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PRACTICAL
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Pharmacist

Volume XXXII

OCTOBER, 1956

Number 1

PROCEEDINGS NUMBER 1956



Index To Contents -- Page 200

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Published Monthly by the
MARYLAND PHARMACEUTICAL ASSOCIATION

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The Maryland Pharmacist

PUBLISHED MONTHLY BY THE
MARYLAND PHARMACEUTICAL ASSOCIATION

JOSEPH COHEN, Editor

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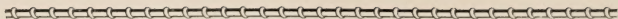
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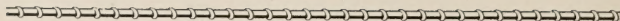
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-
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FRANK J. MACEK, President
Maryland Pharmaceutical Association



FOREWORD

The Proceedings Number of the Maryland Pharmacist, official publication of the Maryland Pharmaceutical Association, is actually an annual report of the activities of the Association. It is a compilation of facts and data reflecting the deliberations and labors of the officers and committees of the Maryland Pharmaceutical Association, its auxiliaries and affiliate organizations. It represents thousands of man-hours devoted by these conscientious workers on behalf of Pharmacy, in our State and elsewhere. It should be borne in mind time and effort were contributed unselfishly by these people without monetary compensation. The period covered is from Convention-time 1955 to Convention-time 1956.

In this Journal you will find the complete agenda of the 1956 Convention. Each and every committee report was rendered by either the chairman, or a member of the Committee and shows the work accomplished by these Committees for the rank-and-file pharmacists of Maryland.

The speaking program of the Convention was meticulously planned to give every pharmacist expert insight into current problems of all phases of Pharmacy. These talks are reprinted here, either verbatim or in abstract form.

Both the Secretary's and Treasurer's Report will give you a working and financial picture of the operation of the Association.

A report of the Maryland Board of Pharmacy is recorded giving data as to the activities of the Board.

The section on resolutions is important and merits the attention of all pharmacists.

You will find in this issue a complete list of every pharmacist and assistant pharmacist registered in the State of Maryland; a list of the active and associate dues paid members of the Association; and a list of the Traveler's Auxiliary as well as the firms they represent. These lists are invaluable as a handy reference.

Because of both information and reference value, sections pertaining to the handling of Veterans Prescriptions and the filling of oral narcotic prescriptions, under the amended Harrison Narcotic Act, have been included again this year.

Your particular attention is called to the New Constitution and By-Laws adopted by the Association.

Other sections give complete information on the organization of the Association and its aims. Your Editor sincerely hopes you will derive some benefit from this Proceedings issue and keep it in your pharmaceutical library for further reference.

Joseph Cohen
Editor

. . . Proceedings . . .

of the
Seventy-Fourth Annual Meeting
of the
Maryland Pharmaceutical Association

Held at

GALEN HALL

Wernersville, Pennsylvania

JUNE 25, 26, 27, 28, 1956

FIRST SESSION

Monday, June 25, 1956

The first session of the Seventy-fourth Annual Convention of the Maryland Pharmaceutical Association was called to order at 2:30 P.M. by President Hyman Davidov, in the Colonnades Ballroom of Galen Hall, Wernersville, Pennsylvania.

President Davidov in opening the Convention said, "I am happy to greet and welcome you to this Seventy-fourth Annual Convention of the Maryland Pharmaceutical Association. We have made extensive preparation for this Convention. We hope you will participate in the meetings and enjoy the sports and entertainment provided for your pleasure. We hope too, you will relax and return home wiser and well rested. All meetings will be held in the mornings, starting at 9:30 A.M. and adjourning 1:00 P.M. Afternoons and evenings will be devoted entirely to entertainment."

President Davidov recognized Bernard Cherry, President of the Baltimore Retail Druggists' Association who made the following remarks: "I bring greetings from the Baltimore Retail Druggists' Association. I want you to know it is a pleasure to be affiliated with the parent organization, the Maryland Pharmaceutical Association. I am happy to announce approximately 90 per cent of our members pay dues in the Maryland Pharmaceutical Association and we have fulfilled our obligation this year, as in the past by contributing \$5,500.00 to the parent organization to aid in running the Kelly Memorial Building and the secretary's office. As the President of the Baltimore Retail Druggists' Association, I would like to pay tribute to President Davidov for a job well done and to Joe Cohen, our secretary, who serves not only the B.R.D.A., the M.P.A., but also serves the nation. Thank you very much."

President Davidov thanked Mr. Cherry for his complimentary remarks and expressed his own admiration for Mr. Cherry's suc-

cessful administration of the Baltimore Retail Druggists' Association. He also thanked Mr. Cherry for the contribution of \$5,500.00.

President Davidov introduced Morris R. Yaffe, President of the Prince Georges-Montgomery County Pharmaceutical Association. Mr. Yaffe responded as follows: "Mr. President, guests and members of the Maryland Pharmaceutical Association, our organization is only a year and a half old. As most young organizations, we have had a little struggle getting organized. During the past couple of months we have had difficulties in Prince Georges and Montgomery Counties with fair trade. We are very happy we are in a position to affiliate ourselves with the Maryland Pharmaceutical Association and to have Hyman Davidov and Joe Cohen help us solve the fair trade situation in our two counties. We have been making every effort to get our members to pay dues in the parent Association. We have created a special program for that purpose and we are hoping for 100 per cent results. We, of the Prince Georges-Montgomery Counties, have been out of the picture for a long time. We hope to take a more prominent and active position in promoting good pharmacy in Maryland."

Lester R. Martin responded on behalf of the Allegany Pharmaceutical Association. He stated the Allegany group holds 100 per cent membership in the Maryland Pharmaceutical Association and would continue to support it in all its endeavors.

George M. Schmidt brought greetings from the Eastern Shore Pharmaceutical Association.

President Davidov introduced Stephen J. Provenza, President, Baltimore Branch of the American Pharmaceutical Association. Mr. Provenza spoke of the building program of the A.Ph.A. and asked for contributions to the Building Fund.

Dr. and Mrs. Robert L. Swain were greeted and welcomed to the Convention by Mr. Davidov. Dr. B. Olive Cole was also recognized.

Communications were read from Dr. John W. Dargavel, Secretary, National Association of Retail Druggists and Dr. Robert P. Fischelis, Secretary, American Pharmaceutical Association, extending greetings and best wishes for a successful Convention.

At this point the President called for Committee Reports. President Davidov invited participation in the business of the Convention and encouraged discussion at the conclusion of each report.

The reports were as follows:

REPORT OF THE TREASURER

Gordon A. Mout

Mr. President, Ladies and Gentlemen:

It is again my pleasure to give, what I believe to be, another sound financial report of the Association. For those of you that may compare these reports from year to year, you will note we again

show an increase in total cash assets of the Association which, of course, is very gratifying. The most encouraging factor in this respect, to me, is the increase in dues collection of better than \$1,000.00 over 1955.

Lest we become too optimistic, I would like to call your attention to the overall picture which shows about \$9,500.00 in receipts that could quite possibly be "cut-off" at any time.

First the Baltimore Retail Druggists' Association, again, very generously donated \$5,500.00 toward our operating expense. They have been able to do this because of their several successful commercial ventures, but next year, or the next, these ventures could possibly not be as profitable and hence their treasury would not be sufficient to afford such generosity.

Two other sources are, the \$3,000.00 placed in our general accounts by the Maryland Pharmacist, and the \$1,000.00 by the Veterans Account. Of course we all hope the Maryland Pharmacist will continue to grow as it has over the past several years, but certainly none of us can predict in what way the government may change the Veterans Administration Health Program, and hence alter our financial picture. With these few words of caution, which may be considered a prelude and recommendation to the request for an increase in dues which will be presented during a later part of our Convention, I now submit my report of receipts and expenditures of my office during the past year.

**MARYLAND PHARMACEUTICAL ASSOCIATION
STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS**

June 1, 1955 Through May 31, 1956

Cash Balance in Bank, June 1, 1955 \$10,357.77

Receipts:

Dues	\$ 9,893.04
Baltimore Retail Druggists' Association	5,500.00
Maryland Pharmacists	3,000.00
Veterans Administration	1,000.00
Convention	1,447.40
Scholarship Fund	539.25
Regional Meetings	40.68
Dividends	35.20

TOTAL RECEIPTS \$21,455.57

Disbursements:

Office Expense	2,136.72
Salaries	10,879.15
Pension	1,417.92
Light, Power, Water, Maintenance	601.36
Taxes, S.S., Md. U.C.F.	160.81
Legal	500.00

Printing	256.25
Fans	108.41
Professional Relations	211.97
Dental Formulary	*385.36
Kelly Building Fund	2,000.00
Insurance	390.99
Advertising	25.00

TOTAL DISBURSEMENTS \$19,073.94 2,381.63

Balance on Hand, May 31, 1956 \$12,739.40

*½ Expense due from Baltimore Retail Druggists' Association (\$192.68)

RECAP:

1. The Association owns Series J. Government Savings Bonds purchased in 1955 at \$6,840.00. The Bonds are 12 year bonds having a maturity value of \$9,500.00
2. The Association also has a balance of \$3,766.25 in a Savings Account at the Union Trust Company.
3. The Kelly Memorial Fund has a balance of \$5,618.10.
4. The Veterans Administration Prescription Account has a balance of \$733.92.

The total cash assets of the Maryland Pharmaceutical Association as of May 31, 1956 are \$29,697.67.

REPORT ON THE KELLY MEMORIAL FUND

The Kelly Memorial Fund was established on January 25, 1950 for the sole purpose of providing funds for the construction of the Kelly Memorial Building and after that was achieved, to provide funds for major repairs and improvements to the building.

The building, since its dedication on January 16, 1953, has needed no major repairs. Maintenance expenses are provided for from the general account of the Maryland Pharmaceutical Association.

A complete paint job of both the interior and exterior of the Kelly Building is pending. This has been deferred temporarily because of the proposed construction of the new Pharmacy School next to the Kelly Building.

No expenditures were made from the Fund this year. An additional sum of \$2000 has been added to the Fund through a contribution of the Maryland Pharmaceutical Association. The total fund is \$5,618.10.

These funds are presently held in a checking account of the Mercantile Trust Company. Inasmuch as the account is inactive we recommend the money be transferred to an interest bearing account of some kind.

REPORT OF THE AUDITING COMMITTEE**Mathias Palmer, Chairman**

In the absence of Chairman Palmer, the report was rendered by John F. Wannenwetsch.

Mr. President and Fellow Members:

The Auditing Committee met at the Kelly Memorial Building on June 18, 1956 to examine the books of the Maryland Pharmaceutical Association consisting of the general Association Account, the Maryland Pharmacist Account, the Kelly Memorial Account and the Veteran's Prescription Account.

After a thorough examination, we found the books and various accounts to be in good order. The financial records of our Association are kept in orderly and explicit fashion. We found every item to tally and recommend the approval of the financial reports covering the above named accounts.

Because of the growth of the Association and the increased financial responsibility, the Auditing Committee recommends the appointment of a competent certified public accountant to audit the books of the Association and prepare the required financial statements. This recommendation is not to be construed as criticism of either the Treasurer or the Secretary—they are both doing a good job. It is suggested in line with accepted business practice.

We understand that an annual audit by a certified public accountant is provided for in the new Constitution and By-Laws to be submitted to this Convention for adoption. We heartily hope this change will be adopted.

SECRETARY'S REPORT**Joseph Cohen**

President Davidov and Members of the Maryland Pharmaceutical Association:

It would please me no end to be able to come before you at this Convention and give a report which would reflect a pharmaceutical profession void of problems. This indeed would be Utopia. From my opening remarks, I do want to leave you with an impression of pessimism and gloom. I do want to impress upon you however that our problems for the most part are of a national nature and require both a cooperative and concerted effort to solve and put in order.

For instance, fair trade is no doubt the most important business at hand. Since our good friend Si Solomon will not be here to render his report—thirty-two pages of the most comprehensive fair trade analysis I have ever seen—(incidentally his report will be published in full in the Proceedings Number of the Maryland Pharmacist)—I will touch on a few pertinent facts. Maryland is part of a national trading stamp binge. Although retailers of every type

and description have succumbed to the practice, it is significant that not more than about 75 drug stores are issuing trading stamps in Maryland, approximately 10 per cent. The greatest percentage is in the area adjoining the District of Columbia. A recent survey of our own showed only 7 stores issuing stamps out of a total of 175. I wish to commend our pharmacists for this good showing. This does not minimize the evil however, because we are at a competitive disadvantage.

Mead Johnson and Eastman Kodak have already entered suits against three drug stores in the Silver Spring area—one an out-and-out price-cutting violation and the other two on both price-cutting and trading stamps. Other manufacturers are expected to follow suit with court actions in the very near future.

A recent case in Massachusetts was thrown out of court because the court ruled the manufacturer—Colgate-Palmolive—can not seek relief on price-cutting when it allows other outlets to issue trading stamps on their merchandise. This ruling is most significant and should have a definite bearing on fair trade enforcement against those issuing stamps.

Also five retailer-retailer suits were lost in the City of Philadelphia recently. We have always felt and advocated manufacturer action instead of retailer action.

As I said before, I will not report further on Fair Trade because Si's report is all inclusive. On Wednesday, Mr. Mermey, Director, Bureau of Education on Fair Trade will address the Convention. He has promised to give us some enlightening news on the entire fair trade picture.

Another serious problem facing us is that of prescription pricing. As I have stated on various occasions, there is too much variance in price not only between stores but in some cases within the same store. This is due basically to the lack of economic understanding of the operation of the prescription department specifically and the drug business generally. Recently prescription pricing and the handling of drugs have come in for much criticism in Baltimore City under the Medical Care Program. An Advisory Committee has been appointed by Mayor D'Alesandro headed by Dr. Stebbins of the Johns Hopkins, to study the matter. Charles S. Austin, Jr., Victor H. Morgenroth, Jr., and myself have been appointed to the committee and we will serve on a subcommittee to study the cost of drugs. In the meantime, we should study our own situation and make every effort to put our own house in order if need be.

The Association, through its School of Pharmacy Committee headed by Lloyd N. Richardson, met several times during the year in an effort to retain a four or five year program of study in the School. I do not want to go into detail on this because I know Mr. Richardson will render a full report. I mention it only to impress upon you that we considered it a problem which merited all the time and energy we could possibly give it because we are anxious not only to maintain the reputation of the School but to also supply much needed pharmacists in our state.

Of great concern too, is the lack of membership in our Association. At the present time we have 398 Active Members out of a possible 700 for a percentage of 57 percent. Although this figure accounts for 12 more than the same time last year, it is nothing to be proud of. Our stores are accepting the services of the Association without responding in financial or other support. This is a serious shortcoming and I recommend that we give immediate attention to setting up a better means of obtaining members than exists now. So much for the imminent problems facing us. I would now like to review the activities of the Association and myself during the past year.

We have had three successful and well attended Regional Meetings. October, Peter Pan Inn, Urbana; January, Indian Springs Country Club, Sliver Spring; April, The Granary, Georgetown.

I have served as your representative at the NARD Convention at Atlantic City in October and the A. Ph. A. Convention at Detroit in April. I have attended three State Secretary's Conferences during the year. Two while attending both National Conventions and one in Washington in February. These Conventions and meetings afford me an opportunity to receive and impart valuable information from people representative of pharmacy.

We have distributed a Dental Formulary to every dentist and pharmacist in our State as well as the Pharmacy School Seniors and the Dental School Juniors and Seniors. The Baltimore Retail Druggists' Association shared in the expense of this distribution.

Our insurance program has worked very well. A report will be given on Thursday by a representative of the company in which additional benefits will be announced without any increase in premium.

I serve on the Maryland State Polio Advisory Committee and am glad to report that the supply of Salk Vaccine has increased to the point where three shots can now be given safely. With this increase in supply we should lend our support to making the vaccine available through regular commercial channels and not under continued government control.

For the first time, a freshman scholarship has been made available by our Association. The recipient will be announced at this Convention and the Scholarship will become effective with the 1956 Fall term. This was established to encourage Pharmacy School recruitment. Through your generous contributions we hope to continue the Scholarship on a permanent basis.

We have continued to give and receive cooperation from the various city and state health agencies and the School of Pharmacy. We should be proud too of our wholesaler-supplier-manufacturer relationship and support.

Dr. Kantner has been retired since our last Convention. The Association played a part in giving a Testimonial Dinner in his honor in January.

The Kelly Building functions as a focal point of matters Phar-

maceutic in our State. The activity and services have increased to fabulous proportions.

The Building has been used for meetings of all kinds. Committee meetings, Alumni, Baltimore Branch, Hospital Pharmacists, Nurses Institute, BRDA and by the students of the School of Pharmacy.

Our officers and executive committee as well as some of our general committees have done an outstanding job to give the Association the most successful year of its history. Mr. Melnicove, our counsel, has been of invaluable assistance with his wise counsel and guidance. Dr. Swain has also been most liberal with his advice.

In closing I wish to thank all of these fine people for helping me to perform my duties as your Secretary.

REPORT OF THE EXECUTIVE COMMITTEE

Lester R. Martin, Chairman

Mr. President, Ladies and Gentlemen:

The Executive Committee of the Maryland Pharmaceutical Association held nine regularly scheduled meetings this year, three of which were held jointly with the Baltimore Retail Druggists' Association. The meetings were well attended by both the officers and members of the Executive Committee. The business brought before the Executive Committee was of great importance and was transacted for the best interests of pharmacy generally. I shall list each meeting as it occurred and give you a brief resume of each:

1. July 21, 1955—Bedford Springs Hotel, Bedford, Pennsylvania—This was the first Executive Committee meeting of the new regime held at the conclusion of the 1955 Convention. A definite schedule of holding meetings was approved. A discussion was held on the Bedford Springs Hotel and it was decided to seek a new site for the 1956 meeting.

2. August 2, 1955—Kelly Memorial Building—This was a joint meeting held with the Executive Committee of the Baltimore Retail Druggists' Association. The Convention at Bedford Springs was discussed again. A committee was appointed to investigate Atlantic City and Galen Hall for the 1956 Convention. Committee appointments for the year 1955-56 were approved. Secretary Cohen was instructed to obtain: additional telephone equipment, a Pitney-Bowes Stamp Machine and electric fans for the office. Three Regional meetings for the year were approved. The method of obtaining a successor for Dr. Kantner was discussed. It was decided the Association be recognized in making a selection.

3. October 27, 1955—Peter Pan Inn, Urbana, Maryland—Chairman Mouat gave a report on the 1955 Convention. It was pointed out that not enough revenue was being realized from the Association Conventions. The School of Pharmacy Committee reported on the inter-change of correspondence with Dr. Elkins on the pro-

posed five year course. It was decided the School of Pharmacy Committee be given authority to proceed in its efforts to retain a four or five year pharmacy curriculum in Baltimore. A report was given on the Ambassador Hotel in Atlantic City and Galen Hall in Pennsylvania. Galen Hall was selected as the 1956 Convention site. Pepsodent Scholarship was presented and explained. It was tabled pending more complete information.

4. November 23, 1955—Kelly Memorial Building—This was a special meeting called to submit a list to the Governor to replace Dr. Kantner on the Board of Pharmacy due to his retirement. The names of Francis S. Balassone, John F. Wannewetsch and Frank J. Macek were selected and presented to the Governor. Francis S. Balassone was selected to serve the unexpired term of Dr. Kantner.

5. January 12, 1956—Indian Spring Country Club, Silver Spring, Maryland—Mr. Balassone's appointment to the Board of Pharmacy was announced as well as his election as Secretary of the Board and Mr. Austin's re-election as President. MPA Scholarship Fund, \$426.25 as of December 31, 1955. A scholarship for one year—freshman—to be awarded in 1956. A report was given on the Trading Stamp problem in the area adjoining the District of Columbia. The secretary stated that the Fair Trade Service Bureau, the Fair Trade Committee and the Association office were pursuing every means to curb the practice of giving trading stamps. Secretary Cohen was authorized to attend the Secretary's Conference in Washington, D. C., February 4-5, 1956. Mr. Austin was reappointed as the Maryland Delegate to the A. Ph. A. Convention. Door-to-door sales of vitamins and other drug store products were discussed.

6. March 7, 1956—Kelly Memorial Building—This was a joint meeting held with the Executive Committee of the Baltimore Retail Druggists' Association. Treasurer Mouat gave a report showing an increase over 1954 of \$2,455.82 as of December 31, 1955. The total cash assets as of that date were \$24,543.08. Membership as of March 7th: Active members 326, Associate members 145. This represents an increase of 28 Active and 26 Associate members over the same date in 1955. The Scholarship Fund showed \$527.25. A report was given on the Trading Stamp situation in Prince Georges and Montgomery Counties by Mr. Goldfeder. Mr. Levin gave a progress report on the Galen Hall Convention, June 25-28. A budget for 1956 of \$23,000.00 was approved. Representatives of Baltimore City and the County Medical Care Programs met with the Committee to discuss phoned-in medical care prescriptions. The County Program agreed not to allow phoned-in prescriptions. The City Program advised they were not meeting with any problems in this respect and would continue to allow phoned-in prescriptions. Each county association was requested to submit their opinion on phoned-in prescriptions. President Davidov and Secretary Cohen were authorized to attend the A. Ph. A. Convention in Detroit.

7. May 1, 1956—Kelly Memorial Building—This meeting was a joint meeting with the Baltimore Retail Druggists' Association. This was a special session called to discuss the Fair Trade and Trading Stamp situation which was growing worse. Secretary reviewed the activity of the Association on the matter. He gave a report on the questionnaire he had sent to City and State Secretaries throughout the country. Mr. Solomon reviewed the various recent court decisions affecting fair trade. Mr. Melnicove reviewed the situation from a legal viewpoint. It was generally agreed to follow the advice of Mr. Melnicove.

8. May 10, 1956—The Granary, Georgetown, Maryland—A Hospital Catastrophe Insurance Plan was explained by the representatives of the Continental Assurance Company. A letter was read from Governor McKeldin appointing Robert H. Chatkin to the Maryland Board of Pharmacy from Hagerstown. The appointment effective May 1st for a 5 year term. Chairman Morgenroth, Constitution and By-Laws revision Committee gave a full report on the work of his committee. The new Constitution and By-Laws will be voted on at the Convention.

9. May 29, 1956—Kelly Memorial Building—This was the last meeting prior to the Convention and was devoted to cleaning up any unfinished business. Treasurer Mouat gave another comparative report. He recommended the following: \$1,000.00 be withdrawn from the Veterans Prescription Account and \$3,000.00 from the Maryland Pharmacist Account, both sums plus a \$5,500.00 contribution from the Baltimore Retail Druggists' Association be deposited to the general account of the Association. This was approved. Minor corrections were made to the proposed new Constitution and By-Laws. Mr. Balassone submitted a list of eligible candidates for the State Board of Pharmacy. Secretary Cohen announced that suits were entered by Mead Johnson & Company against Dart Drug, Wheaton Pharmacy and Hyattsville Pharmacy for price-cutting and issuing trading stamps. A report was given on HR-11, known as the Equality of Opportunity Amendment to strengthen the Robinson-Patman Act. A report was given on the Fair Trade Conference held in New York attended by our Secretary. The District of Columbia Pharmacy Act was discussed and the Secretary was instructed to attend a House Committee meeting in Washington on May 31.

Although this report has been given in a most concise form, I assure you these meetings and the work of the Executive Committee consumed many painstaking hours, averaging four to five hours per meeting. I am most grateful to the officers and members of the committee for their efforts and cooperation. I also wish to express my appreciation to the Association for bestowing upon me the privilege of serving as the Chairman of the Committee. In closing I would like to stress the importance of all working together for the best there is in pharmacy. No other way may we hope to progress and hold public esteem.

Mr. Martin stressed the importance of all members contacting non-member pharmacists and getting them to join the Association.

REPORT OF THE COMMITTEE ON THE TRAVELER'S AUXILIARY

Bernard Ulman, Jr., Chairman

President Davidov, Ladies, Members of the Maryland Pharmaceutical Association, and Brother Travelers: I bring you greetings from your Travelers and hope this will be the most successful Convention of all times.

Your parent organization, with full cooperation from the two Auxiliaries, has been working very hard to provide you with a well rounded program of both instructional and timely subjects of interest to you, and a full program of entertainment for your enjoyment.

To the latter end T.A.M.P.A. has spent many hours in preparation. Our Committee hopes you will find the program both entertaining and relaxing. So try to forget your problems, and for the next four days, enjoy yourself!

Thank you.

REPORT OF THE COMMITTEE ON PUBLICATIONS

Samuel I. Raichlen, Chairman

Because of the absence of Chairman Raichlen, the report was read by Secretary Cohen. Treasurer Mouat gave the financial report of the Maryland Pharmacist which follows:

Mr. President, Officers and Members:

Your Publications Committee has held no meetings during the year although as chairman, I kept in close contact with Mr. J. Cohen, our editor, and I can report to you that the year has been a good one.

Your chairman obtained publications from 22 state and metropolitan associations and in comparing them with our publication can match any of them in both context and advertising.

Our publication is well known nationally, but we wondered how it was received by the pharmacists of our own state, for we recalled the old adage: "A Prophet in his own City is without Honor," so we had a survey made by an organization doing this type of work. Seventy-five pharmacists in Baltimore and the counties were called and 6 questions were asked.

1. Do you receive the Maryland Pharmacist every month?
2. Do you read it cover to cover?
3. Do you pass it on to your pharmacist to read?
4. What do you like most about the publication?
5. What do you most dislike about the publication?
6. What suggestions do you have in the way of changes or improvements?

The answers in most instances were very complete and very interesting. Assuming that the 10% questioned were representative of the pharmacists state wide, 100% receive the publication. 90% pass it on to their pharmacist to read. 87% like the publication. 11% disliked it in one degree or another, 2% were non-committal, 16% offered various suggestions for improvement. I think this proves that at home our publication is thought of as well as it is nationally.

Financially our publication also gained ground this year. While the number of advertisers decreased by 6 this year, and the printing costs increased \$817.03 over last year, the publication showed a profit of almost \$3,000.00.

I think that our editor has done an excellent job and should be commended.

I suggest that the Association should consider the addition of some help so that the publication may continue to go ahead.

FINANCIAL REPORT OF THE MARYLAND PHARMACIST

May 31, 1955 to June 1, 1956

Cash on Hand, May 31, 1955	\$2,976.76
Receipts:	
From Advertisers	\$11,197.18
TOTAL RECEIPTS	\$11,197.18
Disbursements:	
D. Stuart Webb Inc. Printing	8,082.28
Robert L. Swain, Jr., Cartoons	120.00
Joseph Ruzicka, Bookbinding	13.60
Md. Pharmaceutical Association	3,000.00
TOTAL DISBURSEMENTS	\$11,215.88
Net Disbursements Over Receipts	18.70
Cash Balance on Hand May 31, 1956	\$2,958.06

REPORT OF THE COMMITTEE ON CIVIL DEFENSE

Alexander J. Ogrinz, Jr., Chairman

This is a short report of a chairman and several committeemen but not of the complete committee. This committee is served by every county in the state and it did not seem to serve a purpose to call these men to a meeting without an objective.

Last year Chairman Raichlen did not report to this convention because he felt the Medical Services Division of the State Civil Defense was not functioning as planned, and that his report would only be a criticism of the services. Your present chairman finds the same conditions existing today.

To give you a better understanding I'll take a few minutes to explain present day thinking relative to Civil Defense. Dr. M. M. Van Sandt is director of the Medical Care Division of the Federal Civil Defense Administration created under the Federal Civil Defense Act of 1950. The purpose of this administration is to coordinate the activities of the states and provide guidance and support to them in their planning. It did, however place the basic operating responsibility upon the various states and their political subdivisions.

Dr. Van Sandt in a paper presented this year in Detroit before the A. Ph. A. pointed out that under 1956 planning we must assume that every city is vulnerable to attack and that 7 out of 10 attackers from the air would get through our defense. In 1951—planning was made against the atom bomb, the IX bomb or the nominal bomb—this was the one dropped on Japan. Today's planning, Dr. Van Sandt said, must include action against the thermonuclear or hydrogen bomb. The range of the nominal bomb was one to three miles whereas the H bomb's range of destruction would include an entire city.

With this 1956 concept of Civil Defense planning, your secretary and chairman met with Dr. John M. Welsh, the chief of Medical Services Civil Defense of the State of Maryland. He was asked how the organization of the various medical services (of which Pharmacy is one) is set up under this changed idea of defense. Dr. Welsh could not tell us anything specific about Pharmacy nor any other of the Medical Services. He gave the impression that organization of the entire group was a long way off.

As we left Dr. Welsh's office, he was assured that the Maryland Pharmaceutical Association would continue to carry a Civil Defense Committee as always—this committee composed of representatives from Baltimore City and every county as well as Hospital Pharmacists, Wholesale Druggists, Pharmaceutical Educators, etc., these persons to be available to his office for any statistics or information relative to Pharmacy in Maryland.

Dr. Welsh assured us that we would be called upon in the near future.

REPORT OF THE COMMITTEE ON THE SCHOOL OF PHARMACY, UNIVERSITY OF MARYLAND

Lloyd N. Richardson, Chairman

The Committee of the Maryland Pharmaceutical Association on the School of Pharmacy of the University of Maryland held several meetings during the fiscal year. The Committee met on several other occasions with invited guests from the various pharmaceutical organizations of the state and city. All of the meetings were held at the Kelly Memorial Building and included extensive discussions of the various topics.

Enrollment:

The enrollment at the beginning of the first semester of the 1955-56 scholastic year was as follows:

Freshmen	73
Sophomores	78
Juniors	54
Seniors	47
<hr/>	
Total	252

Of the 73 freshmen students, two were former students who were readmitted. Of the 78 sophomores enrolled, three were re-admitted and one transferred from another school of pharmacy. In addition, six of the 78 sophomores are new students in the School of Pharmacy who had sufficient credits to be classified as sophomores. Seven students were admitted to the School under the benefits of the Korean Bill for Veterans. The total number of veterans enrolled increased from 22 in 1954 to 38 in 1955. Twenty-one of the undergraduate students were girls.

Faculty

Dr. Charles W. Foreman who completed the requirements for the B. A. degree at the University of North Carolina in 1949, the M. A. degree from Duke University in 1951 and the Ph.D. in 1954, was appointed Instructor in Zoology in September 1955. Dr. Foreman had several years of teaching experience at Wofford College as Assistant Professor in the Biology Department before joining the staff of the University of Maryland in Baltimore.

Mr. Landon W. Burbage who has been Visiting Lecturer in Pharmacy Administration the previous three years, continued to give his services this past year. The School of Pharmacy feels extremely fortunate in obtaining the services of a man of Mr. Burbage's qualifications and prestige.

Mr. Paul A. Pumpian, Assistant Professor of Pharmacy Administration and head of the department, is resigning on June 30th to accept a position in the Patent Department of the E. R. Squibb & Sons Division of the Olin-Mathieson Company and will be located in New Brunswick, New Jersey. Mr. Pumpian has given excellent service to the School and the University during the past three years in particular and we are encountering considerable difficulty in replacing him with a person who is as well qualified by training and personality.

Mr. Bernard Blaustein, who completed requirements for the B. S. Ch. E. degree at the University of Pennsylvania in 1950, the M. A. from Johns Hopkins University in 1951 and is completing requirements for the Ph. D. degree with a major in chemistry at Johns Hopkins University this Summer, was employed in September to teach inorganic chemistry. Mr. Blaustein did a commendable

job, but is resigning on June 30th to accept a more lucrative position in industry.

Dr. F. M. Miller, who has been Associate Professor of Chemistry at the School of Pharmacy for the past seven years and who has been an excellent teacher, was appointed Acting Head of the Department of Pharmaceutical Chemistry on September 1st, 1955. Although Dr. Miller has not had any undergraduate pharmaceutical training, he is the son of a pharmacist and recognizes the value of a sound pharmaceutical education. Dr. Miller has continued with the graduate program in pharmaceutical chemistry which was so ably performed by his illustrious predecessors, namely, Dr. Jenkins, Dr. Hartung and Dr. Hager.

Mr. Bernard Grabowski who was employed in September 1954 as Instructor in Chemistry after having obtained the B. S. in Pharmacy from Temple University together with the M. S. degree, ably presented the course in Quantitative Analysis and Pharmaceutical Testing and Assaying this past year. Mr. Grabowski had previously been associated with Dr. Hager in these courses and was well qualified for this assignment.

Graduate Work

The total enrollment in the Graduate Division decreased from 35 in 1954-55 to 30 in 1955-56. Four students completed the requirements for the M. S. degree and three students completed the requirements for the Ph. D. degree.

Faculty Activities

Dean Noel E. Foss attended a special Industrial Seminar presented by Eli Lilly and Company in Indianapolis, August 29 through September 2, 1955, as a guest of Eli Lilly and Company. The Seminar was designed to further acquaint faculty members of colleges of pharmacy with the function of the pharmaceutical manufacturer and to give them the benefit of detailed and intimate information on methods of research, development, and control, as well as manufacturing and marketing procedures. Deans of all accredited schools of pharmacy were invited.

Dean Noel E. Foss and Mr. John J. Sciarra, Instructor in Pharmacy, attended the seventh annual Teachers' Seminar on Pharmacy sponsored by the American Association of Colleges of Pharmacy and held at Butler University, Indianapolis, August 7th through August 12th.

Dr. Benjamin F. Allen, Associate Professor of Pharmacy, attended the Cosmetic Seminar sponsored by the Society of Cosmetics and held in New York September 14-15, 1955.

Dr. Frank J. Slama, Dr. A. W. Richeson, Dr. B. F. Allen, Dr. C. T. Ichniowski, Mr. Paul A. Pumpian and Dean Noel E. Foss represented the School of Pharmacy at the meetings of District No. 2, Boards and Colleges of Pharmacy, held in Washington, D. C., October, 1955.

Dr. G. B. Estabrook, Professor of Physics and Class Adviser to the Junior Class, accompanied the junior and senior students on a visit to the Upjohn Company, Kalamazoo, Michigan.

Dr. F. M. Miller, Associate Professor of Chemistry, attended the Philadelphia meeting of the American Chemical Society, in February, 1956.

Dr. Donald E. Shay, Professor of Bacteriology, attended the Annual Meeting of the Society of American Bacteriologists held in Houston, Texas, April 28th-May 4th.

Dean Noel E. Foss, Dr. Benjamin F. Allen and Mr. Paul A. Pumpian, attended the convention of the American Pharmaceutical Association and allied organizations held in Detroit, Michigan, April, 1956.

School Activities

School activities for the past year included active participation in the Centennial Celebration of the founding of the College Park Division of the University of Maryland which was highlighted by an Open House at College Park from March 3rd to 6th, with exhibits from all of the schools and colleges of the University in the new Student Activities Building.

Student Activities

Student Activities for the year included Orientation and luncheon for new students on September 19th; dance at the Friendship Airport on April 20th; picnic at Herring Run Park on May 1st; Senior Prom at the Bonnie View Country Club on June 4th, and Convocation at the Westminster Presbyterian Church on June 6th. In addition, the freshman and sophomore classes each held dances for the members of their respective classes during the year.

Both the Student Branch of the American Pharmaceutical Association and the Students Auxiliary of the Maryland Pharmaceutical Association had a very successful year and conducted a number of very interesting programs under the direction of their adviser, Mr. Paul A. Pumpian. A report of the activities of the Students Auxiliary of the Maryland Pharmaceutical Association for the year 1954-55 was presented at the Bedford Springs Convention of the Maryland Pharmaceutical Association. Two students from the junior class attended the Annual Convention of the American Pharmaceutical Association in Detroit during the week of April 9th as representatives of the Student Branch of the American Pharmaceutical Association, each paying their own expenses without any subsidization from the University.

Physical Plant Improvements

Room 41, one of the lecture rooms assigned to the School of Pharmacy and adjacent to Greene Street, is being air-conditioned this year in an attempt to reduce the noises from the heavy traffic flow which passes on Greene Street.

The men's locker room was rearranged this past year to permit the installation of ten tables and forty chairs for the convenience of the students for eating as well as a sort of lounge.

As in the past, considerable equipment and apparatus were purchased by all departments.

Five Year Curriculum

The Committee met several times in connection with the location of the five year curriculum which must begin not later than September 1960. You will recall that the President and Board of Regents of the University of Maryland had, in the early part of 1955, decided that only three years of the five year curriculum would be given at the School of Pharmacy in Baltimore with the students being given the privilege of selecting any accredited school or university for the two year pre-pharmacy curriculum.

Your Committee did not feel that the 2-3 program was to the best interest of the School of Pharmacy, the profession of pharmacy or the students in the School of Pharmacy and, at the Convention a year ago, recommended that the President of the University be asked to reconsider the matter. Subsequently, the President invited representatives of the Committee to appear before the Board of Regents. At this meeting, Dr. H. A. B. Dunning, Dr. R. L. Swain, Dr. John Wannewetsch, Mr. Joseph Cohen and your Chairman presented some strong arguments for offering at least four years of the curriculum at the School of Pharmacy in Baltimore with one year pre-pharmacy being available at any accredited college or university. In February, Dr. Elkins, President of the University of Maryland, informed your Chairman that he recommended that final action on the 2-3 program should not be taken at the present time since there might be developments prior to the effective date of the program which might affect the curriculum. He added that the University did not feel that it would be advisable at this time to adopt a 1-4 program but at the same time they would be in a position to do so if conditions do not warrant the 2-3 proposal previously approved.

School of Pharmacy Building

As most of you know, the Legislature in 1954 appropriated \$500,000 for the construction of a new School of Pharmacy Building. In February, the School of Pharmacy received instructions from College Park to proceed with the planning of the building to accommodate the departments of pharmacy, pharmacognosy, pharmacology, physiology and pharmacy administration, including a model drug store. The department of pharmaceutical chemistry, and the Arts and Science Departments, i.e., English, Physics, Mathematics, Speech and Foreign Languages, will remain in the present building. In view of the limited appropriation, it was impossible to construct a building that could house the entire facilities of the School of Pharmacy so that a two-story building with basement, which will house the facilities mentioned above, will be so constructed that it

can support three additional floors at a later date if such expansion is necessary. Your Committee felt that the proposed building was inadequate and wrote President Elkins accordingly. The President replied that the matter of building is a policy matter and as such is the responsibility of the Board of Regents. The Board had unanimously recommended that the University proceed with the funds available and attempt to get an additional amount from the current Legislature in order to properly air-condition the basement. We understand that the University requested \$50,000 for this purpose and that the appropriation was approved by the State Legislature and the Governor.

Student Union Building

At the last session of the Legislature, legislation was enacted which will enable the construction of a self-liquidating Union-Dormitory Building. Plans have been nearly completed for a Baltimore Union Building to consist of five floors and a basement at a cost of approximately one million dollars. The basement will consist essentially of a bookstore and storage space; the first floor will be devoted largely to a cafeteria; the second floor will consist of a lounge, meeting rooms and snack bar. The upper three floors will be a dormitory and will accommodate approximately 200 male students.

During the year a strained relationship was brought about through the action of the student body and their attitude toward the school. This lack of cooperation is undoubtedly detrimental to the best interests of the School of Pharmacy. Policies and regulations affecting the school must be inaugurated by the Board of Regents and the Dean of the School of Pharmacy. Any attempt to interfere with the operation of the school should receive most careful consideration, and, in all instances is the responsibility of the above mentioned parties. However the School of Pharmacy Committee is willing at all times to assist in promoting a program for the School that will be in accordance with the high standards this fine institution has always maintained.

The School of Pharmacy Committee held numerous meetings.. and I wish to thank every member personally for their attendance, fine cooperation and support. Co-Chairman Dr. John F. Wannewetsch carried on the activities of the committee when I was unable to attend. Dr. H. A. B. Dunning, Chairman of the Special Committee of the School of Pharmacy should receive a special vote of thanks, not only from the School of Pharmacy Committee, but from our entire organization. His counsel and guidance along with his untiring efforts in our behalf have been invaluable to us. He should know just how much he is appreciated by this Committee as well as the entire profession of Pharmacy. Joseph Cohen has also done his share. We appreciate his efforts. Dr. Robert L. Swain, our true and loyal friend, who you all know is endowed with a wealth of knowledge, gave generously of his time and on two occa-

sions came down from his busy office to attend meetings with President Elkins of the University of Maryland and The Board of Regents. Dr. Swain has always maintained a wonderful interest in Pharmacy in his native state of Maryland where he has many friends. Dr. Noel E. Foss, Dean of the School of Pharmacy, has attended all of our meetings and has cooperated in every possible manner with our Committee. He also has been most helpful in obtaining the information that is so necessary for the Committee to function properly. We all know the difficult position he has been placed in on numerous occasions but during the entire time he continued to be most helpful. I want to personally thank him for the able assistance he has given me and our Committee. It is the sincere hope of our Committee that we have made some contribution to the School of Pharmacy.

At the conclusion of the report, Mr. Mouat questioned the accuracy of the report pertaining to the Students' Auxiliary of the Maryland Pharmaceutical Association. He stated there was no evidence of the Auxiliary functioning and should not be included in the report.

Dean Foss replied that the activities of the Students' Auxiliary had been combined with those of the Student Branch of American Pharmaceutical Association and joint meetings were held.

Secretary Cohen stated he had requested a meeting with the officers of the Students' Auxiliary so that he could report back to the Constitution Revision Committee as to the status of the Auxiliary. After the third request, the following letter was received:

UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY
(Maryland College of Pharmacy, 1841-1904)
BALTIMORE 1, MARYLAND

May 16, 1956

Mr. Joseph Cohen, Secretary
Maryland Pharmaceutical Association
650 West Lombard Street
Baltimore 1, Maryland

Dear Mr. Cohen:

It is our opinion that there is no longer a need for the Students' Auxiliary of the Maryland Pharmaceutical Association at the University of Maryland School of Pharmacy. The existence of the Student Branch of the American Pharmaceutical Association is filling the need of the students for an affiliation of the professional group. Since the A. Ph. A. is making concerted efforts to increase membership and interest in the student organizations, it is our feeling that the Maryland Pharmaceutical Association should encourage

membership in the parent organization rather than in a student affiliate of its own.

We realize that there was a need for the Students' Auxiliary prior to the formation of the American Pharmaceutical Association, Student Branch, but feel that the latter has much more to offer due to the fact that there are many student groups throughout the country which can work together in developing programs, etc. In view of this, we feel that it would be advisable if the Maryland Pharmaceutical Association did not make provision in its constitution and by-laws for a Students' Auxiliary of the Maryland Pharmaceutical Association.

Due to the approaching final examinations, it will be impossible to meet with you if you care to discuss this matter until after examinations have been completed. If you wish to meet with us at that time, we shall be very happy to discuss our views with you.

Sincerely,

Curtis A. Bowen, President
Gregory Sophocleus, Vice-Pres.
Howard R. Schiff, Member Exec. Comm.
Paul A. Pumpian, Faculty Advisor

Further investigation proved that the student signators of the letter were not familiar with its content, nor were they given the opportunity to fully discuss the matter.

In consideration of these circumstances, it was decided by the Convention to disregard that portion of the above report dealing with the Students' Auxiliary.

REPORT OF THE ENTERTAINMENT COMMITTEE

Norman J. Levin, Chairman

It was with a great deal of apprehension and uncertainty that I accepted the appointment as chairman of the Convention when offered me by our President. But many of my fears proved unfounded as the year unfolded and work progressed on the Convention.

There was the time, in the beginning, that a small group of our committee visited several of the suggested sites for this Convention, trying to find the place that would have the most to offer and would suit the most people. Bearing in mind the perennial argument "Shall it be the seashore or shall it be the mountains" and realizing that no one place could satisfy, completely, everyone, Galen Hall was picked as the place of choice that would make our 74th Annual Meeting the finest, most gratifying Convention in every respect.

Now we realize that there are those here who have preferences for other places such as Ocean City, which perhaps does not have perfect accommodations, and perhaps, some who would complain no matter where we went. But if you will make up your minds to forget your pet peeves, be open minded, and permit the Galen Hall Story to unfold, unfettered and without prejudice you should have a most enjoyable and educational Convention.

A program has been prepared for the meetings and entertainment without parallel in air-conditioned well appointed meeting rooms.

At a recent executive committee meeting a Budget was voted for the ensuing year that was for \$2,500 more than in the previous year. Although the records are not complete for this Convention, we can promise that when Gordon Mouat, the Treasurer of the Convention, renders a final report, we will have made up this \$2,500 deficit with something to spare, and this was done through the combined efforts of your president, Hyman Davidov, Gordon Mouat, Joseph Cohen, Charles Neun, Victor Morgenroth, William Harrison, Ellis Myers, John Crozier and the Chairman of Fund Raising, Sam Portney.

And there are others who rendered outstanding services. I have particular reference to the chairmen of the various committees—to Larry Rorapough, Bernard Ulman, Jr., Emory Helm and their crew from TAMPA. We are continually and deeply indebted—to Mrs. Sol Wiener, Mrs. Nelson Warfield and their, and our ladies of LAMPA. We give our heartfelt thanks to Sam Raichlen, Nelson Warfield, Elvin Beard, Bernard Cherry and all the other members of the committee, and, finally without the superb efforts of your secretary, Joe Cohen, this Convention just could not be, and I would like to thank President Davidov for a most rewarding experience and to wish everyone a full and most pleasant week.

REPORT OF THE PROFESSIONAL RELATIONS COMMITTEE

Stephen J. Provenza, Chairman

Mr. President, distinguished guests, fellow members of the Maryland Pharmaceutical Association and friends:

Our committee was invited to participate in the activities of National Diabetic Week. A detection center was established at the 104th Medical Regiment Armory on Fayette Street in Baltimore. Hundreds of Baltimoreans were tested for diabetes and also X-ray examinations were taken of their chests for tuberculosis. An elaborate Pharmacy exhibit was created by Charles J. Neun that brought to the public's attention that diabetic supplies were procurable from their retail pharmacist. Great satisfaction was expressed by the physician members of the committee for our radio and television programs that were used to publicize the work at the detection center, and the importance of the early treatment of diabetes.

On May 22nd, 23rd and 24th, the Medical and Chirurgical Faculty of the State of Maryland held its Annual Convention in Baltimore in their headquarters building. We were given space in which we featured a mammoth telephone. We again tried to impress the attending physicians of the importance of indicating on their prescriptions the number of times that they could be re-filled. We pharmacists all know the difficulty we have in trying to contact doctors in reference to the refilling of prescriptions. In spite of all kinds of publicity that has been given to the Durham-Humphrey law, it still presents one of the largest problems with which we are confronted in our prescription department each day. The only solution is to continually bring this matter to the prescriber's attention at every opportunity that is presented. A clock radio was given as a prize to those who registered at our booth, the winner was Dr. John Ball of Bethesda, Maryland.

In conjunction with the annual Convention of the Maryland State Dental Association held at the Lord Baltimore Hotel on May 7th, 8th and 9th, a copy of the Maryland Dental Formulary was sent to each member. Our Pharmacy exhibit featured a blown-up copy of this publication. Attention was called to the importance of prescription medication in dentistry, thus assuring the patient of exact dosages of drugs selected for his condition; and represents a careful, considerate and individualized service. Application blanks for Federal Narcotic permits were distributed to those dentists interested. Attention was called to the role of the pharmacist who can provide many formulas of preparations useful in the dental office at an appreciable saving in cost, and more conveniently than through dental supply houses. A drawing was made from the names of those who registered at our booth and a clock radio was given as a prize to the winner—Dr. John E. Michael of Baltimore.

Your chairman, together with Mr. Paul Pumpian appeared before the Gorgas Odontological Society and spoke on "Dental-Pharmaceutical Relations" and "Present Day Dentifrices — Can Their Claims be Substantiated?" Also, copies of the Formulary were given to the 3rd and 4th year Dental classes of the University of Maryland. During May, your chairman spoke to the 3rd year dental class on "Drugs Useful in Dental Practice." The thirty-six negro dentists of Maryland were sent a copy of the Formulary.

Working closely with Aaron M. Libowitz, Chairman of the Professional Relations Committee of the Baltimore Retail Druggists' Association, a new facet has enhanced the work of our joint effort. I refer to the creation and installation of professional window displays stressing the importance of the public health team—the physician, the pharmacist, the dentist and the nurse. In other words, as one of our window center pieces proclaimed, "The Doctor Prescribes—The Pharmacist Provides." To welcome the attending physicians to their annual convention in May, another professional window featured a center piece with the theme "Your Physician and Pharmacist, in Sickness and in Health, Always Ready to Ap-

ply their Knowledge and Experience for You and Your Family." In Baltimore, these windows have been installed by the Brager Display Service for a fee. Kits with complete material for those drug stores out of the Baltimore area were sent by parcel post to those interested pharmacists. Next year, arrangements have been made with the Henry B. Gilpin Company to distribute these kits to drug stores in the various sections of Maryland.

In conclusion, I would like to offer my personal thanks to Aaron M. Libowitz, chairman of the Professional Relations Committee of the Baltimore Retail Druggists' Association, for his initiative and close cooperation. Since displays at conventions and window displays are of tremendous importance in this committee's work, we were fortunate in having the advice and guidance of the following nationally famous display experts: Morris L. Cooper, Aaron M. Libowitz, Charles J. Neun and Morris Brager. These men, throughout the year, have given much time and valuable information in helping us carry out our program. Also Charles E. Spigelmire, our publicity chairman, spent much time and made numerous contacts in getting publicity for our various endeavors. Other members who have helped greatly were: Frank L. Black, James P. Cragg, Victor H. Morgenroth and Gordon A. Mouat.

Thank you for patient attention.

Chairman Provenza announced Apothecary Jars were being made available to pharmacists for display purposes through regular wholesale druggists channels.

He also stated a joint committee had been formed of pharmacists and physicians to discuss problems common to the two professions and one meeting had already been held.

Mr. Provenza also spoke on the window display to be installed soon announcing Poison Control Centers at the University Hospital and Johns Hopkins Hospital.

REPORT OF THE COMMITTEE ON PHARMACY

Halcolm S. Bailey, Chairman

In the absence of Chairman Bailey, the report was read by Secretary Joseph Cohen.

Pharmacy has had another good year throughout the state. True there have been pot shots taken at the profession as a whole but while damaging these have not been crippling. These very pot shots should awaken us as to the need for a continuing and ever increasing educational program to the public and to the members of our own group.

Public relation programs over TV and radio have been continuing and are successful in promoting pharmacy. However it is true of pharmacy as it is of people in public life that a scandal article is much more avidly read than all of the praiseworthy

articles written. It then behooves us as a group to eliminate such scandal reports. Some of these reports are unfortunately true and in these cases we can only hope that better policing will help prevent repeats. However many articles and reports are subtly written and shaded against pharmacy with half truths. Several of these articles appeared in national magazines with high consumer standing. These same magazines carry much advertising of drug store merchandise. Perhaps an effort on our part to enlist the aid of such manufacturers in influencing these magazines to print only facts and no fiction would be helpful. Pharmacy as a whole is not bad or even slightly so and we should make every effort to protect our reputation.

Professional relations have been good and possibly better than in the past. Educational programs between pharmacy and the allied medical groups should be continued and stepped up if possible. The Dental Formulary is a good example of interprofessional relations. Some means of meeting the medical groups in open meeting for discussion of mutual problems should be tried. One group, the Eastern Shore Association, made a written offer to the local county medical groups to provide, on invitation, a member pharmacist to attend their meetings for discussion of any problem they might have. This same group supplied the local doctors with copies of the book "I Hate To Buy Drugs But" for use in their waiting rooms to help explain what the public believes to be high prescription prices. More concrete down to earth ideas and deeds are needed on the local level since, like pharmacists, many doctors do not attend their own association meetings.

In attending meetings or reading trade magazines we are met on every hand with prophecies, predictions, and even praise pertaining to the operation of our pharmacies. These statements vary from "Pharmacy has reached its Golden Age" to some very pessimistic thoughts. There must be some truth or middle ground. Pharmacy is evidently at a cross roads and is going through a change. This should be evident to all of us. More and more items are being sold in larger and larger volumes in the non drug outlets. Groceries and variety stores are putting in prescription departments. Pharmacists, not by direct statement, but by their actions have indicated that they have so much business what does it matter? Vending machines selling anything from drugs to hygienic items are constant threats. Manufacturer-Retailer relationships are not too good. Many of our old line manufacturers are turning from us to the greener fields of the supermarkets and the department stores. Whose fault, theirs or ours? In a recent talk the speaker, prominent in the wholesale field, laid much of our trouble to the agency stores and stores pushing cheaper products with a debatably higher profit margin. If we close the channel from manufacturer to consumer that runs thru our stores then rest assured that the manufacturer will dig a new channel around us.

