

is not in harmony with the recommendations of the Brussels Conference (1925) should be pointed out that they may be available for consideration in the next revision.

2. **U. S. P. Tables.** What other tables may be advantageously added to those now in the U. S. P.? If there are any to be recommended they should be prepared now and thoroughly tried in practice.

## PERSONAL AND NEWS ITEMS.

**Dean Frederick J. Wulling**, College of Pharmacy of the University of Minnesota, is chairman of the School Committee of the Safety Bureau of Minneapolis Civic and Commerce Association. He is conducting a series of talks that have special reference to need of safety instruction to children. This work is being done by aid of radio and public lectures.

**Ex-President and Mrs. Charles H. LaWall** are enjoying a two months' vacation. They left on the first of the month for a trip to California by way of the Panama Canal. It has been many years since the Dean has taken a vacation and he intends to enjoy this one by disconnecting himself, as far as possible, from college and laboratory duties.

**I. H. Shurtleff**, member of the A. Ph. A. since 1875, and, hence, a "fifty-year member," has sent in a \$100.00 contribution to the Headquarters Fund and in connection with his letter expressed his appreciation of the work being carried forward.

**Editor Hugo Kantrowitz** is again arranging for a European trip and invitations are extended to pharmacists and friends to participate in the tour which is to take in interesting points of Germany, Austria, Switzerland and France. The departure of the tourists will be on June 30th and the return about September 1st.

**Dean W. F. Gidley**, University of Texas, College of Pharmacy, recently spoke before the Rotary Club of Galveston on "Present, Past and Future of the Texas College of Pharmacy."

**Al Falkenhainer**, of Algona, Iowa, Director of Propaganda, Campaign Committee, A. Ph. A. Headquarters Building, for many years Secretary of the Iowa Pharmaceutical Association, is spending part of the winter in Texas with his family. He will soon leave for Belgium where he goes as delegate to the convention of the Rotarians.

The *Druggists' Circular* for March contains interesting sketches of the Presidents of three State pharmaceutical associations, **Clyde Eubanks**, of North Carolina; **Otto C. Kistner**, of Ohio; and **Homer C. Wallace**, of West Virginia.

**Prof. Otto Raubenheimer** celebrated his sixtieth birthday at his home in Brooklyn, February 4th. The *Apotheker Zeitung* gives a comprehensive sketch of the celebration in which many activities of the well-known pharmacist are briefly but interestingly referred to.

**Secretary and Mrs. J. G. Noh**, of Pennsylvania Association, were among visitors at the office of the AMERICAN PHARMACEUTICAL ASSOCIATION.

**Treasurer and Mrs. Charles W. Holton**, of the A. Ph. A. helped to celebrate Mrs. Charles E. Dohme's 86th birthday; the latter enjoys good health and takes an active interest in affairs.

**W. Bruce Philip**, former *Chairman* of the House of Delegates, A. Ph. A., and Secretary of the Alameda County Pharmaceutical Association, spoke, on January 26th, before the Kiwanis Club of Alameda. He took for his subject "Honesty in Business" and explained to the club members the purpose of the Capper-Kelly bill now pending before Congress, and the necessity of that legislation if the independent retailer, not only in the drug line but in other retail channels, is to survive. Mr. Philip found a deep interest on the part of his hearers, but a meager understanding of the bill and its objects. **Victor L. Schaefer**, Alameda druggist and President of the California Pharmaceutical Association, acted as chairman.

Members will regret to learn of the loss by fire sustained by our fellow-member **John Victor Lee**, pharmacist of Evanston, Ill., last month.

On March 1st, **R. D. Keim** addressed the members of the "Yale Men in Advertising" at the Yale Club, New York, upon the subject of price standardization as opposed to predatory price-cutting. He also spoke before the members of the New York Advertising Club, associated with the Advertising and Selling Course being conducted by that organization.

**Dr. Arno Viehoveer** prepared an interesting pharmaceutical exhibit for the recent meeting of the American Association for the Advancement of Science, with which the AMERICAN PHARMACEUTICAL ASSOCIATION is

now affiliated. This is the first time that a pharmaceutical exhibit has been prepared for the Association and aroused considerable interest.

