

BIBLIOGRAPHY OF PHARMACEUTICAL RESEARCH

Compiled by A. G. DuMez, Reporter on the Progress of Pharmacy.

All articles in these lists will be presented in abstract form in the bound volumes of the Year Book, which is issued annually. Those desiring abstracts immediately can obtain them for a fee of one dollar each by communicating with A. G. DuMez, University of Maryland, School of Pharmacy, N. W. cor. Lombard and Greene Sts., Baltimore, Maryland.

APPARATUS AND MANIPULATIONS.

Binnington, D. S.

Improved Soxhlet extraction apparatus
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 125
Muntsch

Sterilization of gauzes and bandages
Pharm. Ztg., 76 (1931), 1397

PHARMACEUTICAL PREPARATIONS.

Friis, V., and Tobiassen, Chr.

Some preparations containing agar-agar
Dansk Tids. Farm., 6 (1932), 3

Rademacher, W.

Preparation of fluidextract of thyme by diacola-
tion

Pharm. Ztg., 76 (1931), 1401

Schou, Svend Aage, and Olsen, Johanne M.

Inactivation, viscosity and hydrogen-ion con-
centration of mucilage of acacia
Dansk Tids. Farm., 6 (1932), 6

PHARMACOLOGY, TOXICOLOGY AND THERAPEUTICS.

Anon.

Report of the Sub-Committee on Ergot of the
British Pharmacopœia Commission

Pharm. J., 127 (1931), 482

Bovet, Daniel

Hypnotic action of diethylethyl-barbituric acid
on the rat

J. pharm. chim., 14 (1931), 523

Brüning

Activity of some new worm remedies

Mediz. Klin., 27 (1931), 1320; through *Pharm.*
Zentralh., 73 (1932), 27

Clark, A. J.

Report of the Sub-Committee on Ergot of the
British Pharmacopœia Commission.

Pharm. J., 128 (1932), 24

Connery, Joseph E., and Tewksbury, Margaret
H.

Studies on ceanothyn as a blood coagulant in
man

JOUR. A. PH. A., 20 (1931), 1287

Emde, H.

Cocaine and allyl-cocaine as habit-forming
drugs

Pharm. Acta Helv., 6 (1931), 133

Fenn, G. K., and Gilbert, N. C.

Anginal pain as a result of digitalis administra-
tion

J. A. M. A., 98 (1932), 99

Goris, A.

Necessity for the biologic assay of aconite
preparations

Bull. sci. pharmacol., 38 (1931), 677

Israels, M. G. C., and Macdonald, A. D.

Pharmacology of percaïne, a quinoline derivative
Brit. M. J. (1931), 986

Krantz, John C., and Munch, James C.

Relationship of potency and hydrogen-ion con-
centration in tincture of digitalis

JOUR. A. PH. A., 21 (1932), 16

Lemaire, A., and Gaudin, O.

Use of the pyrethrins in the treatment of
scabies

Bull. sci. pharmacol., 38 (1931), 692

Merz, K. W.

The new cocaine substitutes

Apoth.-Ztg., 46 (1931), 1643

Mitchell, H. A.

Report of Sub-Committee on Ergot of the Brit-
ish Pharmacopœia Commission

Pharm. J., 128 (1932), 45

Morrison, S. W.

Study of the Borntraeger color reaction and
therapeutic activity of cascara sagrada

JOUR. A. PH. A., 20 (1931), 1276

Ward, Justus C.

Thallium poisoning in migratory birds

JOUR. A. PH. A., 20 (1931), 1272

Wasicky

Evaluation of bitter drugs

Bull. Fed. Internat. Pharm. (1931), 92; through
Schweiz. Apoth.-Ztg., 51 (1931), 673

BOTANY AND PHARMACOGNOSY.

Bertrand, Gabriel, and DeBerredo de Carneiro,
P.

Guarana paste

Bull. soc. chim., 49 (1931), 1098; through
Chem. Abstr., 26 (1932), 252

Coll, P. R.