We have still another relationship that we must work strenuously. Each of us contributes to it daily, ready or not, and that is the

consumer-pharmacist relationship. Our selling job here is not limited to the very item in question but to the upgrading of Pharmacy in the consumers mind. For years we have been advised to sell up for bigger sizes and better quality. Look at the competitive businesses in your neighborhood and decide if you are selling up your store? Do you have better lighting, better merchandising, better arrangement, cleanliness, better fixtures, than your competitor? If you don't, you are downgrading both your business and pharmacy. In this change that is taking place let pharmacy take the road with the consumer and not the empty road where the consumer looks us up only thru necessity.

In summation Pharmacy hasn't done badly even though it can do better. Our biggest single problem is one all associations face and that is an absolute apathy on the part of the pharmacist. If this can be conquered, then all other problems will be as nothing.

REPORT OF LEGISLATIVE COMMITTEE

Frank Block, Chairman

It is the duty of a chairman to give a report of the activities of his committee for the fiscal year at the Convention. The Legislative Committee is peculiar in this respect because its action is continuous—When we are introducing legislation for the betterment of our profession and the public welfare, others are contriving to defeat our purposes—when others attempt to legislate laws that would weaken our profession or for selfish reasons, we block them—when the City Council is not in session the State Legislature is meeting—and of course the Congress holds our attention constantly.

I have often wondered, during the many years I have been privileged to appear before you in this capacity, whether I was capable of conveying to you the many anxious moments our committee had or the many sleepless nights, in contemplation of the next move and the results of these moves. The consultations and the button-holing of our representatives, hoping to convince them of the right of our cause. Yes, I have often wondered if the membership realized the comprehensiveness and magnitude of the workings of this committee. It is truly the Watch Dog for the association. This is my way of paying tribute to a group of men, whose cooperation and respect have been an inspiration to me.

I am taking the liberty or prerogative to speak of Legislation in generalized terms. The weakness of man in moments of success or failure reflects itself in trends for either protective legislation or the lifting of certain restrictions peculiar to the individuals or groups they affect. This pattern has manifested itself in many ways, so as to benefit the few at the expense of the many. Typical examples are the attempt to destroy Fair Trade and the giving of Trading Stamps. It is difficult enough to understand why anyone capable of reason, particularly retailers would want to eliminate the things that are responsible for their existence in this economy,

but to have Pharmacists subscribe to this policy is beyond me—like killing the goose that laid the golden eggs. This is a national condition and the State of Maryland is experiencing its effects in varying degrees. I am merely touching on this problem—leaving it to our most qualified chairman of the Fair Trade Committee, Si Solomon, to bring you up to date on this situation. For the sake of brevity I will attempt to enumerate chronologically the various activities of the Legislative Committee at the City, State and National levels.

The Committee met on Nov. 9, 1955 at the Kelly Memorial Bldg., to chart the course for the ensuing year. The discussions involved many considerations for the betterment of Pharmacy, such as the recognition of Pharmacy as a Profession legally. This will be considered more seriously for next year when Legislature meets in regular full session. For this short session it was decided to reintroduce the Wholesalers and Manufacturing Licensing Bill, also to support the Unfair Sales Act—or Cigarette Bill sponsored by the Tobacco Jobbers.

After introducing the Wholesalers and Manufacturing Bill by Senator Bertorelli as S.B. 138, it was expediently withdrawn because of bad wordage and timing. We hope to reintroduce this bill with corrections at the regular session. We feel that the control that this bill should offer would to a large degree stem the illegal flow of Amphetamins and Barbiturates.

The Unfair Sales Act eliminates the sale of cigarettes below cost and we hope that this along with a more equitable tax arrangement with certain Counties, such as exists between Anne Arundel County and the City of Baltimore will clear the unjust situation that prevails now for those retailers bordering this county.

In the City Council I appeared to lend support to a bill introduced by the President of the Council, Leon Abramson at the request of State's Attorney Anselm Sodaro to correct an abominable situation through Bait Advertising. This act in itself may not be the complete solution to the problem, but is a step in the right direction.

Our geographical location, close to the nation's Capitol, makes us aware and alert to the activities in Congress. Thus logically we have become assistants to the National Organizations — The N.A.R.D. and the A.Ph.A. On April the 20th, 1956, we received an urgent appeal from the N.A.R.D., for assistance in getting H.R. No. 11—The Equality of Opportunity Bill written by Representative Wright Patman, out of the House Judiciary Committee, which was headed by Emanuel Celler, an outspoken foe of the Robinson-Patman Act. The purpose of H. R. 11, was to plug a loophole in the Robinson-Patman Act, occasioned by a U. S. Supreme Court Decision in the case of the Federal Trade Commission versus the Standard Oil Company of Indiana—wherein the court declared that "Good Faith" was a complete defense for price discrimination. Our committee along with our able Secretary, Joseph Cohen, worked

very diligently for the bringing out of committee and the subsequent passage of H.R. No. 1840 (an identical substitute bill for H.R. 11) by an overwhelming vote of 393 to 3 in the House of Representatives. The 3 negative votes were by Republicans Cole and Kilburn from New York and Wolcott from Michigan. This tremendous victory against great odds shows what cooperation and leadership, when combined can accomplish. Now it is necessary to steer S.B. 11 which is identical to H.R.—1840, through the Senate. Please wire or airmail a message to your two Senators, Beall and Butler, asking for immediate and favorable action of S.B.—11. Time is of the essence as Congress tentatively is scheduled to adjourn in mid July.

The American Pharmaceutical Association has also been alert to many attempts to introduce Federal controls and restrictions and opposed them as functions of the State. A very comprehensive Legislative report was read at the Detroit Convention which I attended. Since none of the action referred to caused any changes in our laws, I will not lengthen my report other than to state that I have a copy of this fine report with me should anyone desire to read it.

Before concluding this report, I would like to read an editorial which appeared in the Iowa Journal, in October 1954 which I think is appropriate to this Legislative Report:

"Some of the oldest problems still confronting our profession are (1) the restriction of the practice of pharmacy to persons of proven qualifications, and (2) the responsibilities placed on those to whom the authority is given to practice the profession. Obviously, it was intended to have something to do with public health.

The federal law places severe and exacting restrictions upon the pharmacist, yet there is nothing in that law which stipulates who may dispense restricted drugs . . . that responsibility remains with the states. Nevertheless, we find federal action against pharmacists for infraction of regulations under a law that permits anyone, regardless of qualification, to dispense dangerous drugs.

Federal control, while effective in the control of pharmaceutical practice, must be considered to be failing miserably in its objective to truly protect public health. There are many tentacles that go out from the body octopus which federal laws are inadequate to cope with.

Something is wrong when large companies and manufacturing plants can buy and sell restricted drugs to employees without diagnosis, benefit of direction of a licensed practitioner, and without the supervision of an individual trained in drugs and medicines; when employees, nurses and attendants can hand out dangerous drugs indiscriminately during the Doctor's absence, without diagnosis, and perchance without the Doctor's knowledge; and when Nursing Homes, under the supervision of lay persons are allowed to literally practice both medicine and pharmacy. It is ironical

that, under the federal law, the pharmacist is the only person *really* restricted.

We believe the present requirements upon the pharmacist are necessary . . . that they are in the public interest . . . that they should not be lessened. We also believe that if the present requirements are important to public health, it is imperative that they be extended straight across the board.

Pharmacy, in its effort to improve its service by getting its house even better in order, should not be prostituted by discrimination such as continues to exist. Public health can only be truly protected when controls are properly applied in all directions."

This report constitutes the efforts of the many on the Committee with whom I was privileged to serve. We are grateful to our Secretary Joe Cohen for his able assistance and to our Attorney, Bernard Melnicove, whose wisdom and guidance served us so well.

COMMITTEE REPORT ON PUBLIC RELATIONS

Charles E. Spigelmire, Chairman

The report which follows was read by Victor H. Morgenroth, Jr., Co-Chairman of the Committee.

Mr. President, Friends and Members of The Maryland Pharmaceutical Association:

Throughout the past year, your PUBLICITY COMMITTEE has worked hard, and unceasingly, with one guiding thought in mind, and that is, Pharmacy's Most Important Relations are PUBLIC RELATIONS.

Using every available means at their command, the members of your committee have waged an intelligent, aggressive, cooperative and educational campaign to make the public realize that pharmacy is a profession to be proud of, and not just another business to ridicule.

We know that many pharmacies have abdicated their strongest favorable factors. Personality of the pharmacist, and atmosphere of the pharmacy, are being allowed to disappear.

People still prefer to do health business with a man who proves his knowledge, interest, and capacity for being helpful in such matters. Pharmacies need to understand promotion, and the development of traffic. The pharmacy needs a modern setting. It needs to get in touch with its customers.

Your Committee felt that Pharmacy is like the game of tennis, in that the man who does not serve well usually loses in the end. It is an old thought that pharmacists should know everything, about everything they sell. Such knowledge helps not only in making sales, but also in building personal and professional prestige. By increasing knowledge of what he sells, and using such knowledge as a means of showing a personal interest in the welfare of his customers, the pharmacist will develop a spirit of good will that

will do much towards offsetting the inroads of non drug outlet competition. All of this becomes so much easier for the pharmacists of today, if it is correlated and integrated with an intelligent and broad, public relations program, which strives continuously, to inform the public, that the PHARMACIST IS STILL THEIR BEST NEIGHBOR.

The Public Relations Committee is fully aware of the many drastic changes, that are taking place in all phases, of the profession of Pharmacy today. These changes are so stupendous that it is not at all unlikely that within the next decade, medical specialty dispensing will completely dominate prescription practice. This is a factor our profession must face in the future, but despite its inevitable arrival, we feel the public realizes the pharmacist is a mighty important individual in their community. There is no reason to believe that pharmacy is through as a profession by this change in professional practice.

Our vigorous PUBLICITY PROGRAM has constantly told the public that we are proud of our profession, thrilled with its accomplishments, and eager to apply the knowledge and ability to transfer from a researchers hands to the hands of someone, somewhere in our nation, our priceless pharmaceuticals at exactly the time that particular person needs them.

In the foreseeable future PUBLICITY PROGRAMS face the urgent problem of convincing the public that the profession of pharmacy is necessary, and that our services are so specialized and so essential that they can neither be replaced nor eliminated, without the great danger that general health care will deteriorate. A replacement of any conceivable form would be detrimental to the economic and physical life of our country.

Knowing full well that organization and concentration spell realization, your PUBLIC RELATIONS COMMITTEE has been at the constant beck and call of our Association. It has participated gladly and willingly in the many and diversified activities which confronted pharmacy during the past year, in a sincere effort to make professional pharmacy a respected science in the eyes of the public.

We felt the best and most efficient methods of approach to our public were through the media of magazines, newspapers, radio and television.

Through the aggressive efforts of your PUBLIC RELATIONS COMMITTEE our Association now enjoys a wide variety of publicity from these various sources. On radio, we enjoy one fifteen minute program monthly on station W.F.B.R. Another fifteen minute monthly program on station W.B.M.D. and a fifteen minute weekly program on station W.B.A.L.

On television we enjoy a fifteen minute weekly program through station W.B.A.L. on channel 11.

We left no stone unturned to capitalize on any outstanding event that might make the public realize that Pharmacy was vitally

important to them and that the PHARMACIST WAS STILL THEIR BEST NEIGHBOR.

On our television show we devoted several programs to the important duty of keeping the public well informed on the Salk Polio Vaccine situation. These programs played an important part in relieving some of the strain and pressure placed upon the pharmacist due to shortages and faulty distribution.

In an effort to strengthen professional as well as public relations we were most generous with our radio and audio visual time during DIABETES DETECTION WEEK. During this week we not only relinquished all of our radio and TV time but we prepared and presented special programs emphasizing the importance of a Diabetes Checkup during this week. Dr. Eastland, Chairman of the diabetic drive and Dr. Davis of the Baltimore City Health Department were most profuse in their thanks for the active assistance your committee gave them in this project.

During Christmas time, those angels of Mercy, the wonderful nurses at Mercy Hospital in Baltimore, were most anxious to tell the story of nursing to the public, and asked us to relinquish our time, so that they might present the highlights of their profession. We were most happy to grant this request and were well repaid for this generosity by the wide scope of favorable publicity our Association and Pharmacy received.

During HEART MONTH we conducted a program which described the many drugs and remedies employed today in the treatment of various heart ailments. The program was highlighted with the important advice that all of these remedies could be obtained on prescription only, from your BEST NEIGHBOR, the friendly pharmacist.

We talk a lot about Pharmacy, and sometimes we are prone to wonder if anybody does anything about it or for it? Let me tell you that one of our finest programs was dedicated to the study of Pharmacy as a career. This was a brilliant show capably and intelligently handled by your President Hyman Davidov. He outlined in great detail the past, the present, and the future of pharmacy. His enlightening discourse on Pharmacy as a career was most complete and instructive to our embryo pharmacists.

During mental hygiene week we devoted our time on television to acquainting our audience with the new drugs and products which bring relief and help to the mentally ill. On this program, we offered free of charge, to any person who would write YOUR BEST NEIGHBOR a pamphlet entitled "NEW MEDICINES FOR THE MIND, THEIR MEANING AND PROMISE." These pamphlets were given to us through the generosity of Smith, Kline and French Laboratories.

It has always been the policy of your Publicity Committee to assist and cooperate with any committee in OUR ASSOCIATION that desired radio or television publicity to insure the success of its activity. In this particular category was the current professional window campaign depicting our allied professions of medicine

and dentistry. Two very interesting programs, featuring these attractive windows, were handled by the chairman of THE BALTIMORE RETAIL DRUGGISTS' ASSOCIATION, Professional Relations Committee, AARON LIBOWITZ. Both of these programs endeavored to drive home the important fact that dentistry and medicine are still very important items in our health and well being.

During CHEMICAL PROGRESS WEEK, in conjunction with the Olin Mathieson Company we presented an unusual program, entitled THE STORY OF HYDRAZINE. This performance was very aptly handled by my co-chairman Victor H. Morgenroth, Jr., and Mr. Victor Fusco, research chemist for Olin Mathieson Company. We were amazed with the amount of interest and favorable comment this program aroused for us.

After hearing these comments about our various television programs some of you may ask, does anybody look at them? During the past three years we have made various checks on our audience and we feel that it varies between 7,000 and 16,000 viewers per program.

We have attained this success on a PUBLIC SERVICE PROGRAM with all of the broadcasting being prepared and executed by members of YOUR PUBLIC RELATIONS COMMITTEE who receive no remuneration other than the thought that their efforts are helping to make PHARMACY A FINER PROFESSION IN THE EYES OF THE PUBLIC.

None of this publicity would be possible without the assistance and generosity of many fine people in the radio and television world. The following friends of Pharmacy and our Association have made this possible: Les Peard, Arnold Wilkes, Ed Kabernagel, Jr., Bill Rock and Vince Bagli of station W.B.A.L.; Tom O'Connor of station W.B.M.D.; Phil Crist of station W.F.B.R. Their personal interest and assistance have been dominating factors in making our programs successful.

Our work during the past year was not that of any one individual, but rather the culmination of a cooperative effort of many wonderful people. The brilliant results obtained in our work were due to the untiring efforts of everyone who gave unstintingly of their time and ability whenever they were called upon to help. For their ideas and encouragement I want to particularly commend my Co-chairman Victor H. Morgenroth, Jr., and our executive secretary Joseph Cohen.

Your PUBLIC RELATIONS COMMITTEE has done everything at its command to help bring back THE LOST SHEEP. Are you preparing a nice green pasture to hold them when they return?

No PUBLIC RELATIONS PROGRAM in the world can succeed if the promoter does not believe in his cause. Every pharmacist is a PUBLIC RELATIONS MAN FOR HIS PROFESSION, and the job he does with his customers depends directly on his own attitude toward his PROFESSION.

I should like to close leaving this thought with you. A leaf hits the ground and dies; a seed takes root and grows. ARE YOU LEAF OR SEED?

THANK YOU SO MUCH FOR YOUR KIND ATTENTION.

REPORT OF THE COMMITTEE ON MEMBERSHIP

Frederic T. Berman, Chairman

Paid Up Membership

	Active	Associate
Convention—July 1955	417	186
December 31, 1955	443	190
Convention—June 1956	398	160

The membership of the Maryland Pharmaceutical Association is in about the same static state of the past few years with slight fluctuation in numbers.

However there are still quite a number of pharmacists and pharmacies that are not dues paying members and whose numbers should be substantially reduced. It is an obligation on their part to become members of the Association and it is the opinion of the committee that a goodly proportion would become members. It is evident that our methods need revision and a new approach be taken.

Since the list is long and it is an imposition to expect the few members of the committee to devote all their time to making door to door calls on these recalcitrants, we therefore make the following recommendations:

That a real membership drive be instituted with the entire membership taking an active part. If need be, a prize be given to the man bringing in the most new members. At the beginning of the year the Secretary should send dues bills to everyone, allow thirty days for the return mail, then at the start of the new month the Secretary should then call on an active man in each small section of the city and state to try and pick up the membership and dues of the few stores in his neighborhood who have not sent their checks in. We have active men in every section of the city and state and it should be easy for our four hundred members to pick another two hundred memberships. Let each man bring in another and it can only be done if the Secretary notifies that man of someone in his neighborhood who has not joined. Put this system in effect and we feel that the results will be most gratifying and advantageous to the future of the Maryland Pharmaceutical Association.

REPORT OF THE COMMITTEE ON INCREASE OF A.P.H.A. MEMBERSHIP**Morris L. Cooper, Chairman**

Mr. President and Members of the Maryland Pharmaceutical Association:

The total number of active members (exclusive of the student members) of the American Pharmaceutical Association residing in the State of Maryland is as follows:

from January 1, 1953 to January 1, 1954 there were 330

from January 1, 1954 to January 1, 1955 there were 296

from January 1, 1955 to January 1, 1956 there were 299

from January 1, 1956 to June 1, 1956 there were 297

Increase in membership should be obtained by a continuous effort on the part of the existing active members through the medium of professional meetings. Promoting Pharmacy in all its fields, through the Retail Pharmacy, Hospital Pharmacy, Scientific Research Laboratories, Professional Detailing, etc., and by publicizing the achievements of the American Pharmaceutical Association to its members and non-members, should by all means help to induce Pharmacists to join and become a part in the ever growing American Pharmaceutical Association.

REPORT OF THE FAIR TRADE COMMITTEE**Simon Solomon, Chairman**

Since our last convention another year has rolled around. The question arises as to whether Fair Trade is stronger today or weaker. Before going into details as to what has happened during the past twelve months since our last convention held in Bedford Springs, it might be well, since we are celebrating our 25th Fair Trade Anniversary, to give you just a very brief history of Fair Trade from the time the first Fair Trade Act was enacted in California.

The first of the modern Fair Trade Laws was enacted in California in 1931. At that time it did not provide that specific prices should be binding on non-contracting parties, but this omission was corrected by an Amendment in 1933 by adding the non-signer clause known as Section 1½. We have a similar clause in the Maryland Fair Trade Act.

But the law even with this Amendment still presented a problem to those manufacturers not located in California. It was necessary for the manufacturer either to domesticate in the State of California, or to have a wholesaler or agent in California establish a minimum resale price for his product for him. The drug industry then adopted what was called omnibus contracts which proved very unsatisfactory. That is wholesalers issued contracts in the State of California on behalf of manufacturers not domesticated in the State. It was soon realized that in order for Fair Trade to be effec-

tive there should be a direct contract between the manufacturer and his distributor.

This was corrected in 1937 when the Miller-Tydings Enabling Act was passed in Congress after a hard and bitter fight. This Act amended the anti-trust laws to permit manufacturers to execute interstate contracts under the various Fair Trade Laws without violating the Federal Anti-Trust Laws. The Miller-Tydings Law was applicable only in those states that had passed a State Fair Trade Act. The Act not only removed interstate restrictions but in no manner hindered the enforcement of Federal Anti-Trust Laws.

Up to the time of the Schwegmann decision in which the non-signer clause in interstate commerce was invalidated it would seem that the array of previous legal opinions coupled with the overwhelming unanimity of the affirmative opinions of the legislatures of 45 states and the United States Congress in passing the Miller-Tydings Act should have left no doubt that the aims and purposes of the State Fair Trade Laws were in the public interest and promulgated in the interest of fairness and justice and also the prevention of injuries and wrong to property rights.

Fair Trade had been sailing along very smoothly until the United States Supreme Court decision in 1951 in the Schwegmann case. Schwegmann Brothers, conducting a super-market in New Orleans, questioned the validity of the non-signer clause of State Fair Trade Acts. In this case, the United States Court of Appeals, 5th Circuit, ruled that the Miller-Tydings Amendment did apply to the non-signer clause with respect to Fair Trade merchandise in interstate commerce. Specifically it held that the Miller-Tydings Amendment removed every prohibition from or impediment in the way of the enactment by State Fair Trade Laws binding alike signers and non-signers. However, Schwegmann disagreed with this decision and therefore appealed to the United States Supreme Court.

This case aroused tremendous interest. While it is true that the case did not involve a constitutional question, as did the original Fair Trade case decided in 1936, it did present squarely to the Supreme Court for the first time since 1936 the question of validity of the very heart of Fair Trade (non-signer clause).

In 1951 the United States Supreme Court by a 6-3 decision turned thumbs down upon the non-signer clause in the Louisiana Fair Trade Act. The Court did not claim that Fair Trade was not in the public interest nor that it was unconstitutional. The entire basis of the court's decision was that the Miller-Tydings Act did not contain the specific inclusion of the non-signer clause.

After much deliberation a bill was introduced which was known as the McGuire Act (HR 5767) within thirteen months of the Schwegmann decision. The McGuire Act was enacted in 1952 with a tremendous majority of 194-10 in the House, 64-16 in the Senate. But the McGuire Act did more than validate the non-signer clause, it also covered the Wentling loophole in Paragraph 4 of the new law in which Congress clearly stated its intention that the making

or enforcing of Fair Trade contracts shall not be considered by the courts as constituting an unlawful burden or restraint upon or interfering with commerce.

In a majority decision the Fifth Circuit Court said, "We find nothing in the Louisiana Fair Trade Act or the Federal Act itself defeating or violative of the Constitution of the United States." This decision was significant in view of the fact that Judge Wright of Federal District Court in New Orleans when ruling in the above case that the "Fair Trade Laws" are safe from constitutional attack, had strongly suggested that the United States Supreme Court take another look at Fair Trade. The Fifth Circuit Court also said, "we agree with the learned District Judge that the Old Dearborn case still controls, and further, if it is to be overruled, that can only be done by the United States Supreme Court."

It was then taken to the United States Supreme Court by Schwegmann and the high court (United States Supreme Court) refused to review the decision of the Fifth Circuit Court. It would seem to us in taking such a stand that the United States Supreme Court felt when Congress passed the McGuire Act by such an overwhelming majority, it left no doubt as to the non-signer clause being valid in interstate commerce.

Schwegmann then sought relief by appealing to the Legislature in Louisiana to repeal the Louisiana Fair Trade Act. After a hearing that lasted about four hours, the House Judiciary Committee without leaving the room rendered its decision almost immediately—12-0 against repeal, thus killing the Fair Trade repealer.

It has been very evident that the opponents of Fair Trade with their tremendous power and wealth, and with the assistance of the Department of Justice will not rest until they have exhausted every effort to repeal all Fair Trade acts either directly through the state legislatures or failing in that destroy them indirectly by crippling the McGuire Act. They have fought a cold war so as to speak since the McGuire Act was enacted and with the aid of some high state courts adverse decisions destroying state Fair Trade acts, and also a loophole in the McGuire Act (shipping fair traded products from non-fair trade states into fair trade states) they are making rapid progress toward reaching their goal.

Are We Able To Discuss The Merits Of Fair Trade With Our Public?

The principle of Fair Trade is based upon the necessity of preventing predatory price cutters at the retail level from selling a trade-marked commodity at a cut rate or a loss leader price and thus damaging the trade-mark and good will of the producer. It is evident there is a real need for better trade and public understanding as to exactly what these Fair Trade laws are and the basic principles involved in their operation.

Strange as it may seem there is a tremendous lack of understanding of these laws in the drug industry where we more than any other industry have had a lot of experience with Fair Trade. Basically and simply, Fair Trade laws are laws now on the statute books of 38 states, which permit and we want to impress upon you the

word permit (not mandatory) the manufacturer of a branded or trade-mark commodity which is in free and open competition with other similar commodities, to protect the property value which lies in his name or brand from the destructive price cutting practices of distributors. If we agree that it is the right of every American citizen to own and protect his property, then we must go along with the principle of Fair Trade laws.

We can assure you if our experience of Pre-Fair Trade days price maintenance the country and particularly the entire drug means anything, then without Fair Trade, and other methods of industry would be witnessing the unhappy spectacle of jungle economics at its worst.

We would not necessarily be alarmed if the opposition to Fair Trade was coming only from price cutters, or some crackpots, but from our observation it is also coming from some very intellectually honest people. And to aggravate matters we find unfortunately that many of our own group are doing things detrimental to the success of Fair Trade.

We should make every effort to impress upon our customers that the price cutters or discount houses, etc. are not altruistic because it is very obvious that you cannot sell merchandise at cost or even below cost, as was shown after the famous Schwegmann decision of the non-signer clause was declared invalid in interstate commerce by the United States Supreme Court, when giant retailers in New York were selling Bayer's Aspirin for 4 cents which cost the retailer no less than 45 cents. This is economically unsound. But you do not have to go far to see the answer. The very fact that Macy and other large retail outlets saw fit to reduce the prices on a handful of its hundreds of thousands of items (about 400,000) shows that the price war in New York was a loss leader stunt, detrimental to the consumer's pocketbook. One can readily see that the loss on a few items used as bait is made up by thousands of non-Fair Trade items sold at a tremendous profit. This practice is plain deception, perpetrated on the consumer for predatory purposes, and is also definitely unfair to the company who has spent a fortune in creating consumer acceptance for its products.

Why All The Fuss About Fair Trade Laws?

Suppose we take a good look and compare Fair Trade with other laws.

Fair Trade in a broader sense is the same as the abolition of child labor in the field of employment.

Fair Trade is the same as the guarantee of the right of collective bargaining for organized labor.

Fair Trade is the same as the insurance of bank depositors through the Federal Deposit Insurance Corporation for the banker and depositor.

Fair Trade is the same principle as applied by the railroads when you ship merchandise, because they have standard freight rates which means no cut prices. Also if a person travels for ex-

ample to New York, the passenger rates are the same on the B. & O. and Pennsylvania railroads, which means no cut prices. This is as it should be because if our government allowed discrimination by the railroads in the fixing of tariffs, cut throat competition would soon ruin the railroads with the result that the public would be deprived of the splendid services they now receive and a large majority of the public would therefore suffer.

We should not hesitate to tell our public that newspapers and our foremost magazines that bitterly attack Fair Trade actually practice it. What would happen if newsdealers would cut the price of let us say Life and Time magazines or even our local newspapers. The answer is they would be cut off immediately. They have established a certain price for their periodicals and the newsdealers better not sell them for less.

What The Consumer Should Know

The public has often been told by our opponents that under Fair Trade laws a manufacturer is able to establish a high price on his merchandise. We should enlighten the public as to the falsity of this statement because if a manufacturer markets his product at a price which the consumer deems too high, the consumer will naturally purchase a product of the same type produced by his competitors who are willing and able to market same at a lower price. One can readily see that the real and only effective and legal price fixer in America's competitive economy is Mr. & Mrs. Consumer and this is as it should be.

The consumer can buy an article under Fair Trade or one that is not fair-traded. Under such circumstances the price which the millions of consumers are willing to pay definitely determines the price at which the particular article can be and is sold. The answer is very simple as to why the consumer has such a free choice. The Fair Trade law specifically provides that a trade-mark product cannot be placed under Fair Trade unless it is in free and open competition with products of a similar class produced by others. Further, the law states that a manufacturer may protect the property value of his trade-mark if he chooses, but he does not have to do so.

Very often the consumer has expressed the opinion that he feels if a discount house buys a product—fair-traded or non-fair-traded—it is the property of the discount house, that the discount house or the retailer owns the product and therefore has the right to sell it for any price he so desires, and as a matter of fact if he wishes can give it away. But what we should impress upon that consumer is that while the retailer owns the product when he buys it, he does not simultaneously own the manufacturer's trade-mark which identifies the product. That remains in the owner's possession all the time, and that this is the opinion of the United States Supreme Court, which it has stated on two occasions. We should further to the consumer that if the retailer wants to take the label of trade-mark off the original package, he can then sell it at any price he wants to and Fair Trade will not interfere with him. We

should enlighten him by telling him the only thing Fair Trade does is to stop the price cutter from making a price football out of the product in which the manufacturer has spent not only hundreds of thousands of dollars but also practically a lifetime creating public demand for his product. In other words he (retailer) must not under any circumstances do anything that will destroy the good will of the owner of a trade-mark fair-traded commodity.

Does The Small Independent Retailer Realize What Fair Trade Means To Him?

Under Fair Trade the small fellow has been given the opportunity to earn a decent livelihood for his family. Fair Trade does not guarantee the retailer a living, but it does give him an opportunity to compete with his largest competitors on a more equal basis. Those fellows who fail in the essentials of retail distribution will soon fall by the wayside. That is, a man cannot expect to sit back in his easy chair and say to himself with Fair Trade in existence there is nothing to worry about. But with the price being no higher than his large competitor's he has the advantage provided he sells clean merchandise, is courteous to his customers and renders prompt and efficient service. Actually, Fair Trade laws promote competition based on service, quality and honest merchandising, which is conducive to the maintenance of independent merchants, distributors and manufacturers in their respective endeavors, on the basis of equal opportunity. Fair Trade enables the small man to earn a decent and legitimate profit, thus placing him in the position of meeting his required tax assessments and other obligations promptly to the state. This not only promotes the state's economic stability and welfare, but also enables the individual states to properly and efficiently maintain its governmental functions in behalf and for the public good of the people of the state.

Furthermore, to show you how important Fair Trade is to the small businessman allow us to quote part of the recent report of the United States Senate Small Business Committee—as follows:

“Of the 4,200,000 businesses in the country today, over 58 percent are manufacturers, wholesalers, or retailers who have a stake in resale price maintenance, for these firms either have Fair Trade systems of their own, participate directly or indirectly as a signer or are in competition with a firm in the non-signer of a Fair Trade agreement or aforementioned group. Inasmuch as 96 percent of the firms in these categories are small business, your Committee is profoundly interested in Fair Trade and its status in the marketplace.”

Fair Trade laws represent a great social decision. For Fair Trade is not just a matter of dollars and cents economics. It also concerns the lives and hopes and aspirations of millions of people. It is unquestionably bound up with social values, relative to the kind of community we live in and to whether the horizon of

opportunity our democracy offers is to be narrow or broad. These are the larger social issues involved in the preservation of Fair Trade. These must be made clear for the American public if it understands the facts, will not knowingly act against the interest of small business. And when we say small business, we refer to the latest survey made by the United States Department of Commerce which tells us that of the more than 4 million retail outlets in this country, 3 million have 3 or less employees, and 98 percent have 50 or less employees.

Stamps—Coupons, Etc.

During the entire year the committee with the assistance of our able secretary, Joseph Cohen, has endeavored to give you a clear picture as to the bad effects these "gimmicks" will have on Fair Trade. If we have not succeeded in our efforts then it is not because we have been negligent in trying to enlighten all of you in this respect.

Manufacturers have hesitated to enforce these violations of giving stamps with their fair-traded products because it is estimated that 100,000 retailers are issuing trading stamps and you might as well try to stop a hurricane as to prevent the giving away of stamps.

We have been urged by some retail pharmacists to attempt to outlaw trading stamps, either through the courts or legislative means. This is not as simple as it appears on the surface and requires thorough study and sober consideration because of the many angles involved. Not only are there many legal involvements, but public opinion must be taken into consideration also. Such a condition is prevalent in practically every large city in the country.

The question is can you as a small retailer compete with the giant outlets in giving away stamps? It means that when they, the big fellows, really start a stamp war by giving away double and even triple stamps with purchases then the small fellow will be powerless to follow cut throat competition.

We believe we can best give you the picture by the following article that appeared in TIME MAGAZINE—(reprinted from November 28, 1955 issue of TIME MAGAZINE).

"The Trading Stamp Gimmick"

In their race for the consumer's dollar U. S. retailers have turned the old trading-stamp gimmick into the hottest sales idea of the postwar decade. By playing on the housewife's weakness for give-aways, supermarkets and department stores have rung up astonishing records at the cash register. After Detroit's Big Bear chain of 33 supermarkets introduced Gold Bell Gift Stamps last March, gross sales jumped 40%; Miller's supermarkets in Denver increased their business about 30% by plugging trading stamps. From Los Angeles to Boston, filling-station operators, dry clean-

ers, used-car dealers and beauty parlors have signed up for stamp plans. Well over 100,000 U. S. retailers are using some form of stamps to boost sales, and the U. S. Department of Commerce estimates that stamp savers are redeeming their books for more than \$1 billion worth of premiums yearly.

The grass-fire spread of trading stamps has also touched off a hot argument among retailers. Many an independent merchant swears by stamps as the best answer to chain-store competition. Says San Francisco Grocer Wayne Bingham: "They're like a snowball, once you get the thing rolling. Let one customer get his first premium, and the whole community is going to hear about it. For us, that's better than any ad over television."

But the stamp plan's biggest foe, giant Safeway, calls it nothing but "a shell game to distract the consumer from the fact that she is paying higher prices." Because Safeway met stamp competition by slashing prices, the U. S. Justice Department slapped an anti-trust suit against the chain, charged it with selling goods below cost (Time, July 18).

While merchants argue among themselves, U. S. housewives seem in solid agreement that stamps are dandy. In one busy day a West Coast grocer ran a check on his 1,700 shoppers, found that only one failed to ask for stamps. Grand Union President Lansing Shield has a simple explanation for the stamps' popularity: "Getting something for nothing and the squirrel instinct—some people even save strings." For the Budget-strapped housewife who needs a new toaster or set of dishes, and can get them simply by collecting stamps for money she had to spend anyway, the plan is irresistible. One Dallas matron considers the stamp plan "a sort of painless savings account." By collecting stamps, she points out, "I don't have to ask my husband for the money."

The Stanford Research Institute conducted a study of the Denver area, found that almost two out of every three shoppers believed that the stamps meant they were getting something for nothing. Though few had any idea of the actual worth of the stamps, four out of five customers saved them, partly because of "inner satisfactions from saving the stamps," partly because "redeeming the completed book gives a feeling of thriftiness."

To subscribe to a stamp plan, a retailer may sign up with one of scores of companies in the business of supplying stamps and premiums. If he buys the service of Sperry & Hutchinson, biggest U. S. trading-stamp dealer, he will pay about \$3 per 1,000 stamps, one of which he will give away with each 10c purchase. In return, S. & H. supplies

the books for pasting up stamps, helps with local advertising and promotion, opens a convenient premium store. To cover the cost of the plan (2% to 3% of the yearly gross), a retailer must boost sales an average of about 20%. For the merchant who is first in his neighborhood with stamps, this is usually easy. But as each of his competitors buys a rival stamp plan in self-defense, the advantage wears off. Then the old standards of price and quality return, and the merchants are right back where they started—except that they are stuck with paying for the stamps. When one Albuquerque, N. Mex. supermarket decided to drop its stamp plan, it lost 80% of its business in two weeks.

No matter how painless stamp plans may appear, it is still the customer who eventually pays. Though most retailers publicly deny that they raise prices to cover the extra cost, the price of the stamps ultimately finds its way into the store's markup. In a study of western retailers, the University of New Mexico Bureau of Business Research discovered that most raised prices about 4% to make sure that all extra expenses would be taken care of. Thus, if a shopper filled four books of stamps by buying \$480 worth of groceries and won a \$13 chafing dish, she would get nothing free. She would pay about \$20 in inflated markups. As far back as 1916, the U.S. Supreme Court saw the danger of trading stamps, called them "an appeal to stupidity," and gave states authority to make them illegal. But so far, no states have had the temerity to interfere with a housewife in search of a bargain.

Mead Johnson has filed suits against two independent retail pharmacists (Hyattsville Pharmacy of Hyattsville, Maryland and Grubb Pharmacy of Wheaton, Maryland) for giving away trading stamps with Mead Johnson products which are fair-traded in Maryland. Both of these stores are located near Washington, D. C. (non fair-trade) which prohibits the giving away of trading stamps.

It is our opinion that the Maryland Fair Trade Act is very definite. It says that the offering or the making of any concession of any kind whatsoever, whether by the giving of coupons or otherwise in connection with the sale of a fair-traded product is a violation of the Maryland Fair Trade Act. We therefore have every reason to believe the court's decision will be favorable to plaintiff (Mead Johnson).

While the food markets in Baltimore have been invaded to a great extent, we do not believe this is true of the independent retail pharmacies. Our group seems to be holding the line very well in the city and state despite strong attempts by stamp companies to persuade the independent in our field that their business would benefit by giving away stamps with all purchases by the public.

Mead Johnson has also filed suit against Dart Drug Company on straight price cutting on their products. Dart has a cut rate store in Washington, D. C. (non fair-trade) and has completely disregarded fair trade prices in its new Silver Spring store in Maryland.

It is difficult to follow the reasoning and logic of Dart Drug Company as the constitutionality of the Maryland Fair Trade Act has been upheld three times by the Maryland Court of Appeals.

It is of course reasonable to assume that the only purpose of this company is to put the public under the impression that their prices are lower than their competitors, but quick action such as taken by Mead Johnson—Eastman and no doubt many other companies whose fair trade prices are being violated, will, we hope, put a damper on their plans. We fail to see on what grounds Dart expects to defend this suit which is an out and out violation.

We are awaiting the result of these court decisions with great interest.

Safeway and Food Fair

Two grocery chains and eleven leading food manufacturers were charged by the Federal Trade Commission of using unfair and discriminatory business tactics. The Department of Justice also alleges that smaller retail grocers are being injured through the price slashes offered housewives by the big chains. The Chains were charged with violating the Federal Trade Commission Act by inducing the manufacturers to give them special discounts while they knew or should have known their competitors would not receive such favored treatment.

It is very hard to follow the reasoning and inconsistency of these federal agencies, especially the Department of Justice whose chief, Attorney General Brownell, through his special committee has asked for repeal of Fair Trade. Conceding such unscrupulous conditions as alleged above do exist, and surely no one would be so naive to deny they do exist, then it is very clear that under Fair Trade, which is undoubtedly the more equitable form of price maintenance, the small retailer is protected against ruthless price cutting as seen above. In other words, while these hidden discounts will always be difficult to eliminate in the drug as well as grocery field, without Fair Trade in our industry what chance would the small independent retail pharmacist have of meeting the cut throat competition of the giant organizations who could always sell much cheaper to the consumer because of such discounts and thus eventually eliminate the small fellow completely.

Capehart Bill

This bill would make it an unfair practice for manufacturers of fair-traded products to sell or deliver them to retailers who cut prices.

It is our opinion that this Amendment if enacted would not prove beneficial but would definitely be harmful to Fair Trade.

We are opposed to the Bill to amend the Federal Trade Commission Act because many manufacturers who are really sincere and honest in their enforcement of Fair Trade could be harassed and sued by some dissatisfied retailers who although they may not be able to prove the company was guilty of unfair methods of competition as stated under the Act, could cause the manufacturer much embarrassment and inconvenience not only of defending his company in court, but would also have to prove the company's innocence in a hearing before the Federal Trade Commission which has the right to exercise such authority if the Act was amended.

On the other hand it is well to consider the reasoning of John W. Anderson, President of the American Fair Trade Council which sponsored the amendment who said this legislation would remove some of the evils produced by price collusion between unscrupulous manufacturers and predatory retailers. Only an association dominated by manufacturers determined to remain free to betray their honest resellers would be expected to oppose legislation to compel Fair Play in Fair Trade, Anderson declared.

The purpose of the Capehart Bill is to amend the Federal Trade Commission Act as amended in 1952 by the McGuire Act.

The amendment would not apply to manufacturers who have no Fair Trade program. It is intended to apply only to manufacturers or distributors who pretend to Fair Trade their products, but who deliberately and knowingly maneuver their merchandise into the hands of discounters.

General Electric Company

What will be the effect of General Electric's new policy on discount houses remains to be seen. In a dramatic move that startled the appliance field, General Electric is attempting to counteract discount houses price cutting by reducing Fair Trade minimums on its appliances and also retailers' margins at the same time. In other words it appears to be attempting the difficult task of taking some of the water out of distribution costs of small electrical appliances and at the same time preserve its Fair Trade pricing structure.

Fair Trade prices on some of the company's products such as toasters, mixers, etc., have been cut from 5% to 30% with the result that its own as well as retailers' and distributors' margin of profit have also been cut down. For example, retail prices on vacuum cleaners have been cut from \$69.95 to \$49.95.

General Manager Willard H. Sohloff of General Electric's Houseware and Radio Receiving Department told its distributors that General Electric is attempting to set Fair Trade prices just high enough to give dealers a profit through fast turn-over and low enough to curb price cutting resulting from long margins. It is therefore very apparent that General Electric is attempting to get its dealers to accept volume in lieu of high margins.

The question is whether the discount houses will continue to sell General Electric merchandise at Fair Trade prices with such reduced mark-ups or what Sohloff calls realistic profitable mark-ups. It is also a question as to whether it will work out as anticipated by the company because there is the possibility that its products will become less attractive as loss leaders in non-fair trade states.

We believe the policy can only work if those who honestly believe in Fair Trade will wholeheartedly support General Electric in its new policy by accepting smaller margins of profit, but in the long run actually make more money by increased volume due to lower prices to the consumer. On the other hand it is difficult to conceive that the company will receive compliance from discount houses because in those states where the law is now ineffective (no fair trade laws) discount houses are selling General Electric products well below the new Fair Trade reduced prices.

In our opinion this same loss leader problem in the non-fair trade states was largely responsible for Westinghouse discontinuing its Fair Trade policy entirely.

It might be well to consider the reasoning of "Business Week Magazine" which commented as follows:

In offering the new set-up General Electric has belatedly recognized the effects of the so-called "discount revolution." It is now clear not only to General Electric but to almost everyone that the discount structure on appliances set years ago, is too high for today's condition. The old margins were set up in days when appliances were new and volume was relatively low as compared with appliance sales today, and therefore the inflated discount structure was an open invitation to price cutting. If discounters choose to go along with General Electric's policy, then Fair Trade price will be so realistic that policing will be unnecessary.

McKesson & Robbins vs. McGuire Act

In a decision by U. S. District Judge John A. Clancy, New York City, which agreed with an earlier ruling by Judge Thomas F. Murphy of the same court, it was held that McKesson & Robbins does not violate the McGuire Act by making Fair Trade contracts with independent wholesalers covering McKesson made products. The complaint of the Department of Justice charged the company with conspiring illegally to fix minimum prices on its products in violation of the Sherman Anti-Trust Act.

Judge Clancy ruled that Congress had recognized the legal right of manufacturers or wholesalers with dual functions to Fair Trade their own manufactured trade-marked articles.

In its original brief, McKesson & Robbins stated that an adverse ruling would "have the effect" of invalidating Fair Trade in a very substantial part of the American economy, for the simple reason that many manufacturers distribute their products in such

a way as to avoid being sometimes wholesalers and sometimes also retailers.

In a somewhat similar case involving Eastman Kodak, the Federal Trade Commission took a position directly opposite that of the Department of Justice. The Federal Trade Commission dismissed the case on the grounds that in setting resale prices with the retailers, Eastman was acting as a manufacturer. That its contracts were vertical (between manufacturer and retailer) and not horizontal (between manufacturers or between wholesalers) and under the Fair Trade laws they were consequently exempt from the anti-trust price fixing laws. In other words, that Eastman as a manufacturer with retail outlets has a right under the McGuire Act to sign Fair Trade contracts with other retailers handling its products.

One of the points raised by McKesson in its brief filed with the U. S. Supreme Court was that the legislative history of the McGuire Act confirms the interpretation that a manufacturer should not be denied Fair Trade protection of his own competitive brand products at the wholesale level simply because he also distributed such products through his own outlets. The brief further stated the economic effects of fair trading are the same whether a manufacturer is integrated or not, so long as there is competition between brands. It pointed out that most U. S. manufacturers also act in part as wholesalers or retailers.

McKesson also argued that the interpretations asked by the Department would soon result in the power granted manufacturers by the McGuire Act to Fair Trade products being "swallowed up by the law's exceptions." These exceptions prohibit Fair Trading between wholesalers or between manufacturers.

Dissatisfied with these rulings the Department of Justice has appealed directly to the U. S. Supreme Court, which under a federal law permits the government to by-pass the federal appeals court system in a civil injunction suit brought under the anti-trust laws. The high court has decided to hear arguments in the case.

The Department of Justice has taken the case to the U. S. Supreme Court on the ground that the McGuire Act does not give McKesson the right to Fair Trade its own products to wholesalers who are competing with McKesson wholesale houses and that this type of Fair Trade agreement is horizontal (wholesaler wholesaler contract) which is banned by the McGuire Act.

The Justice Department in its brief filed with the high court said: "In the absence of any affirmative legislative history clearly showing that Congress specifically intended to immunize price fixing by an integrated manufacturer, we submit that the Act should be strictly construed to limit the exemption to manufacturers whose Fair Trade agreements involve only vertical price fixing contracts between manufacturer and retailer."

It is now up to the U. S. Supreme Court to decide whether

the McGuire Act exempts from the Sherman Act contracts made by manufacturers who also wholesale their products.

While Fair Trade's constitutionality is not an issue in this case, it is still in our opinion packed with plenty of dynamite.

If the high court in an adverse decision should define a wholesaler as a company which sells direct to retailers, regardless of its other functions, such a decision in the opinion of many observers could very seriously cripple the enforcement of Fair Trade at the wholesale level by any company which sells directly to retailers and also cosmetic manufacturers who operate retail salons. It is also a question in our minds whether a retailer who has a trade-mark, fair-traded product of his own could sign contracts with other retailers.

We hope we are wrong in our judgment, but we would like to be more optimistic as to the outcome.

By a 6-3 decision (June 11, 1956) the United States Supreme Court ruled against McKesson & Robbins, which means that a wholesaler who is also engaged in manufacturing cannot enter into Fair Trade contracts on his own brands with other wholesalers.

Manufacturers, also engaged in wholesaling or retailing must either discontinue Fair Trade or give up wholesaling or retailing. It no doubt effects cosmetic manufacturers who have their own retail beauty salons, but who also sell under Fair Trade to other retailers.

The high court pointed out that the McGuire Federal Fair Trade Enabling Act definitely prohibits Fair Trade contracts between wholesalers or between retailers.

The decision does not affect retail Fair Trade on McKesson or any other products.

NOTE—The above decision was rendered after this report was written.

California

The California Supreme Court by a vote of 5 to 1 upheld for the third time the constitutionality of that state's Fair Trade law including its non-signer clause in the case of Skaggs Pay Less Drug Stores vs. Scoville Mfg. Company. The high court again re-affirmed its 1936 decision holding Fair Trade constitutional.

The California Supreme Court by 5 to 1 also overturned a decision by the California Court of Appeals in holding that traditional exceptions provided for in General Electric's Fair Trade contract were valid. These exceptions in the case of General Electric vs. Federal Employees Distributing Company (discount house) made possible employer discounts and discounts to governmental agencies or institutional establishments buying for their own use and not for resale.

This high court decision agrees with a New York Supreme Court decision when Judge Frank granted a temporary injunction asked by Toastmaster products division of McGraw Electric Company against Standard Brand Distributors of New York. In this case Standard Brands accused McGraw of violating its own Fair Trade program by selling its "Toastmaster" products to a specified class at cut prices. But the Judge declared that sufficient controls existed in Toastmaster sales training program to make it clear that such sales did not constitute transactions with the consuming public or violations of the plaintiff's program.

In another victory, the court held 5 to 2 that General Electric could not be forced to produce its records to enable the defendants to prove that the manufacturer makes "arbitrary and unreasonable profits on Fair Trade items." It is interesting to note the court's remarks in this respect.

"To require a manufacturer to produce his cost of doing business (thereby opening to his competitors one of his closest guarded secrets of a manufacturer) upon a general charge that its profits are arbitrary and unreasonable would completely emasculate the Fair Trade Act"—and doing that, such a procedure would force a manufacturer to choose in every Fair Trade action between disclosing trade secrets and enforcing his prices.

It is well to point out a majority of the high court recognized that while the high courts of Arkansas, Georgia, Michigan, Florida and Nebraska had ruled against their Fair Trade laws, on the other hand the high courts of Pennsylvania and Wisconsin upheld Fair Trade constitutionality. The court further commented that a rather overwhelming majority of state courts and practically all federal courts have upheld Fair Trade.

We should all feel grateful to California for its leadership in Fair Trade as the first Fair Trade law was enacted in California in 1931 and the state supreme court was the first to rule the McGuire law valid in the Cal-Oak case in 1953.

Florida

Sunbeam Company who has been waging a very vigorous offensive to maintain Fair Trade prices failed in its attempt to stop Masters—a discount house from cutting prices on its fair-traded products in Florida, where the high court of the state had previously declared Fair Trade unconstitutional. Judge Elbert Parr Tuttle, of the U. S. Court of Appeals, for the Fifth Circuit Court of New Orleans in his opinion pointed to Florida Supreme Court's strong and consistent declaration that as a constitutional matter the public policy of Florida is opposed to this scheme of price maintenance.

Through an interference of contract injunction, Sunbeam sought to stop Masters of Florida from interfering with the Fair Trade agreements set up between manufacturers and wholesalers located in states where such agreements are held to be valid. Masters of

Miami was purchasing Sunbeam products from out of state wholesalers who had signed Sunbeam contracts.

Judge Richard Reves, in a dissenting opinion said the Legislature rather than the Court of Florida established public policy and that Florida Supreme Court's statement on Fair Trade applied only to non-signers.

Maryland

Since our convention held last July (1955) the Fair Trade committee with the able assistance of Secretary Joseph Cohen, has endeavored to give you a month to month report of Fair Trade decisions in state and federal courts here in Maryland in our Journal "The Maryland Pharmacist."

While there have been several adverse decisions we should not become alarmed because they were not clear cut Fair Trade cases where only the minimum resale prices established by manufacturers were violated. In other words, in the Eastman Kodak case a combination package of a Fair Trade product and a non-fair trade product was involved. In the Serta mattress case there was a misrepresentation of facts and the court in our opinion very properly decided against the plaintiff (Serta Company).

We therefore do not believe it necessary to repeat all the Fair Trade cases decided in the Maryland courts during the above period.

We would like however to call to your attention one case in which the Maryland Court of Appeals upheld the lower court in a favorable Fair Trade decision.

Judge Cullen in Circuit Court #2 upheld the constitutionality of the Maryland Fair Trade Act, and thereby enjoined Home Utilities from selling products of the Revere Copper & Brass Company below the Fair Trade minimum.

The chief attack of the plaintiff was on the so-called "non-signer" section of the Maryland law, which binds all dealers to maintain the minimum resale price established by the manufacturer on a fair-traded product if only one or more dealers sign a contract with the manufacturer.

Judge Cullen very properly stated that he had no other alternative than to follow previous decisions of the Maryland Court of Appeals and the U.S. Supreme Court.

Plaintiff (Home Utilities) argued that the Maryland Fair Trade Act violates both Federal and State constitutional provisions and particularly that it deprives the plaintiff of property rights (the right to sell commodities at any price it chooses) without "due process of law." But the court in reference to above concludes that it is entirely bound by the prior decisions of the U. S. Supreme Court and Maryland Court of Appeals.

Said Judge Cullen, "In view of the repeated indications by the U. S. Supreme Court of its unwillingness to review its decision in the old Dearborn case, it seems apparent that the holding in that case is completely binding and controlling upon this Court with regards to any question relating to the Federal Constitution either

concerning due process or the commerce clause thereof." Furthermore, the Fair Trade Act was considered by the Maryland Court of Appeals in 1939 in the case of Goldsmith vs. Mead Johnson & Company. In that case the court held that the act was constitutional under the applicable provisions of the state constitution.