**Editor Morris Fishbein** of the *Journal of the American Medical Association* in a contribution to the March number of the *Scientific American* comments on progress in the medical and surgical field. The subjects discussed are Goat Serum for Measles, Fat Cure Fakry, Plasmochin, The New Malaria Remedy, and Calcium in the Diet.

The *Revista del Colegio Farmaceutico* continues its comprehensive review of the U. S. P. in the December and January numbers of this publication.

**Dr. E. W. Nelson**, Chief of the Bureau of Biological Survey of the Department of Agriculture, intends to retire early in May and will devote his entire time to the assembling of information gathered in the promotion of his work relating to biology.

A pharmacopoeial congress was recently held by pharmacists of Chile at Concepcion. About two hundred pharmacists were in attendance.

Representative Kindred of New York has presented a bill in Congress which would authorize increased appropriations for the Hygienic Laboratory and proposes that the Government accept donations for use in ascertaining the cause, prevention and cure of disease affecting human bodies. An appropriation of a million dollars is asked to establish the proposed institute and \$200,000 for five years to construct new and larger quarters for the Hygienic Laboratory.

Donations to the amount of \$750,000 have been paid in toward Greater Temple University. The latest donation is that by Cyrus H. K. Curtis of \$100.00.

The Leroy prize offered by the Society of Pharmacists of Paris has been awarded to M. Metin, for his work on "Variations of Alkaloidal Strength in *Aconitum Napellus*" and the Vigiar Prize to Mlle. Barel for her study on "The Preparation by Percolation of Some of the Extracts and Tinctures of the 'French Codex.'" "

The annual dinner of Fritzsche Brothers was held at Hotel Pennsylvania, New York, on January 22nd. Employees and guests to the number of 175 were present. Vice-President Fred H. Leonhardt presided as toastmaster.

**Samuel S. Dworkin** contributed a comprehensive article on "The Growing Menace"

to the December *Practical Druggist*. In the paper Mr. Dworkin pointed out some of the possibilities of creating sales but the message dealt chiefly with the increasing volume of sales in Chain Stores.

**James F. Finneran** was the guest of honor and speaker at the annual meeting of Lowell (Mass.) Retail Druggists' Association.

H. N. Bruun contributed an interesting sketch of **Julius H. Riemenschneider** to the January *Bulletin of Pharmacy*. **Bernard A. Ruegnitz**, President of the Iowa Pharmaceutical Association had to submit to sketches in the *Northwestern Druggists* and the *Druggists' Circular*.

**Assistant Publicity Director E. S. Sater** of the Pharmacy Headquarters Building Campaign Committee returned to New York this month, after a swing around the country following the Philadelphia meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION last September. Mr. Sater has given many addresses before local groups of pharmacists and student bodies in the different colleges of pharmacy of the country during the last five months. At the time of the Philadelphia meeting of the A. Ph. A. the total amount subscribed to the Headquarters Building Fund was approximately \$538,000. This total has now been brought up to nearly \$600,000 and the cash paid in amounts to about \$225,000.

Students wholeheartedly backed the project. The pharmacy students of to-day will be the pharmacists of to-morrow. Mr. Sater will continue his work in the South-eastern section of the country.

#### THE TWENTY-FIRST ANNUAL MEETING OF AMERICAN DRUGGISTS' FIRE INSURANCE COMPANY.

At the 21st annual meeting of the American Druggists' Fire Insurance Co., held in Cincinnati, February 15th, it was unanimously decided to proceed immediately with the erection of the Home Office Building for the Company. It is to be a beautiful 10-story office building of modern design and located in the new center of Cincinnati at Central Parkway and Walnut St. The building is to be completed in about a year.

