

1932 NATIONAL PHARMACY WEEK—OCTOBER 10TH-15TH.

BY ANTON HOGSTAD, JR., *Chairman.**National Pharmacy Week Executive Committee.*

The National Pharmacy Week Executive Committee urges every pharmacist to begin now to make plans for the forthcoming National Pharmacy Week, October 10 to 15, 1932. Plans are well under way for a most successful Pharmacy Week. No doubt we will again be favored with a proclamation from President Hoover, as has been the case for the past few years. The radio broadcast program will be on a much larger scale than ever heretofore.

Don't wait until the last week to plan for that window display. It takes considerable thought and time to prepare a truly worthwhile window display. The Federal Wholesale Druggists' Association, through its secretary, R. E. Lee Williamson, will again donate a beautiful silver loving cup as the Grand Prize; State and local associations will likewise offer loving cups and other prizes for their respective states.

In view of the fact that the map to be supplied by the National Wholesale Druggists' Association, through its secretary, Dr. E. L. Newcomb, is to feature colored illustrations of medicinal plants, according to the respective states, it will be possible to bring into being many interesting window displays dealing with quaint and mysterious herbs. Living medicinal plants, as well as crude drugs, always attract an unusual amount of attention.

The following thoughts are offered at this time for your kind consideration relative to a professional window display:

1. It is generally advisable to select one subject and to stick to it throughout the entire display.
2. A professional window display should not only be attractive in appearance but should carry with it a deep significance.
3. Every display should set forth the title so that the passerby will know at a glance the story which you are to portray.
4. It is very essential that all window displays be dramatized in such a manner as to captivate the imagination of the passerby.

It is further suggested at this time that you get in touch with a local botanist in the event you wish to feature native medicinal plants (in case you are not familiar with field botany). Many Boy Scouts are familiar with native wild flowers. Enlist their support. Many different types of attractive window displays can be brought into being by employing rocks, black dirt, moss, living specimens of medicinal plants, etc., which can be gathered during the course of a pleasant afternoon spent in roaming over the hillsides and down through the woodlands. Many titles to such displays suggest themselves, as:

- a. Medicinal Plants of Your State
- b. Some Quaint Native Medicinal Plants
- c. Drugs of the Scriptures
- d. Dyes Used by the North American Indian
- e. Drugs of the North American Indian
- f. Geography of Medicines
- g. Many excellent displays can be brought into being, the pivot of these displays being such drugs as Golden Seal, Ginseng, Sassafras and others.

Rules of Contest.

The following rules should be borne in mind:

1. A professional window display, it has been determined, is a display picturing any subject pertaining to professional pharmacy, pharmaceutical education, legislation, literature, etc.
2. The best professional window display will be selected from photographs taken of windows dressed in accordance with Rule 1 of the Contest, and submitted as follows:
 - a. The secretary of each State pharmaceutical association will send in to National Pharmacy Week headquarters, 161 Sixth Avenue, New York, N. Y., the photograph of the best professional window display of his State. He may determine

- the best display by a State contest or by some other method which he or his association may select.
- b. An exception to rule 2a will be made for the State of Nevada where there is no State association. The contestants in that State will mail photographs of their windows direct to National Pharmacy Week headquarters, 161 Sixth Avenue, New York, N. Y.
 - c. With the exception of the State of Nevada, no photographs may be sent direct by contestants to National Pharmacy Week headquarters—they must be sent to the secretaries of the State associations to which the contestant belongs, for competition in the State contests. The secretary of each State association will then mail the winning photograph in his State to National Pharmacy Week headquarters for competition in the National Contest.
 - d. The District of Columbia will be considered as a State association and the secretary of its pharmaceutical association will submit the winning photograph to National Pharmacy Week headquarters to be entered in the National Pharmacy Week window contest.
3. Photographs submitted must show the entire window. The photographs must be large enough so that details of display will be plainly shown and, although no definite restrictions are made, it can hardly be expected that this could be accomplished in a photograph smaller than 5" x 7"; 8" x 10" being the ideal size.
 4. Competing windows must be non-commercial although manufactured pharmaceutical, chemical and biological products which are related to the practice of professional pharmacy may be displayed. Merchandise unrelated to professional pharmacy must not be displayed. Price tags must not be used.
 5. No photographs will be accepted as eligible for the National Pharmacy Week Window Contest if postmarked later than midnight of December 1, 1932.
 6. The winner of the 1932 contest will be decided by a committee of five judges, consisting of prominent pharmaceutical figures from the city of Boston.
 7. Announcement of award of the championship trophy will be made through the pharmaceutical journals of the nation and the silver cup will be formally presented to the winner.

IOWA PHARMACISTS' EXHIBIT AT IOWA MEDICAL ASSOCIATION.

The following letter, in part, was placed in the hands of members of Iowa Pharmaceutical Association:

"May we cordially invite you to visit the display of UNITED STATES PHARMACOPŒIA and NATIONAL FORMULARY preparations at your convention. This display is sponsored by the Iowa Pharmaceutical Association. . . .

"Products of the U. S. P. and N. F. recommend themselves to your prescription use. The official preparations lend character to prescriptions. This is a fact, because they:

1. May be personally adapted to the patients' prescriptions need.
2. Are a significant saving to the patients as compared to high-priced specialties.
3. Militate self-medication.

"We will have at this display booth samples of official preparations, which you may have for the asking. There will be pharmacists in attendance to answer questions regarding U. S. P. and N. F.

(Signed) SIOUX CITY PHARMACEUTICAL ASSOCIATION—Committee on U. S. P. and N. F."