When plaintiff contended that the Fair Trade Act should be declared unconstitutional because the Act delegates price fixing authority to private individuals, Judge Cullen remarked the U. S. Supreme Court answered this argument when it said, "It is clear that this section does not attempt to fix prices, nor does it delegate such power to private persons. It permits the designated private persons to contract with respect thereto. It contains no element of compulsion, but simply legalizes their acts, leaving them free to enter into the authorized contract or not as they may see fit." We find nothing in this situation to justify the contention that there is any unlawful delegation of power to private persons to control the disposition of the property of others.

It was heartening to note the statement of Judge Cullen when he asserted that certainly the result in the New York, New Jersey and Pennsylvania cases (where the high courts upheld the constitutionality of Fair Trade) is far more practical than that reached by the Georgia Supreme Court.

Now let us see what the Maryland Court of Appeals said when the case was appealed by Home Utilities.

The Maryland Court of Appeals said that those state courts of last resort which have held Fair Trade unconstitutional "seem to have usually done so because of an unwillingness to accept the legislative judgment as to the economic facts." The high state court ruled that under the Maryland Fair Trade Act, retailers who knowingly handled a fair-traded product were required to observe the manufacturer's minimum Fair Trade price whether the retailers had signed Fair Trade contracts or not.

The decision also rejected the argument that the Fair Trade Act was an unconstitutional delegation of power to private persons. The high court denied that the Maryland Fair Trade Act was void because it was enacted before the Federal anti-trust laws were amended to permit the operation of the state Fair Trade laws in transactions involving interstate commerce.

The Court further stated that it would serve no purpose to marshal the arguments pro and con. That is not our function. In these circumstances the duty of the Court is plain. The question before us is not the wisdom of this legislation; it is whether the situation presents a reasonable necessity for the protection of the public welfare and whether the means bear a reasonable relation to the end sought. And if these questions are fairly debatable, the legislative judgment must control.

"Not only are these questions fairly debatable; they have been warmly debated for years, and the debate we gather is still going on. The legislative judgment must therefore prevail."

This is the third time the Maryland Court of Appeals has sustained the constitutionality of Fair Trade—(1939-1941-1956).

In 1939, in the case of Goldsmith vs. Mead Johnson & Company, the high court held that the state Fair Trade act was not a violation of the due process clause in the state's constitution.

In 1941 in the case of Schill vs. Remington Putnam Book Company, the Maryland Court of Appeals ruled that the Fair Trade law was a valid exercise of legislative power.

Another important decision concerning Maryland was the reversal of an unfavorable fair trade decision in the federal court in Baltimore. The United States Circuit Court for the Fourth Circuit (June 6, 1956) confirmed the right of Eastman Kodak Company to include fair trade camera outfits under the Fair Trade Law of Maryland. Eastman Kodak Company vs. Home Utilities, Inc.

Michigan

Sunbeam, an ardent fair-trader and McGraw Electric (Toaster) discontinued Fair Trade contracts in Michigan because of adverse decision in Argus Cameras. General Electric had previously dropped their Fair Trade contracts immediately after the original high state court ruling as to the constitutionality of the Michigan Fair Trade Act. The two companies no doubt felt that because of these decisions there was not any legal basis for an effective Fair Trade price structure.

President McGuinn of Sunbeam said, "We hope that your lawmakers will some day come to understand the problem of national brand distribution and conclude that the destruction of thousands of small retailers and the concentration of retailing in the hands of a very few discount houses and giant stores is not good for the community as a whole."

A very severe blow was dealt Fair Trade when a majority opinion (4-3) of the Supreme Court of Michigan invalidated an injunction issued by a lower court which prevented discount houses, even though they were non-signers of Fair Trade contracts, from selling Argus Cameras, Inc. products at less than Fair Trade prices.

In seeking and obtaining the injunction in a lower court, Argus maintained that the discount houses were interfering with the functioning of the Argus contract system in Michigan by inducing those who signed Fair Trade contracts with Argus to breach them. The majority decision supported the defendant's contention that the public policy of Michigan was set forth in the Shakespeare case which held that Fair Trade contracts could not be binding upon non-signers. The minority opinion said, "It is readily apparent that, left unchecked, defendant's conduct would in a matter of time, result in leaving plaintiff's good-will and distribution system in a substantial irreparable and chaotic condition." It can readily be seen that a concern that sells a Fair Trade article at below the minimum price agreed upon may drive out a legitimate dealer and thus create a monopoly in itself. It can sell at a low price either as a

loss leader or as a bait to get customers to buy other products or through a large volume of sales make a profit. It also affects the manufacturer. The affidavits show that in the first seven months of 1954, plaintiff's sales in Michigan declined 37% as against the same period in 1953, while the national sales increased 33%; that during the same period in 1953—17.4% of plaintiff's sales were made in Michigan and in 1954 during this period only 8.2% were made in Michigan. The showing in itself is sufficient to fully justify the trial judge to issue a temporary injunction.

It is unfortunate for those who believe in Fair Trade that a difference of one vote which would have made the minority a majority opinion, would have resulted in maintaining contract Fair Trade systems, not only in Michigan, but perhaps also in those other states that have declared Fair Trade acts unconstitutional.

Massachusetts

The Supreme Judicial Court of Massachusetts unanimously upheld the constitutionality of the state's Fair Trade law and also the McGuire Act (Federal Enabling Statute) in the case of General Electric Company vs. Kimball Jewelers. This is the 18th high state court to uphold the constitutionality of Fair Trade laws. This decision is in line with the U. S. Supreme Court in its old Dearborn decision of 1936 in which the court upheld unanimously the constitutionality of state Fair Trade laws.

The Bureau of Education on Fair Trade through its Chairman John Dargavel in hailing the decision as a significant and important clear cut victory in every respect stressed the following points ruled by the Court:—

1. A manufacturer definitely has the right to guard his trade-mark against unfair competition, noting that a trade-mark is a valuable property which should be protected.

2. The court denied there was any improper delegation of legislative power or any violation of the due process provisions in the state's Fair Trade law.

3. The court also held that retailers who knowingly handled a Fair Trade product were required to observe the manufacturer's minimum Fair Trade price whether the retailers had signed Fair Trade contracts or not.

4. The court ruled the passage of the Federal Enabling Statute (McGuire Act) in 1952 did not necessitate a re-enactment of the Massachusetts Fair Trade law.

5. The decision also upheld the adequacy of General Electric's enforcement program on the grounds that the company had made a reasonable effort to enforce its Fair Trade prices against violators. Charges that General Electric's Fair Trade contracts were invalid because they permitted traditional discounts to General Electric employees were also rejected by the high court.

Ohio

Despite some recent adverse high court Fair Trade decisions it was very heartening to have the first decision in the courts of Ohio uphold the constitutionality of Ohio's Fair Trade Law in the case of Union Carbide and Carbon Corp. vs. Bargain Fair Inc. of Ohio.

While the defense has won several cases on the argument that the plaintiff has not enforced its contracts equally among all groups selling their products, it was rejected in this particular case. The same argument advanced in several other cases that inasmuch as some retailers gave away trading stamps or other forms of giveaways, it was therefore the right of any retailer to meet such competition by lowering the Fair Trade minimum price, was also rejected. The lower court granted Union Carbide a permanent injunction.

Oregon

The State Supreme Court declared the Oregon Fair Trade Act unconstitutional in a unanimous decision. The court declared that non-signers of Fair Trade contracts do not have to observe minimum resale prices established by manufacturers. The plaintiff, General Electric Company charged R. H. Walle Company with cutting prices on General Electric products. The Act was held unconstitutional on the grounds that it violates the due process of law provisions of both federal and state constitutions and that it constitutes an unlawful delegation of legislative power.

"Like the NRA, the Fair Trade Act is an offspring of a planned economy, spawned in the depression years," stated the opinion written by Justice A. Walter L. Tooze.

Virginia

The Supreme Court of Appeals, Virginia's highest court declared the Virginia Fair Trade Act invalid as far as non-signer clause is concerned. Benrus got injunction against Smith-Williams Jewelers in lower state court, but Smith-Williams filed demurrer on grounds non-signer clause was unconstitutional because it violated Virginia state anti-monopoly law. The demurrer was sustained by trial court. Benrus Company appealed but high court agreed with decision of lower court.

The Virginia court opinion declared that "The anti-monopoly law in explicit terms condemns as being inimical to the public welfare, against public policy and void the very things that the Fair Trade act allows.

Wisconsin

The Supreme Court of Wisconsin reaffirmed the constitutionality of the Wisconsin Fair Trade Act overruling an advance decision of the Circuit Court in the case of Bulova Watch Company vs. Arthur L. Anderson, a jeweler at Waukesha. This ruling reaffirmed its action of 1937. The high court ruled that Bulova although an out of state corporation had the right under the Wisconsin Fair

Trade Act to bring action against a Wisconsin retailer who knowingly violated the company's minimum Fair Trade prices.

"We are aware that the courts of Arkansas, Florida, Georgia, Michigan and Nebraska have held to the contrary," the court observed, but the Supreme Court's previous decision is in accord with the great majority of courts in other jurisdictions which have passed on this issue of constitutionality as to non-signers.

**From a report of the Bureau of Education on Fair Trade
Status Of State Fair Trade Laws**

The fair trade laws have been enacted by the legislatures of 45 states. The following have never passed fair trade laws:

Missouri	Texas
Vermont	District of Columbia

The high courts of the following six states have held unconstitutional the non-signer clause of these states' fair trade laws:

Arkansas	Florida
Georgia	Michigan
Virginia	Oregon

The high court of the following state has found its whole fair trade act to be unconstitutional:

Nebraska

In 20 states, the fair trade laws specifically prohibit the giving away of anything of value, such as trading stamps, with a fair-traded product sold at the minimum fair trade price. These states are:

Alabama	Minnesota
Arkansas	Montana
Connecticut	North Carolina
Delaware	Oregon
Florida	South Dakota
Georgia	Utah
Idaho	Virginia
Indiana	West Virginia
Kansas	Wisconsin
Maryland	Wyoming

In conclusion we believe resale price maintenance is necessary to equalize the competitive strength of the independent retailers with the giant firms in distribution. Fair Trade means a chance for the owners of small neighborhood stores to survive in business. It gives the small fellow an opportunity to compete with his largest competitors on a more equal basis.

REPORT OF COMMERCIAL INTERESTS COMMITTEE**Milton A. Friedman, Chairman**

The Commercial Interests Committee of the Maryland Pharmaceutical Association has been relatively inactive this year as no problems or items for study were referred to it. The membership of this committee consists of some of the most active members of the Association and these members, on their own, have shown great interest in matters pharmaceutical. However, no formal meetings of the committee were held during the year.

REPORT OF THE COMMITTEE ON PHARMACY WEEK**Victor H. Morgenroth, Jr., Chairman**

This report was given at the Annual Banquet of the Association in conjunction with the awarding of prizes by John A. MacCartney, President, American Pharmaceutical Association. It is printed in position with other reports of the Association because of its importance.

This committee consisting of the following members: Milton A. Friedman, Robert Martin, A. W. Braden, Morris L. Cooper, H. Nelson Warfield, Irving I. Cohen, with myself as chairman, was appointed by President Davidov, for the purpose of promoting the professional aspect of pharmacy and encouraging window displays, public displays and radio and television promotion of pharmacy.

In the past the success of this venture has depended in a great measure on the effort of this one committee. We of the committee would be remiss in our duty if at this time we didn't give the credit due the Professional Relations Committee of the State and particularly that same committee of the Baltimore Retail Druggists' Association. Mr. Aaron Libowitz and his group, working with our committee succeeded in having installed some 145 professional windows in the state.

Bob Martin and his group in Allegany County contributed in their usual 100% manner. They even went further than that this year, if possible. In addition to 100% display in all windows, they put on a fifteen minute radio broadcast on the local radio station every day for a week and had on display at the local bank a real professional display of things pharmaceutical.

In Baltimore City, in addition to the vast number of professional windows, the Enoch Pratt Library placed on display some of the magnificent antique collection of Mr. M. Hendler in addition to other items of library collections. Miss Kate Coplan, the director of displays did herself and her staff really proud with this display which was placed in the front window next to the entrance and directly opposite the Cathedral which spot probably draws more visitors in Baltimore, second only to Fort McHenry.

The results of the number of windows, of course is always measured by the entrants into the prize contest, sponsored by the

American Pharmaceutical Association and the Maryland Pharmaceutical Association. This year the number of contestants were greater than ever and as usual the selection committee was faced with the problem of determining an eventual winner. This committee this year consisted of:

Miss Kate Coplan, Director of Publicity and Exhibits of the Enoch Pratt Library.

Mr. James F. Burnside, Director of displays of Hochschild, Kohn and Co.

Mr. Frank X. Hennessey, WBAL-Staff announcer and director of the very popular Hennessey Show on the station.

As usual in judging the contest there were some entries which had to be ruled out before the start because of rules, or rather failure to comply with the rules. As we stated last year, it does seem a shame for so many of you to go all out in this endeavor and then be disqualified. And again let us make the plea, that after putting forth the effort some of you obviously did, the photographic work did NOT do justice to the windows. SO next time do not skimp on this score either.

As we have stated the judges had their hands full, once again, it was very revealing for your secretary and myself to sit and watch the deliberations. As has been our thoughts in the past, we offered no comments whatsoever and let the judges fight it out among themselves.

As you all know the winner this year was Read Drug and Chemical Co. This was a conclusion I think the judges had arrived at early in their deliberations as it was a most outstanding effort. However, I don't think I would be talking out of school when I say that one judge held out very strongly for another window, not that he didn't also conclude that the eventual winner should be that winner, but because of the unusual type and art work in another runner-up. And this is what I mean when I say it is fun to listen to deliberations.

The results of the contest you are all familiar with, but for the record once more let us repeat:

First Prize—Read Drug and Chemical Co.

Second Prize—This was a tie—Libby, Balto. and Hanks, Cumberland.

Honorable Mentions—Medical Arts, Balto.; Cavacos, Baltimore.

As in the past the 1st prize winner was entered in the National contest. As we had anticipated, our prize winner also became a national winner. About this we will hear in a few minutes.

Again in closing, let me express my deep gratitude to my own committee members, especially to Bob Martin for his work in and out of town and to Aaron Libowitz for his untiring effort to put across the window idea.

REPORT OF THE COMMITTEE ON DECEASED MEMBERS

Melville Strasburger, Chairman

In the absence of the Chairman, Dr. B. Olive Cole rendered the report.

Mr. President and Members of the Maryland Pharmaceutical Assn.:

This committee has the saddest duty to perform. It is with deep sorrow we report that twenty-four of our members have been called to their eternal reward since our last Convention. The Committee herewith submits a list of their names:

Henry A. Austraw	William S. Maginiss
Leavitt H. Binkley	George C. Michael
Solomon G. Block	Otto W. Muehlhause
A. J. Bossyns	Harry Pressman
H. Westfield Demarest	William Horace Raines
Charles M. Emig	John H. Renner
Joseph L. Griffith	Emanuel E. Robinson
Charles M. Hornbrook	Max S. Rosenberg
Andrew T. Hunt	Milton M. Smulson
Richard B. Jaeggin	Edward J. A. Strobel
Ross J. Leader	Howard J. Wagner
Harry G. Lehr	Henry Waldschmidt

And now let us stand in silent devotion and offer a prayer in memory of our friends and associates who have departed this Earth.

President Davidov then appointed the following Committees:

Nominating Committee

Lester R. Martin, Chairman
 Charles S. Austin, Jr.
 Frank L. Black
 L. M. Kantner
 Lloyd N. Richardson

The Nominating Committee was instructed to select a slate of Officers and Members of the Executive Committee. The Committee was also instructed to name three nominees to be submitted to the Governor, one to be selected by him as a replacement on the Maryland Board of Pharmacy effective May 1, 1957.

Committee on Resolutions

Dr. Noel E. Foss, Chairman
 Walter E. Albrecht
 Francis S. Balassone
 Frank Block
 John F. Wannewetsch

The Chair requested all resolutions be presented to any member of the Committee, in writing, as soon as possible.

President Davidov then called on Convention Chairman Levin. Mr. Levin gave a brief preview of the entertainment planned for the evening. He also stated many valuable attendance prizes would be distributed at the sessions of the Convention and that it was important to attend the meetings and attend early in order to be eligible for the prizes.

President Davidov complimented the Chairmen and others who had given such fine reports at this Session. Mr. Davidov then adjourned the First Session of the Convention.

SECOND SESSION

Tuesday, June 26, 1956

The Second Session of the Seventy-fourth Annual Convention was called to order by President Hyman Davidov at 10:00 A.M.

Pastor James Weaver of Reading, Pennsylvania, delivered the Invocation.

Mr. Daniel McDevitt, Mayor of the city of Reading, extended a cordial welcome to the Convention and invited those in attendance to visit Reading.

President Davidov called on Gordon A. Mouat for the drawing of prizes. As promised the prizes were numerous and valuable.

The President introduced First Vice President Frank J. Macek and asked him to take the chair. Mr. Davidov then gave his Presidential Address to the Convention which follows:

PRESIDENT'S MESSAGE

Hyman Davidov

It is with real pleasure that I welcome you to this our 1956 convention. An excellent program has been prepared, every detail of which will deal with the serious problems now confronting pharmacy as a public health profession and the drug store as an efficient distributional center.

I urge you to be prompt in your attendance at the business sessions so that the programs can start on time. With your cooperation, sufficient time will be given to each program subject, thus making it of the greatest value to those in attendance.

Your promptness in attending the business sessions, and your interest in the subjects up for discussion will be a much appreciated courtesy to our speakers, every one of whom occupies a top level standing throughout the pharmacy field.

Your promptness and your manifestation of interest will also be a tribute to you, as such action on your part will show that you are aware of the problems now confronting us, and are anxious to learn as much as you can of the ways and means best suited to their solution.

While the ladies have their own entertainment program, I want to assure them that all who wish to attend our business sessions are welcome to do so. The help, understanding and sympathy of the wife can be of the utmost help and encouragement to the husband, as he seeks to face up to the irritations, the problems and the opportunities of these hectic, intensely competitive times.

The entertainment features for the convention as a whole have been carefully selected and will play a major role in making this a memorable and delightful meeting.

Certainly it would be difficult to find a place in which nature has been more generous in her favor. Beauty in foliage, forest, and mountain abound on all sides. Indeed, merely to behold our natural surrounding is to feel the thrill of pleasure and delight that we are meeting here under such pleasurable conditions.

Now, let's get our minds and thoughts centered upon the problems which now engage so much of our attention.

Public Relations Program

At long last, it would seem that we are about to have a nationwide public relations program suited to the needs of pharmacy in all its parts. This includes the manufacturer, wholesaler, and retailer. It will also involve medicine, hospitals, and other professions and institutions concerned with medical care.

This program, as you know, is being financed initially by the American Drug Manufacturers Association, the American Pharmaceutical Manufacturers Association, with all other national drug and pharmaceutical organizations playing important parts.

While you will be hearing much about this effort as time goes on, I wish to urge every pharmacist in Maryland to take an active interest in this program, because its ultimate effectiveness, as it applies to retail pharmacy, will depend almost entirely upon the cooperation which we give. I particularly urge every pharmacist in Maryland to give close attention to the sanitation and good house-keeping aspects of his store.

There would be no point in attempting to make the public more appreciative of pharmacy and pharmacists if drug stores offend public sensitiveness because of sloppy, dirty, and shabby appearance. There are many things pharmacists can do to stir helpful reactions in the public mind, but the first and foremost is to clean up, paint up, freshen up our stores.

As has been so well said by others, the public will give pharmacy the same value we give it, but it can not be expected to find in it the many fine things which we go to great pains to show are not there. Our public relations problems would disappear overnight if every pharmacist would see himself as individually obligated to do everything in his power to present pharmacy to the public in its proper light. And, so long as this obligation is not recognized and accepted, we shall continue to see pharmacy interpreted in a manner highly detrimental to its best interests.

Growth of Professional Pharmacy

It is encouraging to note that more and more pharmacists are showing greater interest in professional pharmacy. This has come about as a result of stiffer competition from non-drug outlets and from the progressive increase in prescription practice, both in the number of prescriptions and the volume involved.

It would be helpful, in all respects, if we would spotlight our prescription departments. They should be prominently located in our stores. They should be immaculately clean and wholesome. They should be expressive of professional ideals. They should interpret us and our work in the most dignified manner, and should bespeak the integrity, the sense of professional responsibility which goes hand in hand with professional health care. The more we make the public appreciate the basic health service which the prescription department renders, the greater our contribution to the betterment of our standing in public estimation and esteem.

Fair Trade Picture

The fair trade picture, nationally, continues to be disturbing in many important respects. There seems to be disposition upon the part of the highest state courts to invalidate fair trade acts on the very grounds upon which the United States Supreme Court has upheld them.

Many earnest fair trade lawyers are now giving thought to the divergent views with respect to what is meant by due process of law as it applies to the practical application of fair trade laws, in the hope that they may be of some help in inducing state courts to adhere to the views of the United States Supreme Court on this highly vital issue.

In Maryland we also have some fair trade problems, as some retail pharmacists are known to be cutting prices. Why they do so is difficult to understand, as they must know that fair trade cannot survive in our field unless manufacturers know that retailers want it bad enough to give it their full and active cooperation and support.

Retail pharmacists who are inclined to play fast and loose with fair trade should ask themselves what happens if fair trade goes down the drain. How would they operate if fifty-cent tooth pastes again were offered at retail for fifteen or twenty cents? And, if many of the widely advertised proprietary products were being sold at retail at less than the cost to the retailer? These conditions, and many like them, were the order of the day before fair trade laws were passed, and they are certain to return if we let fair trade slip through our fingers.

Trading Stamps

A trading stamp binge is now in effect in most sections of the country, including Maryland. Frankly, I hope that when the smoke of battle blows away we will find that the giving of such stamps with fair trade products will be declared illegal by our courts.

This matter is now before our courts, as you know, and thus our policy with respect to it must await judicial action. The whole matter of trading stamps is before the Federal Trade Commission, and much may depend upon what its decision turns out to be. My own view is that the giving of trading stamps is an unfair trade practice, and is wholly uneconomic. It would be something to rejoice over if the whole practice could be outlawed as an unfair method of competition.

Prescription Pricing Problem

This matter of economically sound prescription pricing is still before us. We have the benefit of carefully conducted prescription price surveys, and I would urge that we study them to ascertain just how our own prescription prices compare with the national average. The **DRUG TOPICS'** prescription survey shows that the average prescription price is \$2.35.

I would suggest that each of us determine whether we are below, equal to, or above in our prescription price. If we are under, it would seem sensible to increase our prescription prices sufficient to bring us up to the national average.

We hear the charge that pharmacists lose several million dollars a year because they price prescriptions too low. While no one contends for unreasonably high prescription prices, common sense suggests that they be adequate to cover all costs and provide for proper compensation for this type of responsible professional service.

Pharmacy School Recruitment

As president of the Association, I plead for the most helpful cooperation with the School of Pharmacy, its dean and faculty, and its plans for the future. We need to induce well prepared high school students to enter the School of Pharmacy so that we may in time overcome the shortage of pharmacists in this state.

We need to impress the University Administration that we are devoted to the School of Pharmacy and that we wish it conducted on the highest professional and educational plane. We wish the Administration to know that we are united in our views with respect to the need to so conduct the School that it will continue to retain its scholastic prestige and fully meet the needs of the public for competent pharmaceutical service.

Many important decisions face the Administration and the School as they face up to the conditions confronting progressive pharmaceutical education and they should know of our unswerving devotion and cooperation in any and everything done for the benefit of the School of Pharmacy.

Association Cooperation

The Association has a full time job. Its officers, particularly its secretary, are entitled to your earnest cooperation in their activities in your behalf. Our district meetings, our special programs and pro-

motions, and our work towards better interprofessional relations call for your careful thought and cooperation.

We particularly plead for your aggressive support of our newspaper advertising and merchandising drives. We think, too, that more interest should be shown in our radio programs. In whose interest are they conducted, if not for you? Surely the many efforts put forth by the Association in its diversified activities for your benefit merit all the aid and assistance within your ability to give.

The manufacturers and suppliers who are actively cooperating with the Association have earned your thanks and your cooperation. Without them many of the services rendered you by the Association would be impossible. They have teamed up with us, why not let them know that you are teamed up with them?

The Maryland Pharmacist

The manufacturers who place advertising in our publication, *The Maryland Pharmacist*, make it possible to get out this most excellent State journal. Of all the state drug and pharmaceutical publications, none conforms to a higher standard than ours. None is more highly regarded. None serves a sounder purpose.

When you think of all these things, give a thought to the manufacturers who make the publication possible. Everything else being equal, give their products your best sales and promotion efforts. They have shown both a willingness and a desire to cooperate with us and it would be most helpful to the Association in all respects if these manufacturers knew that they could count on you. Think it over!

Lost Sales

As retail pharmacists we must become more alert, more aggressive, and more determined in the merchandising of those drug store products and lines which have drifted over into the supermarkets and other large non-drug outlets.

As so well emphasized in the DRUG TOPICS' "Lost Sheep Crusade" our percentage hold on this business becomes less secure year after year. While our volume in these lines is also up, our non-drug competition is building volume at a much faster rate than we. Percentage-wise, we are being licked at our own game. Percentage-wise, we are being pushed off our own front porch.

Face to face with this highly disturbing situation, I think it would be wise for the Association to appoint a special committee for the sole purpose of digging into this whole matter in the hope that it might come up with something practical and concrete for dealing with it.

I particularly urge that we plan to give our most earnest thought to ways and means of building greater drug store traffic. We must find some procedures for bringing more people into drug stores more frequently.

The supers have us over the barrel when it comes to the matter of building and holding volume in health and beauty aids, due to

their much larger store traffic. As long as the housewife goes into the supermarkets five times more often than she comes to the drug store, we are faced with a most drastic competitive situation.

Indeed, I see little opportunity for us to better our competitive position and to reverse the drift of drug store lines from the supers back to ourselves unless we can hit upon some means for attracting more and more people into our drug stores.

Appreciation

I cannot bring this address to a close without expressing my warmest thanks to our committees, officers, and friends, for the cooperation they have so heartily and so generously given me. I could not ask for more than they have cheerfully given, and I want them to know how deep and sincere are my thanks and appreciation.

I feel that the Association is particularly indebted to our TAMPA for their unceasing contributions to the betterment of pharmacy and to the progressive welfare of the Association. The TAMPA boys make up our storm troopers, our first line of defense, our Marines, Air Force, Navy, and Army, so complete are their efforts in our behalf. So, to each TAMPA member our warmest salute and thankful appreciation.

To the LAMPA we also express our thanks and appreciation. This is an organization of our wives and sweethearts. They have made a real place for themselves in the overall pharmaceutical scheme of things. May the LAMPA grow in numbers, prestige, and usefulness is our earnest wish.

I wish particularly to express my personal thanks and appreciation to our secretary, Joseph Cohen, who never seems to tire in his labors in our behalf. Not only is Joe well informed, but he is a man of excellent judgment and far-sighted vision. Had it not been for his active aid and cooperation, I would have found it difficult indeed to have kept up with my responsibilities during my term of office. He always had the information I needed, the point of view which would be most helpful, and the sense of follow-through without which any program is sure to bog down and most likely come to naught.

It is a pleasure to congratulate Joe upon his appointment to the Legislative Committee of the American Pharmaceutical Association, as this is a national recognition of which we are all proud.

I am also happy to congratulate Frank Balassone, our Director of Drug Control, for his appointment by the National Association of Boards of Pharmacy to the Committee on the Status of Pharmacists in the Government Service. This Committee, as the name indicates, is concerned with the professional welfare of pharmacists in the various government services, with particular reference to the Army, Navy, and Air Force.

Being a veteran, Frank should be in a position to be of real

help to this important Committee, and we are glad that this responsibility has been placed in his hands.

Although I have refrained from singling out particular names, because there have been so many who have helped me bring this Association year to a successful conclusion, I would certainly be remiss if I did not express my thanks to Dr. Swain. In spite of a most active life, Dr. Swain always finds time to give wise counsel and guidance. Pharmacy is indeed fortunate to have Dr. Swain. I welcome him to this Convention and it is my sincere hope that he has many more years of good health and happiness.

In conclusion, let me express to you, the Association membership, my deep and sincere thanks for the honor paid me when you entrusted me with the presidency of our Association. I have the greatest respect for the office, and I have tried, in some ways at least, to measure up to its demands.

The memories of this year will ever be fresh and bright in my mind and thoughts. Again, my warmest thanks and most sincere appreciation!

President Davidov was complimented on his Address and it was referred to both the Resolutions Committee and the Executive Committee for further consideration.

Mr. Davidov introduced Joseph Cohen, Program Chairman of the Convention. Mr. Cohen gave a brief background of the Lost Sheep Crusade in Drug Topics that inspired the Program Committee to present a panel discussion on lost sales of typical drug store merchandise to the Convention. Dr. Robert L. Swain, Editor of Drug Topics, was introduced as Moderator.

Beside Dr. Swain, the panelists were: James E. Allen, C. Gilbert Green and Ellis B. Myers. Their presentations follow in order.

The Lost Sheep Crusade Panel

COMPETITIVELY ALIVE OR COMPETITIVELY DEAD

By Robert L. Swain, Editor, DRUG TOPICS

Never before in the history of retail pharmacy has the drug store presented so much in the way of sharp contrast and contradictions in the economic and distributional pattern to which it is being shaped.

In some respects the drug store can be likened to a fast-moving stream, while at the same time, it calls to mind sluggish and stagnant waters.

Looked at from one angle, the drug store is seen in the light of record-breaking achievement while, when seen from another, its record seems to be that of sagging, indifferent performance.

In some basic respects the foundations of the drug store are growing stronger day by day. There are other aspects, however,

which are disturbing because they disclose cracks in the cornerstone and definite signs of deterioration in the superstructure.

On the positive, optimistic side is the record-breaking achievement in our prescription departments. Year after year, we have been most gratified by the increase in the number of prescriptions filled and in the growing importance of the economic significance of prescription work.

Today, we are dispensing about 600,000,000 prescriptions a year, and these account for more than one and a quarter billion dollars annually. By any test, this is a super vast performance, and one of the utmost value to pharmacy once we, ourselves, properly evaluate it and make the most use of it. While we are accustomed to refer to our prescription practice in terms of numbers—number of prescriptions and number of dollars—its basic worth, so far as its public relations value is concerned, is to be found in its professional health significance.

Looked at from this fundamental point of view, a prescription is an order for drugs to be used in the treatment and care of persons actually ill. Thus, our prescription work must be seen as a professional service utterly essential to the care and treatment of disease. When seen in this light, we find that more than 600,000,000 times a year the sick and ailing come to us for an indispensably necessary health service which only we can render. Who, among us, could place the true value upon this essential professional service?

It is very gratifying to note, also, that the drugs which we supply on prescription are making magnificent contributions to better health and to more effective treatment of diseases. The miracle drugs, to which must be added the tranquilizing drugs, and others used in the care and treatment of the most serious diseases, are bringing increased prestige and brighter luster to our profession. Today's drugs cure people—a fact which means much to us.

Pharmacy of the future is certain to mean much more to people because it will bring much more benefits to people. It should mean much more to us because pharmacy will inevitably rise in the scale of human betterment.

In addition to mounting volume in prescriptions, our volume is on the increase in prescription accessories, sick-room supplies and in all other pharmaceutical departments in our drug stores.

In other words, more or less unnoticed, and certainly with little fanfare of any kind, professional pharmacy has been on an ascending scale for the past few years. It has now reached the peak where it must be regarded not only as our greatest professional distinction, but also as one of our most valuable economic assets.

But, pharmacists have not been fully alert to this change in the status of their profession, nor in its public relations significance.

When seen in true perspective, and with an understanding of its far-reaching significance, we might well say that a revolution has

been taking place in retail pharmacy with the result that professional pharmacy is looming ever higher upon the pharmaceutical scene.

Obviously the time is here when every pharmacist alert to his own best interests must do his utmost to keep prescription work moving to still higher levels and to give their profession a more vital, a more dynamic part in the conduct of their stores.

The more we do to promote and publicize our prescription work, and to make the public more appreciative of its stake in our professional services, the more we do to give the drug store that standing in public estimation and esteem which will go a long way in making the drug store more competitively sound, more competitively secure.

We can serve our basic welfare no more surely than to determine to hold our professional gains and to assure them still greater force and progress in the years ahead. The drug store is, fundamentally, a professional health service institution and it should ever be our aim and resolve to give it this high distinction in the public mind.

But, looking at the drug store largely as a distributional institution, we find that it is also doing a most excellent job. Indeed, its volume today is running at a rate close to six billions a year—a figure well above that of last year.

Indeed, this is a record volume achievement as 1956 will, by all odds, see drug store sales reaching an all time high. If there ever was a time when the drug store could properly claim to be the heavy duty outlet of the drug industry, that time is now. When evaluated in terms of its distributional achievements, and its ability to carry the load, our drug stores rate a high standing both among drug industry concerns, and among ourselves, as well.

But, while all that we have said about the distributional performance now being well staged throughout retail pharmacy is true, it is simply not good enough. The six billion total, super vast as it is, should be closer to seven billion before pharmacists can claim to be doing their best or cashing in on the opportunities which are theirs.

During the past few years the pattern of retail distribution has been undergoing drastic, even fantastic change. In all lines the picture is being sharply reshaped, drastically remade.

The retail drug field has by no means escaped. Indeed, when we note the drift of long established drug store merchandise lines into supermarkets and other aggressively operated non-drug outlets, we come face to face with the fact that a revolution has been taking place in which we, ourselves, have been the inevitable casualties.

But, this is a revolution in which most of us have been asleep. The lines have been drawn, the campaign undertaken, and the fundamental strategy worked out while we complacently slumbered the weeks and months away.

We have reached the point where our competitive safety demands that we consult the compass so as to fix how far we have been forced off course and to chart those actions which will again see us moving in the right direction.

Now, as we come to grips with the competitive and economic problems confronting retail pharmacy, we would do well to consider some facts which have a fundamental relationship to the stability of the drug store as an efficient distributional center and as a recognized professional health service institution.

Let us note that 25% of drug store volume comes from its professional prescription practice, and the other 75% is made up largely of products, many of which have little or no relationship to pharmacy as such, or to the care and treatment of disease.

This 25%, which represents the volume from prescription practice in the average drug store the country over, is ours. It consists entirely of professional products which may be dispensed to the public only through our professional hands. This 25% is ours not only because we are the only ones competent to deal safely with it, but also because the law commands all others than registered pharmacists to refrain from meddling in prescription work.

Not only is this 25% ours, as a matter of professional prerogative and legislative compulsion, it is also ours to keep and expand. It does in every respect represent the heart of the drug store, and the stronger we make that heart, the stronger the drug store becomes.

Now, to understand fully the professional services of the retail drug store we must add to this 25% prescription accessories, sick room supplies, and other products and articles essential to the proper care and treatment of the sick. These items are properly regarded as prescription products, and the total volume derived from them should be added to the 25% which prescriptions alone bring in, as only in this way can we see our professional services in proper perspective.

The 75% segment of our volume, however, finds us for the most part in competition with dealers and distributors of all kinds. With the exception of only a few of the items embraced within this segment, little or no professional knowledge is required for handling them, nor are there any legislative restrictions upon their unsupervised and indiscriminate sale.

This fact is well established by a mere recital of the product categories involved. Among these are proprietary medicines; cosmetics and toiletries; sundries; cigars, cigarettes and smokers' supplies; household remedies; vitamin preparations; feminine hygiene items; shaving accessories; first aid supplies; soda fountain; films, photographic supplies and photographic equipment; so-called health and beauty aids; baby goods; greeting cards; fountain pens, ball point pens, pen and pencil sets; not to mention others.

As a very practical matter, virtually all of the products in this 75% segment are open to any and every outlet which sees fit

to put them in stock and to try their luck with them. Again: few if any of these are or can be legislatively restricted to us. They are out in the open and fair game for any and all.

It is true, nevertheless, that virtually all of these product categories are basic drug store lines, as by and far most of them have made their marketing debut in our drug stores. It was in them that they were introduced to the public and were nursed along until they could stand on their own feet.

Indeed, most of these have been so closely identified with the retail drug store that they are generally looked upon as drug store products. But, as we shall see, the most popular and the most important of these merchandise lines embraced within the 75% grouping are now being sold in the most aggressive and the most expertly conducted retail outlets such as the supermarkets and other large volume mass distributors.

These specific outlets merit special mention, because they represent the vanguard of the revolution which is taking place in the wide domain of retail distribution. They represent the last word in shopping convenience, and have won a high place for themselves in the estimation and esteem of the public. It is because they have been so well received and so widely patronized that they have been able to build volume in many basic drug store lines at a much faster rate than have we.

If we were to go over, one by one, the product categories previously referred to, we would find that our percentage share of their total volume has been going down year by year for at least a decade, and that it is still moving in that direction.

We shall show, by some charts in contrasting color, the relationship of the drug store volume in these basic drug store lines to the volume being piled up in our most aggressive non-drug competition, and we might well ask ourselves, as we note how strongly is the percentage drift against us, what will be the competitive and economic position of the retail drug store a decade from now unless by some means we succeed in reversing the drift of our basic lines into non-drug outlets and begin to build still greater volume in our drug stores.

Someone has likened the competitive position of the retail drug store to a four-legged table. One leg, which we call the prescription department, grows longer year by year. The other three, which represent the 75% of out front drug store volume, in an absolute sense, grow shorter year by year.

If this condition should continue to follow the current pattern, how long will it be before the table upsets or finds itself in a dangerously one-sided position?

Let us also face another basic fact. It is true that overall drug store volume in this 75% area has been going up a few percentage points year after year. Today, we are at the peak of drug store sales, and 1956 is certain to be the biggest year in the history of retail pharmacy.

And, there is every prospect that our overall volume in this 75% area will continue to grow dollar-wise.

But, let us be aware that our gain dollar-wise can beguile us into a dangerous situation. Considering our dollar gain alone will give us a false perspective. For instance, a 36% share of the overall dentifrice volume in 1956 might mean more dollar volume than a 40% share five years ago.

But to see this picture clearly, we must compare our relative position in the field today with what it was a few years ago. If we continue to face a percentage decline in the overall volume, it means that we are losing out in the competitive, distributional fight. If the greater proportion of these products are purchased outside the drug store, the drug store as a source of supply finds itself in a descending scale so far as the public is concerned.

If our volume is undergoing a percentage slide against us, it necessarily follows that the economic foundations of the retail drug store are becoming less and less secure.

The crying need of retail pharmacists is to see this situation in clear, revealing perspective, and to face up to it as one of the challenging realities of our time.

We might as well face the facts. Whether we like it or not, this non-drug competition is sure to grow more intense day by day. It is well financed. It is volume hungry. It is determined to make an ever stronger bid for more and more volume in what we have every right to regard as long established drug store lines.

Any thought that their competitive drive will taper off is wishful thinking of the most dangerous type. Indeed, it would be more realistic for retail pharmacists to accept the fact that this aggressive competition from non-drug outlets will become still more aggressive, still more volume hungry. Having tasted blood, they are out for more!

What to do? First of all let us recognize that the revolution in distribution is here—it is well under way—it is paying off for those having a hand in seeing it reach still higher levels of intensity. We need to be brutally realistic and awake to the seriousness of the competitive conditions confronting us. We need to face up to the quality of these conditions, and recognize that they are tough and certain to become tougher.

The time has come to come to grips with the basic fact that we must put ourselves, our stores, in position to fight for the drug business. And by fight I don't mean for a day, a week, or even a year. I mean from now on. There never will come the time when we can relax our efforts or dare to go to sleep while the revolution rages.

Now, at this point let me say what needs to be said time and time again. If this fight is to be won, you and you alone can win it. Victory, if it comes, will be due to what you do in your drug store to keep the drug business in the drug store. The job is one for you and you alone.

The job cannot be done by legislation and we are merely fiddling while the revolution grows hotter, if we give way to the delusion that legislation can get us off the competitive hook. Indeed, we will make ourselves look ridiculous if we flock to the legislature to curb and solve the purely competitive problems facing us.

It can't be done by the manufacturer or the wholesaler. True, these agencies can aid, they can help, they can advise. They can supply merchandising material, window displays and even come up with volume-building ideas of real merit. But, all these things will come to naught unless you, in your drug store, put them to work and keep them at work. The old saying about leading the horse to water is still true. Whether he drinks or not is up to the horse. Whether you put to best use the aids, materials and merchandising ideas available from the manufacturer or wholesaler is up to you—you're the horse from now on!

The job can't be done by your national, state or local pharmaceutical organizations. True, they can be of great help. They can aid in developing cooperative advertising programs. They can aid in stimulating greater interest upon the part of the manufacturer and the wholesaler. They can give you all the facts you need, all the information you can use, all the stimulation you can take.

But, all these come to a dead stop on your doorstep unless you bring them into your store and put them to work. Again, and again only you can win the fight so utterly essential if the drift of drug store merchandise to non-drug outlets is to be halted. Only you can do what must be done if the drug business is to be kept in the drug store.

What to do? Make an honest, a soul-searching study of your drug store, the drug store in which a winning fight must be waged if the fight is to be won. Don't side-step a fact—don't brush aside any factor. If your store is dull, drab, dingy, dead on its feet, be honest enough to admit it.

Ask yourself, as honestly and earnestly as you can, is your store fitted to this race? Can you look upon it as a victory-winning outlet? Has it got the stuff which this fight demands? Is it competitively alive or competitively dead?

If you are going to be in the fight, put your store on a modern basis. If the windows are down at the heels, yank 'em out and put modern ones in. If your store interior is tired, sick and more down and out than running, decide to do all that is needed to put it in shape to wage the fight. If you don't fit into the current competitive picture, you are headed out just as sure as can be. The tide will pass you by unless you have what it takes to ride the waves of modern competition.

This victory will be won by modern merchandising methods and not by mere talk or mere theories. It is my judgment that every drug store should go in for effective display, hardheaded merchandising of the lines now drifting away from us, and for the most

available kinds of promotion which have proved so useful in building volume in the competing non-drug outlets.

In all of this, let us always remember that "it can be done" and we are the ones to do it.

There are two fundamental obligations confronting us as we face up to the revolutions now raging. The first and foremost is to keep our professional work moving ahead to higher levels.

Our prescription work constitutes not only the chief distinction of the drug store, but also its major professional and economic asset. It is now progressing year after year to new highs and we must do everything in our power to assure its growing bigger and better as time moves on.

The same thinking is called for in the handling of prescription accessories, sick room supplies, and in all other professional products which play so large a part in the care and treatment of diseases. These are fundamentally ours and our full resources should be used to keep them ours.

Professional pharmacy is coming into its own in our drug stores. It is a development which we have long hoped would come to pass. It is a revolution within our ranks which demands all we can give it in the way of service, devotion, and consistent and persistent care and attention.

The other obligation is to go all out in our drive to keep the drug business in the drug store. Nothing less than our very best is demanded if we are to curb the drift of basic drug store lines into non-drug outlets.

We need to become as expert as practicable in store and window displays, in the most effective use of the most effective merchandising methods. We need to become alert to the need of doing modern business in a modern store and be able to meet our non-drug competition head-on.

Again, all of this is up to you. The future of pharmacy as a profession is in our hands. And the survival of the drug store as a distribution outlet of the first rank depends upon how soon, how well and how long you are willing and able to fight to keep the drug business in the drug store.

THE MANUFACTURER'S VIEWPOINT

**C. Gilbert Green, Field Sales Manager
Toilet Goods Division, Colgate-Palmolive Company**

The "Lost Sheep Crusade" sponsored by the panel moderator is indeed a most worthwhile venture and Dr. Swain is to be complimented for this crusade in behalf of the Independent Retail Druggist.

It is my pleasure to be a part of this program speaking from the manufacturer's view point and I am sure that I speak for all of us in that this cause has the support of all at the manufacturing level.

The manufacturer today is well aware of the fact that a number of the "wooly lambs" have strayed from the Independent Retail Drug "pasture."

The Market Research Information that is available currently from the data supplied by the country's outstanding research organizations presents the full facts.

Likewise I am sure that the majority of the manufacturers share our interest in equipping the Independent Retail Druggist with the full facts and the proper tools—in the form of intelligent, practicable and workable merchandising plans for their use in rounding up the "lost sheep" and assisting in "shepherding" them back to their former "home."

When available research data is studied, it is not a problem to identify the "lost sheep," nor is there any question where the "lost sheep" are now "grazing" and the identity of their new "Shepherd."

In presenting my view on the Crusade, I would like to dwell on these points.

1. Just which are the "lost sheep"?
2. To whom were they lost?
3. Why and just how did this occur?
4. To what degree have the "sheep" left their former "pasture"?
5. Are the "lost sheep" of sufficient importance for the Retail Druggist to be interested in recapturing them?
6. Is there a practical and workable plan that can be applied by the Retail Druggist to recapture the "lost sheep."

To properly identify each of the "lost sheep," or to be specific, what are the classifications that have suffered sales losses with the Retail Druggist is not too hard a task. We see that each of the toilet article classifications including toothpastes, shampoos, home wave kits, deodorants, oral antiseptics—are a few. We must also include many important proprietary and drug sundry classifications such as surgical dressings, cough and cold remedies, laxatives and cathartics, headache remedies and effervescent analgesics, to add a few more. All of these show sales volume losses at the retail drug level just as great as many of the toilet article classifications.

Too great a study is not necessary to see to whom the Retail Druggist has lost this business. I am sure it is no surprise to a one of you when we tell you that it is the Retail Food Store—Supermarket—Superette and the Independent Grocer that has set up the "pasture" and that here is where the "lost sheep are now grazing."

Just how and why did this occur? In the first place the factor of convenience of purchase has been growing steadily since the late forties (the shopping center pattern is a pretty fair reflection of the retail shopping convenience as a major influence).

With the ever increasing expenditures of national media—TV—Radio—magazines and newspapers—definite brand preferences have

been established in the consumer's mind and the main factor in the purchase of toilet articles and small packaged goods is the element of convenience. The plain simple facts are that the food retailer has offered this convenience through self-selection displays to a better degree than the Retail Druggist has, and this probably is one of the greatest contributing factors to the situation as we find it today.

There is also the factor of economics. The retail food dealer has been plagued with vastly increased operating costs due to general overhead increases with higher payroll demands and other factors that contributed and have resulted in generally increased operating costs which have substantially decreased his profit.

The average supermarket today enjoys a gross mark up on food products of only 17% average. When this is projected against his overhead of 15% plus, he is left with a gross profit of less than 2% before taxes. You will all quickly recognize the food retailer's interest in toilet article and proprietary classifications he handles under the umbrella of health and beauty aids which show a gross mark up of approximately 36% as compared with the 17% mark up on food commodities. Health and beauty aids, for this reason, have indeed been most welcome to the food retailer and they are being promoted by him to the limit.

The attitude of the retail grocer has been quite different from that of the retail druggist in the merchandising and promotional effort that has been put behind these fast selling items. The grocer is keenly aware of the manufacturer's consumer advertising. He is most interested in being kept informed of brand campaigns and the way in which he can most effectively tie-in in a promotional manner. He wants quick information on consumer deals and more ideas of commodity and brand arrangements for maintaining his health and beauty aid department.

That much of the grocer's success is a result of a more effective merchandising program is evidenced by the fact that the food health and beauty aid department is either a wall case or a gondola unit with all items exposed to the consumer's view with retail prices clearly indicated. He has set up his department, confining the brands within each classification to only the 3 or 4 top volume brands and exposing them in direct ratio to the manner in which they are sold. This makes it very easy for the consumer to buy what she wants and actually is using.

Further, he has devoted his space by classifications to the direct ratio of sales for each specific classification, and more important, the health and beauty aid department is set up in this fashion permanently. He has it working for him so that it is exposed to every shopper who enters his store and he maintains it 365 days of a year. Also, at each store level a higher percentage of these retailers are maintaining an additional or supplemental display where special promoted items and consumers' deals are exposed. 78% of the supermarkets maintain such supplemental displays permanently.

These supplemental displays can be counted on to double and even triple the sale of the viewed items and also further promote recognition of the entire health and beauty aid department and increase its volume.

When we check the records to see to what degree the "sheep" have left their former "pasture," we see a picture that will not be pleasant to you. The plain unvarnished facts of the progress the food retailer has made in snagging a big share of the business in brands and products, that only a short while ago were distributed almost entirely by the drug store, is quite alarming.

In the first place the food retailer sold 700,000,000 dollars of these commodities in the year 1955. This is actually twice the volume of the 350,000,000 dollars that is the accepted figure for the year 1953. This must be accepted as a fantastic rate of increase.

When we examine the major classifications that go to make up the health and beauty aid department and when we select 20 of the higher volume toiletries and proprietary classifications, we find that during the past 3 years the sales of these 20 classifications through the food store have increased 56%, whereas the retail drug store's increase has been only 2%. More unfortunate, 44.3% of the total sales of these 20 high volume classifications are now being made through food stores.

Another and still further disturbing picture is that of the shift in the consumer's buying habits.

Using toothpaste as an illustration, we see that in 1945 out of each 100 people buying toothpaste, 73 bought their toothpaste in the retail drug store and only 8 out of each 100 bought it in the grocery store. For the year 1955, just 10 years later, only 32 out of each 100 bought their toothpaste in the drug store and 62 out of each 100 are buying their toothpaste in the grocery store.

Toothpaste is used as the example only for the reason that it is the largest single classification and offers an accurate measurement of toiletry sales trends. We see similar sales trends in other classifications and more alarming, a similar picture with certain of the major proprietary classifications. This fact is brought out further when we examine the study just recently released that shows drug store sales lower in 1955 than in the previous year on practically all of the toiletry classifications as well as such major proprietary and sundry classifications as cold tablets, cough remedies, laxatives and cathartics, effervescent analgesics, adhesive tape and packaged aspirin.

With certain facts already established, mainly that the retail druggist has lost volume on many high volume classifications to the food retailer, let's now take a look to see whether this lost business is of sufficient consequence for the retail druggists to be interested in recapturing it.

We mentioned earlier that last year the grocer's health and beauty aid business amounted to 700,000,000 dollars. That, in my book, is big business. Let's put it this way. Even with this dissipa-

tion of volume from the retail drug store, the business that is currently being done by the druggist on these commodities represents 31% of the total sales of all drug stores today. So we see not only has the retail druggist lost sizable volume, but if this is allowed to continue, there is the likelihood that still further losses of 31% of his total business could slip away from him.

Some independent retail druggists may not feel the pinch of this loss of volume to the retail food store for the reason that their sales have been increasing continuously year after year. If this is the case, your business is following the national curve of retail drug store sales in total.

For the year 1955, total retail drug store sales increased 6% over 1954 to an all-time high of \$5,200,000,000. This increase follows a continuous record of consistently expanded sales volume for each year on record.

A closer examination of total all commodity retail drug store sales, however, does show that retail drug store sales have neither kept pace with the increase of the national economy nor have they matched retail sales of other businesses. Using the year 1950 as an index of 100, we see that the sales of the retail drug store sales have increased 28% during this 5-year period, whereas the general index of total retail sales has increased 32%.

There is no question if we were successful in setting up a program for the retail druggists that will recapture a portion of the business that has been lost, and stem the tide in further dissipation of the 31% of the total retail drug volume to non-drug outlets, the total of retail drug sales can be increased to the point that their volume matches that of the general retail sales index. Before submitting my program, which when applied, can recapture the "lost sheep" and at the same time act as a deterrent in further sales volume losses, several basic facts must be established.

"Lost sheep" are not luxury items whether they be toiletries or the proprietary and sundry classifications involved. Using toiletries as an illustration, I think you will agree that they should be more properly classified as every day necessities and are as much a part of our way of life as our ham and eggs are the first thing in the morning. I venture to say there is not one of you gentlemen that would think of appearing at your place of business every day without first shaving. There are many occasions when you shaved for the second time in a day if you were attending a social function in the evening.

Everyone uses a dentifrice regularly and you do so once or twice a day. This too, you accept as a normal way of life. 86 out of 100 women use a deodorant regularly. 7 out of 10 men use a hair tonic or hair dressing regularly. Half the women today wave their own hair at home and in the 25 to 35 year age bracket, 62% give themselves permanent waves at home. Further 92 out of every 100 women shampoo their hair at home and, incidentally, use a branded shampoo.

When we look upon the "lost sheep" as an actual necessity of life, probably more properly defined as every day necessities, such items immediately fall in the category of impulse sales items. They too, probably should be properly defined as high velocity merchandise, the purchase of which is influenced by the subconscious mind when seen on display.