On January 1, 1927, the assets of the company amounted to \$1,663,551.39. Its capital, surplus and reserves, above all other liabilities for the protection of the policyholders, amounted to \$1,614,805.48. The insurance

written during 1926 amounted to \$4,287,254.85. The insurance in force by the company amounts to \$62,833,665.00. In 1926 the company was interested in 403 fire losses on which it paid \$188,527.47. The amount saved by policyholders in the cost of fire insurance was \$207,359.97 during the last year.

All of the directors and officers of the company were reelected. The directors are as follows: Charles H. Avery, L. G. Heinritz, James H. Beal, Edward W. Stucky, William C. Anderson, George O. Young, J. S. Rutledge, Edward Voss, Jr., Samuel C. Davis, John D. Muir, Walter Rothwell, E. H. Thiesing, M. S. Kahn, E. B. Heimstreet and Frank H. Freericks.

The officers are: Charles H. Avery, *President*; L. G. Heinritz, *Vice-President*; Frank H. Freericks, *Secretary and General Counsel*; William P. Starkey, *Assistant Secretary*; Walter Rothwell, *Treasurer*; John H. Linne-  
mann, *Assistant Treasurer*.

The Executive Committee of the company is composed of: Charles H. Avery, L. G. Heinritz, James H. Beal, William C. Anderson, Walter Rothwell, G. O. Young and Frank H. Freericks.

An informal dinner was given in honor of the Board of Directors and presided over by President Charles H. Avery. Talks were

given by President Samuel C. Davis of the N. A. R. D.; President Otto E. Kistner of the Ohio State Pharmaceutical Association; President Edward Lehr of the O. V. D. A.; President H. J. Duesterberg of the Cincinnati Branch of the A. Ph. A.; M. N. Ford, former President of the N. A. B. P., and now President of the Ohio State Board; and Charles G. Merrell.

#### JOHNSON AND JOHNSON RESEARCH STUDIES WIN BOK AWARD.

Johnson and Johnson research studies have been voted the outstanding advertising survey for the year 1926.

This became known when a jury of the Harvard Business School, awarded the Edwin A. Bok prize of \$2000 to Barton, Durstine & Osborn, advertising counselors for Johnson and Johnson, for "the best research studies which have reduced or prevented unwise or wasteful expenditure in a particular advertising campaign." The jury making the award was composed of prominent advertising men representing well-known advertising agencies and publishers. The announcement was made at a dinner of the Harvard Business School, given in honor of the Bok prize winners, at Cambridge, Mass., February 15th.

### OBITUARY.

#### JAMES LITTLEJOHN TAYLOR.

J. L. Taylor, member of the AMERICAN PHARMACEUTICAL ASSOCIATION died in Biltmore Hospital, Asheville, N. C., January 18th, following an operation.

He was a native of Oxford, N. C., the oldest son of Mr. and Mrs. James A. Taylor, having been born in the Granville town in 1882. He was educated at the Horner Military School and during his school days he was among the leaders in his classes. When he passed the examination of the State Board of Pharmacy in April 1902, he was the youngest man in his class. His retail experience was gained in the Hancock Drug Co., of Oxford, and with the Carmichael Drug Co., of Asheville. On July 15, 1909, he entered the employ of Sharp and Dohme, of Baltimore, as salesman, and until his death he was a valued representative of the sales organization of this company.

A former friend says of him: "Never in the history of Oxford, his native town, has

the passing of a young life been more genuinely regretted. Strong, handsome and gentle, he made many friends. He was recognized by all as an unusual man, his sterling characteristics being greatly esteemed. Though having lived in another town for the past twenty years, yet on his frequent visits to his parents, he was known and admired in Oxford for his sweet and gentle disposition and his unselfish and considerate deeds."

#### GUSTAVE HORSTMANN.

Dr. Gustave Horstmann, member of the A. Ph. A. since 1914, head of the Department of Chemistry and Assistant Dean in the College of Pharmacy at Fordham University, died February 15th, aged 58 years.

He graduated from the Philadelphia College of Pharmacy and in 1912, after the establishment of Fordham College of Pharmacy, he served as instructor of pharmaceutical chemistry and pharmacy. Later he became Assis-