

The consideration of dyes as medicaments could be extended without limit by introducing the general discussion of dyes at this point in the course. The time at the teacher's disposal is the only limiting factor to this subject. What could be more desirable to the pharmacist than a general knowledge of indicators, for example? The wide use of certain halogen derivatives of phenolphthalein as diagnostic reagents should be familiar to every pharmacist. The antiseptic value of the acridine dyes, as well as of others, should be known. In a general way the structure of dyes should be discussed along with the above.

As organo-metallic compounds the vast importance of the arsenicals and mercurials cannot be overestimated. The pharmacist should certainly know something about these. The field is unlimited. Other organo-metallic compounds, notably the silver protein compounds, should not be overlooked in this classification.

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#### SUGGESTION TO OUTSIDE LECTURERS—COURSE: BUSINESS ECONOMICS.

BY W. BRUCE PHILIP.\*

The suggestions which follow have been prepared at the request of persons who were asked to address the classes of the College of Pharmacy and who have had little or no experience in this kind of talking. "If you will forget that you are delivering a lecture and talk to the class, you will make your lecture hour a success.

"Lectures are scheduled for 45 minutes; therefore, try and stick to your subject. Knowledge is one of the fundamentals of salesmanship. You are requested to address this class because you have special knowledge of the merchandise that your firm manufactures or sells. Therefore, try in the time allotted, to give all the information you can that deals directly with your line of merchandise. Discuss, very briefly, other kinds of merchandise, as allied lines, for time thus taken shortens your opportunity to discuss your own line. If you wish to make a historical background of your product or describe how your merchandise fits into the drug store, I suggest you use for this part of your talk not over 10 minutes. If you have samples of your merchandise to show the class, try to have these arranged on your desk ready for display before you start talking. Hold each article up and forward so that all members of the class can see; turn each sample around slowly so that all sides can be seen; name the article—common trade name and size—*twice*—once when you show the article and repeat as you replace the article on the desk. If it is desirable to take a bottle out of the carton, do not take the time to replace until after the lecture—leave it on the desk until then.

- "(1) Divide your time between the gathering of the crude drug or material.
- "(2) Manufacture of products for sale.
- "(3) Distribution of product and drug store display.
- "(4) Selling of your line of articles only.

"If you use a trade or unusual name, repeat the name and spell slowly. If desirable, define the word.

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\* California College of Pharmacy.

"Under No. 1, give country where the crude product comes from' grades, kinds, part selected, and why; what becomes of inferior grades in commerce; briefly trace the products to your factory.

"Under No. 2, give process, using trade names wherever possible; mention commercial by-products of value, briefly telling of those of pharmaceutical interest.

"Briefly describe your testing laboratory, if you have any, and give the number of pharmacists or pharmaceutical chemists in charge; describe finished product—grades, kind, color, style; briefly show change or advancement during the last five or ten years.

"Under No. 3, state amount of product produced; how distributed, packed, labeled and sold to drug store owners; proportion by percentage the amount of your item sold against the total drug store merchandise, and the opportunity for the druggist to increase the sale of your product in his drug store.

"Under No. 4, state how to display and sell your line; selling talk; please make this talk explanatory—how to sell your line—not a general salesmanship talk.

"*Stories.*—Stories always help to make a lecture interesting. Positively no off-color or nearly-so stories can be told in a university lecture.

"The instructor will sit in the back of the room and raise his hand if he cannot be heard. Speak clearly, using simple words and hold your head up as much as possible. You will be introduced by giving your name and title and the name of your firm and the products your firm manufactures. You and your firm will be thanked at the end of the lecture. Try to avoid using your firm name during the lecture.

"I would like to thank your firm for the privilege of having you address the class, so leave with me the correct name, title of person and address to whom the letter is to be mailed."

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#### IMPORTS OF SULPHUR AND SULPHURIC ACID IN COLOMBIA.

The imports of sulphur in Colombia during 1928 were 128 metric tons valued at \$11,222, compared with 137 metric tons valued at \$10,653 in 1927. Of these imports the United States supplies approximately 75 per cent while Germany and the Netherlands were the other chief suppliers. The imports of sulphuric acid during 1928 were 118 metric tons, the United States, Germany and the Netherlands being the chief sources. (Assistant Trade Commissioner James J. O'Neil, Bogota.)

Texas produced nearly all of the sulphur of the United States in 1930 and probably between 80 and 90 per cent of the world's output. The value is reported as upward of \$30,000,000. The value of the production of the preceding year, 1929, was placed by the State Comptroller at \$30,841,065.

During the year 1930 the three sulphur-producing companies—the Texas Gulf, the Freeport Sulphur and the Duval Texas Sulphur Companies—produced a total of 2,560,197 tons of sulphur, according to the report of the State Comptroller. This represented an increase of 202,563 tons when compared to the output of 2,357,634 tons in 1929.

#### UNITED STATES CRUDE DRUG FOREIGN SALES 1930.

Exports of ginseng and other crude botanical drugs from the United States during 1930 were valued at \$2,577,000, as against \$3,690,000 for the preceding year. The 1930 trade was divided—\$1,877,000 for ginseng and \$700,000 for other American crude vegetable drugs. The lower figure was due not so much to a decreased demand, as to the lower prices that prevailed during 1930. The quantity of ginseng exported was approximately 30,000 pounds less and there were actually exported 256,000 more pounds of other American crude vegetable drugs.