It is recognized that 75% of the total sales volume of such goods should be classified as impulse sales. Please do not for a minute underestimate this statement. It is so much a fact that this year, 1956, 75% of all toothpastes, shampoos, home wave kits and other high volume toiletries and many of the big volume proprietary classifications will be sold from a self-selection display—and yes, this can be said for the other companionate items—those that go to make up not only the health and beauty line up, but each of the "sheep" that have been labelled "lost."

In the grocery store, health and beauty aids are constantly on display right under the consumer's nose with the proper space devoted to each classification and only the top volume brands exposed. Proper space is devoted to each brand within each classification. This makes it very easy for the consumers to buy what they want and actually are now using.

These departments are set up in a fashion that exposes them to every customer that enters the store and further they are working 365 days a year. This tends not only to pick up the all important impulse sale, but it actually tends to rob business from those stores where goods are merely available on the back shelf or from a drawer. Stores thus set up are in a position to enjoy only a small part of the actual potential and, in reality, no more than the demand share, which accounts for but 25% of the total. That the self-selection technique is the most important part of retailing of toiletries is further evidenced by the manufacturers and the changes that they have made in the packaging of toiletries and proprietary commodities just within the last year or so.

You are all no doubt well aware of the packaging changes that have been made with this class of merchandise just recently. Manufacturers in recognizing that such a high percentage of this class of goods is being sold from self-selection units are making many packaging changes, developing package designs that offer quicker product identification from self-selection units.

I can speak with authority on one manufacturer—who within the past year has made an investment of more than \$500,000, tapping the resources of the best packaging minds of the country, top flight package designers, artists and the country's outstanding color experts in restyling many of their packages so that they fit in more with the scheme of self-selection selling and being more quickly identifiable.

With these facts established—the success of the food retailer with the proper program and the manufacturer's recognition of this new concept in retailing, we question the great number of

independent druggists that fail to accept this new concept of toiletry merchandising. Further we consider this one of the main reasons for the loss of many of the "sheep."

Please do not get the idea that I am offering self-service to the retail druggists as the cure-all for the loss of volume to the retail food store. This is only a part of it. The prescription is to select only the top volume brands in each classification for exposure to the consumer. Invariably in each classification the 4 top brands represent up to 85% of the total volume in each classification. Expose on a self-service unit, in a location that all customers must pass, only these top volume brands and allocate display space for each brand in direct relationship to the share of business in the classification that it enjoys.

Further, for each classification, allocate the proper display space consistent with the classification's volume. Example: In the toiletries field toothpaste represents the largest volume classification. Therefore, the greatest amount of space should be devoted. Using toothpaste as an index of 100, shampoo sales total only 75% of the volume that is done in toothpaste: Therefore, the total display space for all shampoos should represent only 75% of that devoted to toothpaste. Home permanent wave kits and refills are the 3rd largest classification in the toiletry field. However, their sales represent only 53% of toothpaste total: Therefore, 53% of the space devoted to toothpastes should be made available for home permanent wave kits. Keeping the 100 index in mind for toothpaste, other classifications break down as follows:

Hair Tonics	35%
Tooth Brushes	34%
Deodorants	37%
Hand Lotions	28%
Shave Creams	32%
Oral Antiseptics	22%
Etc., etc.	

Now in each case with a display space for each classification determined, only the 3 or 4 top brands should be included in the space allocated to each classification. By not only confining display space to top volume brands but also controlling buying with major emphasis on the high volume brands, dealers' toiletry inventories are continuously more fluid. As an example: Today 65% of the total toothpaste sales are represented in the 4 top selling brands. However, a recent study of retail drug inventories shows that only 44% of their toothpaste inventory is in these 4 brands. The remaining 56% is in the "all other" brands that do only 35% of the business.

Unfortunately, druggists handicap themselves with increased operational costs which result from excess inventories in the limited volume "all other" brands bracket, while lacking sufficient stocks of the 4 leading brands which substantially boost sales and thereby

reduce operating costs through effective permanent self-service impulse displays.

In addition to the self-selection unit properly set up—a supplemental display area should be available permanently in which space—consumer specials should be featured together with seasonal items and the lines and products being given special stepped-up advertising or promotional effort.

At this point—and in striking a sub-total—we see rather clearly that the food retailer in adopting the concept of a merchandising plan that has proved so successful in the marketing of small packaged goods in general and toiletries and proprietaries specifically, in contrast to the retail druggist's apparent unwillingness to adopt these practices, has been the real contributing factor in the big switch that has occurred during the past few years of many high volume classifications from the drug store to the food outlet.

We offer a practical-workable plan to recoup the "lost sheep"—this plan is not only practical and workable—but is successful. It is successful for the reason that it is being worked by retail druggists—and we have a record of these dealers . . . who are increasing their volume on health and beauty aids and getting their proper share of this business.

This calls for a different approach than is now being taken by the average druggist—it calls for a quick visual to properly realize that this business is big and actually is worth going after—and the realization of this basic fact that—75% of all sales of toilet articles at retail will be from self-selection units, and that the availability of this business is at hand 365 days of the year—as much in December as in June—as in April—or as in any other month.

With these facts established we offer the following 8-point program as the only successful pattern for the independent retail druggist to not only recapture a portion of this business that he has lost, but to stem the tide in the dissipation of 31% of the total retail drug volume to non-drug outlets.

- 1—Determine the new competitive stores who are offering this 31% merchandise to your potential customers.
- 2—Personally visit those stores listing their entire stock of these type products.
- 3—Following these contacts, recap all items into one master list.
- 4—Buy—construct—or utilize from present fixtures "an outstanding display rack" to accommodate nothing but these items.
- 5—Display these products on your new rack in direct ratio to classifications and brands based on the only true yardstick for display measurement, "actual consumer usage."
- 6—Maintain this display ratio with flawless precision 365 days per year.
- 7—Permanent supplemental displays—for consumer offers—heavily advertised lines and brands—seasonal products.

8—Then make full use of your big plus factor—personal contact with your customers.

This program—if followed precisely and in its entirety—offers drug stores their one best method of meeting this new 31% competition.

THE SHEEP HERDERS

James E. Allen, President, National Wholesale Druggists Association

President Davidov, Members of the Maryland Pharmaceutical Association, Guests—

Our standard of living has been achieved as the result of group effort and the ideals of team play. Since no group can function effectively without a leader to inspire its activities, we have a constant need for individuals who are dedicated and with broad capacities.

In addition to the many important contributions Dr. Bob Swain has made to the profession of pharmacy, and the drug industry as a whole, and particularly to the pharmacists who practice and manage drug stores in the great State of Maryland, he is now rendering a timely and most valuable service to his fellow pharmacists through his strenuous effort as Editor of DRUG TOPICS to preserve the economic welfare of the retail drug business.

Through his LOST SHEEP CRUSADE, he has revealed many of the things we can do to make retail drug stores a permanent supply post for health and beauty products. Most of these things are fundamental, they are realistic, and you have already been told about them through full pages in DRUG TOPICS.

Now, I have been invited to appear here before you and your Convention, where you have come together not just for a work shop session to cram your brains, but to be together, share friendships, make our relationships wholesome and durable. We know we have difficulties, and difficulties are the things which show what men really are. Genius is only the power of making continuous effort.

We are just at the beginning of progress, and the great fact to remember is that the trend of civilization itself is forever upward. Our greatest quality is the wealth of our human resources.

The Lost Sheep Crusade is exposing important information to retail pharmacists about their business up front in the drug store. So, we are going to talk about the best promotional methods, and how the wholesaler can help to reclaim the lost sales on the product categories which Dr. Swain has been shouting to you about in DRUG TOPICS.

Right now, the big manufacturers in our drug industry are mighty concerned about the need for more selling at the consumer point of purchase, and are establishing policy accordingly. Door to door salespeople are believed to be doing more effective selling than retail drug store salespeople. If pharmacists do not spend time

in teaching selling to their clerks, door to door salesmen are going to take a larger share of the drug store market. The Avon line is reported to be the leading cosmetic line in many small towns in America. This is what one of the top executives of one of the biggest manufacturers selling through the drug trade told me at luncheon last week.

There are one and one-half to two million house to house canvassers in our country now, with an average sale of over \$14.00, yet we have 23 million people going into drug stores daily. So, we have a big opportunity to sell them fine products ourselves, and build our average sales a long way up, before they see the house to house salesman.

First, let's get a good vivid picture of our drug store. We can use parts of the Retail Drug Store Handling Costs Study which was sponsored by the industry at a cost of 175 million dollars. It is the best and most complete study ever made of the function of the typical retail drug store.

We are talking largely about sales, but what we really mean is WHERE DO DRUG STORE PROFITS COME FROM AND HOW CAN WE MANAGE TO MAKE THEM BETTER AND MORE SECURE?

(Mr. Allen proceeded to develop a visual presentation on the screen, highlighting some of the valuable information contained in DRUG STORE OPERATING COSTS AND PROFITS, recently published by the National Wholesale Druggists' Association.)

The scientific information out of that study is effectively published in the book, DRUG STORE OPERATING COSTS AND PROFITS, which has just been printed under the auspices of the National Wholesale Druggists' Association, published by McGraw Hill and Co., and is available from the publisher or from your NWDA wholesaler.

To get our typical drug store before us, we will use the figures from the 12 stores which were carefully selected throughout America—small, medium and large, with an average volume range from 36 thousand to 329 thousand dollars, and a medium volume of 81 thousand dollars—these stores averaged a net profit of 4.75 per cent.

Now, we're going to skip into this real quick—this is not the complete report on that study; this is a discussion of our current issue. There are products in the drug store we make money on, and there are products we make money with. We convert these products into departments—one, we will call the drug department; the other—non-drug department. Let's see what's in the drug department—prescriptions, proprietaries, toiletries and sundries. Let's see what's in the non-drug department—tobacco, confection, magazines and the soda fountain.

Where do our sales come from in the drug store, out of these two departments? Well, on the drug side—39% of our sales; non-drug—61%. The average transaction in the drug side is 39, the non-drug is 61. Our average gross profit is 75% on the drug side,

25% on the non-drug. Our expenses are 62%-38% on the non-drug. Our profits are 100% out of the drug side of a drug store with our inventory of 93%. So, you see, we made money with our drug department, but we made money on the non-drug department because they brought our people in so we could sell them more of the things we do make a profit on.

Let's take a look at the proprietary department—the top sales and profit-producers in that department were vitamins, feminine hygiene products, laxatives, headache remedies, cough and cold products, and the total of the entire proprietary business was 58% in that group of products, but 78% of the profits came from that group.

Let's go to the toiletry goods department. Hair preparations were 31% of the sales and 51% of the profits—cosmetics, oral hygiene—the total of these were 72% of the sales and 93% of the profits. So, you see, we have a great opportunity to be selective in the way we work and what we work on in a drug store.

We have many new markets today. Fifteen years ago, home permanents did not exist—now, it is a 75 million dollar business. Shampoos were 14 million dollars—today, 120 million dollars. Deodorants were 3½ million; gone up to 60 million dollars. Lipsticks were a million dollars, up to over 60 million dollars. Perfume—still the same, 55 million dollars.

It makes sense that more customers equal more sales which equal more profits. In this study, the medium store sales—81 thousand dollars a year—the average daily sales of those stores was \$221.91, and the sales per customer was 57c, with the number of customers coming into the typical drug store—390 a day. So, what we want to do is sell those people more good merchandise when they come in, through the technique of mass merchandising and salesmanship, and we can make them come back more often by pleasing each of them with our service and the products we have to offer. Our transactions can be more profitable through more effective management of our efforts. The average person who visits a drug store spends only 57c. We can make it more.

This part of the study points up to everyone of us that we are not selling the traffic that comes into the drug store already, nearly as much as we could sell them, if we trained our people to be salespeople and sales-minded. The average person spending only 57c and the average drug store transaction only 51c—here is something significant—only three out of five customers go beyond the front 1/3 of the store. So, we must carefully locate traffic departments.

This is why you can afford the time and cost of sales training and sales commission.

We can make our store personnel more profitable. The drug store study showed that only 35% of drug store personnel time is spent selling, and 21% of the personnel time is unoccupied so

that certainly looks like we have an opportunity to spend more time training our people and creating an attitude for selling.

It's less labor to sell than to clerk—it's fun to experience successful selling. Every suggestion isn't a sale, but many are—enough to make it a lucrative practice—it makes customers more satisfied, too. "How is your family, Mrs. Tucker?—do you have the family vitamin plan?—we do at our house and Doc does, too.—let me tell you about it, it'll help to make us feel good . . . etc."

Make selling fun. Use your natural facilities, plan the sales meeting ahead, hold a regular sales meeting and offer refreshments. Make your clerks better able to meet people.

Take time to teach clerks how to sell and what to sell. Let's don't say it isn't worthwhile to make salespeople GOOD salespeople just because poor salespeople don't stick around.

The most valuable asset in business is the ability for improvement. The drug business is traveling at a fast pace in the development of new products, new and improved methods, new services and new markets. You have to travel fast to keep up. Slowing down means falling behind.

IT'S REALLY UP TO YOU.

LOST SHEEP CRUSADE

Ellis B. Myers, Vice President, Read Drug and Chemical Company

Mr. Myers gave a directed and most impressive talk on the retailer's viewpoint with regard to the distribution of health and beauty aids through the drug store. Following is a resume of his address:

"Non-drug competition is undoubtedly the number one problem of the Drug Industry. I don't think you can fight this problem by threats of legislation against competition. Nor are you going to stop non-drug outlets such as Super Markets from getting a good share of the health and beauty aid business. Not only do these interests like the profit structure, but the consumer likes what they have to offer such as, convenience, parking, one stop shopping, etc. You can't stop the competition, but you can stop the landslide. In considering this problem, do not minimize the syndicated five and dime stores and door-to-door selling such as, Avon, Fuller Brush, Jewel Tea and many others. Even Coty and Hudnut merchandise is being offered door-to-door. So you see the Food Market Super is not our only opponent."

"Dr. Swain, venerable warrior and leader of Pharmacy, has given us a magnificent battle cry of action, and I quote: 'In spite of hell and high water—let's get it done.' This, of course, refers to battling this insidious competition that has beset us. I would take up the battle cry if I were you.

"Drug Topics, in reviewing the subject, has completely covered this problem with the written word and shows succinctly how little

of the volume increase drug stores are getting. The reason for this Panel is to determine the cause of the debacle—which is what it could very well turn out to be—and the remedies needed.

"I will try extemporaneously to possibly augment and embellish Dr. Swain's excellently written presentation. My interpretation is to re-evaluate your respective stores physically and upon this re-evaluation—**Go Back Into the Drug Business**. This should be done with the proper use of your valuable space, with the proper fixtures, and with proper display arrangements. I say, DO this and DO it now and I repeat—**Go Back Into The Drug Business!**

"Speaking geographically—specifically the Greater Baltimore Area — the non-drug outlets, especially the Supers, are literally capturing what we call the Drug Store business with good merchandising and by highlighting the best selling items. You gentlemen can regain some of this business by outmerchandising, by better merchandising these health and beauty aids.

"Now let me digress for a moment with some figures for the Baltimore Area. One food market sold 397 dozen of a 60c shampoo, running one-two in sales nationally, in a four month period, while the drug independents sold 35 dozen in the same period. This is a ratio of 10 to 1. Multiply this by other supers and the ratio could be 30 to 1. In the Baltimore Area, food stores do 30% of the Bandaid business and 46% of the baby powder business.

"So when I say—**Go Back Into The Drug Business**—the reasons are obvious. When I say, check your store physically and merchandisewise, this is precisely what I mean—evaluate your sundry merchandise; elaborate on these departments: Baby—First Aid—Feminine Hygiene—Hair Needs—Dental Needs—Reducing Aids. Then evaluate your cosmetic and medicine counters—**Take Off Slow Sellers**. Double, triple, even quadruple your display of best selling items. Be resigned to this fact—you can't sell everything. In retrospect, and call this a paradox if you wish, sell what sells. Take advantage of items that are in the foreground, those advertised nationally. Merchandise them to the fullest degree on the same percentage that they are being sold nationally.

"It could be most enlightening to you to see what amount of dollars certain segments of space or display produce in your stores in volume. A sundry item that brings in \$5.00 or \$10.00 a week in 'X' amounts of space might be replaced, for example, with Halo or Bufferin. These items could bring in \$20.00. It is better to make 30% on \$20.00 than 40% on \$10.00, and less gambling on inventory on your part, if you please.

"Living on a plateau of prescription business only and ignoring or taking for granted the Health and Beauty Aid business, is a fallacy. The result could be, and as a matter of fact, is calamitous. Let the prescription department aid in recapturing this lost volume. The items we are talking about were, years ago, and even now are as much the drug store business as the written prescription—lose it if you must, but only after a fight.

"Dr. Swain says in one of his articles 'that you have the ability and know-how to solve this problem.' I say yes to the ability—I say **NO** to the know-how. Take the departments I enumerated earlier, Baby, Hair Care, Dental Needs, etc., look at them in your own stores, compare them to the chains or super markets. Do you have the know-how?

"Dr. Swain has also commented on the poor job drug stores are doing in merchandising cosmetics. This is quite true. As yet, the supers are not handling these products freely. If you let them make inroads in this category, then you are vulnerable in the entirety.

"Let me show you a survey I made just last week. This survey represents a cross section of drug stores represented by various interests attending this Convention, men prominent in Pharmacy circles, their identities are of no consequence and will remain anonymous. The examples are proof positive of Drug Store Deterioration in merchandising. Whether you agree or disagree is a matter of personal opinion, but to substantiate my argument, I respectfully point to the Analysis made by Drug Topics and this survey as Exhibit 'A' as proof of deterioration."

Mr. Myers presented a chart explaining his survey. In six stores that were checked, it was found that nine popularly advertised brands of Health and Beauty Aids were either not shown at all, or the stock was inadequate, dirty and poorly displayed. The same was true in the case of three complete departments considered belonging to the drug store category. He also noted, there was no effort to merchandise the cigar counter, a natural impulse buying traffic location. In discussing the survey, Mr. Myers laid emphasis on: wasted space, disorganized merchandising, everything piled together, no thought of highlighting, merchandise on floor, bad lighting and makeshift display fixtures.

A lively and enthusiastic question and answer period followed the Panel presentation. The questions were blunt and the answers frank. It was generally agreed the Panel discussion was the outstanding phase of the speaking program of the Convention. Many points brought out by the panelists are still topics of discussion.

The entertainment program was announced for the balance of the day, prizes were drawn and the Second Session of the Convention was adjourned.

THIRD SESSION

Wednesday, June 27, 1956

The Third Session of the Convention was called to order by President Davidov at 10:00 A.M.

President Davidov, after his usual cordial morning greeting, turned the Chair over to First Vice President Frank J. Macek, who conducted the meeting.

Chairman Macek opened the meeting with the drawing of attendance prizes by Norman J. Levin.

Mr. Macek called on Francis S. Balassone, Secretary of the Maryland Board of Pharmacy to render his first report as Secretary of the Board.

**ANNUAL REPORT
OF THE
MARYLAND BOARD OF PHARMACY**

1955

1956

Francis S. Balassone, Secretary

In compliance with the provisions as set forth in Section 245 of Article 43 of the Annotated Code of Maryland, this report is submitted to His Excellency Theodore R. McKeldin, Governor of Maryland, and to the Maryland Pharmaceutical Association. This is the fifty-third report to the Governor of the State and the forty-third to the Association, and covers the activities of the Maryland Board of Pharmacy for the fiscal year ending June 30, 1956.

PERSONNEL

During the year, the Board held fourteen meetings, five of which were held at the School of Pharmacy of the University of Maryland for the purpose of conducting examinations for registration as pharmacists.

At the first meeting, the Board reorganized and re-elected Mr. Charles S. Austin, Jr. president and Mr. L. M. Kantner, secretary-treasurer. The other members of the Board were: Messrs. Arthur C. Harbaugh, S. Earl Webster, and Alexander J. Ogrinz, Jr., the latter having been appointed for a term of five years by the Governor on July 1, 1955. Mr. Ogrinz succeeded Mr. T. Ellsworth Ragland.

On November 3, 1955, Mr. L. M. Kantner, secretary-treasurer of the Board, resigned, his resignation to become effective on January 1, 1956. The Maryland Pharmaceutical Association submitted the following names to the Governor for membership on the Board to succeed Mr. Kantner:

Francis S. Balassone, Baltimore
John F. Wannewetsch, Baltimore
Frank J. Macek, Baltimore

Governor McKeldin appointed Mr. Francis S. Balassone a member of the Board for the remainder of Mr. Kantner's term to assume office upon the effective date of his resignation.

The Board met on January 11, 1956, and because of the vacancy caused by Mr. Kantner's resignation, reorganized electing Mr. Charles S. Austin, Jr., president and Mr. Francis S. Balassone, secretary-treasurer.

At the convention of the Maryland Pharmaceutical Association, held at the Bedford Springs Hotel, Bedford, Pennsylvania, on July

18, 19, 20, and 21, 1955, the Nominating Committee submitted to the Association the following names to be recommended to the Governor for membership on the Board to succeed Mr. Arthur C. Harbaugh whose five year term expired on April 30, 1956:

Arthur C. Harbaugh, Hagerstown
 Robert H. Chatkin, Hagerstown
 Carleton W. Hanks, Jr., Cumberland

On May 4, Governor McKeldin appointed Mr. Robert H. Chatkin a member of the Board to succeed Mr. Harbaugh.

Examination

The Board conducted only one examination during the fiscal year, which was held at the School of Pharmacy of the University of Maryland on November 14, 15, 16, 17, and 18, 1955. There were eighteen candidates for this examination, ten of whom passed, seven failed, and one passed the theoretical subjects but, because of lack of practical pharmacy experience, could not take the practical pharmacy examination. There were twenty-four candidates for the practical pharmacy examination who had previously passed the theoretical subjects.

The subjects assigned at the examination were as follows:

Pharmacy and Jurisprudence	S. Earl Webster
Materia Medica and Pharmacognosy	Charles S. Austin, Jr.
Chemistry	Alexander J. Ogrinz, Jr.
Chemical and Pharmaceutical Problems	L. M. Kantner
Practical Pharmacy	Arthur C. Harbaugh

RECORD OF EXAMINATION HELD

November 14-15-16-17-18, 1955

Applicants	Passed	Withheld	Failed
18	10	1	7
Total Number Examined for Registration as Pharmacists			
Applicants	Passed	Withheld	Failed
18	10	1	7

The following table shows the number of pharmacists who were registered by examination during the past ten years:

Year	Number of Pharmacists
1946-1947	12
1947-1948	29
1948-1949	8
1949-1950	109
1950-1951	41
1951-1952	63
1952-1953	65
1953-1954	77
1954-1955	66
1955-1956	96

Reciprocal Registration

Maryland continues to attract pharmacists from other states who apply for reciprocal registration. Pharmacists serving our country in the armed forces and stationed in military bases in the State comprise a goodly portion of the candidates for reciprocity.

Applicants seeking reciprocal registration are required to appear before the Board for a personal interview, and no applicant is accepted until he has been approved by the entire Board. They are required to sign an agreement to comply with the laws, rules, and regulations surrounding the practice of pharmacy in this State.

The following table shows those granted registration by reciprocity:

REGISTERED BY RECIPROCITY

Name	Certificate Number	Dated	State
Gross, Herbert Samuel	5490	Dec. 31, 1955	Virginia
Michael, Marvin Emanuel	5491	Dec. 31, 1955	Dist. of Columbia
Robins, Leon Israel	5492	Dec. 31, 1955	Georgia
Herwod, Hilda Rothenberg	5493	Dec. 31, 1955	New Jersey
Moss, Arnold	5494	Dec. 31, 1955	Dist. of Columbia
Jenion, William Richard	5495	Dec. 31, 1955	Pennsylvania
Forman, Leonard Quentin	5496	Dec. 31, 1955	Pennsylvania
McCarthy, Daniel Francis	5497	Dec. 31, 1955	Idaho
Doane, Allan Hammond	5498	Dec. 31, 1955	Illinois
Levine, Phillip Julian	5499	Dec. 31, 1955	Rhode Island
Gergel, Stella Frosina	5500	Dec. 31, 1955	Ohio
Toronto, Nicholas Anthony	5501	Dec. 31, 1955	Pennsylvania
Dichter, Jack C.	5502	Dec. 31, 1955	Dist. of Columbia
Blair, Ralph Diener	5503	Dec. 31, 1955	Pennsylvania
Shulman, Joel	5504	Dec. 31, 1955	Dist. of Columbia
Hensala, John David	5505	Dec. 31, 1955	Oregon
Cohen, Jacob	5506	Dec. 31, 1955	Maine
Schisler, Charles Herbert	5507	Dec. 31, 1955	Pennsylvania
Fisher, William Gerald	5508	Dec. 31, 1955	Pennsylvania
Sirkis, Marvin Phillip	5509	Dec. 31, 1955	Dist. of Columbia
Eshleman, Joseph Mack	5510	Dec. 31, 1955	Michigan
Cornell, Frederick B., Jr.	5511	Dec. 31, 1955	Pennsylvania
Symons, Julius	5512	Dec. 31, 1955	Dist. of Columbia
Howison, Irene Santl	5513	Dec. 31, 1955	Dist. of Columbia
Johnson, Kenneth Bradley	5514	Dec. 31, 1955	Texas
Molli, Louis J.	5515	Dec. 31, 1955	Ohio
Carnevale, Joseph Angelo	5550	June 30, 1956	New Jersey
Fazenbaker, Edw. Arthur	5551	June 30, 1956	West Virginia
Walker, Carl Samuel	5552	June 30, 1956	Dist. of Columbia
Barton, Cynthia LaLittle	5553	June 30, 1956	Pennsylvania
Jones, Harold Bertram	5554	June 30, 1956	Virginia
Damazo, Herbert Souza	5555	June 30, 1956	Dist. of Columbia

Name	Certificate Number	Dated	State
Carver, Dorothy Kent	5556	June 30, 1956	Georgia
Carver, Renzo Samson, Jr.	5557	June 30, 1956	Georgia
Franzone, Francis	5558	June 30, 1956	Connecticut
Yuscavage, William John	5559	June 30, 1956	Pennsylvania
Koch, Ervin Martin	5560	June 30, 1956	Missouri
Ichniowski, Dolores A. K.	5561	June 30, 1956	Ohio
Diamond, Frank	5562	June 30, 1956	Pennsylvania
Tritle, Richard Reed	5563	June 30, 1956	Dist. of Columbia
Luley, Charles Edward	5564	June 30, 1956	Dist. of Columbia
Brinkmann, Fred Edward	5565	June 30, 1956	Nebraska
Barlow, Sara Ann LeV. A.	5566	June 30, 1956	Pennsylvania
Bernstein, Alvin Socks	5567	June 30, 1956	Dist. of Columbia
Poznysz, Edward Ludwig	5568	June 30, 1956	Massachusetts
Martin, Richard Eugene	5569	June 30, 1956	Illinois
Reed, Clyde Eugene	5570	June 30, 1956	West Virginia
Elwyn, Harold Myer	5571	June 30, 1956	Massachusetts
Orloff, Milton	5572	June 30, 1956	Dist. of Columbia
Gittleson, Ralph Leonard	5573	June 30, 1956	Dist. of Columbia
Kinkead, Charles William	5574	June 30, 1956	Pennsylvania
Norton, John Earl	5575	June 30, 1956	Pennsylvania
Verchik, John William	5576	June 30, 1956	New Jersey
Avedisian, Paramaz	5577	June 30, 1956	Rhode Island
Hauer, Martin	5578	June 30, 1956	Dist. of Columbia
Giannetto, Paul	5579	June 30, 1956	Pennsylvania
Richter, William August	5580	June 30, 1956	Michigan
Wolfe, Eddie	5581	June 30, 1956	Dist. of Columbia
Smith, John Joseph	5582	June 30, 1956	Connecticut
Mathers, Audrey June	5583	June 30, 1956	Indiana
Isaac, Elias Joseph	5584	June 30, 1956	Pennsylvania
Rose, Jonas	5585	June 30, 1956	Dist. of Columbia
Feldman, Milton	5586	June 30, 1956	Connecticut
Yee, Furn Suey	5587	June 30, 1956	Dist. of Columbia

The following table shows the number of pharmacists granted registration by reciprocity and the number who were certified to register in other states by reciprocity over the past ten years:

Year	Reciprocity	Certified for Registration in Other States
1946-1947	30	10
1947-1948	31	15
1948-1949	39	16
1949 1950	34	12
1950-1951	49	17

1951-1952	47	16
1952-1953	53	16
1953-1954	60	15
1954-1955	62	23
1955-1956	64	15
Total	469	115

The above table shows that Maryland has gained 354 pharmacists by reciprocity in the past ten years.

Pharmacy Permits

As of January 1, 1956, 718 permits were issued to pharmacies and 22 to hospital pharmacies in the State.

The following table shows the number of pharmacies in the counties of Maryland and Baltimore City:

Allegany	20	Howard	3
Anne Arundel	34	Kent	3
Baltimore	95	Montgomery	48
Calvert	0	Prince George's	46
Caroline	3	Queen Anne's	5
Carroll	11	Saint Mary's	4
Cecil	5	Somerset	5
Charles	4	Talbot	8
Dorchester	4	Washington	11
Frederick	9	Wicomico	11
Garrett	2	Worcester	6
Harford	8		
Total			345
Baltimore City			395
Total			740

The following table shows pharmacies opened, change of ownership, and those closed during the year:

	Opened	Change of Ownership	Closed
Baltimore City	4	9	6
Counties	19	10	5
Total	23	19	11

The following table shows the number of pharmacies opened, change of ownership, and those closed in the past eight years:

Year	Opened	Change of Ownership	Closed
1948	20	19	12
1949	13	24	14
1950	24	24	7
1951	22	19	14
1952	22	16	8
1953	26	13	12
1954	36	32	24
1955	23	19	11

There was an increase of five permits issued over the previous year. In 1955, there were 339 county and 396 Baltimore City permits issued, compared with 345 county and 395 Baltimore City permits this year. The county pharmacies increased by 6 and the city permits decreased by 1.

Manufacturers' Permits

There were 125 permits issued to manufacturers of drugs, medicines, toilet articles, dentifrices or cosmetics. Applicants for original permits are required to appear before the Board and furnish all information that is considered pertinent to the conduct of such operations.

Prescription Survey

Inasmuch as the secretary of the Board did not assume office until January 11, 1956, it was difficult to conduct a survey of prescriptions filled in 1955. The survey will be continued this year.

Legislation

A bill, known as Senate Bill No. 138, was introduced into the Senate at the last session of the General Assembly. This bill would repeal and re-enact, with amendments, Section 256 of Article 43 of the Annotated Code of Maryland requiring permits for the distribution or sale for resale of drugs and medicines, and authorizing the Board of Pharmacy to issue certain regulations concerning such permits. The bill contained the sentence: "Such permit shall be subject to such rules and regulations, with respect to sanitation, (and/or) equipment, and/or adulteration, mislabeling, and misbranding of drugs as the said Board of Pharmacy may from time to time adopt for the protection of public health and safety."

By way of the Division of Drug Control, the State Department of Health is already charged by law to enforce provisions with regard to adulteration, mislabeling, and misbranding of drugs. The Maryland Board of Pharmacy, the Maryland Pharmaceutical Association, and others interested in this legislation concurred that this would be a duplication of responsibilities.

A hearing on the bill is to be scheduled in the fall of 1956.

It is to be hoped that the Maryland Pharmaceutical Association will recommend passage of legislation that in effect would establish annual re-registration.

Cooperative Activities

The Board maintained membership in the National Association of Boards of Pharmacy, and was represented at the annual meeting, held in conjunction with the annual convention of the American Pharmaceutical Association, at Detroit, Michigan, on April 9 and 10, 1956, by President Charles S. Austin, Jr., Secretary-Treasurer F. S. Balassone, and Mr. Alexander J. Ogrinz, Jr.

The Board also maintained membership in the Conference of Boards and Colleges of Pharmacy of N.A.B.P. District Number Two, comprising the States of New York, New Jersey, Pennsylvania, Delaware, Maryland, the District of Columbia, Virginia, and West Virginia. The annual meeting was held on October 31 and November 1, 1955, at Washington, D.C. The Board was represented by President Charles S. Austin, Jr., Secretary-Treasurer L. M. Kantner, Mr. Arthur C. Harbaugh, and Mr. Alexander J. Ogrinz, Jr.

Finances

All funds of the Board of Pharmacy are deposited to the credit of the Treasurer of the State of Maryland, and disbursements covering the expenses of the Board are paid by voucher by the State Comptroller.

MARYLAND BOARD OF PHARMACY
Statement of Receipts and Disbursements for the Period from
July 1, 1955, to June 30, 1956

Receipts

Balance with Comptroller, July 1, 1955		29,353.57	
Examination Fees	2,150.00		
Students' Registration Fees	72.00		
Reciprocal Registration Fees	1,600.00		
Certification Fees	15.00		
Duplicate Certificate Fees	15.00		
Manufacturers' Permit Fees	640.00		
Pharmacy Permit Fees	2,400.00	6,892.00	36,245.57

Disbursements

Salaries and Wages of Employees ..	2,980.10		
Communication	194.00		
Travel	1,180.51		
Contractual Services	905.90		
Supplies and Materials	60.91		
Fixed Charges	99.38	5,420.80	
Balance with Comptroller, June 30, 1956		30,824.77	36,245.57

Mr. Solomon Weiner raised the question as to the legality of taking the name of the purchaser of Exempt Narcotic preparations. Mr. Balassone explained it was a Federal law primarily and the State law is similar to it.

Mr. Macek introduced Mr. George S. Squibb, Director of Administrative Operations of E. R. Squibb and Sons, who gave the following address:

THE DRUG BUSINESS IN A NINE-FIGURE ECONOMY

George S. Squibb, Director, Administrative Operations, E. R. Squibb and Sons.

This is the time of year when all over the country—at conventions like this, conferences, association meetings and panel discussions, speeches are being made in great number by members of our industry and profession, expert and not-such-experts, economists and scientists, representatives of our governments, national state and local. I have made some of these myself, listened to quite a few, and have read a great many more, and thinking about all this rush of words and ideas I can't help but be struck by the general unanimity of conclusion reached.

We have, without a shadow of a doubt, without room for argument or fear of contradiction, a glorious and prosperous future ahead of us in the pharmaceutical and drug business, manufacturer and retailer alike. Everybody says so—it must be true. I doubt if there has ever been a time of such optimism, which is all the more remarkable in view of a world-wide political situation which keeps us on edge continuously. That we can expect to keep ordinary business activities progressive and prosperous is surely most encouraging in itself.

As we think about all this we can't help but get the impression that what we should do, and indeed all we have to do, is to sit back in our offices and stores and wait for the future to get here and then get up and reap a golden harvest. Of course, it isn't as easy as that—nothing ever is. The problem is to keep going today so that we will be around tomorrow when the promised land comes into sight. And I venture to predict that even granting the complete accuracy of the forecasts the problems of the drug business—the day-to-day struggle to keep our head up in what is probably the most competitive of all fields—will be just as much with us when all of these happy things have come about in five or ten years as they are today.

I think there are some things we can do now to help ourselves in our road ahead, but before we get into that, let's review briefly the consensus of forecast developments over the next ten years or so. They can be divided into two general groups for our field—economic and scientific, or medical, if you will.

On the economic side of things here are a few of the most obvious, and universally agreed upon points which can only encourage us in the health care field.

1. A population now at about 170,000,000 people and growing at the rate of 2-2/3 million per year. In ten years we should have a population of over 190,000,000 people.

2. Rapid rise in the number of children and elderly people—and you know that both these segments of the population are very important customers of yours.

3. Rapid rise in the general educational level with four-and-one-half times more high school graduates than in 1930.

4. Increasing density of population in suburban communities—with accelerated development of shopping centers and self-selection habits.

5. Larger families with more family life—more spending for family items and less for other types of activity.

I don't want to spend any more time on economics and these are by no means all the arguments available to prove that the public demand for consumer goods and more specifically, drug products, is going to expand over the next few years. They are enough, however, to give us a convincing basis for planning a course of action today so that we can take full advantage of the hopeful conditions indicated for development in the immediate future.

Now let's take a look for a minute at the scientific or medical aspect of the future of our business. The economic picture tells us who and where and how many our customers will be and how much they will have to spend for our products and services—the medical picture will show us what we will have to offer, and how we must present these products to the public.

The medical picture as it affects our business has no parallel at any time in history.

Today we are on the threshold of the most important medical developments that the world has ever known. This statement is not made lightly, but rests on a solid factual basis.

We have seen in the last ten or fifteen years amazing strides in the physical sciences—atomic energy, radar—concepts which are wholly new and breathtaking in the horizons which they are opening for eager exploration. However, it is the careful opinion of many great scientists today that the main achievements of the next 20 years will be in the biological sciences. Medicine and medicinal products as we know them now are going to be changed, added to, expanded and made tremendously more effective with much wider range.

We can already see the beginning of such developments in the new ataractic drugs—the so-called tranquilizers which are revolutionizing the therapy of mental disease and there are many more and better of these products to come—and in the new steroids effective in conditions of the human body which have up to now steadily resisted treatment—and in the successful work on viruses which preceded and led to the Salk vaccine, with many other anti-viral products a reasonable expectation for the future. These are major areas of darkness into which a little light is penetrating.

Soon—in two years—ten years—the curtain will rise and great blazes of achievement will give us answers to many of the medical problems still unsolved.

What does this mean to us on the health team? It means opportunity—great opportunity—first of all—both individual and collective. We must be prepared to play our part in these developments, and accept our share of responsibility for the place that pharmacy must earn in this new medical world. **What** can we do **now**—this afternoon—in the next few days when we leave this Convention to guarantee that pharmacy will maintain its prestige, its proud reputation, and its individual rewards in the face of these great changes?

We are going to see a continued and even accelerated trend to medicinal specialties produced in the laboratories of pharmaceutical manufacturers by synthesis, fermentation, extraction and many other complex processes. These products will be intensively promoted to the medical profession in every possible way. Just keeping up to date with these advances is going to be a major job, and one which the pharmacist can not afford to neglect. This program will bring a changing effect to the prescriptions you are filling—you can expect to see scores of new products and packages in your stores every year. This is as it should be because to stand still in our competitive economy today is the one sure way to eventual failure.

This medical progress is going to strengthen a development already very noticeable in our field. **Medicine is no longer exclusively** for the sick, but is more and more concerned with keeping well people well. As our knowledge and understanding of the human body increases it will be easier to predict the potential trouble spots, and with effective and safe treatment head off disease and deterioration before serious illness sets in. This surely means an increase in public spending for drugs and medicines. It means more responsibility for all of us to meet successfully a steadily expanding demand for our products and services in spite of the fact that actually the public health has never been better and is improving all the time.

This then is our future. The indications are bright—the path appears smooth. What have we got to worry about? Perhaps nothing if we are only looking ahead in the broad terms of the industry and our profession as a whole. But we naturally have a more specific and personal interest than that. How can we as individuals and as business enterprises fit our own operations into this expanding pattern? What have we got to do in order to fit **at all**—and after we have found our place how can we best take advantage of it?

On the economic side, to start with, what action can we take when we go back to work after this convention which will help make our own place more firmly ready for the future?

First and most important—pharmacy itself must be kept strong. There is no **assured** place for pharmacy in the next ten years—

nor for any other profession or industry for that matter. It is the actions of individuals now which will determine that place.

Whenever I have the opportunity with a group of pharmacists such as this, I like to talk about pharmacy and its prospects and problems because I think I can offer an approach which is a little special and even unique—that no one else can exactly match. If you will forgive a personal note for a moment or so, I will try to explain just what I mean.

I am the 4th generation of my family in our business. For over 100 years since 1840 we have been concerned with pharmacy—in all of its aspects. I mean this literally because every right-thinking manufacturer must have a great concern for the strength, effectiveness and productiveness of his pharmacist associate for the simple reason that the retail pharmacy is the primary channel through which his products and services reach the medical profession and the public. The Squibbs have been in this business a long time and are proud of it—and as a matter of fact I don't think there is any other manufacturer today who can speak from such a running start—so I am going to take advantage of this and start my remarks on pharmacy itself back around 1840 and, using a perspective which is acquired through this family tradition, try to point up some of these modern problems which must be handled correctly today to ensure the prosperous future we hear so much about.

The study of history not only can shed light on our present-day problems and reaffirm in us a knowledge that we can overcome them, but also, and most important of all, can inspire us to go ahead in our chosen fields with a renewed sense of values and purpose, with a great deal of pride in the work of those who have gone before us and resolution that we can contribute as individuals our own full share for the future. The foundation of our professional pride is knowledge of our past achievements.

I'll give you an example.

My greatgrandfather who founded our House was both a pharmacist and physician—the educational requirements 125 years ago permitted dual professions a little more readily than they do today—and every day of his career—a total of 60 years from 1840 to 1900—he kept a detailed record of his work, his thoughts, and his problems. Daily he set down in large day-books the history of his life as it developed, and along with it a great deal of the history of pharmacy.

These were the formative years of pharmacy in the United States. It was in the early years of his life that the first pharmacy schools were started and pharmacy recognized as a profession for which formal education was not only desirable but an absolute necessity.

During these years pharmacy achieved its independence from the medical profession, establishing itself as an honored calling and building its own traditions. Steady progress has been made year after year as standards and curricula have been revised and

improved to keep up with the developments of research and medicine. In 1960 there will be a country-wide standard of a five-year course for a graduate in pharmacy—comparable to a master's degree in other professions. Pharmacy is constantly strengthening itself to better serve the public. We can be proud of it, but we must always keep a sharp eye on the educational programs of pharmacy schools and the qualities of students they attract. There can be no slackening of the standards which have been laboriously built up over the years if we are going to have intelligent, alert and well informed men and women in our stores and in our offices, five, ten, and fifteen years from now. This is an intangible thing, and something which is hard to grasp exactly in order to work out a definite answer, but it is up to us to prepare our successors as better, brighter and smarter operators than we are if our profession is to continue to advance. Make a point of knowing your pharmacy schools, and support their programs, their efforts at self-improvement, and always encourage worthwhile young people to enter pharmacy and make it in some form their careers.

From a study of the old Squibb journals we can also get a perspective on another most important aspect of pharmacy's future strength, for it was in those years that the first state pharmaceutical associations were formed and practitioners of pharmacy throughout our growing country began to realize that a common approach to their profession was the best answer to the many questions which they had to meet in their day-to-day operations.

There are many purposes for such organizations of independent pharmacists—be it the advancement of the sciences behind their profession or the advancement of their business and economic interests. All of these associations—whether at the neighborhood or national levels—deserve the support of every pharmacist, but also merit and should receive the assistance of other groups serving the public health. Their record of solid accomplishment over the past years has been and is today one of the real foundations of the profession. We can be proud of them; but we must continue to build on these foundations. We must support our local and national associations. When we select leaders to represent us we must back them up in their actions. Pharmacy will be as strong as we make it.

As we leaf through Dr. Squibb's journals page by page—and there are literally hundreds of them—we see spread before us the background of pharmacy as we know it today. No one in our business can read this material without being proud of the fact that he is associated with pharmacy and that he is playing a part in a profession which has for so long steadily developed and grown with the country which it served.

Let me give you a few examples of this which fit in exactly with our problems today.

The book of standards for our profession is of course the Pharmacopoeia. Most of us take this more or less for granted now and it seems as if it has always been there as a guide and meas-

uring stick for everything that we do. The letters "U.S.P." on a pharmaceutical product are common-place and are accepted now not only as a matter of course but as an integral part of the product itself. It is very significant to note that this has not always been the case by any means, and the credit for the development of the Pharmacopoeia as a set of standards for the improvement of the entire industry rests squarely with a group of pharmacists. We learn here from these journals that immediately following the civil war when the country was flooded with sub-standard drugs and medicines of all types—when charlatans and quack medicine men were selling worthless remedies without regard for anything but their dollar return, it became the urgent purpose of a group of men, perhaps the chief of whom were Dr. Proctor, Dr. Remington and Dr. Squibb, to set up a voluntary set of standards by which the drugs and chemicals of the time could be measured. It must be remembered that in those days there were no government agencies to pass regulations and issue licenses—there was merely a group of professional men who were unhappy about the things they saw happening around them and determined to do something about it. It is to the credit of all of those associated with pharmacy in those years that the Pharmacopoeia not only was accepted but grew in strength and reputation for integrity as the years went on. We can be very proud of this.

It is surely very significant that when public sentiment arrived at the point where a Food and Drug Act was adopted, Pharmacy had its own standards already in existence and that these standards were of such indisputable character that they could be integrated directly into the Food and Drug Law where they now are officially specified in Sections 501 and 502 of that legislation.

The Food Industry, it should be noted, had nothing in any way comparable to these standards, and therefore the governmental regulatory bodies had to take over entirely this responsibility with results which have not been entirely satisfactory to those concerned with producing and handling food products.

Pharmacy has always been a profession which has been willing to regulate itself to stamp out its own abuses and to present itself to the public with its best foot forward. This is a most important attitude which must be continued in these modern times when there is acute concern with what is now called public relations. This is a term which didn't exist until just recent years, but thinking pharmacists have always been concerned with it whatever its definition might have been—whether "the golden rule," "good will," or any other of many concepts which might occur to you. The one I prefer is simple—good conduct and getting credit for it. But it should never be confused with words like propaganda, publicity, press agency and advertising. Public relations must start with our contacts—either of services or products—with the public, and has no room for anything but sincerity and integrity of purpose. In the last few years many critical words have been spoken of the

public relations of pharmacy, some of them perhaps justified, but more of them certainly spoken from a lack of understanding of the problems of pharmacy, or confusion as to its real aims. Professional pharmacy today, as it has for years, does practice good conduct, and by and large gets credit for it. Whether or not this situation continues and even improves is up to us. One of our proudest possessions is our reputation. Reputations are made over the years, and are broken in minutes. Pharmacy must be continually jealous of its own, and this responsibility falls evenly on all of us no matter which part of the profession we serve in.

During the last part of the 19th century most of the pharmaceutical concerns we are all familiar with were started, and competition as we know it now in drug products began. What we have come to think of as the modern problem of duplication of products under many labels and the inventory confusion which arises out of this duplication, is written all through these pages. It has been with us at least since 1880 when Dr. Squibb began his arguments with Dr. George Davis of Detroit about Cascara products. Both of these companies involved in these product problems, and, I venture to say, pharmacy generally, have survived these difficulties, and indeed gone on to new and greater ones. Competition and free enterprise have moved us year by year to greater product achievements with resultant benefits to our standard of living, and to the health of our people.

I can merely point out that what now seems to us to be a major headache in our industry has been a characteristic of it for at least 80 years and perhaps instead of being in itself an undesirable thing is actually indicative of the steady change and growth which is the greatest strength that we have in our profession today.

We all know that modern materia medica is subject to constant change. Obsolescence of old products and the validity of new follow with such rapidity that we have not absorbed the old before the new is upon us. It would be a wonderful thing if manufacturers, intensively competitive as they are, could have the combined wisdom to design lines of non-competitive medical products which could reach a perfect balance between service to the public and the healthy life of the product. There seems to be no hope of such a wisdom except as we may learn through experience and can guide our decisions accordingly, but it does not seem that over the years as we look back upon the past, and now look ahead to the future, that this competition among producers has contributed to anything except progress.

There is one other economic problem with us today which I want to touch on briefly, and this is certainly one for which our actions today will greatly affect the nature of our business in the future—and I venture to say the place of the profession of pharmacy in the over-all economy of the nation.—This is Fair Trade.

I'm not going to take time here today—and insult your intel-

ligence as well—to go through the arguments for Fair Trade. We've all heard them many times—and yet somehow the story doesn't always seem to get through, and Fair Trade is perhaps having rougher going right now than in any time in the last fifteen years.

In my capacity as a lawyer I get involved in Fair Trade matters for our company, and I must admit that in the last few months I have been discouraged and worried about the future of Fair Trade in many parts of the country—even, I am sorry to say, right in Maryland on certain occasions.

Then I attended the conferences on Fair Trade held in New York a few weeks ago by the Bureau of Education for Fair Trade, and I surely got my batteries recharged. Anyone who has the opportunity to hear Senator Humphreys of Minnesota, a druggist himself, talk about Fair Trade just has to lose his fears about the ability of these laws to survive the type of attack they are now undergoing.

Some of your Association officers were present for the Senator's address, and perhaps they have already written or spoken to you about it—but I'm going to risk duplication and repeat what I think is the outstanding point that he made—and one which goes right to the heart of the very existence of the retail drug operation as we know it today.

The purpose of Fair Trade laws is to establish for the independent merchant a fair standard of return on his investment of time and money. It is exactly the same reasoning that is behind fair labor standards acts, minimum wage laws, and farm parity bills, all of which are intended to ensure a fair and reasonable return from our economy for various groups of individuals. It is deemed to be essential to our country's welfare to have prosperous farmers, unexploited labor, and workers with a high standard of living. The very people who are most strongly for the maintenance and improvement of standards for the farmer and for labor, seem to be all too often the leaders in denying any such protection for the independent merchant.

The individual enterprise of hundreds of thousands of independent citizens owning and operating their own retail businesses have contributed a major share to the development of the nation's economy over the last 100 years. Under modern marketing conditions Fair Trade Acts provide for a reasonable standard of profit on competitive products. Take away this protection and you will surely have a substantial change in the distribution pattern of consumer goods. The existence of the small businessman and the opportunity for individual enterprise in retail operation would be substantially threatened. There is no evidence anywhere that this is an eventuality which should be encouraged.

It is obvious, however, that Fair Trade Laws can only be maintained and enforced successfully if the public understands the reasons **why** they should be. The Fair Trade story must be told over and over again to our customers in every way possible. We

know that story, but I raise the question very seriously here today whether we are telling it adequately and convincingly to all in range of our voices.

These are some economic facts of life which we must understand now if we are to have a strong drug industry in the economy of tomorrow.

I have already outlined what appear to be the general trends in the development of the medical sciences. Our problem is going to be how to keep these products in the drug store where they belong in spite of the efforts of many competitive groups keenly anxious to capture this important sales volume. As I pointed out, medicine in the next ten years will be more and more prophylactic and less therapeutic—the efforts of doctors will be concentrated more heavily in keeping well people well. A very important group of products directed right at this principle, and one in which already there are distressing signs of druggists losing ground, is the nutritional or vitamin products.

We have seen in recent months aggressive, and unfortunately from our point of view, successful efforts by mail order and door-to-door operations to get into the vitamin business. Druggists are losing ground in a major market (over 200 million dollars last year) because a better selling job is being done by others who realize the potential return.

If the Pharmacy of tomorrow is going to be the health center of the community, it must hold its position as the source of all modern products to the personal health needs of the public. It won't be easy to hold on and it can't be done by legislation, wishful thinking, or ostrich-like head-burying. It can only be done by the hard selling of your professional qualifications, your inventories and your services to the medical profession and to the public.

Pharmacy must progress with medicine, and medicine means many things these days. A pharmacist's knowledge of the new therapies and the new theories of preventive medicine will determine his own position in the long run in his community. If he knows, he can act. If he doesn't know, the parade will pass him by up another street.

As we move into this nine-figure economy that the forecasters keep telling us about, we must keep our business—the drug business—in step or even a few steps ahead of the great forces which are pushing us forward. We want the profession of pharmacy, and the drug and pharmaceutical industry itself, to have at least the place in the future which it has had in the past. And we can do much better than that if we are alert to the problems of today and, with the singleness of purpose and integrity which pharmacy has always demonstrated in the past, overcome them now while there is still time.

The Chairman introduced the next speaker, Mr. Maurice Mermey, Director, Bureau of Education on Fair Trade.

"YOU GOTTA HAVE HEART"

Maurice Mermey, Director Bureau of Education on Fair Trade.

The following is an abstract of Mr. Mermey's address:

Mr. Mermey spoke on the events leading up to the enactment of the first Fair Trade Act, twenty-five years ago in 1931.

Mr. Mermey stated that the fair trade laws must find a new formulation in keeping with our times. "We find ourselves with hostile courts not only in the seven states which have declared the fair trade laws unconstitutional; but in some of the other states which have held it constitutional, we find judges with ill conceived notions of the law, taking I think, a legislative attitude rather than a judicial one." He said some judges were loath to issue injunctions under the law. He thought: "We have no alternative other than to change the law, that will satisfy public opinion, that will work effectively, that would enable manufacturers of good faith to enforce the law without going bankrupt, and that will deprive the chiseler in the market place from the opportunity to be a cancer."