Cantharidin content of *Lytta adspersa*, Klug

- Rev. farm.*, 73 (1931), 17; through *J. Soc. Chem. Ind.*, 51 (1932), 47
- Revoid, H. L., *et al.*
- Hormones of corpus luteum**
J. Am. Chem. Soc., 54 (1932), 254
- Harris, Loyd E., and Gallagher, Margaret C.
- Seed of *Euphorbia marginata*, Pursh.**
JOUR. A. PH. A., 20 (1931), 1281
- Iyer, B. H., and Guha, P. C.
- Cantharidin from *Mylabris pustulata*, Fb., India**
J. Indian Inst. Science, Ser. A, 14 (1931), 31; through *Pharm. Zentralh.*, 73 (1932), 10
- Kariyone, T., and Ohkura, K.
- Testing of crocus, digenea and saponin-containing drugs**
J. Pharm. Soc., Japan, No. 597 (1931), 130
- Kondo, Y.
- Identification of drugs by means of ash configurations**
J. Pharm. Soc. Japan, No. 597 (1931), 124
- Lindham, Tore
- Investigation of the crystalline substance present in the cells of the bark of *Quillaja saponaria***
Farm. Revy, 31 (1932), 3
- Peyer, W.
- Pharmacognosy of cardamon fruit**
Pharm. Zentralh., 73 (1932), 2
- Peyer, W., and Hünerbein, H.
- Pharmacognostic descriptions of digenea and helminthochorton**
Süddeut. Apoth.-Ztg., 71 (1931), 567; through *Chem. Abstr.*, 26 (1932), 558
- Redgrove, H. Stanley
- Black caraway**
Pharm. J., 127 (1931), 496
- Redgrove, Stanley H.
- Botanical source and constituents of capsicum**
Pharm. J., 128 (1932), 47
- Ripert, J.
- Chemical examination of pyrethrum**
Ann. fals., 24 (1931), 325; through *J. Soc. Chem. Ind.*, 50 (1931), 1154
- Rudolph, P., and Barsch, H.
- Differentiation of artificial, heated, and bees honey**
Pharm. Zentralh., 73 (1932), 3
- ANIMAL DRUGS.**
- Stuedel, H.
- Stability of organ preparations**
Pharm. Ztg., 76 (1931), 1399
- ALKALOIDS AND GLUCOSIDES.**
- Azzolini, B.
- New color reaction of adrenaline**
Boll. chim.-farm., 70 (1931), 665; through *Chem. Abstr.*, 26 (1932), 252
- Delvaux, Edgar
- Chemical study of the alkaloids cryptolepine**
J. pharm. Belg., 13 (1931), 955, 973
- Emde, Hermann
- Cocaine and allylcocaine in narcotic preparations**
Chem. Abstr., 26 (1932), 558
- Enz, W. W. F., and Jordan, C. B.
- Extent of emulsification of alkaloid-containing preparations with immiscible solvents at different hydrogen-ion concentrations**
JOUR. A. PH. A., 21 (1932), 34
- Feng, C. T.
- Quaternary ammonium halides of ephedrine**
JOUR. A. PH. A., 21 (1932), 8
- Freudenberg, Karl, *et al.*
- Study on the configuration of Ephedrine**
J. Am. Chem. Soc., 54 (1932), 234
- Peyer, W., and Gstirner, F.
- Simplification of the Fromme method for the determination of solanaceæ alkaloids and coca leaves and the assay of ephedra**
Pharm. Ztg., 76 (1931), 1440
- Poe, Charles F., and Sellers, Jesse E.
- Optical identification of strychnine**
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 69
- Poe, Charles F., and Sellers, Jesse E.
- Optical crystallographic data for some salts of strychnine**
J. Am. Chem. Soc., 54 (1932), 249
- Schulek, E., and Szeghő, F.
- New method for the determination of small quantities of morphine in medicinal preparations**
Pharm. Zentralh., 73 (1932), 5, 17
- Smith, C. R.
- Identity of neonicotine and the alkaloid anabasine**
J. Am. Chem. Soc., 54 (1932), 397
- Valette, Guillaume
- Estimation of cocaine as the silicotungstate**
Bull. sci. pharmacol., 38 (1931), 688
- Van Pinxteren, J. A. C.
- Colorimetric assay of the digitalis glucosides with the aid of the van Baljet reaction**
Pharm. Weekbl., 69 (1932), 4
- Venturoli, Giuseppe, and Ballotta, Francesco
- Chemico-toxicological contribution to the identification of cocaine**
Boll. soc. ital. biol. sper., 6 (1931), 132; through *Chem. Abstr.*, 26 (1932), 560
- Young, James L.
- Detection of cocaine in the presence of novocaine by means of cobalt thiocyanate**
Am. J. Pharm., 103 (1931), 709

OILS, FATS AND WAXES.

- Caldwell, B. P., and Mattiello, J.
Potentiometric determination of acid numbers of linseed oil and its fatty acids
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 52
- Cox, Warren M., Jr., and Reid, E. Emmett
Chemical composition of oil of *Ruvettus Pretiosus*, "castor oil fish"
J. Am. Chem. Soc., 54 (1932), 220
- Peacock, D. H., and Aiyar, G. K.
Burmese species of plants yielding chaulmoogra oils
Burma Forest Bull., No. 21 (1930), 11; through
Chem. Abstr., 26 (1932), 252
- Prather, E. O., *et al.*
Some observations on viosterol and cod liver oil
JOUR. A. PH. A., 20 (1931), 1291
- Ralston, Robert R., *et al.*
Potentiometric titration of acidity in oils
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 109
- Valentin, H.
Estimation of cod liver oil vitamins in emulsions
Pharm. Ztg., 76 (1931), 1423

ESSENTIAL OILS.

- Anon.
Synthetic menthol from citronella oil
Chem. Trade J., 89 (1931), 500; through
Pharm. J., 127 (1931), 505
- Clevenger, Joseph F.
Investigation of physical and chemical constants of volatile oils from authentic plant products
JOUR. A. PH. A., 21 (1932), 30

ANALYTICAL METHODS AND RESULTS.

