—16 oz.
Whole Kernel or CREAM STYLE CORN—16 oz.
Gold or White HOMINY—No. 2 1/2 can
GREEN GARDEN PEAS—16 oz.
7 CANS \$1
Your Choice

CAL-FAME Fruit Drinks
PINEAPPLE—GRAPEFRUIT ORANGE, GRAPE 4 46-OZ. CANS **\$1**

C-H-B PANCAKE SYRUP
28-OZ. BTL. **29^c**

ALBER'S QUICK Hominy Grits
2 20-OZ. PKGS. **39^c**

TREAT-TIME Peanut Butter
16-OZ. JAR **39^c**

FANCY—U.S. NO. 1 QUALITY RUSSET Potatoes 8 lb. Cello Bag 29^c

FRESH PICKED CARROTS
Young, Tender 1-lb. Cello Pkgs. **2 FOR 15^c**
SUGAR-RIPE FIGS 12-OZ. Pkg. **29^c**

OREGON PIPPIN APPLES
Extra Fancy **2 LBS 25^c**
SUGAR-RIPE PRUNES 12-OZ. PKG. **29^c**