Mr. Mermey referred to the Silver Jubilee Conference on Fair Trade held in New York. He stated: "A meeting of expert lawyers was held the day before the Conference to determine if legislative-wise or otherwise, anything could be done to overcome the difficulties which we face today. A further conference will be held by some of the lawyers and others in the near future to come up with some definite proposals, whatever they may be."

In looking back, Mr. Mermey stated how good fair trade had been to so many small businesses in the past twenty-five years and wondered how many would actually be in existence today without fair trade. By the same token: "We are looking ahead," he said, "to see what can be done to make it possible for small business to exist in these United States."

He further stated: "For 25 years we have looked at the Fair Trade Law and we have found it comforting in terms of its protection of the trademark." Mr. Mermey referred to Section 1½A of the California Fair Trade Law—the non-signer clause. "This section was conceived by Mr. Rogers, of California, who had a wonderful understanding of what the trademark really is. Mr. Rogers defended the non-signer clause before the Supreme Court of the United States which resulted in the famous Dearborn decision, unanimously upholding constitutionality." He declared that the decisions being rendered today are good grounds for founding a new basis, a new rationale for the protection of small business.

"We live in an era of giantism," he said, "the likes of which we have never seen before. We see a single corporation doing 12 billion dollars worth of business in a single year. I don't object to it. What I object to is the thesis that we find in some courts of this country that the small business man has the right to exist and can exist in the face of the jungle tactics being practiced. Look at your

marketplace today. Did you ever see a more chaotic jungle anywhere? The small business man should not be priced out of business and because he does not have as much money as the giants.

"I'll never buy what the Supreme Court two weeks ago called the Free Economy. There has never been such a thing, there hasn't been a free economy in this world since society organized itself into government. The purpose of government is to restrict the right of the individual to do as he pleases, when what he pleases to do injures society as a whole. A free economy, the Supreme Court said, when in 1890, when the Sherman Bill was being debated in the Congress, every opponent of the Sherman law said its enactment would wipe out the economy of America. The Supreme Court today, in talking about a free economy, enshrines the Sherman Anti-trust Act as though it were a constitutional amendment, and justly so. Today, precisely the same arguments are being brought forth against fair trade as were brought forth against the Sherman Bill in 1890."

"If I believed very strongly that fair trade represents the difference between my business life and my business extinction, I would have no trouble whatsoever in making up my mind to whom my vote would go in the forthcoming election. There are in the United States, 1,783,215 retail establishments, representing 10 million people of our population. I say, you can get any legislation out of the Congress you want if only you work for it. You have got to work for it with everything you've got. The decisive passage of the McGuire Bill in 1952 proves what I mean."

"Small business in America has the same power as organized Labor and organized Agriculture. The reason you don't realize it is because you have not organized. You've gotta have heart, you've gotta have the courage of a lion, the faith of a saint, the legs of a marathon runner, the arms of a prize fighter and if you dedicate yourself to the cause you will get the kind of legislation it takes to establish fair trade in such a way that will enable you, 25 years hence, to celebrate the Golden Jubilee of Fair Trade."

Chairman Macek thanked Mr. Mermey for his dynamic presentation and assured him the Maryland Pharmaceutical Association would do everything it could to preserve Fair Trade.

Mr. Jerome Stiffman asked Mr. Mermey why he can't get through to the druggists and public to establish the merits of fair trade.

Mr. Mermey replied that if fair trade had been practiced as faithfully in other fields as it has been in the drug field we would not have any problems. As for the public, the manufacturer is reluctant to talk fair trade in fear of conveying high price ideas on his product to the public. Open advertising is not considered opportune until we have another Bill to offer strengthening fair trade. Then we should all preach the virtues of fair trade.

Mr. Norman Levin asked Mr. Mermey's opinion on Retailer-Retailer suits in the case of trading stamps.

Mr. Mermey replied the manufacturer is loath to support such a suit because it isolates his product, if the injunction is granted, whereas the merchant can continue to give stamps on other products, thus putting him at a great competitive disadvantage. He referred to the Philadelphia trading stamp suits with pessimism.

Mr. Goldfeder asked why Maryland does not pursue Retailer-Retailer suits inasmuch as we have such a strong Fair Trade law with a trading stamp clause.

Mr. Mermey replied he does not see why Maryland should not take on Retailer-Retailer suits. He stated, some lawyers have opinions against Retailer-Retailer suits. He said, they are costly and relieve the manufacturer of expense. He further advised the best legal advice be obtained and to proceed with caution.

Mr. Goldfeder asked of the chances of a Fair Trade Law in the District of Columbia.

Mr. Mermey answered he would rather try for a Federal Fair Trade Law than a D.C. Bill. The people of the D.C. have no leverage on the members of Congress at all.

REPORT OF THE STUDENTS' AUXILIARY OF THE MARYLAND PHARMACEUTICAL ASSOCIATION

Curtis A. Bowen, President

Mr. President, distinguished guests and members of the M.Ph.A. and friends:

As President of the Students Auxiliary Branch of the Maryland Pharmaceutical Association, I would like at this time to present you with a report of our activities during the past year.

In cooperation with Dean Noel E. Foss, Mr. Paul Pumpian, our Faculty Advisor, and the officers of the Auxiliary several interesting meetings were held at the School of Pharmacy.

The first meeting of the year was held on October 4th with Dr. Huntington Williams, the Commissioner of Health of the City of Baltimore, as our speaker. On October 25th, Dr. J. Wilfrid Davis Director of the Medical Care Section of the Baltimore City Health Department, addressed the students on Medical Care prescriptions. To further become acquainted with the services of the Health Department, we were addressed on November 22nd by Mr. C. L. Abraham, Director of Laboratories of the Baltimore City Health Department.

Since the majority of the students were faced with the draft upon graduation, we thought it wise to obtain speakers who could inform them of the opportunities the pharmacist may expect in military service. On January 10th, Colonel James H. Kidder, of the Office of the Surgeon General, Colonel Bernard Aabel, Chief of the Pharmacy Corps, United States Army and Lieutenant Colonel Sidney Weinberg of the Pharmacy Corps, of the United States Army, came to the School of Pharmacy to discuss the situation. Their talks were most helpful and encouraging.

In keeping with the purpose of familiarizing the student with the future he will face as a graduate pharmacist, talks were presented by representatives of various drug companies. The first of these were presented on January 24th when Mr. George McClay, of the Mead Johnson Company, spoke to the student gathering. He was followed on February 14th by Mr. David B. Stiles of Abbott Laboratories. On February 21st, Mr. James E. Allen, President of the National Wholesale Druggists Association and Executive Vice President of the Henry B. Gilpin Company, presented a film entitled the "Plus Four Program." On March 13th, our guest was Mr. Richard B. Williams, Chief of the Baltimore District of the Food and Drug Administration, and on March 20th, the final meeting of the year was held during which a film entitled, "Going Our Way" was presented by representatives of the Parke, Davis Company.

These activities have succeeded in familiarizing the student with the field of pharmacy he is about to enter. They have also served to acclimate him with the profession itself. It is therefore fitting and proper that such meetings be continued.

We feel that the joint sessions of the A. Ph. A. and the M. Ph. A. have been highly successful. Many have questioned as to why such an arrangement was put into effect. A brief explanation lies in the fact that students have fast schedules, which in many cases, affect various organizational meetings. Embarrassing moments have occurred on several occasions when our guests spoke to a mere handful of students, or came to an empty classroom, as in one case that I recall. Something had to be done and we felt that a joint organization would aid in solving this problem and it has to a great extent.

Nevertheless, we are confronted with a very serious situation. One that has caused a great deal of controversy. The problem is this: should two organizations continue simultaneously for the same purpose, continue to exist as two organizations. The situation as yet remains unsettled, so I have been asked to express my opinion as to whether or not a Students' Auxiliary of the M. Ph. A. should be included in the new Constitution. I, without a doubt, definitely feel that it should, however I also know that insofar as the School is concerned, the most desirable achievements are accomplished when there exists the synergistic combination between the two branches. Since their objectives are synonymous I recommend that the Constitution be revised so as to recognize this situation and to permit one set of officers to govern the joint organization.

In closing, let me say this, our purpose is not intended to be of a subversive character. We are asking you to kindly consider this proposal for we have this problem confronting us and we are merely striving to achieve a sensible solution. If we have in any way antagonized this organization or any of its members, we sincerely apologize. The students realize that the M. Ph. A. is a worthy organization, for we know the primary concern lies in the welfare

of Pharmacy. You may rest assured that we shall continue to support this worthy cause. I thank you.

A heated discussion followed Mr. Bowen's report. Mr. Morgenroth commented that although Mr. Bowen suggested a joint students' organization, yet no where in the program of the past year did a representative of the Maryland Pharmaceutical Association address any of its meetings . . . Since all other phases of Pharmacy were represented at the meetings, perhaps it would have been nice to have a representative of retail pharmacy included somewhere along the line. . . . If one organization is to be chosen it certainly should be the Students' Auxiliary of the Maryland Pharmaceutical Association. . . . Also, the students, somehow or another, have been misinformed that the A. Ph. A. is the parent organization of the M. Ph. A.

Mr. Pumpian then asked Mr. Morgenroth if he was correct in assuming that he meant that the Student Branch of the A. Ph. A. should be abolished. Mr. Morgenroth replied: "If it means the abolishment of the Students' Auxiliary of the M. Ph. A., yes." Mr. Pumpian then continued that he was in opposition of such a plan. He said: "Having served as Faculty Advisor of both groups for the past three years, I find it is impossible to have separate meetings for both organizations. . . . Mr. Rabe of the A. Ph. A. has coordinated and given a lot of assistance to the Student Branches . . . the Maryland Pharmaceutical Association cannot give the same material and same assistance . . . primarily because the Executive Secretary has many other duties . . . whereas the A. Ph. A. has assigned one man to do nothing else but take care of Student Branches. . . . I feel you will make a big mistake to dissolve the Student Branch of the A. Ph. A. in favor of a State organization auxiliary . . . I feel the Student Branch of the A. Ph. A. does interest the student in pharmaceutical organizations. . . . The student membership in the A. Ph. A. is at an all time high. . . . If you try to do away with the Student Branch of the A. Ph. A. you will destroy interest in the Baltimore Retail Druggists' Association and the Maryland Pharmaceutical Association."

Mr. Morgenroth replied: "If we are to train these students to be pharmacists then the Maryland Pharmaceutical Association should be recognized during their student days. . . . If the Executive Secretary is too busy, we also have a Committee on the School of Pharmacy . . . that Committee could devote its full time in presenting a program to the students."

Mr. Pumpian stated: "We are not trying to take the students away from the B.R.D.A., or the M. Ph. A. The Student Branch of the A. Ph. A. has one thought—to get the students interested in pharmaceutical organization, so when they graduate, they will be interested in the B.R.D.A. and the M. Ph. A. . . . Put it up to the students themselves—whether to abolish the A. Ph. A. Branch or combine with the Students' Auxiliary of the M. Ph. A."

Mr. Richardson took the floor: "I feel a certain sense of responsibility in this instance because I was Chairman of the School of Pharmacy Committee and made a report . . . saying that the Students' Auxiliary had a very satisfactory year . . . my information came from the Dean (Noel E. Foss) . . . I do not have the time to devote to these problems that have arisen that are apparently turning the student body away from the Maryland Pharmaceutical Association. . . . I think that is a bad situation . . . I think there can be cooperation with both groups . . ."

Mr. Norman Levin made a motion that the controversy concerning the Students' Auxiliary be brought before the Executive Committee of the Maryland Pharmaceutical Association. The motion was seconded.

Mr. Morgenroth stated that he, as Chairman of the Constitution Revision Committee, had requested the Secretary to determine the status of the Students' Auxiliary. He asked Secretary Cohen to relate his findings.

Secretary Cohen stated he asked Dean Foss either two or three times, to arrange for a meeting with the Officers of the Students' Auxiliary. After an elapse of several weeks a letter was received which is reprinted in these Proceedings under the report of the School of Pharmacy Committee. The Secretary further stated: "That reference was made to him as being too busy to concern himself with student affairs . . . he took exception to the reference stating he was never too busy to talk to anyone. . . . He added: "The A. Ph. A. is a wonderful organization and should receive the full support of everyone associated with Pharmacy because we need it. . . . They stand for something very definite. . . . We should be given an equal opportunity to present our case. . . . The Student Body should decide, but not on a one sided basis." Mr. Pumpian admitted that he wrote the letter referred to after a conference with Mr. Bowen. Mr. Pumpian also stated the students did not show enough interest in the Students' Auxiliary to elect a new slate of officers. Mr. Pumpian did not refute the statement made by Secretary Cohen that the students had not been given the opportunity to decide the question.

Dean Foss asked Dr. Dunning for his comment. Dr. Dunning stated that he stood for what was best for Pharmacy. He felt that the problem should be studied by the Executive Committee with some solution whereby both the Student Branch of the A. Ph. A. and the Students' Auxiliary of the M. Ph. A. will continue to exist. He felt confident a sensible solution could be determined.

Mr. Leyko felt that the Maryland Pharmaceutical Association has failed in presenting the benefits of belonging to the Association to the students. If we have not been offered the opportunity to do so we should request it.

The question was called for and the motion made by Mr. Levin was adopted.

Chairman Macek announced that all Resolutions should be given to the Committee in writing no later than afternoon.

President Davidov resumed the Chair. Mr. Levin announced the entertainment for the rest of the day. Closing attendance prizes were drawn and the Third Session of the Convention was adjourned at 12:30 P.M.

FOURTH SESSION

Thursday, June 29, 1956

President Davidov called the Fourth Session to order at 10:30 A.M. He reminded the Convention that this was the final session and there was some important business still remaining in order to successfully conclude the program of the Convention. Attendance prizes were drawn.

The first order of business was a film presentation by Dr. Noel E. Foss, Dean of the School of Pharmacy, University of Maryland.

RECRUITMENT OF STUDENTS

**Introduction to Films Shown at Annual Convention of the
Maryland Pharmaceutical Association, 1956**

**Dr. Noel E. Foss, Dean,
School of Pharmacy, University of Maryland**

Mr. President, Ladies and Gentlemen:

Twenty years ago while at Duquesne University, I attended my first pharmaceutical convention in Pennsylvania, namely, the annual convention of the Pennsylvania Pharmaceutical Association in Philadelphia. It is indeed a pleasure to again be back in Pennsylvania, and particularly at a convention of the Maryland Pharmaceutical Association.

It goes without saying that all of you are interested in the recruitment of new pharmacy students, in view of the acute shortage of pharmacists in the state of Maryland as well as in other parts of the country. On several different occasions, you have heard me elucidate on the program being conducted at the University to encourage students to choose pharmacy as a career, and to attend the University of Maryland School of Pharmacy. In brief, these include the distribution of a catalogue and brochures to the guidance counsellors of all secondary schools in the state of Maryland. You are also familiar with our program for addressing high school students whenever we are invited to do so.

This past year, the American Association of Colleges of Pharmacy, with the financial assistance of the American Foundation for Pharmaceutical Education, has arranged for the production of two color and sound films that can be shown to high school groups, service clubs, and any other group that might be interested in pharmacy. These two films are especially designed for students, teachers, counsellors, and pharmacists. "Design for Life," a nineteen-minute film,

centers around a vigorous discussion between father and son over the boy's career. Services of pharmacists in several fields are dramatically shown—as in the work of Dale—the boy—in a modern pharmacy. Although some of the scenes in this film may appear elementary to members of this audience, who are pharmacists or associated with pharmacy, it is believed that they will be of great interest to young people, as well as older persons not as well acquainted with the field of pharmacy.

The second film, "Time for Tomorrow," a twenty-minute film, is used to show the manner in which a pharmacy student spends his time—in laboratory, classroom and after school hours. This film was photographed in a number of colleges of pharmacy from Connecticut to California.

Both of these films are owned by the School of Pharmacy. We shall be glad to show them at any school, service club, or group which requests them. We merely ask for your cooperation in receiving invitations to show these films.

If there are any questions after the films have been shown, I shall be glad to try to answer them.

Let me at this time express my sincere appreciation and thanks to Marty Settler who has agreed to run the films.

The film presentation was extremely impressive and drew enthusiastic response from the audience. It was generally agreed that the material should attract students to the study of Pharmacy.

President Davidov introduced Samuel I. Raichlen, Chairman of the Scholarship Committee of the Alumni Association, School of Pharmacy, University of Maryland.

Mr. Raichlen stated that for the first time in Maryland, scholarships had been awarded for the first year study of Pharmacy. The Alumni Association offered one scholarship last year but no applicant was available who qualified for it. Therefore two scholarships were offered by the Alumni this year. The Maryland Pharmaceutical Association offered one scholarship this year for the first time.

The M. Ph. A. Scholarship was awarded to Miss Jessie Lois Tracey of Reisterstown. The Alumni Scholarships were awarded to Mr. Louis Martin Sniadach and Ronald Goldner, both of Baltimore.

Mr. Raichlen remarked that the awarding of these scholarships fits in very well with the films just shown by Dean Foss on Pharmacy Recruitment. He further stated, he hoped this modest beginning would be an inspiration for an enlarged scholarship program.

President Davidov called for the report of the Nominating Committee. Mr. Lester R. Martin, Chairman, presented the following

slate of Officers and members of the Executive Committee for the year 1956-1957:

REPORT OF THE NOMINATING COMMITTEE

Lester R. Martin, Chairman

SLATE OF OFFICERS AND EXECUTIVE COMMITTEE

1956-1957

Honorary President—Dr. Noel E. Foss
President—Frank J. Macek
First Vice President—George M. Schmidt
Second Vice President—Frank Block
Third Vice President—Gordon A. Mouat
Executive Secretary—Joseph Cohen
Secretary Emeritus—Melville Strasburger
Treasurer—John F. Wannewetsch

EXECUTIVE COMMITTEE

Hyman Davidov—Chairman
Halcolm S. Bailey
Bernard Cherry
Howard E. Cooper
Harold M. Goldfeder
Norman J. Levin
Lester R. Martin
Simon Solomon
Walter E. Albrecht—Ex-Officio
Charles S. Austin, Jr.—Ex-Officio
Francis S. Balassone—Ex-Officio
Dr. Noel E. Foss—Ex-Officio
Dr. L. M. Kantner—Ex-Officio
Lloyd N. Richardson—Ex-Officio

No further nominations were made from the floor. It was duly moved and seconded nominations be closed and the motion was unanimously carried. The Secretary was instructed to cast one ballot electing the slate for the ensuing year.

Nominations were then made for the Board of Pharmacy according to the Laws of Maryland and as set forth in the Constitution of the Association.

The following were nominated in order of votes received:

S. Earl Webster, Cambridge
George M. Schmidt, Elkton
John F. Wannewetsch, Baltimore

The appointment of one is to be made by the Governor upon the expiration of the term of S. Earl Webster on May 1, 1957.

It was moved and seconded nominations be closed and the motion was passed without opposition. The Secretary cast one unanimous ballot.

REPORT OF COMMITTEE ON RESOLUTIONS

Dr. Noel E. Foss, Chairman

The following Resolutions were read and approved by the Convention:

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the Proprietary Association be severely criticized for its determination to bring about the indiscriminate sale of drugs and medicines in non-drug outlets by other than qualified persons, thereby weakening and nullifying the pharmacy laws and regulations of the states.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that all pharmacists in Maryland be urged to give close and earnest attention to the cleanliness and physical appearance of their stores, so that the public will appreciate the serious nature of their work, on the ground that pharmacists are the best qualified to stimulate that kind and degree of public acceptance of pharmaceutical activities so essential to giving pharmacy its proper place in public estimation and esteem.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the Association, in cooperation with other health care organizations in the State, give earnest study to the State's law governing the distribution of barbiturates and amphetamines and other dangerous drugs for the purpose of determining their full and complete adequacy for dealing with the serious social problems which inevitably result from the abuse and misuse of these otherwise highly valuable drug products.

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to the Maryland Board of Pharmacy and to the Director of the State Department of Health.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that pharmacists be urged to become more deeply aware of the drift of long established drug store merchandise lines into supermarkets and other forms of aggressive competition, and to so strengthen their merchandising, promotion and display of the products within these lines that they may in some degree minimize this non-drug competition and thus strengthen the retail drug store's place in the overall competitive scheme.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the pharmacists of Maryland become united in the support of and cooperation with the administration of the University of Maryland in all matters having to do with the School of Pharmacy, its curriculum, and such organizational changes as may be necessary to put the five year educational program in full force and effect; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Dr. Wilson H. Elkins, President of the University of Maryland.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the pharmacists of Maryland commend Dean Foss and the faculty members of the School of Pharmacy of the University of Maryland for their vital interest in the training of pharmacists and the advancement of pharmacy throughout the State; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Dr. Noel E. Foss, Dean of the School of Pharmacy.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the Association commend the activities of the recently organized Health News Institute, which agency is now developing a long range public relations program which will be dedicated to advancing the interests not only of the manufacturing drug industry but also of retail pharmacy, medicine, and all other segments of the pharmaceutical field; and

BE IT FURTHER RESOLVED, that all pharmacists of the State be urged to follow the development of the Health News Institute so that they may be fully informed with respect to its aims and objectives and thus aid as fully as possible in making the program effective.

FURTHER, BE IT RESOLVED, that a copy of this resolution be forwarded to the Director of the Health News Institute.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it express its profound interest in the whole trading stamp controversy, and its belief that the giving of trading stamps is not only uneconomic for the retail store, but partakes of the character of an unfair trade practice; and

BE IT FURTHER RESOLVED, that we commend the Federal Trade Commission for investigating the giving of trading stamps in the light of its bearing upon fair competition and unfair business practices; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to the Federal Trade Commission in Washington, D. C.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it express its profound appreciation of the consumer significance of the Federal Food, Drug and Cosmetic Act, and that it views the fiftieth anniversary of food and drug legislation as an event of great historical interest and of the utmost consumer value.

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Honorable George P. Larrick, Food and Drug Commissioner of the Food and Drug Administration in Washington.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it urge retail pharmacists to

re-dedicate themselves to the basic aims and purposes of the Fair Trade Act as they contemplate the great economic meaning of fair trade laws in this, the twenty-fifth anniversary of the passage of the first State fair trade act—that of California in 1931; and

BE IT FURTHER RESOLVED that retail pharmacists be urged to give active support to the merchandising, promotion, and display of fair trade items in their stores so that fair trade manufacturers may be aware of the intelligent cooperation which Maryland Pharmacists are giving to the fair trade cause.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that every pharmacist in the State be urged promptly to write or wire both United States senators from Maryland calling upon them not only to vote for H. R. 11, otherwise known as the "Equality of Opportunity" bill, but to take an active interest in having the bill brought before the Senate and written into law, as otherwise the benefits which the Robinson-Patman Act was intended to assure small business operations will be largely nullified, if not actually destroyed; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Senator Butler and Senator Beall as evidence of our profound interest in the enactment of this legislation.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that we congratulate our secretary, Joseph Cohen, upon his having been made a member of the Committee on Legislation of the American Pharmaceutical Association, as in this capacity he will be in a position to contribute to the consideration of legislative matters which will have a bearing upon pharmacy at the national level; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Dr. Robert P. Fischelis, Secretary of the American Pharmaceutical Association, as evidence of the appreciation of the national recognition which has been given to Mr. Cohen.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that we congratulate Francis S. Balassone, Chief, Drug Control, upon his appointment to the highly important Committee on the Status of Pharmacists in the Government Service, as his knowledge of the subjects which come before this Committee for consideration and action is based upon real experience in the Armed Services, which has given him a first hand knowledge of the pharmaceutical needs of the armed forces, and of the ways and means best suited for dealing with them; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Dr. P. H. Costello, Secretary of the National Association of Boards of Pharmacy, as an expression of our thanks for having placed Mr. Balassone in this important position, and that a copy be sent to Dr. Perry F. Prather, Director, State Department of Health.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that we congratulate Mr. John A. Crozier, General Manager of the Calvert Drug Company, upon his appointment to the highly important Board of Directors of the American Foundation for Pharmaceutical Education, as in this capacity he will be in a position to contribute to the consideration of funds allocated for pharmaceutical education, which in turn will have a bearing upon pharmacy at the national and state levels; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Mr. Ray Schlotterer, Executive Secretary of the Federal Wholesale Druggists' Association as evidence of appreciation of the national recognition which has been given to Mr. Crozier.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it express its sincere appreciation to our attorney and legal advisor, Bernard S. Melnicove, for his profound interest in, and the excellent work he has done for the Maryland Pharmaceutical Association.

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Mr. Melnicove.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the Association extend its hearty congratulations to Frank W. Moudry, the highly regarded secretary of the Minnesota State Board of Pharmacy, upon having been designated the Remington Medalist for 1956; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to Mr. Moudry as evidence of our profound admiration of his constructive contributions to the betterment of pharmacy, the development of a better cooperative spirit between medicine and pharmacy, and for the efficiency which he has manifested in law enforcement and for making pharmacists more keenly aware of their professional responsibilities in all matters dealing with safe and competent distribution of drugs, medicines, and related health supplies.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it express its sincere and deep appreciation to T.A.M.P.A. and L.A.M.P.A. for their splendid cooperation in helping to make this one of the most enjoyable conventions; to the press for its publicity given our Association during the year; and to those manufacturers, suppliers, and all others who contributed to the success of this outstanding convention.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it extend its deep appreciation and thanks to Radio Stations WBAL, WBMD, WCBM, WFBR, and WITH in Baltimore, WTBO in Cumberland, WGAY in Silver Spring, and TV Station WBAL in Baltimore for their splendid cooperation

and assistance in giving valuable program time to improve the public relations of the pharmacists in Maryland; and

BE IT FURTHER RESOLVED, that a copy of this resolution be forwarded to the manager of the respective stations as a symbol of appreciation from the Maryland Pharmaceutical Association.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it extend its deep appreciation and thanks to the Sunpapers and the Baltimore News-Post for their splendid cooperation and assistance in giving valuable publicity to the activities of the Maryland Pharmaceutical Association; and

BE IT FURTHER RESOLVED, that a copy of this resolution be forwarded to the editors of the respective newspapers as a symbol of appreciation from the Maryland Pharmaceutical Association.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it deeply regrets the death of Dr. Horace E. Flack, Director, Department Legislative Reference of the State of Maryland because of his genial personality and his scholarly handling of legislative matters, which latter quality caused reference to him as "the one indispensable citizen" of this state.

BE IT FURTHER RESOLVED, that a copy of this resolution be included in the records of this convention, and that a copy be sent to the family of Dr. Flack.

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that it express its sincere and deep appreciation to the management of Galen Hall for the excellent manner in which they have accommodated and made arrangements for the convenience of the members of this association; and

BE IT FURTHER RESOLVED, that a copy of this resolution be forwarded to the manager of the hotel.

The following Resolutions were not adopted:

RESOLVED, by the Maryland Pharmaceutical Association, in annual convention assembled, that the State Board of Pharmacy be urged to make the fullest possible use of prevailing law to prohibit the distribution of drugs and medicines on a self-service basis, on the ground that this is truly a professional function in the interest of public health and should, therefore, be limited to pharmacists specifically trained and fitted for the task; and

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to the Maryland Board of Pharmacy and the State Department of Health.

The intent of this Resolution was not understood by the Convention. Mr. Austin moved it be tabled for further study by the Association. The motion was seconded and carried.

RESOLVED, that the Maryland Pharmaceutical Association, in annual convention assembled, condemn as unethical the dispens-

ing of a pharmaceutical preparation, or brand thereof, other than that ordered or prescribed, unless such act is specifically authorized by the prescriber.

Mr. Morgenroth raised the question of the necessity of this Resolution since the Association has a Code of Ethics which condemns such a practice and also the practice is against the Pharmacy Laws of the State. He moved the Resolution be tabled. The motion was duly seconded and passed.

RESOLVED, that the Maryland Pharmaceutical Association, in annual convention assembled, condemn as unethical the practice indulged in by some manufacturers of duplicating, imitating, counterfeiting, or otherwise simulating the products manufactured by others engaged in the pharmaceutical industry.

Mr. Cherry stated it was impossible to stop reliable pharmaceutical manufacturers from duplicating products. The manufacturer has stated this from time to time at our meetings. Therefore, he felt the Resolution was useless and uncalled for. Mr. Cherry moved the motion be tabled, it was duly seconded and adopted.

OLD BUSINESS:

1. Constitution and By-Laws.

Mr. Morgenroth, Chairman of the Constitution and By-Laws Revision Committee gave a full report of the activity of the Committee. "The Committee met three times for a total in excess of 200 man-hours. After thorough discussion by the Committee, the first draft of the revised Constitution was presented to our Counsel, Mr. Melnicove, for his approval. Other state pharmaceutical association constitutions were obtained and studied also."

"The final draft of the Constitution was presented in writing at the Spring Regional Meeting of the Association held at the Granary. It now comes before this Convention for final adoption. This tentative revision of the Constitution and By-Laws of the Maryland Pharmaceutical Association corrected, is now prepared for you to accept or reject."

Mr. Morris R. Yaffe made a motion to dispense with the reading of the Constitution and By-Laws of the Association and accept it as presented by the Committee. The motion received the necessary second.

Mr. Golditch reminded Mr. Morgenroth that he stated at the Granary, the Constitution would be read at the Convention, therefore the motion was out of order.

Mr. Morgenroth presented a ruling by the Chair subject to the approval of the body, that in conformity with usual Parliamentary procedure, the Constitution and By-Laws be read and discussed section by section. The ruling was approved thereby nullifying Mr. Yaffe's motion.

Chairman Morgenroth proceeded to read the Constitution and By-Laws. It was unanimously adopted with minor amendments to the sections on dues in the By-Laws pertaining to the Travelers, Ladies and Students' Auxiliaries.

NEW BUSINESS

1. Association Group Insurance Plan

Mr. Roy H. Shumaker announced that the American Health Insurance Corporation was making available additional Health and Accident benefits under the group plan of the Association. The coverage has been in force since June 1, 1956. All members having the insurance will receive this endorsement by mail. The endorsement has been made available without additional premium.

Mr. Rossmann also explained the coverage could be extended through the payment of additional premium. This plan, known as Plan B, was entirely optional. Plan A, the additional benefits explained by Mr. Shumaker was already in force without charge.

Chairman Levin made announcements concerning the Cocktail Hour and Banquet. Attendance prizes were drawn.

President Davidov again complimented and thanked all those who attended for participating in the Convention.

With these remarks, the Seventy-fourth Convention of the Maryland Pharmaceutical Association was adjourned.

BANQUET

The Banquet was preceded by a Cocktail Hour provided through the courtesy of the Hendler Creamery Company. Mr. Ben Hendler and his staff served as gracious hosts and all the guests of the Convention were invited to attend.

Rabbi Ephraim I. Bennett, Keshet Zion Synagogue, Reading, Pennsylvania offered the Invocation.

President Davidov greeted the Banquet with the following remarks:

REMARKS BY PRESIDENT DAVIDOV

Distinguished Guests, Ladies and Gentlemen:

It gives me great pleasure to welcome you to the 74th Annual Banquet of the Maryland Pharmaceutical Association which is the climax of the largest Convention the Association has ever held during its long history.

We have had a wonderful Convention. The meetings have been enlightening, the entertainment above average, the food excellent—as witnessed by this fine Banquet—and the management of Galen Hall has been most gracious in their effort to make us comfortable and welcome.

I want to take this opportunity to thank Norman Levin, General Chairman of the Convention, and his committee, as well as the

Travelers and Ladies' Auxiliaries for their months of conscientious work and cooperation in making this Convention so successful. Above all, I want to thank you many fine people for supporting the Convention by being here. Throughout the four days, I have heard nothing but favorable comment. Nothing takes the place of happy and satisfied people. Looking at your faces, I can see that you are happy. I hope that in your hearts you are satisfied.

As for me and my dear wife Emily, I assure you we are grateful to all of you. After all, you have honored me by making me president of your Association and you have filled me with memorable joy by supporting the officers and myself throughout the year. I shall never forget it.

I will not take up any more of your time because we have some interesting features to present to you tonight. So without further ado, I will present the Toastmaster of the evening:

Our Toastmaster is a graduate of the University of Maryland School of Pharmacy and served on its faculty. He has had vast experience in both retail and manufacturing pharmacy. He served in World War II, entering the Marine Corps as a private and after three years, separated holding present rank as a Captain. He is a member of every city, state and national pharmaceutical association you can name. He is a past-president of the School of Pharmacy Alumni Association. Last November he succeeded Dr. L. M. Kantner as Chief, Division of Drug Control, Maryland State Department of Health and later elected to serve as Secretary of our Board of Pharmacy.

Ladies and Gentlemen—Francis S. Balassone—Our Toastmaster.

Toastmaster Balassone, in his usual capable manner, introduced the head table and guests in the audience. His genial manner and pleasant anecdotes were entertaining and sparked the diners to a spirit of revelry.

Dr. H. A. B. Dunning spoke of the progress the Maryland Pharmaceutical Association had made in recent years. He explained the building program of the American Pharmaceutical Association and asked the pharmacists of Maryland to contribute liberally to the A. Ph. A. Building Fund.

Mr. Morgenroth and Mr. John A. MacCartney, President of the American Pharmaceutical Association presented the Pharmacy Week Awards and Mr. Morgenroth, Chairman of the Pharmacy Week Committee, rendered his report which is printed in another section of these Proceedings under "Committee Reports."

Mr. MacCartney gave a short and inspiring address on the American Pharmaceutical Association.

Mrs. Rose Weiner, President of the Ladies' Auxiliary presented a check in the amount of \$120.00 to President Davidov for the purpose of purchasing additional furnishings for the Kelly Memorial Building. The gift was gratefully acknowledged by Mr. Davidov.

The new officers and executive committee of the Maryland Pharmaceutical Association were introduced and duly installed by outgoing President Hyman Davidov. Bernard Ulman, Jr., retiring president performed the same honors for T.A.M.P.A., and Mrs. Rose Weiner installed the officers and board members-elect of L.A.M.P.A.

As his first official act, President-elect Frank J. Macek presented the Past President's Medal to retiring President Davidov. In accepting the Medal, Mr. Davidov expressed his appreciation for the fine cooperation he received during his year as president of the Association. He promised his continued support and cooperation and asked the membership to do likewise.

A prize drawing was held of the RCA Portable Television Set donated by Station WBAL and WBAL-TV. The set was won by Mr. David Newman of Havre de Grace. In making the presentation to Mr. Newman of the TV set, Mr. Leslie H. Peard of Station WBAL said: "I came here tonight for one single purpose—to say, 'Thank you'. To thank you for the wonderful relationship that exists between us, (Association) to thank you for the very real cooperation you have given Arnold Wilkes, Bill Rock and our other people in planning and producing the fine programs we are privileged to put on radio and television for you, to thank you for the splendid in-store support you have given Ed Kabernagel for the WBAL and WBAL-TV advertisers we have brought to you, and to thank you for the future years to which we look forward in working with one of the finest of many organizations with which we are associated. We like Our Best Neighbor."

Dancing and a surprise Farewell Buffet treat was served by the management of Galen Hall And so, was culminated the largest and finest Convention of the Maryland Pharmaceutical Association, long to be remembered.

T.A.M.P.A.

As usual, due credit for the success of the Convention must go to the T.A.M.P.A. for an untiring job well done.

As in the past, the officers and committees of the Traveler's Auxiliary extended themselves in commendable fashion, providing a program of entertainment features beyond expectation, which delighted the Convention.

Their efforts were not confined to entertainment alone. The registration desk was manned by the members of the T.A.M.P.A. and many other responsibilities were assumed by them to keep the Convention running smoothly.

Their presence in friendly fellowship went far in making the Seventy-fourth Convention a congenial successful occasion.

To the officers and members of the T.A.M.P.A., the parent organization expresses its sincere gratitude for their cooperation.

OFFICERS ELECTED

At the Fortieth Annual Meeting of the T.A.M.P.A.
Galen Hall, Wernersville, Pennsylvania, June 25, 26, 27, 28, 1956

Honorary President—Jack Levin
President—Laurance A. Rorapaugh
First Vice-President—George S. Teass
Second Vice President—Joseph L. Muth
Third Vice President—Albert Heydemann
Secretary-Treasurer—Emory G. Helm
Assistant Secretary—Elvin E. Beard

DIRECTORS

Board Members for One Year

Norbert H. Zeller Edward M. Kabernagel, Jr.
John C. Cornmesser

Board Members for Two Years

George H. Hoddinott, Jr. H. Sheeler Read
Richard R. Crane

Board Members for Three Years

Robert B. Kettlewell James A. Allen
Caryl E. Hendrickson
Bernard Ulman, Jr., Chairman

L.A.M.P.A.

We also wish to express our appreciation to the Ladies Auxiliary for the part they played in making the Convention such an outstanding success socially.

It is also fitting to mention here, the appreciation of the Maryland Pharmaceutical Association for the cash contribution of \$120.00 for the purpose of obtaining additional furnishings for the Kelly Memorial Building.

We hope L.A.M.P.A. will continue to join us in our functions and to generally take an active part in our Association.

OFFICERS ELECTED 1956-1957

President—Mrs. H. Nelson Warfield
First Vice President—Mrs. Stephen J. Provenza
Second Vice President—Mrs. Frank Block
Third Vice President—Mrs. Morris L. Cooper
Recording Secretary—Mrs. Felix H. Kaminski
Corresponding Secretary—Mrs. Samuel I. Raichlen
Treasurer—Mrs. Henry H. Goldscheider
Membership Treasurer—Mrs. C. Edward Pfeifer

MEMBERS OF EXECUTIVE BOARD

Mrs. Solomon Weiner, Chairman
Mrs. George Stiffman Mrs. J. Wm. Gehring
Mrs. Richard Crane Mrs. Hyman Davidov
Mrs. A. G. Padussis Mrs. Joseph Cohen, Ex Officio

Honorary Board Member

Mrs. Charles S. Austin, Jr.

PRICING SCHEDULE FOR VETERANS PRESCRIPTIONS

The Veterans Administration on October 1, 1954 reviewed its Home Town Prescription Program with the Maryland Pharmaceutical Association. We wish to call your attention to some important changes.

The schedule of fees has been revised upward for the first time since the program began in 1946. The prices on compounded prescriptions have been increased by 25% and the minimum for any prescription has been raised to 50c.

The new contract provides for the dispensing of additional medical requisites such as gauze bandages, sterile pads, adhesive tape, and sterile absorbent cotton. Prescriptions for these items must be attached to the prescription for medication requiring the use of these medical requisites. The cost of the prescription for these items should not exceed the cost of the prescription for medication requiring their use.

The new schedule is printed below. Use it for all prescriptions filled on or after October 1, 1954.

The Maryland Pharmaceutical Association Prescription Schedule For Veterans Administration Patients

Average Price Includes Costs, Profit, Container (5) Charge & Professional Fee

Volume or Weight	Internal Liquids Dram or more per dose		External Liquids Lotions, Gargles, Injections, etc.	Handmade Ointments	Handmade Bulk Powders Calculate on Volume	Number	Handmade Capsules, Papers, etc.	
	Eye, Ear, Nose Drops (Internal)	Liquids in drop doses					Avg.	Avg.
1 dr.	.50	.50	.50	.50	.50	1-2	.60	.60
2 dr.	.60	.60	.50	.65	.50	3	.60	.75
4 dr.	.60	.75	.50	.75	.50	6	.75	1.00
1 oz.	.75	1.00	.50	1.00	.65	12	1.00	1.80
2 oz.	.75	1.50	.75	1.50	.85	18	1.45	2.35
3 oz.	1.00	2.00	.85	2.00	1.00	20	1.60	2.50
4 oz.	1.25	2.50	1.00	2.50	1.25	24	1.75	2.75
6 oz.	1.60	—	1.25	3.00	1.50	36	2.50	3.60
8 oz.	2.00	—	1.50	3.75	1.75	40	2.65	4.00
12 oz.	2.50	—	2.00	4.50	2.00	50	3.00	4.50
16 oz.	3.00	—	2.25	5.00	2.25	100	5.00	7.50

(If exact quantity called for is not listed, charge at the rate of the average of the two nearest quantities given.)

INSTRUCTIONS

(1) Above prices are AVERAGE and subject to modification where dose varies or where one or more ingredients are very ex-

pensive. In general when the cost (1) of the amount used of any ingredient (2) equals or exceeds $\frac{1}{5}$ of the Schedule price add the cost of the amount used of such ingredient, to the Schedule price.

(2) In every case where calculated price is an odd number, adjust price to the nearest number divisible by 5. If more than one calculation is required, adjust number after each calculation.

(3) For all Proprietaries or other manufactured product in original manufacturer size or quantity charge cost (1) plus 66%, or prevailing over counter price, if any, whichever is lower.

(4) For less than manufacturer's size (3) of any liquid, solid or powder Proprietary (4) charge schedule price, or cost (1) of quantity dispensed plus 75%, whichever is higher. If in combination, follow Schedule (or cost of quantity dispensed plus 75%, whichever is higher) and Instruction 1.

(5) For less than manufacturer's size (3) of any Tablet, Pill, Capsule, etc., charge cost (1) of quantity dispensed plus 150% for all quantities up to and including $\frac{1}{4}$ of manufacturer's size; charge cost of quantity dispensed plus 100% for all quantities up to and including $\frac{1}{2}$ of manufacturer's size; charge cost of quantity dispensed plus 75% for all quantities greater than $\frac{1}{2}$ of manufacturer's size.

(6) Minimum price for any prescription 50 cents.

(1) "Cost" means Wholesaler's price.

(2) "Ingredient" does not include vehicle. No increase in price should be made for cost of vehicle unless such cost equals or exceeds $\frac{1}{2}$ of schedule price. In such cases add $\frac{1}{2}$ the cost of the amount (of vehicle) used to the Schedule price.

(3) "Size". Where more than one size is listed base price on cost of size nearest to quantity dispensed.

(4) "Proprietary" includes all "Specialties," Trade Marked items, specific manufacturer's products, etc.

(5) Best quality and adapted to intended use of medicament, (e.g. dropper bottle, ophthalmic tube, etc.).

MEDICAL REQUISITES

Only the following listed items have been approved for this purpose:

1. Insulin syringe and two (2) needles.
2. Two (2) hypodermic (insulin type) needles.
3. Atomizer.
4. Nebulizer.
5. Hot Water Bottle.
6. Fountain Syringe.
7. Combination Hot Water.
8. Ice Bag. Bottle and Fountain Syringe.
9. Ice Cap.
10. Urinal.
11. Bed Pan.

12. Enema Can.
13. Feeding Tube.
14. Ear and Ulcer Syringe.
15. Urethral Catheter.
16. Gauze Bandages.
17. Sterile Pads.
18. Adhesive Tape.
19. Sterile Absorbent Cotton.

Items 16, 17, 18, and 19 are for use only in connection with the application of medication prescribed for immediate needs following an authorized treatment, and are not intended for prolonged continuing use in chronic cases. They may be furnished on prescription, only when such prescription is accompanied by a properly documented prescription for medication requiring the use of such accessory items for its application as prescribed. Quantities furnished by pharmacists will not exceed amounts prescribed and will not exceed in total value on any one prescription the schedule price of the accompanying prescriptions for local medication requiring such prescribed dressing.

Pharmacists are authorized to adjust downward, quantities of items furnished under 16, 17, 18, and 19, if necessary to come within the above maximum cost limitation. Prescriptions for dressings will be attached by the pharmacist to the accompanying prescription for local medication when submitted for payment.

The item dispensed on a prescription for a Medical Requisite will be the lowest price item in stock appropriate for the intended medicinal used. The prescription must be for a single item, must bear a statement of the authorization of the prescribing physician, and said prescription is not refillable.

Cortisone and Hydrocortisone prescriptions are now acceptable under the Veterans Administration program. These prescriptions are to be priced and processed in accordance with the above schedule and instructions.

**ONLY THESE NARCOTIC PREPARATIONS MAY BE SOLD
ON ORAL OR TELEPHONED PRESCRIPTION**

The Federal Bureau of Narcotics has issued its list of narcotic preparations that can be sold on oral prescription.

The Maryland Law is now also in effect. Following is the Federal Bureau's oral prescription narcotic list:

(1) **CODEINE** (methylmorphine): Codeine content of compound must not exceed eight grains per fluid oz. or one grain per dosage unit. *Codeine must be compounded with—*

(a) "one or more active non-narcotic ingredients in recognized therapeutic amounts" (examples — Empirin Compound with Codeine, A.P.C. with Codeine, Coricidin with Codeine, Trigesic with Codeine); or

- (b) "an equal or greater quantity of any isoquinoline opium alkaloid or salt thereof" (example—copavin).
- (2) **DIHYDROCODEINONE** (Hydrocodone, Dicodeid, Hycodan) or any salt thereof: Dihydrocodeinone content of compound must not exceed one and one-third grains per fluid oz. or one-sixth grain per dosage unit. *Dihydrocodeinone* must be compounded with—
- (a) "one or more active non-narcotic ingredients in recognized therapeutic amounts (examples — Bicotussin Syrup, Coditrate); or
- (b) "a *fourfold* or greater quantity of any isoquinoline opium alkaloid or salt thereof" (example—Dihydrocodeinone 4 mg. with Papaverine, 16 mg.).
- (3) **DIHYDROHYDROXYCODEINONE** (Oxycodone, Eucodal) or any salt thereof when compounded with one or more active *non-narcotic* ingredients in recognized therapeutic amounts. Dihydrohydroxycodeinone content must not exceed two-third grain per fluid oz. or one-twelfth grain per dosage unit. (example—Percodan, Nucodan)
- (4) **DIONIN** (Ethylmorphine) or any salt thereof when compounded with one or more active *non-narcotic* ingredients in recognized therapeutic amounts. Dionin content must not exceed one and one-third grains per fluid oz. or one-sixth grain per dosage unit (example—Terpin Hydrate and Creosote compound with Dionin).
- (5) **ANY ISOQUINOLINE ALKALOID OF OPIUM** or any salt of any such isoquinoline alkaloid, *alone* or in combination with other active non-narcotic medicinal ingredients. According to the Narcotics Bureau, the only isoquinoline alkaloids of opium currently on the market are: *Papaverine, Narcotine, Cotarnine, and Narceine.*
- (6) **APOMORPHINE** or any salt thereof *alone* or in combination with other active non-narcotic medicinal ingredients.
- (7) **NALLINE** (N-allyl-normorphine, Nalorphine) or any salt thereof *alone* or in combination with other active non-narcotic medicinal ingredients. It is an antidote for morphine poisoning.

Oral Prescription Narcotic List Does Not Include—

- (1) **Straight** Codeine, Dihydrocodeinone, Dihydrohydroxycodeinone, or Dionin. An effort was made to get straight Dionin included in the list for ophthalmic solutions, but was unsuccessful.
- (2) **MORPHINE** or any of its salts or compounds, except when they are included in preparations that have previously been known as *exempt narcotics*. In fact, oral prescriptions can be accepted for any *exempt narcotic preparation*. This is logical because any *exempt narcotic preparation* can be sold *over-the-counter* without any prescription within the limits set by federal and state laws and regulations.
- (3) **METHADONE COMPOUNDS** (Amidone, Adanon, Dolophine). Methadone compounds with other non-narcotic ingredients were proposed with certain dosage limitations, but were not included in the final list.
- (4) **OPIUM COMPOUNDS** with other non-narcotic ingredients for topical application were proposed, but not included.

(5) **DEMEROL** (Pethidine, Meperidine): Dilaudid (Dihydromorphinone); Cocaine; Pantopon; Metopon; Dromoran; Isomethadone; Methadol; Nisentil (Alphaprodine); Heptazone (Thebaine); Phenadoxone.

Oral Prescriptions Must Be Reduced To Writing And Filed; No Refills

Like oral prescriptions for non-narcotic drugs under the Food and Drug Administration's Durham-Humphrey (D-H) law, and under our own Maryland Law, (the dangerous drug law) narcotic oral prescriptions must be reduced to writing promptly by the pharmacist and must be filed. The oral prescription narcotic law specifically requires that prescriptions be kept for two years.

Oral prescriptions can be accepted from any physician or other practitioner who has a narcotic registration. The practitioner must supply the pharmacist with the same information required for a written narcotic prescription.

Unlike FDA's Durham-Humphrey law, and our own harmful drug law, refills cannot be authorized on either a written or an oral narcotic prescription (except, of course, in the case of *exempt narcotic* preparations). A new prescription must be obtained each time.

There Are Now Three Classes of Narcotic Preparations

So far as the physician and the pharmacist are concerned, the new federal law and list issued by the Federal Bureau have the effect of creating three classes of narcotic preparations:

(1) **WRITTEN PRESCRIPTION NARCOTICS:** All narcotic preparations that do not fall in either of the next two categories still require the presentation of a written prescription before the pharmacist *can deliver* the drug.

(2) **ORAL PRESCRIPTION NARCOTICS:** Oral prescriptions can be accepted by the pharmacist for preparations on the Federal Bureau's list in those states where such oral prescriptions are legal under state law (Maryland). Oral prescriptions can be accepted for prescriptions that require compounding by the pharmacist as well as those available in pharmaceutical specialty form.

(3) **EXEMPT NARCOTICS:** No prescription is required for exempt narcotics which can be sold over-the-counter, but federal law requires a written record of each sale in a registration book.

Except for the simple fact that oral prescriptions are authorized for a limited list of narcotic preparations, the new federal law and regulations do not change anything else with regard to the responsibilities of physician and pharmacists in the handling of narcotics. For example—

Even if the physician supplies a pharmacist with a prescription, the latter cannot sell him narcotics for use in his office or other practice. The physician is not supposed to get any narcotics for these purposes unless he uses his official narcotics order form. If a pharmacist is registered as a "wholesaler," he can supply a physician via an official order form.

In Memoriam

HENRY A. AUSTRAW
LEAVITT H. BINKLEY
SOLOMON G. BLOCK
A. J. BOSSYNS
PAUL E. CARLINER
H. WESTFIELD DEMAREST
CHARLES M. EMIG
JOSEPH L. GRIFFITH, SR.
CHARLES M. HORNbrook
ARLINGTON G. HORINE
ANDREW T. HUNT
RICHARD B. JAEGGIN
ROSS J. LEADER
HARRY G. LEHR
WILLIAM STUART MAGINNIS
GEORGE C. MICHEL
OTTO W. MUEHLHAUSE
HARRY PRESSMAN
WILLIAM HORACE RAINES
JOHN HENRY RENNER
EMANUEL E. ROBINSON
MAX S. ROSENBERG
MILTON M. SMULSON
EDWARD J. A. STROBEL
HOWARD J. WAGNER
HENRY WALDSCHMIDT
HARRY J. WALSH
SAMUEL A. WILSON

**MARYLAND PHARMACEUTICAL ASSOCIATION
COMMITTEES**

1956-57

Social Committee—Norman J. Levin, Chairman; Samuel Portney, Co-Chairman; Bernard Cherry; Howard E. Cooper, Cumberland; Hyman Davidov; John A. Crozier; William H. Harrison; Samuel I. Raichlen; A. W. Braden, Silver Spring; Gordon A. Mouat; Walter Truitt, Federalsburg; H. Nelson Warfield; Solomon Weiner; Joseph L. Muth; William M. Pierpont.

Building Committee—John F. Wannewetsch, Chairman; Harry L. Schrader; Frank L. Black; H. A. B. Dunning; Herman B. Drukman.

Trade Relations Committee—Jerome A. Stiffman, Chairman; Donald Fedder, Co-Chairman; Wilfred H. Gluckstern; Theodore T. Niznik; Elmer R. Kellough, Jr., Cumberland; Leon I. Drapkin, Silver Spring; Frank E. Fogg, Denton; David Newman, Havre de Grace.

School of Pharmacy Committee—John F. Wannewetsch, Chairman; Simon Solomon, Co-Chairman; Lloyd N. Richardson, Bel Air; Norman J. Levin; H. A. B. Dunning; Lester R. Martin, Cumberland; Alexander J. Ogrinz, Jr.; Frank Block; Halcolm S. Bailey, Ocean City; Frederic T. Berman; Gordon A. Mouat; N. W. Chandler, Landover Hills; Samuel I. Raichlen.

Professional Relations Committee—Stephen J. Provenza, Chairman; Aaron M. Libowitz, Co-Chairman; Victor H. Morgenroth, Jr.; Alvin J. Fainberg, District Heights; Charles E. Spigelmire; Samuel Wertheimer, Cumberland; Arthur C. Harbaugh, Hagerstown; Morris L. Cooper; William J. Connor, Centreville; Alexander J. Ogrinz, Jr.; John E. Donaldson, Washington, D.C.