- Archibald, F. M., and Beamer, C. M.
Determination of isopropyl alcohol in ethyl alcohol
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 18
- Chalmers, Andrew
Determination of carbon in organic compounds
Ind. Eng. Chem., Analyt. Edit., 4 (1932)
- Dodge, Barnett F.
Colorimetric determination of methanol
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 23
- Johnson, M. J.
Determination of small amounts of ethyl and butyl alcohols
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 20
- Jones, D. O., *et al.*
Analysis of resorcin
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 84
- Matuszak, Maryan P.
Iodometric determination of carbon disulphide
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 98

- Pierce, J. Stanton, and Coursey, J. L.
Volumetric determination of chloride
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 64
- Rosenthaler, L.
Economic testing of drugs
Pharm. Acta Helv., 6 (1931), 241
- Rupp, E., and Haman
Assay of potassium iodide ointment
Apoth.-Ztg., 46 (1931), 1642
- Sanchez, J. A.
Quantitative determination of cinchophen
Semana méd. (1931), 834; through *J. Soc. Chem. Ind.*, 51 (1932), 47.1
- Scott, Arthur F., and Moilliet, John L.
Preparation of nephelometric test solutions
J. Am. Chem. Soc., 54 (1932), 205
- Stich, C.
Measurement of the alkalinity of glass in practice
Pharm. Ztg., 76 (1931), 1401
- Tietz, Heinrich
Chemical testing of sterilized dressings
Apoth.-Ztg., 47 (1932), 8
- Weiss, H.
Determination of the alcoholic extract of cinnamon
Z. Untersuch. Lebensm., 62 (1931), 500; through *J. Soc. Chem. Ind.*, 51 (1932), 48
- Wilcox, L. V.
Electrometric titration of boric acid
Ind. Eng. Chem., Analyt. Edit., 4 (1932), 38

ORGANIC CHEMICALS.

- Anon.
Decomposition of mesotane
Pharm. Ztg., No. 91 (1931); through *J. pharm. Belg.*, 14 (1932), 27
- Butler, C. L., and Cretcher, Leonard H.
Some constituents of commercial cherry gum
JOUR. A. PH. A., 21 (1932), 24
- Chechik, S.
Derivatives of tribrom-ethanol: avertin
JOUR. A. PH. A., 21 (1932), 20
- Christensen, E. V.
Calcium lactate, Ph. Helv.
Arch. Pharm. og Chem., 38 (1931), 599
- Fourneau, E., and Matti, J.
Preparation of ethyl-2-butylethylbarbituric acid, a new hypnotic
J. pharm. chim., 14 (1931), 513
- Hill, Douglas G.
Photochemical decomposition of chloroform
J. Am. Chem. Soc., 54 (1932), 32

Nightingale, Dorothy, and Schaefer, Arthur

Edward

Reactions of dihalogen barbituric acids

J. Am. Chem. Soc., 54 (1932), 236

CLINICAL TESTS.

Boutwell, Paul W., and Toepfer, Edward W.

Determination of sulphur in urine

Ind. Eng. Chem., Analyt. Edit., 4 (1932), 117

DEPARTMENT OF BUSINESS MANAGEMENT

Conducted by Paul C. Olsen.*

COMMENTS, QUESTIONS AND SUGGESTIONS ARE INVITED AND WELCOME.

Readers are invited to submit comments, criticisms and suggestions regarding the material which appears in this department. The Editor will also undertake to answer questions regarding general problems of business management. Letters of general interest will be published, but the writer's name will not be revealed without his permission.

ADVERTISING AND SELLING PROBLEMS IN DRUG STORES.

Planning an Advertising Campaign.

The purpose of advertising is to create desire. In so far as retail drug stores are concerned, the purpose of advertising is to create, among customers and prospective customers, the desire to purchase the services and merchandise they have for sale. Stated in another way, this means that successful advertisements of drug stores must make the possession of the services and merchandise these stores have for sale seem more desirable than the money these services and merchandise cost.

Desire can be created in drug stores by personal salesmanship and by displays in the store and in the windows. Personal salesmanship in drug stores will be the subject of later articles in this series.

Creation and installation of displays which create desire was the subject of a series of nine articles of mine which appeared in the *JOURNAL OF THE AMERICAN PHARMACEUTICAL ASSOCIATION* from August 1927 to April 1928.

The title of these articles is, "The Psychology of Effective Display." The use of the word "psychology" in that title should not frighten anybody. To many people psychology is a formidable and mysterious word. It should not have any such connotation. Psychology is the study of peoples' behavior. The late Dr. George A. Dorsey made a great contribution to the popular understanding of psychology in his book, "Why We Behave Like Human Beings."

What I tried to do in this series of articles on the Psychology of Effective Display was to take the recognized and accepted facts and principles about human behavior and indicate, with definite examples, the effective use of these principles and facts in the construction of displays which create desire for the merchandise and services shown. It is my sincere belief that a study of these facts and principles, as set down in this series of articles, will prove helpful to any druggist who wants to make the time, money and effort he puts into displays produce the greatest possible return for him.

* Lecturer on Business, Columbia University and Philadelphia College of Pharmacy and Science.