

PACKAGING & SELLING

CONTINUED

VINYL CHLORIDE CONCERN WIDENS

Vinyl chloride is undergoing new concern about user as well as worker safety in the wake of discovery of four new cases of angiosarcoma of the liver. Most worrisome was a New York woman who lived for 30 years downwind and four blocks from a PVC manufacturing plant. She also had her hair done each week for at least 20 years, though the beauty parlor operator said she didn't believe her shop used vinyl-chloride-propelled hair sprays.

A WORRIED AVON FANS OUT ADVERTISING

Inadvertently registering an admission that competition is getting tougher, Avon Products is utilizing radio and new print advertising to narrow in on two markets, teenagers and blacks, reports *Advertising Age* (June 3). But the new markets will have to bite into the U.S. advertising budget of \$7.5 million, which is slightly less than was expended in 1973. Also in the works is a tightening up of its marketing structure, in part to make up for the fact that the "lady of the household is a fast-diminishing breed."

DENNEY: THE FAMILY RELINQUISHES CONTROL

After 77 years of ownership by the Denney family (the last three years of which were rather anxious ones) Frances Denney Inc. has been bought by Berwind Corp., Philadelphia investment firm, for an undisclosed figure. Best known executive, Robert W. Denney, board chairman and long-time director of the Cosmetic, Toiletry & Fragrance Association, has resigned and says he will leave the industry. Former Revlon vp William Greenaway continues as president and chief executive officer of the cosmetic company.

TWO-LEVEL DRUG PRICES HIT AS PREDATORY

Two-level pricing of drugs (in which one manufacturer offers for sale both a high-priced brand named drug and a low priced generic) has been blasted by the Canadian Drug Manufacturers as "a form of unfair competition or 'predatory pricing' that is bound to be scrutinized by the government sooner or later." The association took special exception to erythromycins, ampicillin, and other antibiotics, some of which are sold generically through a subsidiary under a different label.

PAYOT COMES ON SOMEWHAT STRONGER

A distinguished French name in cosmetics, Dr. N. G. Payot, is quietly attempting to expand into the U.S. market. First move will be establishment of a salon, at 320 Park Avenue in New York City, where customers will be offered the treatment creams and cosmetics developed in the Payot Institute of Beauty in Paris. Expert skin analysis and counseling will be augmented later by full-scale beauty treatments.