Legislative Committee—Frank Block, Chairman; Walter E. Albrecht, Co-Chairman; Charles S. Austin, Jr.; A. Lester Batie, Laurel; Richard Bixler, Westminster; Victor H. Morgenroth, Jr.; Gordon A. Mouat; Victor G. Mercer, Frederick; J. Ronald Reed, Hagerstown; John A. Crozier; John Deans, Princess Anne; H. B. Drukman; Arthur C. Eldridge; Milton L. Elsborg, Silver Spring; Milton J. Fitzsimmons, Ellicott City; Harold M. Goldfeder, Riverdale; Howard L. Gordy, Salisbury; Albin A. Hayman, Salisbury; Hugh E. Hudson, St. Michaels; Howard Lamkin; Norman J. Levin, Pikesville; Joseph Marmor, Frederick; Lester R. Martin, Cumberland; Leo Muth; J. I. Parker, Kensington; Lloyd N. Richardson, Bel Air; H. B. Rosenstein, Waldorf; George M. Schmidt, Elkton; Simon Solomon; L. E. Stauffer, New Windsor; Elmer W. Sterling, Church Hill; John F. Wannewetsch; S. Earl Webster, Cambridge; E. J. Snellinger, Elkridge; William J. Connor, Centreville; Henry M. Golditch; Gregory W. A. Leyko; Martin D. Eisen, Hyattsville; Francis S. Balassone; L. M. Kantner; Bernard Cherry.

Membership Committee—George M. Schmidt, Chairman; Frank Block and Gordon A. Mouat, Co-Chairmen; Hyman Davidov; Halcolm S. Bailey, Ocean City; Frank L. Swiss; George J. Stiffman; Jerome J. Cermak; Paul Reznek, Beltsville; Myer Stoler; M. F. Gardner; C. Murray Allen, Cumberland; Morris R. Yaffe, Chevy Chase.

Finance Committee—Gordon A. Mouat, Chairman; Simon Solomon; H. A. B. Dunning; John F. Wannewetsch; Hyman Davidov.

Auditing Committee—Mathias Palmer, Chairman; Gordon A. Mouat; Charles E. Spigelmire.

Public Relations Committee—Charles E. Spigelmire, Chairman; Aaron M. Libowitz, Co-Chairman; Mario Sama; Eli Fedder; J. W. Thompson, Centreville; W. D. Hill, Easton; William H. Cooley, Cumberland; William Y. Kitchin, Annapolis; Maxwell Krucoff; Morris R. Yaffe, Chevy Chase; L. M. Batie, Laurel; Milton A. Friedman; Marion B. Chodnicki; Sam A. Goldstein.

Fair Trade Committee—Simon Solomon, Chairman; Ellis B. Myers, Co-Chairman; Anthony G. Padussis; Jerome Mask; Carlton W. Hanks, Cumberland; Jack Barshack; Albin A. Hayman, Salisbury; James A. I. Parker, Kensington; B. A. Krusniewski.

Publications Committee—Walter E. Albrecht, Chairman; Bernard Cherry; Raymond A. Lubin; Frank L. Black; Morris Lindenbaum, Reisterstown; Joseph U. Dorsch; Felix H. Kaminski.

Pharmacy Week Committee—Victor H. Morgenroth, Jr., Chairman; Samuel I. Raichlen, Co-Chairman; Peyton N. Horne, Easton; Carlton W. Hanks, Jr., Cumberland; Ellis Gadol, Silver Spring; Morris L. Cooper; H. Nelson Warfield; Robert H. Chatkin, Hagerstown; Victor G. Mercer, Frederick; Anton C. Marek; Charles J. Neun; Aaron M. Libowitz.

Pharmacy Committee—Herbert B. Rudo, Chairman; Alfred L. Aaronson, Co-Chairman; Robert L. Barlow, Clinton; Charles S. Austin, Jr.; Francis S. Balassone; Edward C. Vojik; Alvin Rosenthal; C. Murray Allen, Cumberland; Fred G. Sullivan, Hyattsville; Nathan J. Friedman; S. Earl Webster, Cambridge.

Civil Defense Committee—Gregory W. A. Leyko, Chairman; Samuel Portney, Co-Chairman; Advisory Members: Joseph Cohen; Dr. H. A. B. Dunning; Howard L. Gordy; Ellis B. Myers; Lester R. Martin, Cumberland; Dr. W. A. Purdum; Simon Solomon; Dr. Noel E. Foss. County Members: C. R. Crandall, Annapolis; C. W. Englander, Oakland; M. J. Fitzsimmons, Ellicott City; H. M. Goldfeder, Riverdale; A. Harbaugh, Hagerstown; L. Heller, LaPlata; W. D. Hill, Easton; M. Hillman, Lexington Park; L. H. Krause, Salisbury; E. Maisenhalder, Bel Air; J. P. Marmor, Frederick; R. S. Porterfield, Hampstead; Joseph M. Saks, Rockville; J. H. Sapperstein, Cockeysville; G. M. Schmidt, Elkton; W. W. Seward, Berlin; W. Dale Timmons, Cumberland; A. L. Sterling, Chestertown; E. W. Sterling, Church Hill; F. L. Toole, Crisfield; J. W. Truitt, Jr., Federalsburg; S. E. Webster, Cambridge; Alexander J. Ogrinz, Jr.

Resolutions Committee—Dr. Noel E. Foss, Chairman; Simon Solomon, Co-Chairman; Frank Block; John F. Wannenwetsch; Francis S. Balassone; Howard L. Gordy, Salisbury; Howard E. Cooper, Cumberland; Harold M. Goldfeder, Riverdale.

Nominating Committee—Hyman Davidov, Chairman; Lester R. Martin, Co-Chairman; Charles S. Austin, Jr.; Manuel B. Wagner; Lloyd N. Richardson, Bel Air; Albin Hayman, Salisbury.

ARTICLES OF INCORPORATION

Know all men by these presents, That we, M. L. Byers, David M. R. Culbreth, Joseph B. Garrott, E. M. Foreman, John W. Geiger, Samuel Mansfield, J. Charles Smith, Columbus V. Emich, Albion J. Corning, John T. Thomsen, D. C. Auginbaugh, Edwin Eareckson, William Simon and J. Walter Hodges, being citizens of the United States, and a majority of whom are citizens of the State of Maryland, do hereby certify that we do, under and by virtue of the General Laws of this State, authorizing the formation of corporations, hereby form a corporation under the name of "The Maryland State Pharmaceutical Association of Baltimore City."

We do further certify, that the said corporation, so formed is a corporation for the purpose of bringing together the reputable Pharmacists, Chemists and Druggists of the State, that they may by thorough organization and united effort advance the science of Pharmacy, promote scientific research, and in the interest of the public strive to have enacted just, stringent laws, to prevent the adulteration of food and medicines, and to confine the compounding and sales of medicines to regularly educated Pharmacists; that the term of existence of said corporation is limited to forty years; and that the said corporation is formed upon the articles, conditions and provisions herein expressed, and subject in all particulars to the limitations relating to corporations, which are contained in the General Laws of this State.

We do further certify, that the operations of said corporation are to be carried on in the State of Maryland, and that the principal office of the said corporation will be located in Baltimore City.

We do further certify that the said corporation has no capital stock.

We do further certify that the said corporation will be managed by the officers, and that the said M. L. Byers, David M. R. Culbreth, Joseph B. Garrott, E. M. Foreman, John W. Geiger, Samuel Mansfield, J. Charles Smith and Columbus V. Emich are the names of the Officers who will manage the concerns of the said corporation for the first year.

IN WITNESS WHEREOF, We have hereunto set our hands and seals this twenty-sixth day of November, in the year eighteen hundred and eighty-nine.

M. L. BYERS	(Seal)	COLUMBUS V. EMICH	(Seal)
DAVID M. R. CULBRETH, M. D.	(Seal)	JOHN T. THOMSEN	(Seal)
JOSEPH B. GARROTT	(Seal)	D. C. AUGHINBAUGH	(Seal)
E. M. FOREMAN	(Seal)	EDWIN EARECKSON	(Seal)
JOHN W. GEIGER	(Seal)	WILLIAM SIMON	(Seal)
SAMUEL MANSFIELD	(Seal)	J. WALTER HODGES	(Seal)
J. CHARLES SMITH	(Seal)	A. J. CORNING	(Seal)

A CODE OF ETHICS

For the guidance of members of this Association and all pharmacists of the State who may wish to follow the higher practice of their profession.

RESPECTING THE PHARMACIST HIMSELF

First—He should, by study, experimentation, investigation and practice, thoroughly qualify himself to fully meet and competently transact the daily requirements of his vocation.

Second—He should possess a good moral character and should not be addicted to the improper use of narcotic drugs nor the excessive use of alcoholic stimulants.

Third—He should constantly endeavor to enlarge his store of knowledge; he should, as far as possible, read current pharmaceutical literature; he should encourage all such pharmaceutical organizations as seem to be helpful to the profession, and so deport himself as not to detract from the dignity and honor of the calling this Association, especially is trying to elevate.

Fourth—He should accept the standards and requirements of the United States Pharmacopoeia and the National Formulary for the articles of *Materia Medica* and the preparations recognized by these publications, and, as far as possible, should promote the use of these and discourage the use of proprietaries and nostrums.

RESPECTING THE PHARMACIST'S RELATION WITH THOSE FROM WHOM HE MAKES PURCHASES

First—He should deal fairly with these, all goods received in error or excess, and all undercharges, should be as promptly reported as are shortages and overcharges. Containers not charged for and not included in the charge of contents should be carefully returned, or, if used should be credited to the party to whom they belong.

Second—He should earnestly strive to follow all trade regulations and rules, promptly meet obligations, closely follow all contracts and agreements, and should not encourage or sanction any division of quantity purchases not contemplated in the terms of sale.

RESPECTING THE PHARMACIST'S RELATION WITH HIS FELLOW-PHARMACIST

First—In this relationship he should, especially, "do as he would be done by." He should not make any comment or use any form of advertisement that will reflect upon a member of the profession, generally or specifically. Nor should he do that which will in any way discredit the standing of other pharmacists in the minds of either physicians or laymen.

Second—He should not obtain, surreptitiously, or use the private formulas of another, nor should he imitate or use another's preparations, labels or special forms of advertising.

Third—He should not fill orders or prescriptions which come to him by mistake. Prescription containers with copies and labels of another phar-

macist upon them may be filled by him upon request but he must invariably replace the labels with his own, thereby assuming proper responsibility.

Fourth—He should never request a copy of a prescription from another pharmacist; the owner of the prescription, being alone entitled to a copy, is the proper person to ask for it.

Fifth—He may borrow merchandise from another pharmacist, provided the practice is reciprocal and equally agreeable to both parties; but the better form is to pay a sum for the desired article equal to the cost and half of the profit to be obtained.

RESPECTING THE PHARMACIST'S RELATION WITH PHYSICIANS

First—He should positively refuse to prescribe for customers except in case of urgent emergency.

Second—He should not, under any circumstances substitute one article for another, or one make of an article for another, in a physician's prescription without the physician's consent.

Third—He should refuse to re-fill prescriptions or give copies of them when so instructed by the physician.

Fourth—He should not put advertisement of any kind on prescription blanks furnished to the physician, including the name and address of the pharmacy or pharmacist.

Fifth—He should not place copies of prescriptions upon containers unless ordered to do so by the prescriber, even though the patient should request it. Nor should he use any word or label, like "For External Use," "Poison," "Caution," etc., with due regard for the wishes of the prescriber, provided the safety of the patient and family is not jeopardized.

Sixth—Whenever there is a doubt as to the correctness of the physician's prescription or directions, he should invariably confer with the physician in order to avoid possible mistakes or unpleasantness; changes in prescriptions should not be made without such conference.

RESPECTING THE PHARMACIST'S RELATIONS WITH HIS PATRONS

First—He should seek to merit the confidence of his customers, which, when won, should be jealously guarded and never abused by extortion or misrepresentation.

Second—He should supply products of standard quality only to patrons, excepting when something inferior is specified and paid for by them.

Third—He should charge no more than fair, equitable prices for merchandise and prescriptions; but the time required for the proper preparation of prescriptions should be duly considered and paid for.

Fourth—He should hold the safety and health of his patrons to be of first consideration; he should make no attempt to treat disease nor strive to sell nostrums or specifics simply for the sake of profit.

Fifth—He should consider the reckless or continued sale of drugs to habitues and the illicit sale of abortive medicines or poisons to be practices unbecoming a gentleman, a pharmacist and a member of this Association.

CONSTITUTION AND BY-LAWS

Revised and Adopted June 28, 1956

Preamble

WHEREAS, to promote progress and to guard the well-being of our profession within the State, Pharmacists should be thoroughly organized, and

WHEREAS, the relations existing between Pharmacists, Chemists, Drug Wholesalers and Manufacturers are, and ought to be, of the most intimate and confidential character, and

WHEREAS, there exists great necessity for the enactment of just, and stringent laws in the interest of the public, to guard against the adulteration, abuse and misrepresentation of drugs and medicines and to confine the compounding and dispensing of drugs and medicines to those who are thoroughly competent and duly licensed. Therefore, be it

Resolved, that we, the Pharmacists, Chemists, Drug Wholesalers and Manufacturers of the State of Maryland in convention assembled do hereby organize ourselves into a permanent association and adopt the following Constitution and By-Laws.

CONSTITUTION

ARTICLE I.

This Association shall be known as the MARYLAND PHARMACEUTICAL ASSOCIATION, INCORPORATED.

ARTICLE II.

OBJECT OF THE ASSOCIATION:

The object of this Association is to bring together the reputable Pharmacists, Chemists, and Allied Members of the drug industry of the State, that they may, by thorough organization and united effort, advance the science of Pharmacy, promote scientific research and, in the interest of the public, strive to have enacted just, and stringent laws conforming to state and federal regulations, and to prevent the adulteration, abuse and misrepresentation of drugs and medicines and to confine the compounding and sale of drugs and medicines to duly educated and licensed pharmacists.

ARTICLE III.

TYPES OF MEMBERSHIP:

Section 1. This Association shall consist of active, associate, affiliate, honorary and life members.

Section 2. ACTIVE MEMBERS: Any registered pharmacist in the State of Maryland, of good moral character and professional standing, who shall have attained the age of twenty-one years, shall be eligible to active membership in this Association, upon subscribing to the constitution and by-laws of this Association and payment of dues for the current year, and shall be entitled to all the rights, privileges and benefits of the Association. Applications shall be made on the form prescribed by the Executive Committee and

shall be approved by the vote of a majority of the Executive Committee. None of the above qualifications shall change the status of any Active Member at this time.

Section 3. ASSOCIATE MEMBERS: Any registered pharmacist who does not have a proprietary interest in a drug store or pharmacy, any registered assistant pharmacist; pharmacy interne; educator; or any person of an allied profession or calling in the State of Maryland, of good moral character and professional standing, who shall have attained the age of twenty-one, shall be eligible to associate membership in this Association, upon subscribing to the constitution and by-laws of this Association and the payment of dues for the current year, and shall be entitled to all the rights, privileges and benefits of the Association, except the right to vote or hold office in the Association.

Section 4. AFFILIATE MEMBERSHIP: Any non-registered pharmacist in the State of Maryland or others who have a proprietary or managerial interest in a drug store or pharmacy; any owner, members of a corporation or executive of an allied business or calling in the State of Maryland, of good moral character and standing, who shall have attained the age of twenty-one, shall be eligible to affiliate membership in this Association, upon subscribing to the constitution and by-laws of this Association, and the payment of dues for the current year, and shall be entitled to all the rights, privileges and benefits of the Association, except the right to vote or hold office in the Association.

Section 5. LIFE MEMBERSHIP: Any active member who has paid at least twenty-five years continuous dues, may pay ten years current dues in advance to the Treasurer and shall be a life member. Life members shall have all the rights and privileges of active members, including the right to vote, but are not required to pay the annual dues, thereafter.

Section 6. HONORARY MEMBERS: Professional men, physicians, pharmacists, chemists, scientists and other persons of merit, not actively engaged in the practice of retail pharmacy, shall, upon the vote of 80% of the Executive Committee, be declared honorary members and shall be entitled to all the privileges of the other classes of members except the right to vote and to hold elective office. They shall not be required to pay annual dues.

ARTICLE IV.

OFFICERS AND EXECUTIVE COMMITTEE:

The Officers of this Association shall consist of a President, three Vice-Presidents, an Executive Secretary, a Treasurer, and an Executive Committee composed of representatives of five districts, and Baltimore City, comprising the State of Maryland. Originally, each district shall have representation based on two members on the Executive Committee for each of the five districts and three members for Baltimore City, regardless of store population. After adoption of this Constitution, any of the five districts and Baltimore City, shall be entitled to one extra member on the Executive Committee on the basis of one member for every twenty-five dues paid members in the district or Baltimore City. Representation shall not exceed five members to the Executive Committee from any one district or Baltimore City.

District 1: To include the area comprising East of the Susquehanna River, South of the Pennsylvania border, West of the Delaware border, East of the Chesapeake Bay to the Atlantic Ocean and North of the Virginia border.

District 2: To include the area comprising South of the Pennsylvania border, bounded on the East by the Susquehanna River and the Chesapeake Bay, following a line Southward to the mouth of the South River, Westward to the Prince Georges County line, Northward to the Carroll-Baltimore County line, to the Pennsylvania border.

District 3: To include the area comprising South of the Prince Georges-Howard County line, Montgomery-Frederick County line, to the Potomac River as its Southern boundary, to the mouth of the Potomac River.

District 4: To include the area comprising Westward from the Baltimore-Carroll County line, South of the Pennsylvania border, to a point one mile West of Hancock and bounded on the South by the Potomac River to the Montgomery-Frederick County line.

District 5: To include the area comprising one mile West of Hancock.

District 6: Baltimore City shall be considered a district within its corporate limits.

All officers of this Association except the Executive Secretary shall be elected annually by ballot, and shall hold office until their successors are elected and have qualified. The Executive Secretary shall be appointed by the Executive Committee, to serve and act during the term of said Executive Committee.

Ex-Officio members may be elected annually by ballot, to the Executive Committee because of the office they hold. Ex-Officio members to the Executive Committee shall not vote.

The President of the Association shall become a member of the Executive Committee for the year immediately following his term as president, and he shall serve as chairman of the Executive Committee during this period.

ARTICLE V.

AMENDMENT OF CONSTITUTION:

Every proposition to alter or amend this Constitution must be submitted in writing, and, after being read at a duly constituted meeting shall be referred to the Executive Committee, and lie over until the next annual meeting of the Association, when, upon receiving an affirmative vote of two-thirds of the members present, it shall become part of this Constitution.

ARTICLE VI.

QUORUM:

Twenty-five members shall constitute a quorum for the transaction of business.

BY-LAWS

ARTICLE I.

DUTIES OF THE PRESIDENT:

The President shall preside over all meetings of this Association; he shall decide all questions of order, subject, however, to an appeal. He shall

appoint all committees, unless their appointment is otherwise ordered by the Association and shall be ex-officio, a member of the Executive and each standing committee. He shall present at each annual meeting a report and shall make such suggestions as may seem to him suitable to promote the interest and better carry out the objects for which this Association has been organized. He shall authenticate all proceedings by his signature.

ARTICLE II.

DUTIES OF THE OFFICERS:

In the absence of the President, or his inability to act, his duties shall devolve upon the Vice-Presidents in their order of rank.

ARTICLE III.

DUTIES OF THE EXECUTIVE SECRETARY:

The Executive Secretary shall make and keep correct minutes of the proceedings and conduct all the correspondence of the Association. He shall be ex-officio, a member and Secretary of the Executive and each Standing Committee. He shall carefully preserve on file all reports and papers of every description, and it shall be his duty, under direction of the Executive Committee, to edit the Maryland Pharmacist, publish and distribute the Proceedings of the Association, countersign all orders upon the Treasury and shall be paid an annual salary of a sum to be determined by the Executive Committee.

ARTICLE IV.

DUTIES OF THE TREASURER:

The Treasurer shall collect and safely hold all dues and other funds belonging to the Association, to the order of the Executive Committee. He shall report to the Executive Committee the status of membership of the Association. He shall at each Executive Committee meeting render a statement of his accounts showing all income and expenditures. He shall at each annual meeting render a statement of his accounts to the Executive Committee for audit and report a copy of the same to the Association. He shall be ex-officio, a member of the Executive Committee. He shall keep a separate account for the monthly journal, charging all expenses and crediting all receipts, setting out this account separately in his annual report. He shall countersign all orders upon the Treasury.

ARTICLE V.

DUTIES OF THE EXECUTIVE COMMITTEE:

The property and affairs of the Association shall be managed by the Executive Committee, consisting of the President, the three Vice-Presidents, the Chairman, who is the immediate preceding president, and members representing the districts of the State as determined in the Constitution. To the extent that the corporation laws of this State permits, the Executive Committee shall be the governing body of the Association and shall have and be entitled to exercise all the power of the members. The Chairman and members at large of the Executive Committee shall be elected by ballot at the annual meeting of the Association and shall hold office until their successors are elected and have qualified. In case of resignation, removal or death

of any member of the Executive Committee, the vacancy shall be filled by the remaining members of the Executive Committee, and the new committee member shall hold office until the election and qualification of his successor.

The Executive Committee shall meet at such times and places as the committee may determine. Special meetings of the Committee may be called at any time by the President or by a majority of the committee.

No member of the Executive Committee shall receive any compensation for his services as such.

Ten members of the Executive Committee shall constitute a quorum for the transaction of any business at any regular or special meeting of the Executive Committee.

ARTICLE VI

MEETINGS:

This Association shall hold its meetings annually at such time and place as the Executive Committee may name and shall give thirty days written notice thereof to the membership. Special meetings shall be called, upon the written application of ten members, directed to the President; said written application before being acted on must be submitted to the Board of Trustees, and receive the approval of a majority of said Board of Trustees, and at least fifteen days notice be given of the time, place and object of meeting in special session. Regional meetings may be held at such place as the President may designate which the officers and chairman of committees especially shall attend.

ARTICLE VII

BOARD OF TRUSTEES:

The officers of the Association shall constitute a Board of Trustees for the transaction of any business that may be intrusted to it.

ARTICLE VIII

FISCAL YEAR:

The fiscal year of this Association shall be the calendar year.

ARTICLE IX.

FINANCIAL ADMINISTRATION:

All checks or orders for payment of money shall be signed by such officer or officers as may, from time to time, be designated by the Executive Committee, provided such papers be signed by the Treasurer with the approval of the President or such other officer designated by the President.

All other contracts, obligations and documents of all kinds shall be executed by the President, whose signature shall be witnessed by the Secretary after approval, shall first have been given by the Executive Committee and shall include such signature or signatures of officers as may be required or designated by the Executive Committee.

All active and affiliate members in order to maintain their status as members in good standing are required to pay dues in the amount of Twenty-five dollars a year, payable January 1st of each year, in advance.

Two dollars of each active and affiliate members dues collected shall be earmarked for "Kelly Memorial Building Maintenance, Only."

All Associate members in order to maintain their status as members in good standing are required to pay dues in the amount of Five dollars a year, payable January 1st of each year, in advance.

Any member, whose dues shall be in arrears for one year shall, after due notification from the Treasurer, lose his rights as a member.

The Executive Secretary and Treasurer shall each receive a salary in such amount as the Executive Committee may determine for his services.

An annual audit shall be prepared by a certified public accountant, who has been approved by the Executive Committee, at the close of business on May 31st each year. A full and true report of the annual audit shall be given at the annual meeting of the Association.

ARTICLE X.

ORDER OF BUSINESS:

The Executive Committee shall furnish the order of business for each regular and annual meeting and shall furnish the Executive Secretary a draft of progress at least thirty days before the date of such meetings.

ARTICLE XI.

APPOINTMENT TO STATE BOARD OF PHARMACY:

A list of members of the Association, in good standing, being skilled and competent pharmacists who have had at least five years active pharmaceutical experience in compounding and dispensing physician's prescriptions, shall be submitted by the executive committee to the nominating committee, which latter named committee shall recommend at the annual meeting of the Association, a list of three eligible members for each vacancy to be filled by appointment of the Governor of the State of Maryland to the Maryland Board of Pharmacy. None of the candidates may be connected with the School of Pharmacy, either as a teacher, instructor, or a member of the Board of Trustees. The Board of Pharmacy shall consist of two members of the City of Baltimore, two members of the Counties of the State, and one member of either the City of Baltimore or the Counties of the State. The appointment shall be for a period of five years. In case of any vacancy or vacancies, whether from expiration of term, resignation, death or otherwise, the Governor shall appoint a successor from a list of Pharmacists of three times the number of vacancies to be filled, said list to be submitted by the Maryland Pharmaceutical Association. The said Commissioners shall, after notification of their appointment each subscribe to the oath prescribed by the Constitution of the State of Maryland and shall hold office until the appointment and qualification of his successor.

ARTICLE XII.

STANDING AND SPECIAL COMMITTEES:

The following Standing Committees shall be appointed annually by the President and approved by the Executive Committee:

- | | |
|---------------------------------|-------------------------------------|
| 1. Social Committee | 5. Professional Relations Committee |
| 2. Building Committee | 6. Legislative Committee |
| 3. Trade Relations Committee | 7. Membership Committee |
| 4. School of Pharmacy Committee | 8. Finance Committee |

- | | |
|--------------------------------|-----------------------------|
| 9. Auditing Committee | 14. Pharmacy Committee |
| 10. Public Relations Committee | 15. Civil Defense Committee |
| 11. Fair Trade Committee | 16. Nominating Committee |
| 12. Publications Committee | 17. Resolutions Committee |
| 13. Pharmacy Week Committee | |

The President shall also appoint such other special committees as it may, from time to time deem necessary or advisable. The number of members serving on Standing and Special Committees and the duties and responsibilities of all committees shall be determined by the Executive Committee and a report of all committees shall be submitted in writing at regular, special or annual meetings of the members.

ARTICLE XIII.

TRAVELERS AUXILIARY:

Section 1. (Authorization) The Maryland Pharmaceutical Association hereby authorizes the organization of the Traveler's Auxiliary of the Maryland Pharmaceutical Association to be a permanent organization to aid in the upbuilding and entertainment of the Association.

Section 2. (Membership) Membership of the Auxiliary shall comprise all representatives who sell to the pharmacists and to the drug trade in general.

Section 3. (Dues) Each member of the Auxiliary shall pay seven dollars and fifty cents in annual dues to the Treasurer of the Auxiliary, or any designated amount.

Section 4. (Function) The Social Committee of the Maryland Pharmaceutical Association shall devise with the Travelers' Auxiliary in matters pertaining to the program of entertainment for the annual meeting of the Association.

Section 5. (Powers) The Travelers' Auxiliary and Social Committee of the Maryland Pharmaceutical Association shall have control of the entertainment features of the Maryland Pharmaceutical Association at its meetings.

ARTICLE XIV

LADIES AUXILIARY:

Section 1. (Authorization) The Maryland Pharmaceutical Association hereby authorizes the organization of the Ladies Auxiliary of the Maryland Pharmaceutical Association to be a permanent organization to aid in the upbuilding and entertainment of the Association.

Section 2 (Membership) Membership of the Auxiliary shall comprise of wives of pharmacists, teachers and all representatives who sell to the pharmacists and to the drug trade in general.

Section 3. (Dues) Each member of the Ladies Auxiliary shall pay two dollars in annual dues to the Treasurer of the Auxiliary, or any designated amount.

Section 4. (Function) The Social Committee of the Maryland Pharmaceutical Association shall devise with the Ladies Auxiliary in matters pertaining to the program of entertainment for its annual meeting of the Association.

Section 5. (Powers) The Ladies Auxiliary and the Social Committee of the Maryland Pharmaceutical Association shall have control of the entertainment features of the Maryland Pharmaceutical Association at its meetings.

ARTICLE XV

STUDENTS AUXILIARY:

Section 1. (Authorization) The Maryland Pharmaceutical Association hereby authorizes the organization of a Students' Auxiliary of the Maryland Pharmaceutical Association.

Section 2. (Membership) Under-graduate students who are members of the second, third, and fourth year classes, respectively, of the School of Pharmacy of the University of Maryland shall be eligible for active membership in the Students' Auxiliary.

Section 3. The Students' Auxiliary is hereby empowered to adopt a constitution and by-laws which constitution shall be approved by the Maryland Pharmaceutical Association before taking effect.

Section 4. The Students' Auxiliary is empowered to elect such officers and appoint such committees as provided for in the constitution and by-laws, including an Executive Committee. The President of the Maryland Pharmaceutical Association shall be a member ex-officio and without vote, of the Executive Committee of the Students' Auxiliary, and the President of the Students' Auxiliary shall be a member, ex-officio and without vote, of the Executive Committee of the Maryland Pharmaceutical Association.

Section 5. The Students' Auxiliary of the Maryland Pharmaceutical Association shall send three delegates to the annual convention of the Maryland Pharmaceutical Association, such delegates to be appointed in accordance with the by-laws.

Section 6. The members of the Students' Auxiliary of the Maryland Pharmaceutical Association shall be entitled to receive "The Maryland Pharmacist" for each month of the college year, upon the payment to the Publications Committee of the Maryland Pharmaceutical Association the sum of one dollar (\$1.00) per member.

ARTICLE XVI

AMENDMENT OF BY-LAWS:

These By-Laws may be amended by the affirmative vote of two-thirds of the members in attendance, at any regular meeting of the members or a special meeting called for that purpose; provided that notice to members, in writing, of the proposed changes be given at least fifteen days before the meeting.

ARTICLE XVII

ORDER OF BUSINESS:

The Order of Business at the annual meeting and special meetings where appropriate shall be as follows:

1. Call to order
2. Roll Call

3. Reading of Minutes of Previous Meeting
4. Reading of Communications
5. Reports of Officers and Committees
6. Unfinished Business
7. Election of Members
8. New Business including election of Officers and members at large the Executive Committee.
9. Adjournment

ARTICLE XVIII

RULES OF ORDER:

Roberts Rules of Order shall prevail in the meetings of this Association.

OFFICERS BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

President—BERNARD CHERRY
First Vice-President—VICTOR H. MORGENROTH, JR.
Second Vice President—ALEXANDER J. OGRINZ, JR.
Third Vice-President—HERMAN B. DRUKMAN
Fourth Vice-President—GREGORY W. A. LEYKO
Executive Secretary—JOSEPH COHEN
Secretary Emeritus—MELVILLE STRASBURGER
Treasurer—CHARLES E. SPICELMIRE
Treasurer Emeritus—FRANK L. BLACK

Executive Committee

JEROME J. CERMAK
SAM A. GOLDSTEIN
SAMUEL I. RAICHLEN
ANTHONY G. PADUSSIS
Ex-Officio—JOHN F. WANNENWETSCH
Ex-Officio—SIMON SOLOMON

**CONSTITUTION AND BY-LAWS
OF
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

ARTICLE I

MEMBERSHIP

SECTION I. Membership in the Association shall be divided into four classes: ACTIVE MEMBERS, LIFE MEMBERS, HONORARY MEMBERS, and ASSOCIATE MEMBERS.

(a) ACTIVE MEMBERS: All registered Pharmacists who are or were actively engaged in the practice of retail pharmacy in Metropolitan Baltimore as owners of retail drug stores, are eligible to become active members. Applications shall be made on the form prescribed by the Executive Committee and shall be approved by the vote of a majority of the Active Members present

at regular annual meetings or in the interim, by a majority vote of the Executive Committee. None of the above qualifications shall change the status of any Active Member at this time.

(b) **LIFE MEMBERS:** Any Active Member who has paid dues for fifteen years, may pay the sum of \$100.00 to the Treasurer and shall be a Life Member and shall be presented with an appropriate certificate by the President. Life Members shall have all the rights and privileges of Active Members, including the right to vote, but are not required to pay the annual dues, thereafter.

(c) **HONORARY MEMBERS:** Professional men, physicians, pharmacists, chemists, scientists and other persons of merit, not actively engaged in the practice of retail pharmacy, shall, upon the vote of 80% of the Executive Committee, be declared Honorary Members and shall be entitled to all the privileges of the other classes of members except the right to vote and to hold elective office. They shall not be required to pay annual dues.

(d) **ASSOCIATE MEMBERS:** Any Pharmacist or other person actively engaged in industries allied to the profession, who do not meet qualifications of Active Membership, may by paying such dues as determined by the Executive Committee be eligible to all rights and privileges of the Association, except to vote and hold office.

MEETINGS

SECTION 2. MEETINGS:

(a) **ANNUAL MEETINGS:** The annual meeting of the members for the election of officers and members of the Executive Committee of the Association and for the transaction of any other business that may be before the meeting shall be held in December of each year in the City of Baltimore at a time and place designated by the Executive Committee.

(b) **SPECIAL MEETINGS:** The Special Meetings of the members may be called by the President or a majority of the Executive Committee, upon five days written notice. Petitions requesting special meetings, signed by not less than twenty-five active members, addressed to the President, shall make it mandatory for such special meetings to be called.

SECTION 3. QUORUM: Twenty-five members who are entitled to vote shall constitute a quorum for the transaction of any business at any annual or special meeting.

ARTICLE II

EXECUTIVE COMMITTEE

SECTION 1. The property and affairs of the Association shall be managed by the Executive Committee consisting of ten members; the President, the four Vice-Presidents, the Chairman, (the immediate preceding President) and four members at large. To the extent that the Corporation Laws of this State permit, the Executive Committee shall be the governing body of the Association and shall have, and be entitled to exercise, all the powers of the members. The Chairman and members at large of the Executive Committee shall be elected by ballot at the annual meeting of the Association, and shall hold office until their successors are elected and have qualified. In case of resignation, removal or death of any member of the Executive Committee, the vacancy shall be filled by the remaining members of the Executive Com-

mittee, and the new Committee member shall hold office until the election and qualification of his successor.

SECTION 2. The Executive Committee shall meet at such times and places as the Committee may determine. Special meetings of the Committee may be called at any time by the President or by a majority of the Committee.

SECTION 3. No member of the Executive Committee shall receive any compensation for his services as such.

SECTION 4. Six members of the Executive Committee shall constitute a quorum for the transaction of any business at any regular or special meeting of the Executive Committee, except as provided for in Article I, Section 1, paragraph (c).

ARTICLE III

OFFICERS

Section 1. The officers of the Association shall consist of a President, four Vice-Presidents, a Secretary and a Treasurer. Such officers shall be elected by the Active and Life Members at the regular annual meeting, and shall hold office for one year or until their successors are elected and qualified.

Section 2. The Executive Committee may, from time to time, appoint such other officers and agents with such powers and duties as the Committee may deem advisable.

Section 3. Any vacancy in any office shall be filled by majority vote of the Executive Committee.

Section 4. Any officer, or employee, may be removed at any time with cause by the affirmative vote of a majority of the Executive Committee or by any superior officer upon whom such power of removal may have been conferred by the Executive Committee, and such action shall be conclusive upon the officer or employee so removed.

Section 5. The officers shall perform such duties as may, from time to time, be designated by the Executive Committee.

ARTICLE IV

OFFICIAL SEAL

The official seal of the Association shall have inscribed thereon the name of the Corporation and the words "Incorporated 1952 Maryland".

ARTICLE V

FINANCIAL ADMINISTRATION

Section. 1.

(a) All checks or orders for payment of money shall be signed by such officer or officers as may, from time to time, be designated by the Executive Committee provided such papers be signed by the Treasurer, with the approval of the President or such other officer designated by the President.

(b) All other contracts, obligations and documents of all kinds shall be executed by the President, whose signature shall be witnessed by the Secretary, after approval shall first have been given by the Executive Committee and shall include such signature or signatures of other officers as may be required and designated by the Executive Committee.

Section 2. The fiscal year of the Association shall be the calendar year.

Section 3. All Active Members, in order to maintain their status as Active Members, are required to pay dues in the amount of \$10.00 per year

payable on January 1st of each year, in advance. Any Active Member who is in default in the payment of his annual dues for one year shall automatically cease to be an Active Member of the Association.

Section 4. The Secretary and Treasurer shall each receive a salary in such amount as the Executive Committee may determine, for his services.

Section 5. A full and true statement of the affairs of the Association shall be submitted at the annual meeting of the members, and filed within twenty days thereafter at the principal office of the Association.

ARTICLE VI

STANDING COMMITTEES

Section 1. The following standing committees shall be appointed annually by the President, and the President shall be a member ex-officio of all such committees:

1. Social Committee.
2. Pharmacy Committee
3. Building Committee
4. Publicity Committee
5. Membership Committee
6. Committee on Attendance and Arranging Meetings
7. Ethical Practices Committee
8. Committee on Professional and Public Relations
9. Civil Defense Committee
10. Legislative Committee
11. Prescription Survey Committee
12. Good and Welfare Committee
13. Auditing Committee

The Executive Committee may also appoint such other special Committees as it, from time to time, may deem necessary or advisable.

The number of members serving on standing and special committees and the duties and responsibilities of all committees shall be determined by the Executive Committee, and a report of all committees shall be submitted, in writing, at the annual meeting of members.

ARTICLE VII

AMENDMENTS

These By-Laws may be amended by the affirmative vote of two-thirds of the members in attendance, at any regular meeting of the members or a special meeting called for that purpose; provided that notice to members, in writing, of the proposed changes be given at least fifteen days before the meeting.

ARTICLE VIII

ORDER OF BUSINESS

The order of business at the annual meeting and special meetings, where appropriate, shall be as follows:

1. Call to order
2. Roll Call
3. Reading of minutes of previous meeting
4. Reading of communications
5. Reports of officers and committees
6. Unfinished business

7. Election of members
8. New business, including election of officers and members at large of the Executive Committee; and
9. Adjournment.

**CONSTITUTION AND BY-LAWS
TRAVELERS' AUXILIARY
MARYLAND PHARMACEUTICAL ASSOCIATION
(T. A. M. P. A.)**

Effective as of October 6th, 1951

Preamble

In accordance with the authority contained in Section 1, Article XIII, of the Constitution and By-Laws of the Maryland Pharmaceutical Association, this organization shall be known as the Travelers' Auxiliary of the Maryland Pharmaceutical Association.

ARTICLE I.

The object of this Association shall be to co-operate with the Maryland Pharmaceutical Association in promoting the general welfare of the drug trade and assist in providing entertainment at the Annual Convention.

ARTICLE II.

This Association shall meet regularly on the FIRST Saturday of each month unless otherwise ordered by a two-thirds vote of members present.

The ANNUAL meeting shall be held during the time and at the place of the Annual Convention of the Maryland Pharmaceutical Association.

ARTICLE III.

EXECUTIVE OFFICERS

The Governing Body of this Association shall be composed of Active Members only and shall consist of a PRESIDENT, FIRST VICE-PRESIDENT, SECOND VICE-PRESIDENT, THIRD VICE-PRESIDENT, SECRETARY-TREASURER, ASSISTANT SECRETARY-TREASURER, a Board of Directors consisting of nine members and the IMMEDIATE Past President who shall act as Chairman of the Board.

ARTICLE IV.

All officers of this Association shall be elected annually at our meeting which shall be held during the time of the Annual Convention of the Maryland Pharmaceutical Association. The PRESIDENT, FIRST VICE-PRESIDENT, SECOND VICE-PRESIDENT, THIRD VICE-PRESIDENT, shall be elected for a term of one year, SECRETARY-TREASURER for a term of one year, and the ASSISTANT SECRETARY-TREASURER for a term of one year. In the event of any officer not being able to perform any duties pertaining to his office, each following officer will perform the duties of the next highest office until the next Annual Convention. Three DIRECTORS shall be elected for a term of three years each.

The candidates for President, First Vice-President, Second Vice-President, Third Vice-President, Secretary-Treasurer, Assistant Secretary-Treasurer receiving a majority of votes cast shall be declared elected to their respective office.

The three candidates for Directors receiving the largest number of votes cast shall be elected as Directors.

ARTICLE V.

The PAST PRESIDENTS shall constitute a permanent group to be known as the ADVISORY COMMITTEE.

ARTICLE VI.

This Association shall consist of ACTIVE MEMBERS, ASSOCIATE MEMBERS and HONORARY MEMBERS.

ARTICLE VII

Thirty members (ACTIVE) shall constitute a quorum for the transaction of business.

ARTICLE VIII

These By-Laws may be suspended at any regular meeting of the Association by a unanimous vote of the members present. Amendments to the By-Laws may be proposed at any session, in writing, and voted upon at the next regular meeting and may be accepted or rejected by a two-thirds vote of the ACTIVE members present.

ARTICLE IX.

Honorary President

To be elected at Annual Meeting for a term of one year.

BY-LAWS

SECTION I.

Duties of Officers and Committees.

PRESIDENT—It shall be the duties of the President to preside at all meetings of the Association and its Governing Body and to perform such other duties as ordinarily pertain to his office. He shall also call a meeting of the Chairmen of the various committees at least twice a year.

VICE-PRESIDENTS—In the absence of the President, or his inability to act, his duties shall devolve upon the Vice-Presidents in the order of their rank.

SECRETARY-TREASURER and/or ASSISTANT SECRETARY-TREASURER—It shall be the duties of the Secretary-Treasurer and/or Assistant Secretary-Treasurer to keep a record of all proceedings and finances of the Association. They shall make a complete report, in writing, at the first regular meeting following the Annual Convention. They shall deposit all funds in the name of the Association in a bank acceptable to Governing Body.

All checks must be signed by the President and Secretary-Treasurer, or the President and the Assistant Secretary-Treasurer or by the Secretary-Treasurer and Assistant Secretary-Treasurer.

GOVERNING BODY—This Body shall be charged with the transaction of all business not covered specifically by these By-Laws and shall hold a monthly meeting or oftener at the discretion of the President to transact any necessary business and to hear the detailed report of the Secretary-Treasurer or the Assistant Secretary-Treasurer as to finances and membership, except during the month of August in which there is no activity.

SECTION II.

All officers shall assume the duties of the offices to which they are elected at the first regular meeting following their election. At this meeting the

President shall appoint the following PRINCIPAL and STANDING committees (except AUDITING and NOMINATING, which shall be appointed at the meeting prior to the ANNUAL meeting) and any others deemed necessary.

ATTENDANCE	MEMBERSHIP
CUSTODIAN	PROGRAM
LUNCHEON	PUBLICITY
THE MARYLAND PHARMACIST	WELFARE

SECTION III.

Duties of Committees.

Chairman of each Committee shall call a Meeting of his Committee members at least twice a year and shall submit a report to the President.

ATTENDANCE—It shall be the duties of this committee to promote attendance at all meetings.

AUDITING—This committee shall consist of three Past Presidents whose duties it shall be to audit the books annually and submit a written report.

LUNCHEON—This committee shall arrange all menus for regular meetings, shall sell tickets at the door, see that all present are being served and distribute all prizes.

THE MARYLAND PHARMACIST—It shall be the duties of this committee to cooperate with the Editor of the Maryland Pharmacist in supplying information, news of interest, activities of the T.A.M.P.A. Such information to be in the hands of the M.P.A. Editor not later than the Monday following the Saturday of the regular monthly Meeting.

MEMBERSHIP—This committee shall thoroughly investigate the character of all applicants.

NOMINATING—This committee shall consist of three immediate Past Presidents, whose duties it shall be to suggest a complete roster of officers to be elected at the ANNUAL Meeting. This roster to be presented when called for by the President. Additional nominations may be made from the floor.

PROGRAM—This committee shall arrange all programs for all regular meetings.

PUBLICITY—It shall be the duties of this committee to furnish news of our activities to the press or any other medium.

CUSTODIAN—It shall be the duties of this committee to see that an American Flag and T.A.M.P.A. Banner is available and displayed at all meetings and to protect any equipment of the Association.

WELFARE AND SICK—It shall be the duties of this committee to call on the sick and make a report at each regular meeting, and also render any assistance within the power of the Association.

ADVISORY—This committee shall act at the request of the President.

SECTION IV.

Membership.

Active membership in this Association shall be limited to men calling on the Drug Trade, who are acceptable to the Governing Body of the Association.

Applications for membership shall be in writing on the prescribed form and endorsed by two ACTIVE members and accompanied by one year's dues.

All applications or names of prospective applicants shall be handed the Secretary-Treasurer, who shall submit the name, firm represented and any other

information to the Governing Body for their decision as to eligibility. This Body to submit its report to the membership committee for their investigation, they to report to the Secretary-Treasurer. If a favorable report is received the Secretary-Treasurer shall announce the name or names in his written communication to the membership for action at next regular meeting.

Upon acceptance by two-thirds vote of ACTIVE members present the person or persons whose name was acted upon shall be notified by the Secretary-Treasurer, in writing, of his election, and his name will be inscribed on the rolls of the Association.

This Association shall have the power to expel a member by a vote of two-thirds ACTIVE members present at a regular meeting, providing a trial is held for conduct against the best interests of the Association, but no person shall be expelled until he has been notified of the charges against him and given an opportunity to present his defense.

Associate Members

An Associate member of this Association shall be a member who by reason of change of occupation shall cease to qualify, in the opinion of the Governing Body, as an Active member but who desires to remain in the Association for its social contact. He will pay the regular dues but may not vote.

Honorary Members.

The Governing Body may nominate for Honorary membership, persons, who in their opinion have rendered such service to the Association as to deserve this recognition. All such nominations to be subject to election by a two-thirds vote of the membership present at a regular or Annual Meeting. Such membership to carry no voting privilege and also to be exempt from the annual dues.

Dues.

The annual dues of the members of this Association shall be seven dollars and fifty cents (\$7.50) and shall be payable in advance on January first, of each year, and shall be considered in arrears, if not paid by the time of the Annual Convention, and such member shall be automatically dropped from the rolls. New members joining the Association after September first, dues are paid for the following year.

STUDENTS' AUXILIARY OF THE MARYLAND PHARMACEUTICAL ASSOCIATION CONSTITUTION AND BY-LAWS

Preamble

WHEREAS, To promote progress and to guard the welfare of our profession, students of pharmacy and pharmacists should be thoroughly organized, and

WHEREAS, The relationships existing between pharmacists and students of pharmacy are, and ought to be, of an intimate and confidential character, and

WHEREAS, There exists a necessity for the enactment of just, yet stringent laws, in the interest of public health, to guard against the adulteration of food and medicine and to confine the compounding, dispensing, and distribution of drugs and medicines to those who are thoroughly competent, and

WHEREAS, Students of pharmacy should be familiarized with the conditions existing in the problems confronting their profession.

Therefore, be it Resolved, That we, students in the School of Pharmacy of the University of Maryland in meeting assembled do hereby organize ourselves into a Students' Auxiliary of the Maryland Pharmaceutical Association.

CONSTITUTION

ARTICLE I.

This organization shall be known as the Students' Auxiliary of the Maryland Pharmaceutical Association.

ARTICLE II.

The object of this Auxiliary is to provide for the participation of students in the activities of the Maryland Pharmaceutical Association to the end that their interest in pharmaceutical association work may be awakened and guided.

ARTICLE III.

This auxiliary shall consist of active members.

ARTICLE IV.

The officers of this Auxiliary shall consist of a President, who shall be a member of the fourth year class; two Vice-Presidents, a first Vice-President from the third year class, and a second Vice-President from the second year class; a Secretary; a Treasurer; an Editor; and an Executive Committee of five members, one of whom shall be elected from the fourth year class, one of whom shall be elected from the third year class, and one of whom shall be elected from the second year class, the Dean of the School of Pharmacy, or some person authorized by the Dean, shall be a member of the Executive Committee, one member of the Executive Committee shall be appointed by the Executive Council of the Faculty of the School of Pharmacy. The President of the Auxiliary, the Secretary of the Auxiliary and the Treasurer of the Auxiliary shall be members, ex-officio and without vote, of the Executive Committee. The President of the Maryland Pharmaceutical Association shall be a member, ex-officio and without vote, of the Executive Committee. All elective officers of this Auxiliary shall be elected annually by ballot and shall hold office until their successors are elected and have qualified.

ARTICLE V.

Every proposal to alter or amend this Constitution shall be submitted in writing, and, after being read, shall be referred to the Executive Committee for approval. After receiving such approval it shall lie over until the next regular meeting of the Auxiliary, when upon receiving an affirmative vote of three-fourths of the members present and when it has been approved by the Maryland Pharmaceutical Association, it shall become a part of this Constitution.

ARTICLE VI.

One-fourth of the total membership of this auxiliary shall constitute a quorum for the transaction of business.

BY-LAWS**ARTICLE I.**

No member shall be eligible for candidacy to office or to committee appointment who has not received a passing grade in all courses in the semester immediately preceding candidacy or time of appointment.

ARTICLE II.

The President shall preside at all meetings of the Auxiliary and conduct them in an orderly manner, he shall announce the business to be acted upon, cause all communications to be read, and submit all proper motions to the consideration of the Auxiliary. Upon counting a vote, and in cases of equal division, he shall vote: upon all other occasions, he shall not vote. He shall decide all questions of order, subject, however, to appeal. He shall appoint all committees, subject to the approval of the Executive Committee, and he shall be, ex-officio, a member of the Executive Committee and of each standing committee. He shall be, ex-officio and without vote, a member of the Executive Committee of the Maryland Pharmaceutical Association. He shall present an annual report to the Auxiliary, and make such suggestions as seem to him suitable to promote the interests of the Auxiliary and the attainment of its objectives. He shall perform such other duties as may be designated by the Executive Committee.

ARTICLE III.

In the absence of the President, or his inability to act, his duties shall devolve upon the Vice-Presidents in their order of rank.

ARTICLE IV.

The Secretary shall make and keep correct minutes of the proceedings and shall conduct all correspondence for the Auxiliary. He shall be, ex-officio, a member and Secretary of the Executive Committee and of each standing committee. He shall carefully preserve and file all reports and papers of every description and he shall, under the direction of the Executive Committee, submit and make available to the Editor any material intended for publication.

ARTICLE V.

The Treasurer shall collect and keep an accurate account of all dues and other funds belonging to the Auxiliary and pay all bills upon the order of the Executive Committee. He shall annually submit a statement of his accounts to the Executive Committee for audit, and report a copy of the same to the Auxiliary. He shall be, ex-officio, a member of the Executive Committee.

ARTICLE VI.

The Editor shall edit, distribute and have general charge of the publicity of the Auxiliary with the aid of the Committee on Publicity.

ARTICLE VII.

The Executive Committee shall have charge of the roll, shall investigate the claims of all candidates for membership and have charge of all business not otherwise assigned. No financial obligation in excess of five dollars (\$5.00) shall be contracted by any officer or committee except with the approval of the Executive Committee.

ARTICLE VIII.

The Auxiliary shall hold not less than six meetings each year at such times and places and for such purposes as the Executive Committee may designate. An annual business meeting to receive the reports of officers shall be held between the first and fifteenth of May. An annual meeting for the election of officers shall be held between the first of October and the first of November.

ARTICLE IX.

Undergraduate students who are members of the fourth year, third year or second year classes, respectively, shall be eligible to active membership. The annual dues shall be one dollar in advance.

ARTICLE X.

The fiscal year of the Auxiliary shall begin June 1st and end May 31st.

ARTICLE XI.

Any person may be expelled for cause by a majority vote of all the members present at any meeting of the Auxiliary; provided, however, that due notice has been served upon the offending member and that he has had an opportunity to be heard in his own defense.

ARTICLE XII.

A certificate of membership signed by the President and Secretary shall be issued to any member upon request. The certificate fee shall be one dollar.

ARTICLE XIII.

The Executive Committee shall furnish the order of business for each business meeting.

ARTICLE XIV.

One-half of the dues of each active member shall be turned over to the Treasurer of the Maryland Pharmaceutical Association in payment of a subscription for each active member to "The Maryland Pharmacist" which shall be the official organ of the Auxiliary.

ARTICLE XV.

Two delegates to the annual convention of the Maryland Pharmaceutical Association shall be appointed by the President with the approval of the Executive Committee. One delegate shall be a member of the third year class and one shall be a member of the second year class. The President of the Auxiliary shall be a delegate and shall serve as Chairman of the delegation. The Chairman shall present the annual report of the Auxiliary to the Maryland Pharmaceutical Association.

ARTICLE XVI.

The necessary traveling and hotel expenses of delegates to the annual convention of the Maryland Pharmaceutical Association may be paid in part or in whole from the funds in the Treasury of the Auxiliary, provided that these be sufficient and that the payment be authorized by the Executive Committee.

ARTICLE XVII.