The illustration herewith shows the exhibit at the Iowa Pharmaceutical Association of U. S. P. and N. F. Preparations, at the annual meeting of the Iowa Medical Association, held in Sioux City, May 4th to 6th.

This display was held to sponsor a closer coöperation between the two Associations, and to make the physicians of Iowa better acquainted with the *Materia Medica* of the U. S. P. and N. F.

The exhibit was arranged in the Scientific Exhibitors' Section, at the Masonic Temple

where the meeting was held. Geo. Judisch, of Ames, was in charge, assisted by Lee Coy, of Cedar Rapids; John Berg, of Cedar Falls; and N. P. Bogan, of Sioux City.

The exhibit consisted of the following: Seventeen of the most familiar U. S. P. and N. F. products; British, German and U. S. Pharmacopœias; a group of reference books for pharmacists, consisting of Remington's Practice of Pharmacy, U. S. Dispensatory, Merck's Index and The Pharmaceutical Recipe Book. Cards—with the headings—"These Are OUR Books—Let Us Use Them," "Materia Medica of Merit," "Official Preparations Have Known Composition"—were used to call attention to the usefulness of the U. S. P. and N. F.

Each physician visiting the exhibit was given two pamphlets: one, describing the products on display and the other containing "Some Notes on Syrups and Elixirs of the N. F. V."



Iowa Pharmaceutical Association exhibit at the Iowa Medical Association meeting.

The expedience of U. S. P. and N. F. products was brought to the attention of everyone visiting the exhibit by concrete examples and comparisons with widely advertised products.

There were many interesting questions asked by the physicians, which indicated a desire for better acquaintance with U. S. P. and N. F. preparations.

One question asked by a visiting physician is especially notable. It shows a desire on his part for a better coöperation. He said he would like to know how he could locate a desirable pharmacist to open a store in his town. His name and address was given to Dean Teeters, of the University College of Pharmacy, and to Walter F. Meads, Secretary of the State Board of Pharmacy.

We feel that this exhibit and meeting with the physicians of Iowa on a common ground is a step in the direction of a closer coöperation between the two professions—to achieve success it must be followed by conscientious effort on the part of every pharmacist in the state.

FRATER WILHELM BODEMANN BROADCASTS.

During the annual meeting of the Texas Veteran Druggists' Association, held in conjunction with the Texas Pharmaceutical Association convention, in Austin during the week of May 16th, the voices of Wilhelm Bodemann and E. von Hermann, the permanent recording and corresponding secretaries, respectively, of the C. V. D. A., were heard. At the request of Walter D. Adams

of the Texas Association, the remarks of the two widely known veterans were recorded by the Lyon & Healy Company of Chicago and the record forwarded to Secretary Adams. The message contained in the record follows:

"Dear Walt:

The good book says, 'Wheresoever two or three are gathered in my name, I will be amongst them,' and the C. V. D. A. says, 'Wheresoever veteran druggists are gathering, the members of the C. V. D. A. are amongst them in spirit.' That is why the C. V. D. A. by unanimous vote ordered me to send you this greeting, as per your request, for the Texas Pharmaceutical Association's veterans meeting.

We pharmacists have a legion of associations. I will speak of the three most conspicuous ones. The N. A. R. D. takes care of the slogan 'Live and Help to Live' and our frater, Sam Henry, is the master mechanic of that great association. The educators have an organization with the slogan, 'Raise the Standard' and another C. V. D. A. frater—W. B. Day—is at the helm. As long as I can remember the standard has been raised so long that it ought to be up in the skies so high that it would take a Lick telescope to see the tail end of the blessed thing.

Now comes veteran druggists' associations. Their slogan is 'Friendship, fraternal love, humanity, a lofty ideal.'

T. N. Jamieson's brain, heart and purse founded the C. V. D. A. and all other veteran druggists' associations and you should pay homage to his memory whenever you meet.

Should I go into details about our minute man, Theophilus Schmidt, it would break the record of this record. If every veteran druggists' association had such an expert the cause would enhance by leaps and spread the gospel of veteranism.

We have now twenty-seven veteran druggists' associations in our country and I am glad that Texas is one of the most enthusiastic. You will please convey the best wishes and greetings to the Lone Star veterans of the parent organization. We are proud of our children.

With kindest personal regards to you, dear Walter,

Your friend,

WILHELM BODEMANN,
Recording Secretary, C. D. V. A."

"I most sincerely indorse and approve what Recording Secretary Bodemann said and will add that at our meetings we prohibit discussions of politics, religion and business, just indulge in reminiscence of days gone by and celebrate birthdays, initiated by our honorary president, John Blocki.

E. VON HERMANN,
Corresponding Secretary, C. D. V. A."

COMMERCIAL HAND BOOK OF THE NETHERLANDS.

According to Philip C. Coote, in the *Commercial Hand Book of the Netherlands*, East Indies, Netherlands, India, the Netherlands claims to be the most important producer of quinine, about 96% of the bark coming from Java.

The cinchona industry is, to a very great extent, in the hands of the Kina Bureau Combine which controls the bulk of the estates, and is under contract to sell the produce to

the Bandoengsche Kinine Fabriek at Bandoeng. The output and marketing of the product of the cinchona tree is, therefore, in the hands, to a very great extent, of a powerful combine. British capital is also considerably interested in the industry, and the British Combine of Cinchona Planters, which controls a wide area of plantations, sells direct to a manufacturer in Great Britain. There are also some cinchona plantations in Sumatra in which Japanese capital is interested. There are some 141 cinchona plantations, for which 25 are solely devoted to the culture of the drug.