The following standing committees shall serve annually:

1. A committee on program composed of five members; three of whom shall be appointed by the President, one each from the fourth, third and

second year classes, respectively. The Dean of the School of Pharmacy or some person authorized by the Dean shall serve as an advisory member and a faculty member shall be appointed by the Executive Council of the Faculty of the School of Pharmacy. It shall be the duty of this committee to provide and arrange for all programs of the Auxiliary.

2. A committee on publicity composed of five members; three of whom shall be appointed by the President, one each from the fourth, third and second year classes, respectively. The Dean of the School of Pharmacy or some person authorized by the Dean shall serve as a member. The Editor shall be a member and chairman of the committee. It shall be the duty of this committee to assemble and assist the Editor in preparing all announcements and publicity for the Auxiliary.

3. A committee on nominations, composed of seven members, of whom the President shall appoint two members of the fourth year class, two members of the third year class, and two members of the second year class. The Dean of the School of Pharmacy or some persons authorized by the Dean shall be a member, and shall determine the eligibility of candidates. It shall be the duty of this committee to nominate two candidates for each elective office, and present their names to the Auxiliary at the time of the annual election. Additional nominations may be made from the floor.

ARTICLE XVIII.

Any proposal or recommendation, resolution or matter to be presented by the Auxiliary to the Maryland Pharmaceutical Association shall be submitted to and approved by the Executive Committee of the Auxiliary and by the Executive Council of the Faculty of the School of Pharmacy.

ARTICLE XIX.

Every proposal to alter or amend the By-Laws shall be submitted in writing and, after being read, shall be referred to the Executive Committee for approval. If approved by a majority of the Executive Committee, it shall lie over until the next regular meeting of the Auxiliary when, upon receiving a majority vote of the members present, it shall become a part of the By-Laws.

REGISTERED PHARMACISTS IN MARYLAND

The following list of Registered Pharmacists is furnished by and with the authority of the Maryland Board of Pharmacy, and every care has been taken to make the list accurate in every detail. However, should any errors be noted, please notify the Secretary of the Maryland Board of Pharmacy, 2411 North Charles Street, Baltimore, Maryland.

A

Aarons, Hillel R.
 Aaronson, Alfred I.
 Abarbanel, Judith
 Aberbanel, Morton
 Abelsky, Abraham
 Abelson, Abraham A.
 Abrahams, C. S.
 Abrams, Marvin H.
 Abrams, Lawrence M.
 Abrams, Rosalie G.
 Abramson, Aaron
 Abramson, Alfred
 Abramson, Daniel J.
 Abramowitz, Manuel
 Abramowitz, Robt. N.
 Aceto, Mario D. G.
 Adams, Embray E.
 Adams, James H.
 Adamson, Robert W.
 Adkins, Robert T.
 Albert, Ada Celeste
 Albert, Irvin J.
 Albrecht, Walter E.
 Albrecht, William F.
 Alessi, Alfred Henry
 Alessi, Edward J.
 Alexander, Horace L.
 Alexander, Latimer B.
 Alexander, Lydia B.
 Alexander, T. W.
 Alexander, Wm. A.
 Allaband, Edgar R.
 Allen, Anthony, III
 Allen, Benjamin F.
 Allen, E. B.
 Allen, Claris M.
 Alliker, Morris J.
 Alpern, Elwin H.
 Amarant, Emil
 Amoia, Henry
 Anders, W. Raymond
 Anderson, B. W.
 Anderson, Chas. D.
 Anderson, Chas. R.
 Anderson, J. Erroll
 Anderson, Solon Lee
 Andrews, Marvin J.
 Angster, Jerome
 Angorn, Richard A.

Ansell, Max S.
 Anshell, Marvin
 Anthony, Arthur F.
 Anthony, John P.
 Apitz, Fred W.
 Appel, William J.
 Applestein, Frank
 Applestein, Harry A.
 Arch, Edward K.
 Archambault, Paul J.
 Archer, Fletcher W.
 Archer, Theodore
 Armentrout, L. W.
 Armstrong, Chas. L.
 Arrington, H. S.
 Artigiani, Filiberto
 Artsis, Morris
 Asbill, J. Lewis
 Ashbury, Howard E.
 Ashby, James H.
 Askey, Wilbur G.
 Atlas, Harvey H.
 Atwell, Daniel S., Jr.
 August, Henry John
 Aursliff, Carl
 Austerlitz, John S.
 Austin, Chas. S., Jr.
 Austraw, H. H.
 Austraw, Richard F.
 Avedisian, Paramaz
 Avent, T. E.
 Avinger, Noel S.
 Avis, James L.
 Axelrod, Stuart
 Ayd, John Joseph
 Ayd, Joseph M.
 Aytes, Chester Ray

B

Baer, Philip C.
 Bachman, Fenton L.
 Bachrach, M. E.
 Baer, Adolph
 Baier, John Cletus
 Baikstis, Anda A.
 Bailey, Grafton D. P.
 Bailey, Halcom S.
 Bailone, Wm. A., Jr.
 Bair, Schafer B.
 Bakas, James A.

Baker, Daniel S.
 Baker, G. F.
 Baker, Harley E.
 Baker, Rafael
 Baker, J. Elmer
 Baker, William
 Balassone, Francis S.
 Balcerak, Eugene P.
 Baldwin, G. Mitchell
 Baldwin, James S.
 Balje, Richard A.
 Balliet, Woods D.
 Balmert, Clemens A.
 Balotin, Louis Leon
 Baltz, George E.
 Bambrick, Vincent C.
 Bank, Albert
 Bankard, Jesse C.
 Barbacoff, Alec
 Barcus, Glenn W.
 Barke, Daniel S.
 Barker, C. W.
 Barlow, Sara A. LeV.
 Barlow, Robert J.
 Barnes, Forrest P.
 Barnett, Edward J.
 Barnett, Ruth Ella
 Barnett, William M.
 Barnett, W. P.
 Barnstein, Fred S.
 Barnum, Charles W.
 Barone, James A.
 Baroti, Ethel
 Barrett, A. G.
 Barrett, Henry H.
 Barrett, Sister Agatha
 Barrett, William H.
 Barrie, Louis C.
 Barron, Frank R.
 Barry, Wilbur Ford
 Barshack, Jack
 Barsky, Samuel
 Bartlett, Fitz James
 Barton, Cynthia LaL.
 Bartoshesky, Louis H.
 Basik, Harvey E.
 Basil, George C.
 Bassett, Irving A.
 Bastable, Edward J.
 Batalion, Abraham L.
 Batchison, Joseph C.

- Batease, John Charles
 Batie, A. Lester
 Batt, William H.
 Bauer, John C.
 Bayer, George
 Baylus, Meyer Milby
 Baylus, Joseph
 Beal, Agnes A. K.
 Beall, Clara
 Beall, R. B.
 Beall, W. W.
 Beam, John H.
 Beam, Merlin A.
 Beatty, Annie K.
 Beatty, Charles E.
 Beck, Herbert
 Beck, John G.
 Beck, Samuel D.
 Becker, Louis
 Beckley, J. Harry
 Bectem, C. H.
 Beer, Donald Richard
 Behrman, Bernard F.
 Beistle, Mathew J.
 Beitler, Ben
 Beitler, Leonard
 Belbot, Emma N.
 Belford, Joseph
 Bell, Abraham P.
 Bell, David W., Jr.
 Bell, L. J.
 Bell, Raymond M.
 Beller, John R.
 Bellerman, L. A.
 Bellis, Walter S.
 Bellman, Frank A.
 Belt, James F.
 Bender, Maurice
 Benfer, Benjamin D.
 Benkovic, George J.
 Bennett, C. W., Jr.
 Bennett, Howard S.
 Bennett, Lester Leroy
 Bensel, Robert John
 Benson, Charles M.
 Bentheme, James A.
 Benton, Luther B.
 Bentz, William A.
 Bercovitz, Leon J.
 Berger, Abraham A.
 Berger, George W.
 Bergner, Samuel W.
 Bergstein, Robert S.
 Berkowich, Melvin I.
 Berman, Abraham S.
 Berman, Frederic T.
 Berman, Maurice J.
 Bernabo, Albert C.
 Bernardini, Jose R.
 Berngartt, Elmar B.
 Bernhardt, Henry
 Bernhardt, William
 Bernstein, Alvin S.
 Bernstein, Stanley
 Berkowitz, Samuel
 Berlanstein, Joseph
 Berlin, Alvin
 Berlin, Jerome
 Bernstein, Edwin E.
 Bernstein, Joseph C.
 Bernstein, Nathan
 Bernstein, Stanley
 Berry, M. B.
 Berry, Robert M., Jr.
 Berryman, C. H.
 Bettigole, Philip
 Betts, A. Parran
 Beyer, Jane
 Bialek, Samuel M.
 Bialek, Ted
 Bickle, John C.
 Bickel, Louis M.
 Biggs, John Gregory
 Billian, Bernard
 Binok, Edw. J.
 Bierley, Roy Murray
 Binau, A. M.
 Binstock, Albert
 Bishop, Davis N.
 Bitner, Glen R.
 Bixler, Richard S.
 Black, Frank Linton
 Blaine, Edw. I., Jr.
 Blair, Ralph Diener
 Blake, Andrew B.
 Blankman, Albert J.
 Blanquette, Louis E.
 Blatt, Harry F.
 Blatt, Thomas H.
 Blattstein, Flora
 Blechman, Charles
 Bleu, Barnett T.
 Blitz, Louis
 Block, Frank
 Block, Jerome
 Block, John Fred.
 Block, Samuel
 *Block, Solomon G.
 Bloom, Eli H.
 Blough, Myron Earl
 Blue, Barbara M.
 Blum, Abraham
 Blum, Joseph Sydney
 Blum, M. B.
 Blumberg, Eli T.
 Blumson, Samuel S.
 Bobbitt, Alex M.
 Boden, Edwin
 Boeder, Leo
 Boellner, Otto K., Jr.
 Boeren, John Gilbert
 Boessel, Martin E.
 Bogash, Philip
 Boggan, Robt. F.
 Bogen, Ellis B.
 Boisfeuillet, Frank S.
 Bomstein, Solomon
 Bonanno, Placido A.
 Bondareff, Erwin A.
 Bookoff, Morris
 Boone, John W. H.
 Booth, Wm. H.
 Borcherding, Wm. H.
 Borenstein, Jack B.
 Borgatti, Richard J.
 Borland, Hugh Kelly
 Bosch, Charlotte T.
 Bosch, Noel J.
 Bosserman, Charles
 Bourne, Benjamin P.
 Bower, Edwin L.
 Bower, Martin R.
 Bowers, Wm. W.
 Bowie, Allen H.
 Bowman, A. E.
 Boyce, M. H., Jr.
 Boyd, Carville B.
 Boyd, George W. F.
 Boyd, Wm. Merton
 Boyer, Gary H.
 Boyer, Ralph Lewis
 Bowen, Curtis A.
 Powles, Adam J.
 Braden, Walter Buel
 Braden, Wayne Ansel
 Bradford, J. Henry
 Bradford, Melville L.
 Bradley, Frank H.
 Bradley, Theron R.
 Bradstock, Alden, Jr.
 Brady, Robert Wilson
 Bragonier, James
 Brager, Stanley S.
 Brager, Stuart H.
 Brahen, Leonard S.
 Brambaugh, Benj. B.
 Bramble, Henry S.
 Bransky, Jos. M.
 Bratten, Blanche R.
 Bratten, E. H.
 Braunstein, I. M.
 Bray, Edmond H.
 Bray, William M.
 Brenner, Joseph
 Brenton, Walter
 Breslin, Frederick W.
 Bress, Jerrold F.

*Deceased

- Brickman, Hilliard
 Bridges, William S.
 Briele, Henry A.
 Briggs, P. M.
 Brickman, Allen G.
 Brill, Maurice Erwin
 Brill, Michael M.
 Bringenberg, John G.
 Brining, Benton
 Brinkley, Guy O.
 Brinkmann, Fred E.
 Brinsfield, Wm. S.
 Briody, Elizabeth M.
 Bristow, Wm. Brooks
 Britcher, Frank N.
 Broadbelt, J. Edw.
 Brociani, Francis J.
 Brodie, Stanley Alan
 Brodsky, E. M.
 Broe, James A.
 Brooks, Florence G.
 Brooks, George R.
 Brooks, Louis
 Browdy, Emanuel
 Brown, Chas. Wesley
 Brown, David N.
 Brown, Douglas W.
 Brown, Harold K.
 Brown, Joseph K.
 Brown, J. W.
 Brown, Lewis L., Jr.
 Brown, Sidney J.
 Brown, Samuel
 Brown, Thomas C.
 Brownstein, H. S.
 Brownstein, Milton J.
 Brune, Richard C.
 Brunner, George L.
 Brunier, George F.
 Brunnett, William L.
 Bryan, Carroll L.
 Bryan, Ralph H.
 Budacz, Frank M.
 Budacz, P. Thomas
 Buchanan, G. Hayes
 Buck, Robert L.
 Buckman, Frank W.
 Bunting, George A.
 Buongiorno, Ernest
 Ruppert, Hobart C.
 Burgee, Sydney L., Jr.
 Burgess, Samuel
 Burgess, Ella N.
 Burka, Leon H.
 Burke, George J.
 Burke, John V.
 Burke, Lawrence A.
- Burkholder, Ralph E.
 Burnett, Benjamin E.
 Burns, Herbert J., Jr.
 Burros, Stanton
 Burrows, Roscoe T.
 Burrows, Dudley A.
 Burriss, Morris
 Burton, Ed. Thomas
 Buschman, W. G.
 Butler, F. J.
 Butler, Henry Milton
 Butler, J. E.
 Butler, Maybelle L.
 Butsch, John L.
 Buxton, G. F.
 Byers, M. L.
- C
- Cahn, Albert M.
 Caldwell, Eben S.
 Caldwell, John R.
 Caldwell, Lee A.
 Call, Tracey Gillette
 Callan, H.
 Calmen, Elmon H.
 Cameron, Simon H.H.
 Campbell, Wm. D.
 Cannon, William N.
 Cansey, Henry D.
 Caplan, Bernard S.
 Caplan, Milton
 Caplan, Clarence C.
 Caplan, Clarice
 Caplan, Robert M.
 Capone, Guy
 Carofano, Edward
 Card, Nathan C.
 Careney, Wm. F.
 Carey, Alford R.
 Carey, L. B.
 Carleton, Henry L.
 Carlin, Henry P.
 *Carliner, Paul E.
 Carmel, Joseph
 Carnevale, Joseph A.
 Carney, Harry G.
 Carouge, Gilbert M.
 Carouge, Wm., Jr.
 Carr, Chas. Jelleff
 Carroll, J. M.
 Carson, James O.
 Carson, William C.
 Carter, Paul M.
 Carter, Russell E.
 Carton, Frieda
 Caruso, Ugo F.
 Carver, Dorothy Kent
- Carver, Renzo S., Jr.
 Casey, Patrick H.
 Cassidy, Elizabeth C.
 Catlett, Ollie Edwin
 Cauffman, Edwin C.
 Cavacos, Andrew T.
 Cavallaro, Joseph W.
 Celler, Maximilian
 Celozzi, Matthew J.
 Cermak, Bertha M.
 Cermak, Jerome J.
 Chagnon, Charles E.
 Chalk, James A., Sr.
 Chance, Albert A.
 Chandler, N. W.
 Chandler, W. Willard
 Chankin, Norman
 Chapman, C. B.
 Cherricks, Robt. V.
 Chatlin, Gerald M.
 Chatkin, Robert
 Chavous, Clarence N.
 Checcone, Gene L.
 Cherry, Bernard
 Chertkof, Freida
 Chertkoff, Marvin J.
 Cheslow, Nathan L.
 Chick, Stephen
 Chidester, Clay C.
 Chipley, Albert Lee
 Chipley, C. E.
 Chodnicki, Marion R.
 Chow, Jean
 Christopher, Joseph
 Chupnick, David
 Chyatte, Eli Isaac
 Citrenbaum, Morris
 Claire, S. S.
 Claney, William J.
 Clapp, Clarence
 Clark, Frank Black
 Clark, William A.
 Clarke, David C.
 Clarke, Sister Mary
Carmel
 Clarke, Thomas, Jr.
 Clay, William H.
 Claybaugh, Springer
 Clayman, David S.
 Clayton, Guy W.
 Clements, Francis J.
 Clements, John Wm.
 Clerget, Lyle L.
 Cline, Harvey E.
 Clyman, Sidney Gary
 Coakley, Andrew J.
 Cobots, Jeanette
 Cockey, Charles

- Codd, Francis I.
 Coffman, Chas. W.
 Cohan, Nath. Tolbert
 Cohen, Abraham N.
 Cohen, Archie R.
 Cohen, Benjamin
 Cohen, Bernard C.
 Cohen, Bernard I.
 Cohen, Bernard J.
 Cohen, Estelle G.
 Cohen, Gilbert
 Cohen, Harry C.
 Cohen, Harry I.
 Cohen, Harry J.
 Cohen, Hershel
 Cohen, Irvin J.
 Cohen, Irving
 Cohen, Irving Isadore
 Cohen, Isador M.
 Cohen, Isidore
 Cohen, Jacob
 Cohen, Joseph
 Cohen, Joseph W.
 Cohen, Jules
 Cohen, Lawrence J.
 Cohen, Louis James
 Cohen, Maurice D.
 Cohen, Max Hurston
 Cohen, Morton B.
 Cohen, Philip
 Cohen, Ronald A.
 Cohen, Samuel
 Cohen, Samuel
 Cohen, Samuel C.
 Cohen, Samuel H.
 Cohn, Alexander
 Cohn, Harry R.
 Cohn, Melvin
 Cohn, Nathan
 Colborn, Geo. W., Jr.
 Colclough, John J.
 Cole, B. Olive
 Cole, S. Charles
 Coleman, Mary Ann
 Coleberg, Carl L.
 Coleman, W. S. E.
 Collier, George R.
 Collier, Levin D.
 Collier, Levin D., Jr.
 Collins, C. W.
 Collins, Clarence E.
 Collins, Ernest W.
 Collins, Hugh Fenton
 Colston, Richard J.
 Colucci, Nicholas Jos.
 Colvin, Ralph
 Combs, Joseph L., Jr.
 Comegys, N.
 Comer, Bernard V.
 Connelly, Mary W.
 Conner, Ashley P.
 Connor, Edwin A.
 Connor, William J.
 Conrad, Chas. T., Jr.
 Conradi, L. E.
 Conroy, T. L.
 Conway, George W.
 Constantine, Chris G.
 Contarsy, Simon
 Cook, Frank E.
 Cook, Herbert Clark
 Cooley, William A.
 Cooper, Abraham S.
 Cooper, H. H., Jr.
 Cooper, Howard E.
 Cooper, James
 Cooper, June Craven
 Cooper, Morris
 Cooper, Samuel J.
 Copeland, Harry T.
 Cooper, Nathan N.
 Coplin, Louis I.
 Corbin, L. Carroll
 Corbin, Howard
 Corbin, James L.
 Corkle, Donald B.
 Corn, Charles
 Cornblatt, Edmond A.
 Cornell, Fred. B., Jr.
 Corrick, Lester S.
 Cotlin, Joseph A.
 Cotel, Joyce Adair
 Cotter, Charles J.
 Cousins, Walter H.
 Covington, George W.
 Cox, George T., Jr.
 Cox, Percy P.
 Cragg, James P., Jr.
 Craig, B. H.
 Craig, Charles P.
 Craig, L. B.
 Crandall, Chas. R.
 Crane, Frank T.
 Crane, Richard R.
 Creamer, John J.
 Crispens, Gordon M.
 Crispens, Warren E.
 Crocamo, Ralph J.
 Crofton, Wilbur E.
 Cronehardt, J. C.
 Cross, John Milton
 Crowell, Thomas A.
 Crunkleton, Chas. L.
 Crystal, Howard
 Cummings, Maurice
 Cunzeman, John
 LeR., Jr.
 Currey, Tracey A.
 Currier, Calona Dail
 Curtis, Alfred Duane
 Custis, Daniel P.
 Custis, Harry J., Jr.
 Cwalina, Gustav E.
 Czapiewski, Eugene
 Czekaaj, Leo M.

D

- D'Adamo, Pasquale J.
 Dagold, Donald J.
 Daily, Louis J. E.
 Daily, Martin A.
 Daley, Wm. J., Jr.
 Dal'garn, Ira N.
 Dalinsky, Harry A.
 Dalton, John F.
 Damazo, Herbert S.
 Damico, Samuel
 Dammeyer, C. F. W.
 Dannettel, Frank E.
 Danoff, Abe
 Danziger, David Gerd
 Daubon, Ramon L.
 David, Alphonse S.
 David, Irvin
 Davidov, Benjamin
 Davidov, Hyman
 Davidov, Louis
 Davidov, Samuel
 Davidov, Vivian S.
 Davidson, Meyer
 Davidson, Saul David
 Davies, Burton T.
 Davies, Donald W.
 Davis, Adam, Jr.
 Davis, Alfred L.
 Davis, Edwin B.
 Davis, George A.
 Davis, George A., Jr.
 Davis, J. Edward
 Davis, Lee H.
 Davis, Louis D.
 Davis, Paul E., Jr.
 Davis, Rebecca H.
 Davis, S. S.
 Davis, Samuel
 Davis, William B.
 Dawes, Thorpe T.
 Dawson, George R.
 Dawson, Harold M.
 Dawson, Leroy O.
 Dawson, Thomas C.
 Day, Harold Lewis

Dayton, LeRoy E.
 Dean, Cloyd Chas.
 Deans, John
 Debnam, George R.
 DeBoy, John Michael
 Debus, Albert
 Dechter, Gerald Y.
 Deems, John T., Jr.
 DeGele, George Oscar
 DeJulio, Luigi
 Delcher, C. Rodgers
 Delgado, Frank A.
 Del Vecchio, Frank
 Demarest, Dudley A.
 Demarest, H. W.
 Dembeck, Bern., Jr.
 Dembeck, Walter D.
 Dembiec, Walter J.
 Dembo, Julius L.
 Denhard, Frederick
 Denhard, Fred
 Denison, Macel M.
 Denny, Lucy J.
 Dent, F. J.
 DeReeves, A. Eugene
 Derickson, L. L., Jr.
 Derr, Samuel
 Derry, Harold T.
 Devan, William
 Dewing, Arthur A.M.
 Dezenhall, Mervin B.
 Diamond, Frank
 Dickerson, Enoch W.
 Dickinson, E. Newton
 Dickinson, Harvey J.
 Dickinson, James A.
 Dickinson, William B.
 Dickman, Arnold L.
 Dickman, Hyman
 Dickman, L. H.
 Dickson, I. C.
 Dickstein, Benjamin
 Diener, Nelson G.
 Diener, Samuel
 Dietel, Hermon, Jr.
 Dietrich, F. A.
 Diering, W. L.
 Dietrich, Jos. Wm.
 Dichter, Jack C.
 DiGiovine, John J.
 DiGristine, Mary R.
 Dinges, Frank C., Jr.
 Dittrich, Theodore T.
 Dittus, Richard H.
 Doane, Allan H.
 Dobson, H. Clay, Jr.
 Dobropolski, A. J.

Dodd, Wm. Anthony
 Dodson, C. M.
 Dodson, Garland C.
 Dolgin, Daniel
 Domsy, Bessie
 Donahoe, Walter
 J. A.
 Donaldson, John E.
 Donato, Vincent F.
 Donnet, John
 Donohue, Frank J.
 Doren, Gerald S.
 Dorsch, Joseph U.
 Dorsey, Frank
 Dosch, Philip Paul
 Doty, Elmer C.
 Doty, Willard A.
 Dou, A. M.
 Doughrety, John
 H., Jr.
 Douglas, J. Edward
 Douglass, Dolores Z.
 Dow, Harry
 Downes, C. E.
 Downs, Grant, Jr.
 Downes, Samuel B.
 Downey, Fred. W.
 Downs, B. E.
 Downs, C. D.
 Doyle, John P.
 Drapkin, Leon I.
 Drennen, James H.
 Driskill, R. Hayes
 Drukman, Herman B.
 Dudley, F. E., Jr.
 Dudley, James W.
 Dreizen, Sidney
 Dreyer, Frederick, Jr.
 Driscoll, Raymond F.
 Dubner, Hillel
 DuBois, Norman
 Duda, Walter J.
 Dudley, Helen S.
 Dudley, N. S.
 Dudley, S. C.
 Duffey, Roger Wm.
 Duffy, Arthur L.
 Duffy, William T.
 Dugan, Frederick P.
 Dugan, Walter C.
 Dukes, L. Reyner
 Dull, Joseph E.
 DuGoff, Albert M.
 Dunbar, Ruth
 Duncan, Chester A.
 Dunkel, Lawrence
 Dunker, Melvin F.W.
 Dunn, Charles G.

Dunning, H. A. B.
 Durdning, Anna T.
 Durdning, B. T.
 Durdning, I. B.
 Durm, Noel Elton
 Dvorak, Geo. James
 Dyott, William H.
 E
 Eagle, Philip T.
 Eakle, Roy S.
 Earhart, J. H. F.
 Earle, Franklin W.
 Eason, Frederick B.
 Eberhardt, L. G.
 Eckhardt, Henry
 Edelen, James Adrian
 Edell, Marvin L.
 Edelstein, J. Horace
 Edenfield, Charles H.
 Edlavitch, Sam
 Edmonds, Edmund H.
 Edmunds, Irland
 Edwards, Paul H.
 Edwards, Victor R.
 Edwards, William F.
 Edwards, W. K.
 Edwards, Stanley E.
 Efos, Ida
 Eger, W. M.
 Ehudin, Herbert
 Eichberg, Daniel M.
 Eichelberger, H. L.
 Eichelberger, M. F.
 Eichert, Herbert
 Eidelman, Nathan
 Einbinder, Sylvan P.
 Eise, Arthur H.
 Eisen, Martin D.
 Eisenberg, Edwin F.
 Eisenberg, Harry H.
 Eisenberg, Louis
 Eisman, Morris J.
 Elderdice, W. J.
 Eldredge, William P.
 Eldridge, Arthur C.
 Eldridge, Warren P.
 Elgin, Arthur G.
 Elizondo, Cesar M.
 Ellerin, Albert A.
 Elliott, Mrs. C. V.
 Elliott, T. C.
 Ellis, Lawrence Cash
 Elsberg, Milton L.
 Elwyn, Harold M.
 Emery, Roy Fred
 *Emig, C. M.

*Deceased

- Emison, James Mack
 Emory, Thomas B.
 Endo, Kikuo R.
 Engberg, John Jos.
 Englander, C. W.
 Enten, Harry
 Enterline, Jo Anne S.
 Epley, William
 Epstein, Arnold
 Epstein, Irwin B.
 Ernst, Myrle P.
 Ervin, J. Dallas
 Eshleman, Joseph M.
 Essers, C. W. A.
 Estwick, Bertram M.
 Esslinger, Edwin W.
 Esslinger, Richard I.
 Esslinger, Robert R.
 Esterson, Nimrod E.
 Etchinson, Garrett W.
 Etzler, S. Alvin
 Eubanks, John V.
 Evald, Gunnar N. G.
 Evans, Frank Barton
 Evans, W. J.
 Evans, W. Roland
 Evans, M. J.
 Ewell, A. Webster
 Ewell, O. B. B.
 Exler, Samuel H.
 Eybs, Earl Francis
 Eyler, Maurice E.
- F**
- Fadgen, Michael J.
 Fahrney, Frederick W.
 Fahrney, G. Fred
 Fainberg, Alvin Jay
 Fainberg, Edward
 Fairey, Edison A.
 Falck, James Stanley
 Farrow, Charles K.
 Farrow, J. Harry
 Faulkner, Ellis E.
 Fauss, Albert L., Jr.
 Fazenbaker, Ed. A.
 Fedder, Donald O.
 Fedder, Eli
 Federman, R. H.
 Fee, George Thomas
 Fee, John Samuel
 Fehler, Alfred
 Fehsenfeld, H. W.
 Feingold, Charles
 Feinstein, Bernard S.
 Feinstein, Isadore
- Feit, Leon
 Feldman, Charles W.
 Feldman, David
 Feldman, Edward
 Feldman, Herbert
 Feldman, Jack
 Feldman, Leon H.
 Feldman, Milton
 Feldman, Milton H.
 Feldman, Morris
 Felicetti, Dominic
 Felsenberg, S. Z.
 Felts, Robert L.
 Fennell, Theresa I.
 Feret, Julius W.
 Ferguson, F. P.
 Ferguson, Lebrew W.
 Ferrante, D. A.
 Fernsner, L. G.
 Ferrin, Victor W.
 Fertick, Albert A.
 Fibus, David
 Fields, Thomas E. R.
 Fields, W. C.
 Fiery, Frank P.
 Fiery, Max J.
 Fine, Jerome L.
 Fine, Morris A.
 Fineman, Bill L.
 Fineman, Jerome
 Fink, Ellwood
 Fink, Francis T.
 Fink, Irvin
 Fink, James A.
 Finkelstein, Karl H.
 Finney, Harriet Bell
 Firnbacher, Fred S.
 Fischer, I. M., Jr.
 Fischer, E. Hamilton
 Fishbein, William
 Fisher, Arthur
 Fisher, Delphia F. Jr.
 Fisher, Edward H.
 Fisher, Joel N.
 Fisher, Michael A.
 Fisher, O. H.
 Fisher, Philip E.
 Fisher, William G.
 Fitez, George R.
 Fitzgerald, John L.
 Fitzsimmons, M. J.
 Fitzsimmons, Sister Agnes
- Flayhart, Walter F.
 Fleisher, Harry
 Flescher, Julius
 Fletcher, J. Paul
 Flom, Carl Joseph
 Flom, Charles
 *Flom, Isaac
 Flom, Sidney Herbert
- Floyd, Melvin L.
 Foer, Raymond
 Foer, Robert
 Foerster, Fred
 Fogg, Frank Emil
 Folckemmer, C. W.
 Foley, Wm. Thomas
 Folus, Irvin H.
 Fonke, F. W.
 Foose, Wilbur C.
 Ford, Robert Stewart
 Ford, Samuel W.
 Forien, William F.
 Forman, Leonard Q.
 Forman, Robert R.
 Forrest, Charles W.
 Forsyth, Allan R.
 Forsyth, James H. Jr.
 Forsythe, Dr. Hugh
 Foster, Carroll P.
 Foster, Russel C.
 Fountain, Bernard L.
 Fountain, Harold J.
 Foust, John C.
 Fowler, Esther Ellen
 Fowler, Ruth Marie
 Fowler, Thomas J.
 Fox, Abraham
 Fox, Marshall H.
 Fox, Samuel
 Fox, Samuel L.
 Fox, Will N.
 Foxman, Marvin Jay
 Fraase, Erwin E.
 Frailey, William A.
 Frame, Tom L.
 Frames, John H.
 Frampton, L. N.
 Francik, Joseph
 Frank, Milton M.
 Frankle, Harold N.
 Franklin, Eugene H.
 Franklin, I. Y.
 Franks, Dolores
 Franzone, Francis
 Franzoni, F. R. Jr.
 Fraser, Stanley F.
 Frazer, Robert B.
 Frazier, L. G.
 Freed, Israel
 Freed, Mayer N.
 Freedenberg, Marvin
 Freedman, Leonard
 Freedom, A. G.
 Freedman, Albert
 Freedman, Hannah
 Freedman, Max
 Freeman, Emanuel

*Deceased

G.

- Freeman, Maysville J.
 Freeman, W. Perry
 Freeman, W. St. J.
 Freidson, Morris
 Freiman, Harry H.
 Freiman, Paul
 Freiman, Joseph
 Freitag, H. Homer
 French, Wm. Henry
 Frenz, Herman N.
 Frey, Lewis Leslie
 Fribush, Robert
 Fribush, Sidney
 Fried, Burton
 Friedmann, Aaron J.
 Friedman, Albert
 Friedman, Albert J.
 Friedman, Arnold M.
 Friedman, Charles S.
 Friedman, Gilbert I.
 Friedman, Herbert
 Friedman, Howard
 Friedman, Irvin
 Friedman, Jerome S.
 Friedman, Marvin A.
 Friedman, Milton A.
 Friedman, Nathan
 Friedman, Nathan J.
 Friedman, Samuel L.
 Friedman, Sheldon
 Frierson, Ethan O.
 Frieman, Jack
 Friesen, Irvin A.
 Frishberg, Kenneth
 Frishman, Samuel E.
 Frohman, Isaac
 Frontera, Victoria R.
 Frye, Wordley D.
 Fuqua, Robert S.
 Fuld, Manes E.
 Fuller, Albert Irwin
 Fulmer, Verne R.
 Fulton, David H.
 Furbee, Arza
 Futeral, Nathaniel
 Futrovsky, Charles
- G**
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 Gaboff, Benjamin
 Gadol, Ellis
 Gaetz, Edward F.
 Gagne, Joseph
 Gaine, Jerome
 Gakenheimer, Albert C.
 Gakenheimer, H. E.
 Gakenheimer, W. C.
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 Galloway, Louis E.
 Galley, Roland P.
 Galperin, Irving O.
 Galt, Jennie E.
 Gann, Jack
 Ganter, Chas. J. H.
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 Garden J. Harry
 Gardner, C. W.
 Gardner, Michael F.
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 Garfinkel, Meyer
 Garner, Elliott Quinn
 Garner, Sister Mary Florence
 Garrison, Frederic
 Garrott, E. Mortimer
 Gates, Earl A.
 Gass, Chas. B.
 Gaver, Herman S.
 Gaver, Paul G.
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 Gavlinski, John E.
 Gearhart, James H.
 Geber, Isidor J.
 Geesey, Alton Luther
 Gehring, Otto
 Geiger, Edward B.
 Geiger, George B.
 Geist, Gene N.
 Gelb, Edward
 Gelblum, Samuel
 Gellman, Paul
 Gelman, Martin S.
 Gelrud, Jack
 Gendason, Harry B.
 Gendason, Morris
 Geoghegan, J. R., Jr.
 George, Theodore
 Gerber, David
 Gergel, Stella F.
 Gerlach, Alexander
 German, J. W.
 Gerstein, Charles
 Geser, Alvin N.
 Getka, Joseph F.
 Getka, Milton Stanley
 Gettleman, Harry
 Getz, David B.
 Giampietro, Vincent
 Giannetto, Paul
 Gibb, Thomas Edw.
 Gibbs, Hiram H.
 Gibbs, Jocelyn L.
 Giffen, Robert C.
 Gilbert, Theodore
 Gilbertson, K. G.
 Gildea, William J.
 Giles, Emily Julia
 Gilkeson, J. G.
 Giller, Morris
 Gillespir, Julian M.
 Ginaitis, A. S.
 Ginsberg, Samuel H.
 Ginsberg, Benjamin
 Ginsburg, B. H.
 Gissel, Elmer Andrew
 Gitomer, Betty
 Gitomer, David J.
 Gitomer, Louis
 Gittleson, Ralph L.
 Gladstone, Charles F.
 Glaeser, Henry J., Jr.
 Glantz, Frank A.
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 Glaser, Abraham E.
 Glaser, Louis Lester
 Glass, Abraham L.
 Glass, Julius Albert
 Glass, Louis J.
 Glassner, Frank
 Gleiman, Irvin J.
 Gleiman, Theodore
 Glenn, William A.
 Glenn, Matthew
 Glennan, Harry E.
 Glick, Harry
 Glickman, Shirley M.
 Glover, Douglas
 Gluck, Julius
 Gluckstern, W. H.
 Glushakow, Jacob
 Goashgarian, Karekin
 Goden, Stanley
 Godfrey, John
 Goldberg, Alvin
 Goldberg, Harry Joel
 Goldberg, Irving
 Goldberg, Jack
 Goldberg, Marvin B.
 Goldberg, Marvin H.
 Goldberg, Milton
 Goldberg, Victor
 Golden, Leon E.
 Goldfeder, Harold M.
 Goldin, Harold H.
 Golditch, Henry M.
 Goldman, Abram
 Goldman, Benjamin
 Goldman, Harold K.
 Goldman, Louis C.
 Goldsmith, A. R.
 Goldsmith, Chester L.
 Goldsmith, Fred E.

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 Goldstein, Albert
 Goldstein, Burton J.
 Goldstein, Eileen F.
 Goldstein, Hyman
 Goldstein, Isadore A.
 Goldstein, Jack
 Goldstein, Leon E.
 Goldstein, Martin B.
 Goldstein, Morris G.
 Goldstein, Paul L.
 Goldstein, Sam Alvin
 Goldstein, Samuel W.
 Goldstone, Herbert N.
 Goodman, Daniel
 Goodman, Howard
 Goodman, Irvin
 Goodman, Jerome E.
 Goodman, Julius H.
 Goodman, Leon
 Goodman, Sylvan C.
 Goodwill, Frank
 Goran, Isadore
 Gorban, Thomas
 Gordon, Charles
 Gordon, Joseph
 Gordon, Jack B.
 Gordon, Marvin
 Gordon, Samuel
 Gorfine, Bernard M.
 Gordy, Howard Lee
 Gottdiener, Elvin E.
 Gottlieb, David M.
 Gould, Clarendon L.
 Gould, William M.
 Gower, Earl F., Jr.
 Grafius, Melba A.
 Graham, Clarence D.
 Graham, John A.
 Graham, Joseph F.
 Graham, Karl H.
 Grant, Lawrence B.
 Grant, Russell
 Grau, Frank J.
 Gray, James Herbert
 Grebow, Aaron
 Greco, Betty Jane H.
 Greco, Salvatore J.
 Green, Lytleton S.
 Green, Norman
 Greenawalt, Wm. G.
 Greenberg, Albert G.
 Greenberg, Bertram
 Greenberg, Harry
 Greenberg, Harry L.
 Greenberg, Harvey
 Greenberg, Joseph
 Greenberg, Leon
 Greenberg, Morton
 Greenberg, Paul R.
 Greenberg, S. W.
 Greenblatt, Max
 Greene, Morton A.
 Greenfeld, David D.
 Greenfeld, Jacob H.
 Greenfield, Charles
 Greenlee, G. B., Jr.
 Greenspan, Louis
 Greif, Daniel
 Greif, Julius
 Gresser, Isidor H.
 Griesmer, Lloyd P.
 Griffith, A. W.
 Gregg, Thos. D.
 Gregorek, Frank J.
 Griggs, Walter G.
 Grimm, Allen Orville
 Groff, F. B.
 Grogan, Francis A.
 Grollman, Ellis
 Grollman, Jaye J.
 Gronert, Warren A.
 Gross, Herbert S.
 Gross, John Paul
 Gross, Joseph B.
 Gross, William
 Grossman, Issac Wm.
 Grossman, Benj. B.
 Grote, Francis J.
 Grothaus, David B.
 Jr.
 Grove, Donald
 Cooper
 Grubb, John E.
 Grubbs, L. R.
 Gruz, Nathan I.
 Guild, Cecil E.
 Gullett, David E. P.
 Gumenick, Leonard
 Gumm, Wilbur H.,
 Jr.
 Gump, Lyndon, J.
 Gunby, Martin P.
 Gunsallus, Jack Wm.
 Gutman, Isaac
 Guy, John P.
 Gwinn, Charles N.
 H
 Haack, Clifford W.
 Haase, Charles A.
 Haase, Frederick, R.
 Haase, John Henry
 Haberstroh, A. R.
 Hack, Morris B.
 Hackett, Angela Rose
 Hackett, Emma
 Hadley, Tom R.
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 Hafelfinger, Fred. T.
 Hagan, Frank C., Jr.
 Hagan, John C.
 Hager, Geo. P., Jr.
 Haith, J. W., Jr.
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 Hall, Frederick R.
 Hall, Orlando G.
 Hall, R. E. L.
 Hall, William Walker
 Haller, Harry N.
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 Hamberg, S. T.
 Hamer, Marion S.
 Hamill, James J.
 Hamlin, K. E., Jr.
 Hammer, Howell I.
 Hammar, Vincent
 Coy
 Hancock, Frank A.
 Hancock, Herman F.
 Handelman, Louis
 Handelman, Mayer
 Hankey, Lewis Carl
 Hanks, C. Wm.
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 Hansen, Herman F.
 Hantman, Harry H.
 Hantman, Irvin
 Haransky, David J.
 Harbaugh, Arthur C.
 Harding, Albert W.
 Hardy, Henry C.
 Hare, Clifford A., Jr.
 Hargis, William J.
 Harner, Joseph W.
 Harman, George B.
 Harman, Rice B.
 Harman, Richard T.
 Harmatz, Irving J.
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 Harmanson, F. J.
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 Harper, William S.
 Harris, Aaron
 Harris, Morris
 Harris, William S.
 Harrison, Alice Emily
 Harrison, John W.
 Harrison, Philip W.
 Harrison, William S.
 Harrison, S. A. D.

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 Hart, Jeremiah A.
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 Haskell, Marian
 Hauer, Martin
 Haugh, J. A.
 Havranek, Robert E.
 Hayes, Horace B.
 Hayes, W. A., Jr.
 Hayes, William B.
 Haymaker, Frank B.
 Hayman, Albin A.
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 Hayward, Luther B.
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 Heck, Andrew
 Heck, Leroy Savin
 Hecker, David
 Hecker, N. R.
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 Heer, Wilmer J.
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 Heinritz, June R.
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 Helinski, Donald R.
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 Heller, Lawrence G.
 Heller, William M.
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 Helman, Max M.
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 Helmsen, Edward A.
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 Henderson, Chas. W.
 Henderson, Ed. H.
 Henderson, M. W.
 Henderson, James A.
 Henderson, U. K., Jr.
 Hendin, Walter
 Hendrix, Adlai M., Jr.
 Heneson, Henry
 Heneson, Irving J.
 Henkel, Louis B., Jr.
 Henning, Emil
 Hensala, John David
 Heritage, Harold G.
 Henretty, F. J.
 Henry, Emmanuel
 Henry, Joseph E.
 Henry, Ralph A.
 Henry, Robert J.
 Hens, Leonard Louis
 Hergenrather, Louis,
 3rd
 Herold, Francis X.
 Herman, H. Guy
 Hermon, David
 Herr, John
 Herron, Charles S.
 Hershman, Abram S.
 Hershner, John F.
 Herskowitz, Clara D.
 Herter, Arthur C.
 Hertz, Charles L.
 Hertz, Selig S.
 Hertzlich, Abraham
 Hertzlich, Leonard
 Herwod, Hilda R.
 Hess, Nicholas A.
 Hettleman, Milton L.
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 Heyman, Bernice
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 Higgins, Joseph C.
 Higgon, Ellery E.
 Highfield, Wm.
 Henry
 Highkin, Sidney
 Highstein, Benjamin
 Highstein, Gustav
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 Highkin, Manuel K.
 Hileman, Emmet A.
 Hilinski, Irene Leona
 Hill, Eric B.
 Hill, H. Phillip, Jr.
 Hill, William Caulk
 Hill, William David
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 Hillman, Abraham S.
 Hillman, Albert
 Hillman, Gilbert
 Hillman, Milton L.
 Hinton, Murray S.
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 Hitch, Norman R.
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 Hocking, Harold J.
 Hodge, William R.
 Hoff, David
 Hoffeld, Henry Wm.
 Hoffman, Asher
 Hoffman, Harry
 Hoffman, Harry L.
 Hoffman, Howard
 Hoffman, Sylvan A.
 Hoke, W. A. B.
 Holden, J. Frederick
 Holen, Mitzie M.
 Holland, J. Thomas
 Hollander, Sidney
 Hollander, Sol
 Holliday, Thomas D.
 Hollingsworth, Jos.
 Holmes, Everett J.
 Holt, Worthe S.
 Holthaus, Robert W.
 Holtschneider, D. W.
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 Honkofsky, Jerome
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 Hopkins, Carville B.
 Hopkins, Charles H.
 Hopkins, Donald
 Hopkins, Harry B.
 Hopkins, Howard C.
 Hopkins, Murray L.
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 Horine, Amos M.
 Horn, Byron R.
 Horn, Philip C.
 Hornacek, A. T.
 Horne, Peyton N.
 Hornsby, Beverly K.
 Hornung, Herman G.
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 Horwitz, Lois S.
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 Howard, S. B.
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 Howison, Irene S.
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 Hudson, Joseph C. A.
 Hudson, Hugh E.
 Huffman, Rufus M.
 Hughes, Thomas S.
 Hughes, Walter C.
 Hughes, W. M.
 Hulla, Joseph J.
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 Hunt, Wm. H.
 Hunter, Calvin L.
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 Hurwitz, Abraham B.
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 Hutchinson, Wm. J.
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*Deceased

I

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 Imber, Doris
 Imbierowicz, R. R.
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 Irizarry, Ramon L.
 Irving, Bruce L.
 Irwin, James F.
 Irwin, John P.
 Isaac, Elias Jos.
 Isaacson, Charles
 Isert, Charles H.
 Itzoe, Andrew J.

J

Jackson, Charles C.
 Jackson, Clifford P.
 Jackson, John E.
 Jackson, Marvin M.
 Jackson, Walter V.
 Jackson, William
 B., Jr.
 Jackson, William J.
 Jacobs, Corinne H.
 Jacobs, Eugene
 Jacobs, Harry
 Jacobs, Louis
 Jacobs, Warren H.
 Jacobson, Lawrence
 Jacobson, Samuel M.
 Jaffe, Jonah J.
 Jamieson, Joseph D.
 Jaminez, Lino J.
 Jankiewicz, Alfred M.
 Jankiewicz, Frank J.
 Janousky, Nathan B.
 Januszkeski, Anna M.
 Januszkeski, F. J.
 Japko, Albert M.
 Jarosik, Emil, Jr.
 Jarowski, Charles
 Jarrett, W. R.
 Jarvis, Charles L.
 Jarvis, Harry C.
 Jaslow, Morris M.
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 Jenion, William R.
 Jenkins, Edward
 Jenkins, Milton O.
 Jenkins, Arthur P.
 Jenkins, Robert B.
 Jeppi, Elizabeth V.
 Jeppi, Samuel

Patrick

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 Jester, Wilfred R.
 Joffe, Albert
 Johns, Basil P.
 Johnson, Calvin E.
 Johnson, Clyde G.
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Irvin

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 Johnson, Jos. L.
 Johnson, Jos. L., Jr.
 Johnson, Kenneth B.
 Johnson, Margaret E.
 Johnson, Norman M.
 Johnson, Orton A.
 Johnson, Otis LeRoy
 Johnson, Paul C.
 Johnson, Ralph S.
 Johnson, Warren L.
 Johnson, Wm. Ray
 Johnston, George
 Johnston, Rosella R.
 Jones, Amos A.
 Jones, Arthur Wm.
 Jones, Briggs C.
 Jones, Charles E.
 Jones, C. Frank
 Jones, Cyrus F.
 Jones, Garrett S.
 Jones, George A.

Jones, Harold B.
 Jones, Harry Patton
 Jones, Henry Alvan
 Jones, H. Pryor
 Jones, Howard B.
 Jones, James A.
 Jones, James E.
 Jones, John Paul
 Jones, Jos. Webster

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 Jones, Paul
 Jones, Philip W.
 Jones, Pius H.
 Jones, William B.
 Jones, W. Franklin
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Judy, John N.
 Jules, Bernard Chas.
 Jung, J. G.

K

Kahanowitz, Milton
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 Kahn, Maurice
 Kahn, Morton
 Kahn, Reuben
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 Kairis, John Joseph
 Kairis, Nancy Emily
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 Kamenetz, Irvin
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 Kaminski, Felix H.
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 Kammer, Wm. H.
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 Kappelman, Leroy F.
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 Karlin, David
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 Karns, Harold T.
 Karns, Hugh H.
 Karpa, Isador
 Karpa, Jerome J.
 Karpa, Maurice
 Karr, William S.
 Karwacki, S. V.
 Karwacki, Frank W.
 Kasik, Frank T., Jr.
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 Kasten, Karl H.
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 Katz, Benj. R.
 Katz, Burton Lee
 Katz, Ely Sydney
 Katz, Gabriel Elliott
 Katz, Herbert A.
 Katz, Joseph
 Katz, Morton
 Katz, Morton H.
 Katzoff, Isaac
 Kaufman, Jordan W.

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 Kaufman, Frank A.
 Kaufman, Stanley L.
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 Kaye, Myles C.
 Kaylus, Albert G.
 Keagle, LeRoy Curtis
 Kearfott, Clarence P.
 Keehner, Raymond
 Keech, Robert P.
 Keefer, Hiram E.
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 Keiter, Richard D.
 Kellam, R. A.
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 Kelley, Gordon Wm.
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 Kellough, E. R., Jr.
 Kellough, George W.
 Kelly, Charles W.
 Kelly, George Benner
 Kelly, George L. M.
 Kelly, Liquori J.
 Kelly, Robert J.
 Kelly, Thomas J.
 Kelly, Thos. J.
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 Kemp, Blanche L.
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 Kenner, Edwin A.
 Kennard, James B.
 Kenyon, George
 Kern, Joseph
 Kerpelman, Howard
 Kerpelman, Isaac
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 Kerr, C. Raymond
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 Kesmodel, Chas. R.
 Kessler, Marvin M.
 Kessler, Morris L.
 Kexel, LeRoy E.
 Keyser, W. C. H., Jr.
 Kiefer, John W.
 Kiefer, Ralph S.
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 Killpack, Don S.
 Kilner, E. A.
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 King, Gerald
 King, Samuel J.
 King, Melvin Leroy
 King, William H.
 King, W. P. M.
 Kinkead, Chas. Wm.
 Kinnamon, Harry A.
 Kinsey, Raymond D.
 Kirk, Catherine E.
 Kirsen, Abraham
 Kirson, A. Robert
 Kirson, Jerome
 Kirson, Walter
 Kistner, Carl
 Kitchin, W. Yager
 Kitt, Melvin G.
 Klatsky, Stanley A.
 Klavens, Elmer
 Klavens, Sidney R.
 Kleczynski, T. C.
 Klein, Benjamin F.
 Klein, Solomon
 Kleinbart, David J.
 Klepfish, Milton A.
 Klimen, Samuel E.
 Kline, Bernard B.
 Kline, Sidney
 Kling, Herman M.
 Klingaman, Claude
 Klingelhofer, F. W.
 Klotzman, Alfred
 Klotzman, Robert II.
 Knecht, Frederick
 Knepper, Francis C.
 Knorr, E. A.
 Knowles, F. E.
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 Koch, Ervin M.
 Kochert, Ernest P.
 Koehlert, W. H.
 Koenig, Frederick W.
 Kogelschatz, J. W.
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 Kokoski, Robert J.
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 Koldewey, T. W.
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 Kolman, Lester N.
 Kolman, M. Alfred
 Kolman, Minnie F.
 Konicov, Monte
 Koon, Charles L.
 Koons, George S.
 Koplín, Arthur
 Korb, Katherine
 Kosakowski, C. G.
 Kosmin, Marvin
 Kozzel, Howard
 Kouzel, Samuel I.
 Krakower, Jacob
 Krall, Joseph
 Kram, W. P.
 Kremer, Beryle Philip
 Kramer, Bernard
 Kramer, Edith A.
 Kramer, Jack Louis
 Kramer, Leonard H.
 Kramer, Morris
 Kramer, Morton D.
 Kramer, Samuel E.
 Kramer, Stanley H.
 Kramer, Max T.
 Krantz, John C.
 Kratz, Frank P., III
 Kratz, Walter E.
 Kraus, Louis Henry
 Kraus, Louis H., Jr.
 Kraus, Richard Ed.
 Kreamer, Frederick L.
 Kreis, Edna E.
 Kreis, George J.
 Kreis, Geo. Jos., Jr.
 Krieger, Benjamin
 Krieger, Max A.
 Kriger, Benj. Arthur
 Kronenberg, Chas. H.
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 Kroopnick, G. D.
 Kroopnick, Jennie
 Kubiak, Dolores Z.
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 Krusniewski, B. A.
 Kuhn, Mark Joseph
 Kull, Raymond C.
 Kupfer, Alexander
 Kurland, Louis J.
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 Kushner, Meyer G.
 Kwash, Herbert

L

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 Lachman, Marvin M.
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 Lambdin, E. C., Jr.
 Lambert, Paul W.
 Lambrecht, F. A.
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 Landon, J. A.
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 Laney, Charles O.
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 Lang, Nicholas I.
 Lang, W. F. C.

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 Langer, Charles
 Langdon, Frank P.
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 Lapin, Alfred R.
 Lapin, Bernard J.
 Laroque, E. J.
 Laroque, L. R.
 Larrabee, Chas. Wm.
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 Lassiter, John H.
 Lathroum, Leo B.
 Lathroum, Leo B., Jr.
 Lathroum, R. T.
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 Laughlin, B. Frank
 Laur, John J.
 Lautenbach, Ferd.
 Lavin, Bernard
 Lavin Sol
 Lawlor, Henry Wm.
 Lawson, Alfred Munk
 Lawson, Arnold
 Lawson, Wilbert B.
 Layden, William
 Lazarick, Lillian G.
 Lazarus, Leon Julius
 Lazzaro, Samuel F.
 Leatherman, A. G.
 Leatherman, A. G., Jr.
 Leavey, Herbert J.
 Leavitt, Dean E.
 LeBlanc, Theodore
 Leboff, Solomon
 Lebowitz, Harry
 Lebson, David
 Lebson, Hyman
 Ledbetter, E. DeB.
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 Lee, Claud D.
 Lee, George Ernest
 Lee, Warren Walter
 Leeds, Harry F.
 Leef, James Alnutt
 Leffler, W. H.
 LeGates, Ethel
 Lehnert, Ernest C.
 Lehr, Clarence G.
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 Lehr, Robert H.
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 Leibowitz, Louis
 Leiderman, S. E.
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 Leites, Blanche
 Lemke, George
 Lemler, Abraham A.
 Lemler, Stephen M.
 Lemmert, James E.
 Lemons, Milton S.
 Lennox, Williard J.
 Lenz, William
 Leonard, Helen A.
 Leonard, Russell D.
 Leonhardt, Carl O.
 Leonhardt, Oscar F.
 Lerman, Philip H.
 Lerner, Sidney I.
 Levenson, Julius V.
 Levenson, Marvin M.
 Levi, Ernest
 Levicka, Vincent C.
 Levie, Edward Joseph
 Levier, Oscar H.
 Levin, Benjamin
 Levin, Benjamin S.
 Levin, Bernard
 Levin, Bernard
 Levin, Daniel M.
 Levin, David
 Levin, Evelyn Shirley
 Levin, Harold Joseph
 Levin, Harold Paul
 Levin, Harry
 Levin, Haskell
 Levin, Israel
 Levin, Jacob Benny
 Levin, Joseph L.
 Levin, Leon Phillip
 Levin, Max
 Levin, Morton
 Levin, Nathan
 Levin, Norman
 Levin, Norman Jack
 Levin, Philip
 Levin, Richard L.
 Levin, Sam Barry
 Levin, Stanley W.
 Levin, Theodore
 Levine, Jay E.
 Levine, Lester
 Levine, Milton
 Levine, Morris
 Levine, Phillip Julian
 Levins, Arnold I.
 Levinson, Henry
 Levinson, Paul
 Levy, Abraham M.
 Levy, Bernard
 Levy, David A.
 Levy, Donald
 Levy, Frank F.
 Levy, Irving
 Levy, M. Zachary
 Levy, Melvin
 Levy, Walter von S.
 Lewis, F. Harold
 Lewis, Harry C.
 Lewis, T. B., Jr.
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 Lichtenstein, Harold
 Lichter, George
 Lichter, Raymond
 Lichtman, Albert
 Lichtman, Harry S.
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 Lifschitz, Amiram
 Lightner, Earl H.
 Liken, Russell B.
 Lillich, B. Allen
 Linahan, Charles
 Lindenbaum, Albert
 Lindenbaum, Louis
 Lindenbaum, Morris
 Linderberger, John E.
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 Lipkey, Nancy M.
 Lippman, Morton
 Lippold, Frank
 Lipskey, Joseph
 Lipsky, Harold H.
 Lipsky, Irvin N.
 Liptz, Alvin E.
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 Liss, Nathan Isaac
 Lister, Charlotte Z.
 Litman, Albert
 Little, John Milton
 Little, Robert S.
 Little, W. R.
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 Lloyd, F. J.
 Lloyd, W. H.
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 Lombard, Nicholas T.
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 Longenecker, J. K.
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 Lowry, William John
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 Lucas, Alfred W.
 Lucas, Mary C.
 Lucas, Samuel M.
 Luck, Charles A.
 Luck, William M.

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 Lupin, Irwin Morton
 Lusby, Gretchen M.
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 Lutz, John G.
 Lutz, Robert E.
 Lutzky, Joseph
 Lyden, Edward E., Jr.
 Lyle, W. L.
 Lykos, Nicholas C.
 Lynn, Norman Bruce
 Lyon, Andrew T.
 Lyon, Geo. Taylor
 Lyon, James H.
 Lyons, Elmer C.

M

MacGillivray, Gordon
 Macek, Bernard F.
 Macek, Frank J.
 Macek, Walter P.
 Maciulla, James
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 Mackey, James Q.
 Mackowiak, S. C.
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 Maczis, William J.
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 Maggio, A. J., Jr.
 Magiros, John Geo.
 Main, Clinton E.
 Maisel, Joseph B.
 Maisenholder, E. C.
 Malanowski, B. C.
 Malick, Richard W.
 Malone, Wm. W.
 Manchey, L. Lavan
 Mandel, Howard E.
 Mandelblatt, Allen E.
 Mandrow, Mary
 Anna

Manheimer, R. B.
 Mankin, G. T.
 Mann, Ruffin N.
 Mantley, Frank B.
 Marciniak, Edw. S.
 Marcus, Max
 Marek, Anton
 Charles

Markin, Edward A.
 Markin, Samuel
 Markley, Edward B.
 Marks, Sidney I.
 Marley, Benj. C., Jr.
 Marmor, Joseph P.
 Marsh, Jack C.
 Marshall, Barbara I.
 Marshall, Charles M.
 Marshall, S. Fred
 Marshall, Sylvester
 K.
 Martello, Herbert A.
 Marten, George L.
 Martin, Alfred Leroy
 Martin, Frank G.
 Martin, Harry C.
 Martin, Lester Ross
 Martin, Richard E.
 Martin, Robert J.
 Martinez, Nellie E. S.
 Mary, Nolasco
 Maser, Louis
 Maseth, Earle

George
 Maseth, William E.
 Mashkes, Morris
 Mask, Jerome
 Mason, John T.
 Mason, John Wm.
 Massell, Aaron A.
 Massing, David
 Massing, E. Wolfe
 Matelis, Olga P.
 Mathers, Audrey J.
 Mathews, H. Spencer
 Mathews, Emory H.
 Matta, Joseph Edw.
 Matthews, Vincent S.
 Matthews, Vincent

W.
 Mattingly, Daniel J.
 Mattocks, A. McL. Jr.
 Mattox, William M.
 May, Howard J.
 Mayberry, Edgar B.
 Mayer, J. L.
 Mayer, Alexander M.
 Mayer, Maurice V.
 Mazer, Harold H.
 McAllister, Benjamin
 McAllister, Benj., Jr.
 McDougall, Bernard

C.
 McAvoy, Michael J.
 McCagh, Edward T.
 McCagh, F. L., Jr.
 McCall, George B.

McCambridge, Joseph
 McCann, Thos. J. Jr.
 McCann, Walter I.
 McCarthy, Daniel F.
 McCarthy, John L.
 McCartney, Frank L.
 McCauley, Wm. F.
 McClerry, Claud R.
 McClincy, Stanley
 McCohn, Sister
 McComas, J. R., Jr.
 McConnell, Dufferin
 McCormick, Chas. E.
 McCormick, G. C.
 McCoy, J. K., Jr.
 McDonald, C. L.
 McDonald, Thos. L.
 McDougall, Bernard
 McDonnell, Patrick J.
 McDuffie, George E.
 McElwee, Ross S.
 McGarry, Charles E.
 McGinn, Henry P.
 McGinity, F. Rowland
 McGraw, E. J.
 McGuire, Thomas H.
 McIndoe, John G.
 McKellip, John
 McKenzie, H. C.
 McKew, Thomas H.
 McKinley, James

D., Jr.
 McKirgan, John L.
 McKirney, Wm. M.
 McKnight, Vernon H.
 McLarty, Geo. C., Jr.
 McLean, I. William
 McMahon, Michael J.
 McManus, Daniel A.
 McMichael, James E.
 McNally, Hugh B.
 McNamara, B. P.
 McShann, Mansell H.
 McTeague, Charles J.
 McWilliams, Lester
 Meadows, Clement J.
 Meadows, George W.
 Meagher, Harry R.

Mears, Chase K.
 Mears, Frank D.
 Mears, Lee K.
 Meeth, John T.
 Megaw, Herschel
 Meiser, Edward T.
 Meiss, William S.
 Meikle, J. D.
 Mellor, Benjamin, Jr.
 Mendelsohn, Daniel
 Mendelsohn, Max L.

*Deceased

Neely, Herron
 Neis, Arnold Howard
 Nelson, Augustus W.
 Nelson, Robert B.
 Nelson, William G.
 Nemerow, Martin W.
 Neubauer, Clarence G.
 Neumann, Jos. James
 Neumann, Walter P.
 Neumeyer, John L.
 Neutze, John F.
 New, John Robert
 Newhouse, Stanley R.
 Newman, Albert M.
 Newman, David
 Newman, Leon M.
 Newman, Martin D.
 Niefeld, Herbert
 Nierman, Robert F.
 Niss, Israel
 Nitsch, Charles A.
 Niznik, Paul Vincent
 Niznik, Theodore T.
 Noel, Harriett Ruth
 Noelle, Charles
 Noland, Charles E.
 Noll, Frank Morgal
 Noll, Violet B.
 Nollau, Elmer W.
 Nordman, H.
 Norris, Earl M.
 Norris, Paul Edmund
 Norris, Walter B.
 Norton, Anna Cover
 Norton, Gerald Lewis
 Nosal, Pauline Ann
 Noveck, Irvin
 Noveck, Morris
 Noveck, Nathan
 Novey, Sam
 Novick, Bernard
 Nowick, Sidney G.
 Nunan, Sister
 Mary B.

O

O'Brien, John W.
 O'Brien, William C.
 O'Dea, James M.
 Odian, Alice
 O'Donnell, Francis J.
 Offutt, Clifford H.
 Offutt, R. H.
 Ogrinz, Alexander J.
 Ogurick, Alexander
 O'Hara, John James
 O'Hara, John J., Jr.
 Ohlendorf, Albert V.
 Ohly, Robert Wayne

Okrasinski, Joseph L.
 Oken, Jack
 Oken, Louis E.
 Oldham, Walter F.
 Oleszczuk, Melvin J.
 Olsan, Frank
 O'Neal, John Leonard
 O'Neil, Jennie A.
 O'Neill, Lawrence J.
 Onnen, Adolph C.
 Onnen, Arnold M.
 Onnen, E. F.
 Orlind, Harry
 Orloff, Milton
 Orr, William Hugh
 Ortt, James Bryan
 Orzel, Rita Adele
 Oshry, Faga P.
 Osburn, Darris M.
 Oshinsky, Sol
 Ostrow, Milton
 Otto, Frederick A.
 Ouellette, Philip A.
 Overholt, W. F.
 Owens, Bennie G.
 Owens, R. Hamilton
 Oxman, Meyer

P

Packett, William H.
 Padousis, John
 Padussis, Anthony G.
 Pagan-Colon,
 Rafael Angel
 Paidakovich, M. J.
 Palder, Edward L.
 Palmer, J. C.
 Palmer, Mathias
 Panamarow, Stephen
 Pannill, William E.
 Pape, Harry S.
 Parelhoff, Maurice I.
 Papiermeister, Joseph
 Parisky, Bernard H.
 Parker, Howard E.
 Parker, Jas. A. I.
 Parker, John G.
 Parker, Katherine J.
 Parker, Laura
 Parker, Muriel E. N.
 Parker, Richard Dale
 Parks, Isadore J.
 Parlade, J. A.
 Parlett, George D.
 Parr, Oscar C.
 Parr, William A.
 Parramore, W. VanV.
 Parrish, Paul Thomas
 Parson, Benjamin
 Pasco, Louis Edward

Pass, Isidore
 Pass, Victor Earl
 Passaro, Edward J.
 Pasterfield, Philip M.
 Pasterfield, Wm. T.
 Pate, William A.
 Patlen, Irving
 Patrick, Albert John
 Patrick, Thomas Ed.
 Pats, Albert
 Pats, Sidney
 Patterson, Walter J.
 Paul, Daniel A.
 Paul, Frank Ronald
 Paul, Harry Jacob
 Paul, Howard
 Paulson, Aaron Ariel
 Paulson, David
 Paxson, George W.
 Paxson, Robert L.
 Paxton, Poague R.
 Payne, Harry
 Payne, Thomas M.
 Pazdera, Frank J.
 Pearlman, Albert
 Pearlman, David
 Pearlman, William L.
 Pearlstein, Philip
 Pearrell, Ernest H.
 Pearson, Sarah B.
 Pearson, Silas H.
 Pecarsky, Seymour
 Pelovitz, Nathan G.
 Pemsel, E. Robert
 Pentz, R. L.
 Perel, Max
 Peskin, David
 Peterka, Albert A.
 Peters, Albertus B.
 Peters, Charles R.
 Petralia, Anthony J.
 Petticord, Webster B.
 Pettit, Bernard A.
 Petty, Huie Wilbert
 Petzold, Robert T.
 Pfaff, Virginia W.
 Pfeifer, Charles M.
 Pfeifer, Charles, Jr.
 Pfeifer, Edward
 Phelps, R. Gorman
 Phillips, Emerson C.
 Picha, Frank
 Pickett, Benjamin F.
 Pierce, J. W.
 Pierce, Robert R.
 Pierson, Clarence H.
 Pietri, Margarita O.
 Pigott, C. D.
 Pilson, Robert A.
 Pilson, Robert W.

Pinerman, Jerome
 Pinsky, Herman H.
 Pippig, Howard A., Jr.
 Piquett, Maude B.
 Piraino, Vincent J.
 Pivec, John James
 Pivo, Robert
 Plank, Donald J.
 Plank, John McNeil
 Plassnig, Edwin
 Platt, Marvin S.
 Platt, William
 Plotkin, Herbert
 Plotkin, Richard D.
 Plotner, William C.
 Plumley, R. Walter
 Plovsky, Nathan L.
 Podoksiak, Hyman B.
 Poffenberger, H. L.
 Poggi, Gabriel J. L.
 Poisal, J. W.
 Poklis, Alphonse
 Polk, Hamilton R.
 Pollekoff, Jacob
 Pollekoff, Sheldon E.
 Polekoff, Morris
 Pollock, William
 Pollack, Melvin M.
 Pollack, Morton L.
 Polonsky, Murray
 Poltilove, Geo. J.
 Poltilove, Harvey G.
 Pomerantz, L. H.
 Popluder, Nathan
 Porembsky, Joseph
 Portney, Samuel
 Porterfield, R. S.
 Portoghese, P. S.
 Posin, Benjamin W.
 Potash, Oscar
 Potocki, Peter Paul
 Potts, Gifford L.
 Potts, H. L.
 Powell, F. Lee
 Powell, Monte L.
 Powers, Julian T.
 Poznysz, Edward L.
 Prag, Jules Bengé
 Pratt, Charles A.
 Pressman, Harry
 Pressman, I. M.
 Preston, Bern. J., Jr.
 Price, Carroll F.
 Price, Charles P.
 Price, Walter C.
 Pritzker, Sherman D.
 Pross, Clarence
 Pross, Ferdinand, Jr.

Prostic, Albert
 Prostic, Harry
 Proudfoot, R. E.
 Provenza, Stephen J.
 Provost, F. T.
 Puce, Alfred Albert
 Puce, Irving M.
 Pryor, W. A.
 Pucklis, Frank S.
 Pugatsky, David
 Pumpian, Paul A.
 Purdum, Frank L.
 Purdum, H. D.
 Purdum, William A.
 Pycha, Richard J.

Q

Quarles, Ralph T.
 Quasney, Emil, Jr.
 Quen, Edward Marc
 Quvedo, de Carlos G.

R

Raap, Irvin Leonard
 Rabinowitz, I. W.
 Racusin, Nathan
 Raedy, John Henry
 Raffel, Leon
 Ragains, Fred Perry
 Ragland, Thomas E.
 Raichlen, Isador
 Raichlen, Samuel I.
 *Raines, Wm. Horace
 Raney, John W.
 Ranfone, Charles
 Rankin, Billy Frank
 Rapaport, G. H.
 Rapoport, Leonard
 Rappaport, Marvin
 Rasinsky, Milton
 Raudonis, John A.
 Rauschenbach, C. W.
 Rausen, Joseph
 Ravita, Salvatore J.
 Rawe, Charles E.
 Rawlins, Mildred A.C.
 Raylman, Robert C.
 Reamer, Israel T.
 Reamer, Sidney H.
 Redden, Charles H.
 Reed, C. H., Jr.
 Reed, Clyde Eugene
 Reed, Jackson S. R.
 Reese, C. Clifford
 Reese, Charles C.
 Reese, Harry Eugene

Reese, Kenneth A.
 Regimenti, Vincent J.
 Rehbein, Louis W.
 Reichert, LeRoy D.
 Reir, Hilary H.
 Reindollar, Wm. F.
 Reinhardt, O. M.
 Reinhardt, R. L.
 Reid, Hilary H.
 Reisch, Milton
 Reiser, Arnold J.
 Reiser, Earl
 Reiter, Arthur Paul
 Reiter, Saul
 Reitz, J. J.
 Rench, Victor B.
 Rendel, Morris
 *Renner, John Henry
 Resnick, Elton
 Rettaliata, Leo
 Reynolds, A. C.
 Reynolds, Bradley A.
 Reynolds, C. E., Jr.
 Reynolds, Ralph E.
 Rezek, Geo. Jaroslav
 Reznek, Paul
 Rhode, John George
 Rhodey, Charles L.
 Ribeiro, Robert E.
 Rice, Leonard M.
 Rice, Howard S.
 Ricedorff, Edwin M.
 Rich, Frank R.
 Richardson, C. G.
 Richardson, C. T.
 Richardson, G. A.
 Richardson, James J.
 Richardson, Lloyd N.
 Richardson, Wm. H.
 Richardson, V. M.
 Richman, Emanuel
 Richman, Jacob L.
 Richman, Philip F.
 Richmond, Jerome
 Richmond, Samuel
 Richmond, Sewell E.
 Richter, Wm. A.
 Riedel, Walter K.
 Riggins, Rex
 Riggs, John A.
 Riley, Marie Theresa
 Ringgold, B. C.
 Rinker, Lemuel H., Jr.
 Ripley, Albert B.
 Ritter, Ross W., Jr.
 Rizer, R. L.
 Robbins, Gaythel S.
 Robbins, Sam S.

*Deceased

- Robeck, Walter H.
 Robenson, Milton N.
 Robert, Rafael
 Robert, W. H., Jr.
 Roberts, William P.
 Robertson, F. W.
 Robertson, W. F.
 Robins, Leon Israel
 Robinson, Albert J.
 Robinson, Joseph T.
 Robinson, Maurita
 Robinson, Oliver P.
 Robinson, P. P.
 Robinson, R. C. V.
 Robinson, Robert
 Robinson, S. E.
 Robl, Mary J. K.
 Rochester, Harry L.
 Rockman, Morris
 Roddick, Wilkin M.
 Rodbell, Theodore E.
 Rodgers, Sister
 Scholastica
 Rodman, Leon
 Rodman, Morris
 Rodney, George
 Rodowskas, C. A.
 Roe, Thomas E.
 Rogers, Harold L.
 Rohoblt, Walter S.
 Romanoff, Samuel A.
 Rombro, David M.
 Rooss, Robert V.
 Rosario, Carlos del
 Rose, Jonas
 Rose, Louis
 Rose, Wm. Wilson
 Rosen, Donald Merle
 Rosen, Sam
 Rosenbach, Hans J.
 Rosenberg, Leon
 Rosenberg, B. R.
 Rosenberg, Joseph J.
 *Rosenberg, Max S.
 Rosenberg, Milton B.
 Rosenberg, Morris
 Rosenberg, Reuben
 Rosenberg, Robert
 Rosenbloom, Jack H.
 Rosenfeld, Albert
 Rosenfeld, David H.
 Rosenfeld, Israel A.
 Rosenstadt, Aaron
 Rosenstein, Aaron
 Rosenstein, Harry B.
 Rosenthal, Alvin
 Rosenthal, Bernard
 Rosenthal, Emanuel
 Rosenthal, H. T.
 Rosenthal, Lewis J.
 Rosenthal, Louis R.
 Roslyn, John J.
 Rosoff, Philip
 Ross, Earl R.
 Ross, James Davis
 Ross, Robert W.
 Ross, William A., Jr.
 Rossberg, Charles
 Rossberg, William
 Rossberg, William C.
 Rostov, Samuel J.
 Roth, Louis J.
 Rothberg, Louis E.
 Rothman, Morris E.
 Rothstein, Paul
 Rotkovitz, William
 Rouzer, John R.
 Rowe, Charles Joshua
 Rowens, W. Eldridge
 Rowland, Mary J. B.
 Rowland, N. D.
 Rowlenson, John T.
 Rowlenson, Wm. F.
 Roy, A. H.
 Royce, Robert
 Francis
 Ruben, William M.
 Rubens, Harry M.
 Rubin, Melvin N.
 Rubin, Murray Alvin
 Rubin, Samuel B.
 Rubin, Samuel S.
 Rubin, Seldon L.
 Rubin, Sylvan I.
 Rubinstein, Hyman
 S.
 Ruddle, Israel M.
 Rudie, Harry
 Rudman, Melvin H.
 Rudo, Herbert B.
 Rudoff, Oscar
 Rudolph, Henry S.
 Rudy, Harry Robt.,
 Jr.
 Ruff, Howard
 Ruff, William A.
 Ruhl, Frank H.
 Rush, G. W. C.
 Russell, J. A.
 Russell, John Alex.
 Russell, Richard P.
 Ruth, Stephen
 Walter
 Ruths, F. C.
 Rutkin, Samuel
 Rutkowski, Edw. V.
 S
 Sabatino, Louis T.
 Sable, Louis
 Sach, Abraham
 Sachs, Albert
 Sachs, Michael
 Sachs, Norman R.
 Sachs, Raymond
 Sachs, Raymond
 Sachs, Robert
 Sachs, Sylvan L.
 Sacki, Kurt Leo
 Sacks, Melvin
 Sacks, Morris
 Sacks, Paul D.
 Sacks, Sidney
 Sachs, Walter H.
 Sadler, R. H.
 Sadler, Thomas, Jr.
 Safran, Sidney
 Sager, Benjamin
 Saks, Joseph Herman
 St. Henry, Sister
 Mary
 Salus, Arthur
 Sama, Mario
 Sames, Joseph H.
 Sampson, A. J.
 Samuelson, Oscar
 Sandene, Clarence L.
 Sanders, Wm. E.
 Sandler, Jos. Samuel
 Sandler, Solomon
 Sanner, Norman R.
 Sanner, Richard T.
 Santoni, David A.
 Santoni, Daniel A.
 Santoni, Henry A.
 Sappe, Milton J.
 Sappe, Milton C.
 Sapperstein, Edw. I.
 Sapperstein, Jacob J.
 Sapperstein, Louis
 Sapperstein, William
 Sarubin, Milton
 Saslaw, Israel S.
 Satsky, William M.
 Satou, Marcus
 Sause, Milton P.
 Savage, Moses
 Savage, Walter T.
 Savitz, Melvin M.
 Sawtelle, Seth S.
 Sborofsky, Isadore
 Scelfo, Octavia A.
 Scelsi, Joseph V.
 Schaech, Dorothy F.

- Schaefer, Charles A.
 Schaefer, John F.
 Schaefer, T. A.
 Schammel, Adam J.
 Schapiro, A. B.
 Schapiro, Harry S.
 Schapiro, Oscar M.
 Schapiro, Samuel
 Schapiro, Louis
 Schaumburg, N. L.
 Schechner, Jules
 Scheffrin, R. E.
 Scheinin, Benjamin
 Scheinker, Wm. H.
 Schenker, Norman L.
 Schenker, Philip
 Scher, Robert Samuel
 Scherer, Charles
 Scherr, Melvin G.
 Scherr, Morton B.
 Scherr, Norma L.
 Scherr, Stanley
 Schiff, Harry David
 Schiff, Howard R.
 Schiff, Nathan
 Schiltneck, Fanny
 Schiltneck, C. N.
 Schimmel, M. S.
 Schindel, Harry E.
 Schindel, Samuel L.
 Schindel, Howard E.
 Schireson, Henry J.
 Schirman, Dr. R. J.
 Schisler, Chas. H.
 Schlackman, Milton
 Schlaen, Mildred
 Schlafsteyn, R.
 Schley, Steiner
 Schlinger, Howard R.
 Schlosser, Roy B.
 Schmalzer, W. J., Jr.
 Schmidt, August W.
 Schmidt, Chas. J., Jr.
 Schmidt, F. Herman
 Schmidt, Jacob E.
 Schmidt, Edwin A.
 Schmidt, E. Albert
 Schmidt, Geo. M.
 Schmidt, Herman
 Schmidt, John E.
 Schmidt, Samuel
 Schmitt, Fred J.
 Schnaper, Morton J.
 Schneider, Allan M.
 Schneider, Edwin J.
 Schneider, Jack
 Schneyer, Herbert D.
 Schochet, Paul
 Schonfeld, Gerald
 Schoenrich, Herbert
 Schonfeld, Paul
 Schor, Leo
 Schotta, Elbert Wm.
 Schrader, Harry L.
 Schroeder, J. H.
 Schucalter, Harry B.
 Schucalter, Morris E.
 Schulte, C. J. A., Jr.
 Schulte, C. M.
 Schulte, Edward Lee
 Schulte, F. W., Jr.
 Schulte, Henry C.
 Schulte, John A.
 Schultze, Hugo F.
 Schulze, Wilmer H.
 Schumann, Henry V.
 Schumm, Fred. A.
 Schuster, Gerald D.
 Schuster, John N.
 Schutz, Edward A.
 Schwartz, Alvin
 Schwartz, B. M.
 Schwartz, David I.
 Schwartz, Harry
 Schwartz, Henry
 Schwartz, I. George
 Schwartz, Francis H.
 Schwartz, J. W.
 Schwartz, Jerome
 Schwartz, John T. C.
 Schwartz, Martin
 Schwartz, Milton
 Schwartz, Nathan
 Schwartz, Theo. H.
 Schwartzburt, I. L.
 Schwatka, W. H., Jr.
 Sciarra, John Jack
 Scigliano, John A.
 Scola, Joseph
 Scoll, Lea H.
 Scott, David I.
 Scott, Donald W.
 Scott, Edward A.
 Scott, Edward D.
 Scott, Jennings B.
 Scott, Kent W.
 Scott, S. M., Jr.
 Sealfon, Irwin I.
 Seamans, Eugene A.
 Sears, Edward DeF.
 Seechuk, William W.
 Seely, Hattie May
 Seff, David Joseph
 Segall, Jacob Roth
 Segel, Harry
 Seibert, Stanley
 Seidel, Harry Louis
 Seidman, Henry G.
 Seigle, S. S.
 Seldeen, Martin
 Seldin, Isadore
 Sellers, Harry H.
 Seltzer, Leonard A.
 Semer, Gerald M.
 Sencindiver, J. H.
 Senger, Joseph A.
 Sennhenn, William
 Serpick, Jacob
 Settleman, Jerome
 Settler, Alan Lee
 Settler, Myer Martin
 Seward, Mary E.
 Seward, William W.
 Sexton, Moses
 Shackelford, H. S.
 Shaffer, Frederick R.
 Shaffer, E. Herbert
 Shaffer, Harry P.
 Shaffer, Lawrence F.
 Shalowitz, Marion
 Shank, Earl E.
 Shannon, Donald A.
 Shapiro, Albert A.
 Shapiro, Henry
 Shapiro, Jerome B.
 Shapiro, Lionel M.
 Shapiro, Max
 Shaughnessy,
 Sister Zoe
 Shea, Harold J.
 Shea, John W.
 Shear, Joseph
 Shear, Morton I.
 Shearer, Nancy Lee
 Sheer, Lawrence
 Sheetz, Randall L.
 Sheftelman, David
 Shellenberger, J. H.
 Sheller, Samuel J.
 Shemer, Stuart
 Shenker, Allan B.
 Shenker, Arthur
 Shenker, Morris
 Shenker, Sherman H.
 Shepherd, Edward C.
 Shepherd, Fred. P.
 Sherman, L. F.
 Sherman, Louis L.
 Sheroff, Seymour
 Sherr, Harold G.
 Sherry, David
 Shershow, Harry
 Sherwood,
 Margaret Frances

- Shestack, Robert
 Shields, Arthur P.
 Shimanek, L. J.
 Shimkus, Michael A.
 Shipley, Albert R.
 Shipley, H. Clinton
 Shirey, Ronald L.
 Shoben, Gerald
 Shoben, Jacob
 Shochet, Irving Edw.
 Shochet, Melvin
 Shocket, Sidney
 Shoemaker, Ross F.
 Shoemaker, W. C.
 Shook, Joseph Wm.
 Shore, W. S.
 Showacre, Harry A.
 Showalter, Claude M.
 Showman, A. R.
 Shpritz, Stuart
 Shulman, Joel
 Shulman, Emanuel V.
 Shulman, Shirley S.
 Shumway, M. A., Jr.
 Shupe, B. F.
 Shupe, J. B.
 Shure, Arthur A.
 Shure, Bernard G.
 Shure, Irwin
 Shuster, Leon Paul
 Siegel, Alvin Morton
 Siegel, Harold W.
 Siegel, Lawrence R.
 Siegel, Paul
 Sienkielewski, R. B.
 Sifen, Paul
 Silberg, Edgar Mano
 Silberg, Harvey G.
 Silberman, Irving
 Silberman, Joseph J.
 Silbert, Andrew W.
 Silnutzer, Meyer
 Silver, Benjamin J.
 Silverman, Albert M.
 Silverman, Irvin I.
 Silverman, Sidney
 Silverman, Sylvan L.
 Silverman, Sylvan B.
 Silverstein, Bernard
 Silverstein, Fred
 Silverstein, Morton I.
 Simmons, Harry P.
 Simmons, Leslie D.
 Simms, Thomas
 Simon, Alder Irvin
 Simon, Alvin
 Simon, Melvin
 Simonoff, Robert
 Simonson, John W.
 Simpson, John F.
 Sinclair, Theodore B.
 Sindler, Melvyn M.
 Singer, George D.
 Singer, Harold B.
 Singer, Isidore E.
 Singer, John V.
 Singewald, A. G.
 Singman, Henry D.
 Sinker, Robert S.
 Siracusa, Frederick
 Sirkis, Marvin P.
 Sirota, Leo Robert
 Sisco, Samuel
 Sisk, Joseph F.
 Sites, William A.
 Skaft, William
 Skibinski, Emil J.
 Sklar, Isidore Allen
 Skolaut, Milton W.
 Skrickus, Joseph A.
 Skruch, Walter John
 Skup, David A.
 Slama, Frank J.
 Slay, J. B.
 Sloan, Harold T.
 Slough, Herbert E.
 Slusky, Louis B.
 Small, Bessie B.
 Small, Isidore Irvin
 Smith, Arthur Wesley
 Smith, Bernard T.
 Smith, Claude N.
 Smith, Daniel Earl
 Smith, Edward
 Smith, Edgar C.
 Smith, George G.
 Smith, George M.
 Smith, Heber
 Smith, Henry W.
 Smith, Herbert C.
 Smith, Howard T.
 Smith, John Joseph
 Smith, Jos. I.
 Smith, Julius A.
 Smith, Lewis Ayer
 Smith, Martin
 Smith, Maurice R.
 Smith, Morton
 Smith, Murray P.
 Smith, Owen C.
 Smith, Paul K.
 Smith, Pierre Frank
 Smith, Robert Wells
 Smith, Raymond H.
 Smith, Rudolph R.
 Smith, Rudolph, Jr.
 Smith, Sanford D.
 Smith, Theodore S.
 Smith, Thomas S.
 Smith, T. W.
 Smith, Walter N.
 Smith, W. Harry, Jr.
 Smith, William E.
 Smith, William H.
 Smith, William W.
 Smithers, Norman R.
 Smithers, Thomas J.
 Smoot, A. C.
 Smulevitz, Irving
 Smulovitz, David
 Smulovitz, Sidney
 *Smulson, M. M.
 Snavely, R. W.
 Snell, Tom J.
 Snellinger, J. E.
 Snively, Fred H.
 Snyder, Erwin C.
 Snyder, Jerome
 Snyder, Nathan
 Snyder, Nathan M.
 Snyder, Paul Jay
 Snyder, Robert Ed.
 Snyder, William T.
 Sober, Norman
 Soladar, Augusta L.
 Sollod, Aaron Charles
 Sollod, Herbert S.
 Sollod, Joseph A.
 Sollod, Melvin J.
 Sollod, Sylvan J.
 Solomon, Sam
 Solomon, Simon
 Solomon, S. Samuel
 Solskv, Robert M.
 Somerlatt, Virginia G.
 Somers, Grover S.
 Sommer, Werner J.
 Sonnenburg, Chas. E.
 Sophocleus, G. J.
 Sosnoski, Walter J.
 Sowell, Sam
 Sowbel, Irving
 Sowbel, Philip
 Soyles, James S.
 Spahn, J. A., Jr.
 Spain, Sister Lydia
 Spangler, Kenneth G.
 Spano, Arthur N.
 Speaker, Tully J. J.
 Spellman, Sister
 Mary Rita
 Spence, Clarence G.
 Sperandeo, Frank J.
 Spicer, O. W.
 Spigelmire, C. E.
 Spike, Sidney

*Deceased

Spittel, Robert John
 Spittle, Elmer
 Sprague, Victor Hugo
 Sprech, Charles E.
 Springer, Lewis Rex
 Sprowls, Winfield S.
 Sprucebank, Harry E.
 Sprucebank, Roy A.
 Stafford, Earle A.
 Stagmer, O. R.
 Stahl, Charles W.
 Stahl, Willam M.
 Stahlhut, Carl W.
 Staley, Clifton B.
 Staller, Abraham
 Stam, Lillian R.
 Stambosky, Louis
 Stancill, George W.
 Standiford, Isaac W.
 Stark, Alvin
 Stark, John Walter
 Starr, Harvey
 Startt, William A.
 Statter, Irvin Barry
 Stattner, Milton
 Staub, Brown Chas.
 Stauff, John
 Stauffer, Howard C.
 Stauffer, L. E.
 Stavely, Roy S., Sr.
 Steel, Harold
 Steele, Frank John
 Steele, Wm. Richard
 Stecher, Joseph L.
 Steffe, John W.
 Stehl, Justus
 Stehl, Gustav L.
 Stehl, J. V.
 Stein, Milton R.
 Steinberg, Bernard
 Steinberg, Louis
 Steinber^c Sherman
 Steiner, Albert
 Steinhardt, Abraham
 Steinhilber, Richard
 Steinwedel, Wm| A.
 Stem, Albert W.
 Stempel, Edward
 Sterling, A. L.
 Sterling, Elmer W.
 Stern, Albert W.
 Sterner, Paul E., Jr.
 Stevens, S. E.
 Stewart, John Wesley
 Stewart, Ralph B.
 Stewart, Samuel H.
 Stewart, William H.
 Sticha, Joseph

*Deceased

Stichel, William
 Stichman, Solomon
 Stidger, Hugh
 Stierer, Raymond L.
 Stiffman, George J.
 Stiffman, Jerome A.
 Stillwagon, Larmar J.
 Stimek, Joseph A.
 Stine, Harry
 Stokes, Edward V.
 Stokosa, Milton J.
 Stolberg, Edward B.
 Stoler, Myer
 Stompler, C. R.
 Stone, Harry
 Stone, Joseph J.
 Stone, S. W.
 Storch, Arthur Z.
 Storm, Norman F.
 Stotlemeyer, Chas.K.
 Stotler, Robert P.
 Stouffer, Harvey V.
 Stout, Warren E.
 Straight, Fred S.
 Strasburger, Melville
 Strasburger, Wm. R.
 Stratmann, George

M. C.

Strauch, John J.
 Strauch, Joseph
 Strauss, Austin
 Strauss, Bernard H.
 Strauss, Leo
 Strauss, Leon
 Streett, Edmund O.
 Streett, Mechem E.
 Strevig, John Alfred
 Stribler, J. H.
 Striner, Benjamin
 Strite, W. E.
 *Strobel, Ed. J. A.
 Sturgiss, A. G.
 Stutt, J. Harry
 Sudler, Arthur E.
 Sudler, Charles C.
 Sudler, Foster
 Sugar, Harold S.
 Sugar, Victor J.
 Sulewski, B. A.
 Sullivan, Clarence B.
 Sullivan, Daniel S.
 Sullivan, Fred G.
 Sullivan, Howard D.
 Sullivan, William F.
 Sumrall, James Coy
 Sunshine, Abraham J.
 Surell, Howard S.
 Surratt J. Harry
 Survil, Anthony A.
 Susel, Benjamin E.

Sussman, Bernard
 Sussman, Hyman J.
 Sussman, Sidney
 Suto, Frank Jacob
 Svarovskv, John W.
 Swain, Clyde C.
 Swain, Robert Lee
 Swain, Wilson B.
 Swartz, Charles J.
 Swartz, Harold A.
 Swartz, Irving E.
 Swiss, F. L.
 Symons, Julius
 Syracuse, Samuel F.

T

Tabler, C. W.
 Taetle, Herman I.
 Tagg, Norman H.
 Taliaferro, W. B.
 Taich, Louis
 Tam, Clement W. S.
 Tamburo, Samuel J.
 Taransky, Allen A.
 Tarantino, John
 Thos.
 Tate, Joseph McCall
 Tattar, Leon Lee
 Taub, Stanley S.
 Taylor, Gary Louis
 Taylor, Joseph S.
 Taylor, R. W. W.
 Tee, Harry C., Jr.
 Teets, Donald E.
 Tenberg, David Paul
 Teramani, J. A.
 Terrell, Alexander A.
 Tesman, Jacob
 Thal, Johann M.
 Thayer, Franklin E.
 Thayer, H. T.
 Theodore, R. M.
 Thieme, G. C.
 Thiess, Robert E.
 Thomas, Frank J., Jr.
 Thomas, George R.
 Thomas, George S.
 Thomas, Oscar B.
 Thome, Charles C.
 Thrall, Ralph B.
 Thompson, J. West
 Thompson, Joseph E.
 Thompson, Paul H.
 Thompson, Robert E.
 Thompson, Wm. P.
 Thornton, Henry L.
 Thornton, William H.
 Thorp, Clare Faye
 Thron, Edward, Jr.

Tillery, John Wm.
 Timmons, W. D., Jr.
 Tingle, M. W.
 Tipton, Frank B.
 Title, Irwin
 Titlow, H. B.
 Titus, Sister Mary I.
 Tober, Theodore W.
 Tobias, I. Herbert
 Todd, Harvey E.
 Todd, Robert Cecil
 Todd John C.
 Toelle, Milton F.
 Tolson, Bert D.
 Tompakov, Sylvan
 Toole, Frank Leo
 Topchik, Howard
 Toulson, John M.
 Tourkin, David
 Traband, M. T., Jr.
 Trachtenberg, Doris
 Tracey, Arthur G.
 Trageser, Jacqueline
 Tralins, Julius Jos.
 Tramer, Arnold
 Trehern, J. Curtis
 Tremaine, Stanley A.
 Tremaine, Warren L.
 Toronto, Nicholas A.
 Tritle, Richard R.
 Tronwood, Thos. G.
 Trowbridge, Harry O.
 Troxel, J. G.
 Troxell, Will F.
 Truax, J. L.
 Truitt, D. J. O.
 Truitt, James Gordon
 Truitt, James H.
 Truitt, James W., Jr.
 Truitt, Charles R.
 Trull, Alfred C.
 Truxton, Charles O.
 Trygstad, Vernon O.
 Tucker, Alexander
 Tucker, William C.
 Tucker, William W.
 Tumas, John
 Tumbleson, Arthur L.
 Tumbleson, A. M.
 Tumbleson, Chas. C.
 Turlington, R. A.
 Turner, A. F., Jr.
 Turner, Zachariah III
 Turpin, E. S.
 Turpin, H. J.
 Twigg, Theodore K.
 Tyrell, M. R.

Tyler, John Paul

 U
 Uhler, Gerard M.
 Ulan, Martin S.
 Ulman, Ferdinand
 Undang, Arnold
 Urlock, John P., Jr.
 Urspruch, William G.

V
 Valentine, A. W.
 Van Allan, Peter
 Van Duzer, Roberta
 Vansant, Bayard
 Van Slyke, Amos R.
 Veasey, John
 Vehrencamp, E. L.
 Velinsky, Sylvia Lois
 Venick, Marvin L.
 Verchik, John Wm.
 Vezina, Armand B.
 Vicino, Dominic J.
 Vidal, Manuel J.
 Vilkas, Leo J.
 Vinson, R. B.
 Vinson, Robert Wm.
 Visel, C. G.
 Vodenos, Philip N.
 Volkman, Maurice M.
 Volpe, William J.
 Vogel, George
 Vogel, George Wm.
 Vogel, Walter Wm.
 Voigt, Herman A.
 Vojik, Edward C.
 Von Doelle, J. H., Jr.
 Vondracek, John W.
 Voshell, Harvey W.
 Voshell, William F.
 Voshell, William Jr.

W
 Wachsman, Irvin L.
 Waddell, Samuel J.
 Wagenheim, Zelick
 Wagman, Barlow J.
 Wagner, Betty G.
 Wagner, George W.
 *Wagner, H. J.
 Wagner, Karl G.
 Wagner, Manuel B.
 Wagner, Phyllis H.
 Wagner, Raphael H.
 Wailes, Henry S.
 Wainger, Edward
 Walb, Winfield A.

Walb, Winfield S.
 Walch, Edward E.
 Wald, Sheldon G.
 Waldsachs, Joseph J.
 Waldschmidt, Henry
 Waldman, Alvin M.
 Waldman, Jacob
 Walker, Alfred
 Walker, C. H.
 Walker, Carl Samuel
 Walker, Paul A.
 Walker, R. H.
 Wallace, Joseph T.
 Waller, Irvin Robert
 Waller, William J.
 Wallis, Henry Hill
 Wallis, Walter
 Walman, Morris
 *Walsh, Harry J.
 Walsh, Morgan N.
 Walsh, Richard J.
 Waltemeyer, J. T.
 Walter, James B., Jr.
 Walter Norman W.
 Walton, Tracy McC.
 Walts, David Y.
 Waltz, Bradley H.
 Waltz, George H.
 Walz, Jacob L.
 Walzer, Adolph
 Waltzinger, A. F., Jr.
 Wannewetsch, J. F.
 Waples, Wm. Ewing
 Ward, Francis X.
 Ward, Michael J.
 Ward, Stark
 Wareham, E. A.
 Warfield, S. Roland
 Warfield, Harry N.
 Wargell, Walter F.
 Warnefeld, Wm. H.
 Warner, J. Lewis
 Warner, William
 Warren, Daniel A.
 Warren, Jerome B.
 Warren, J. Noble
 Warrenfeltz, J. Fred.
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 Wasserman, Louis W.
 Watchman, Henry H.
 Waterman, H. E.
 Waterman, R. H.
 Waters, Charles C.
 Waters, Joseph Thos.
 Waters, James K.
 Watkins, J. W.
 Watts, C. C.
 Watts, Howard C.

*Deceased

- Watts, H. R.
 Watts, John Wesley
 Waxman, Milton M.
 Way, J. Louis
 Weaver, Frank H.
 Weaver, Warren E.
 Webb, James S.
 Weber, Edward
 Webster, Samuel E.
 Webster, Thomas C.
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 Wehler, Randolph
 Wehner, Daniel G.
 Weinbach, Eugene C.
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 Weinberg, M. A.
 Weinberg, Myron S.
 Weinberg, Sydney G.
 Weinberger, Sally D.
 Weiner, Alex
 Weiner, Bernard
 Weiner, David
 Weiner, Martin
 Weiner, Morton H.
 Weiner, Solomon
 Weiner, William
 Weingarten, J. H.
 Weinshenker, A.
 Weinstein, Daniel D.
 Weinstein, Jack J.
 Weisberg, Ruth R.
 Welch, Louis J. F.
 Welland, Arthur I.
 Wells, C. Milton
 Wells, Henry C.
 Wells, John S.
 Welsh, Charles R.
 Weltner, William
 Wendel, H. George
 Werley, LeRoy D., Jr.
 Wertheimer, Samuel
 Wesley, Maris P.
 Wesolowski, Frank J.
 West, Charles C.
 West, Fred Ralph
 West, Henry A.
 West, Erasmus
 Wetchler, Solomon
 Whaley, Wilson M. Jr.
 Wharton, John C.
 Wharton, Thomas P.
 Wharton, Zodak P.
 Whayland, Sewell H.
 Wheeler, John B., III
 White, G. W.
 White, E. Riall, Jr.
 White, Luther
 White, Pinkney M.
 White, Thomas F.
 White, Thomas N.
 White, Geo. Spencer
 Whitefield, James M.
 Whiteley, Roland S.
 Whiteley, William S.
 Whitesell, Elwood E.
 Whitesell, Reese E.
 Whiteside, Wm. B.
 Whitiker, C. Irwin
 Whitley, L. B.
 Whittaker, E. W.
 Whittemore, Edwin
 Whittle, G. W.
 Whittle, Harry L.
 Whittle, Thomas S.
 Whittle, William A.
 Whittlesey, Wm. H.
 Wich, Carlton E.
 Wich, Henry E.
 Wich, J. Carlton
 Wickes, H. O.
 Wickham, John J.
 Wiederkehr, Martin
 Wiener, Maurice
 Wierner, Jacob M.
 Wight, F. L., Jr.
 Wilder, Earle M.
 Wildsmith, Thos. H.
 Wiley, Robert Allen
 Willer, Rose P.
 Willer, William
 Wilhelm, Clarence W.
 Wilkens, J. H.
 Wilkerson, Albert R.
 Willard, Jester J.
 Wille, Harry R.
 Williams, Alfred S.
 Williams Arza G.
 Williams, Clyde G.
 Williams, Edward B.
 Williams, William O.
 Williamson, C. S.
 Williamson, E. L.
 Williamson, J. A.
 Williamson, Richard J.
 Willis, Henry N.
 Willke, Herbert H.
 Wilson, Franklin D.
 Wilson, H. J.
 Wilson, John Jacob
 Wilson, Joseph A.
 *Wilson, Samuel A.
 Wilson, Richard H.
 Wilson, Sister M.
 Joan of Arc
 Wilson, W. M., Jr.
 Wilson, W. W.
 Wilson, Walter W.
 Wilson, Wilfrid A. N.
 Winakur, Arthur
 Windsor, Lester D.
 Winger, David Z.
 Winger, Effie V.
 Winkler, William H.
 Winn, Solomon
 Winslow, Edwards F.
 Winstead, Oliver P.
 Winter, Samuel
 Winternitz, R. F.
 Wirth, Ferdinand F., Jr.
 Withers, James B.
 Witzel, John F.
 Witzke, Carl H.
 Witzke, Louis Henry
 Wlodkowski, E. M. J.
 Wode, Alvin E. W.
 Woehner, Walter A.
 Wolf, Charles A.
 Wolf, D. Earl
 Wolf, G. Ernest
 Wolf, Nathan
 Wolf, Robert F.
 Wolfe, Eddie
 Wolfe, G. H.
 Wolfe, J. Albert
 Wolfe, James J.
 Wolfe, Morris
 Wolfe, W. H.
 Wolff, E. E.
 Wolfovitz, Martin I.
 Wolfovitz, Sam
 Wollman, Joseph I.
 Wolpert, Arthur
 Wolsiewick, R. F.
 Wood, Marguerite L.
 Woltman, Enos Fred
 Wong, Margaret
 Wood, Medford C.
 Woodland, John C.
 Woodman, Harrison Payne
 Woods, F. D.
 Woodward, J. S.
 Woodward, J. S., Jr.
 Woolford, B. W.
 Woolford, Elmer B.
 Wooten, R. O.
 Worden, Lloyd G.
 Worrall, Fred. W.
 Worthington, Eugene
 Wright, Fred N.
 Wright, Henry D.
 Wright, John H.
 Wright, Joseph E.
 Wright, Joseph E.
 Wright, L. R.
 Wright, Myron J.

Wright, Thomas G.
 Wright, L. B., III
 Wright, Lawrence M.
 Wroth, Emory S.
 Wyatt Blanche B.
 Wylie, H. Boyd, Jr.

Y

Yager, Frank
 Yaffe, Morris Robert
 Yaffe, Samuel S.
 Yaffe, Stanley J.
 Yankeloff, Louis G.
 Yarmack, Morris H.
 Yarmosky, Jack J.
 Yee, Furn Suey
 Yevzeroff, Benjamin
 Yevzeroff, J. E.
 Yohn, Charles R.

Yost, Frederick
 Youch, Charles A.
 Young, Charles L.
 Young, George I., Jr.
 Young, Paul Roscoe
 Young, Ralph Victor
 Yousem, Jonas J.
 Yuscavage, Wm. J.

Z

Zajac, Walter C.
 Zaleski, Raymond A.
 Zalevsky, Sidney M.
 Zamecki, Robert J.
 Zarych, Joseph F.
 Zeller, Chas. B. Boyle
 Zenitz, Barnard L.
 Zentz, Milton
 Zetlin, Henry
 Zerofsky, Frank

Zerofsky, Harold
 Zervitz, Max M.
 Zerwitz, Irving F.
 Zerwitz, Sidney
 Ziegler, Charles L.
 Ziegler, John H.
 Zilber, S. Nathan
 Zimmer, David J.
 Zimmerman, E. R.
 Zimmerman, E. F.
 Zimmerman, L. M.
 Zimmerman, M. I.
 Zimmerman, T. E.
 Zimnoch, Francis X.
 Zinberg, Milton M.
 Zink, William P.
 Zolenas, A. J., Jr.
 Zuchowski, Victor L.
 Zukerberg, Morris
 Zulty, Joan H.
 Zvares Simon

REGISTERED ASSISTANT PHARMACISTS IN MARYLAND

The following list of Assistant Registered Pharmacists is furnished by and with the authority of the Maryland Board of Pharmacy, and every care has been taken to make the list accurate in every detail. However, should any errors be noted, please notify the Secretary of the Maryland Board of Pharmacy, 2411 North Charles Street, Baltimore, Maryland.

A

Adalman, Philip
Adams, E. Raymond
Albert, Arleigh H.
Amberg, Richard O.
Anderson, W. A.

B

Baker, Harry B.
Baker, James I.
Balmert, Frank C.
Barr, William W.
Barrett, Francis O.
Barrow, Edward W.
Bell, Elizabeth A.
Bercowitz, B. J.
Bere, J. G.
Bernstein, Joseph
Biggs, Eldridge F.
Blatt, Henry
Blizzard, Ella M.
Boone, Wiley James
Bowmeyer, Alvin S.
Brandenburg, L. R.
Briele, August Kern
Brille, F. R.
Brocks, Homer C.
Brown, Emma H.
Brown, William
Bryan, Arthur H.
Buffington, Mrs. M.E.
Burton, Perry P.
Buschman, Geo. W.

C

Caldwell, Gerald E.
Caplan, Abraham
Carter, Clarence L.
Chaires, Clifton M.
Cherry, John M.
Christ, Edwin L.
Christopher, H. B.
Cizok, George
Clarke, Hugh V.
Cohen, Morris G.
Collenberg, Girdwood
Colona, Clarence J.
Colston, Benjamin A.
Copes, James
*Deceased

Corbett, E. S.
Cotter, Edward F.
Councill, E. W.
Crammer, D. Preston
Cronin, T. Arthur
Crowther, Aloha H.
Cutchin, William M.

D

Davis, Edward Mann
Davis, Robert G.
Dayhoff, Edward B.
Deal, Justin
Deiter, Louis V.
Dentelhauser, L. T.
Derry, John W.
Dickinson, Frank M.
Diggs, Paul A.
Dougherty, Carl E.
Dryden, William H.

E

Easton, Maurice C.
Edwards, Gustav A.
Eichner, George W.
Ehrlich, Meyer
Eselhorst, Albert R.

F

Fearson, E. T.
Fehler, Charles E.
Fehler, John F.
Feitelberg, Samuel L.
Fields, William A.
Fiske, Christian
Flack, Herbert L.
Flounders, Mark E.
Flynn, Paul Francis
Forein, Belle
Forsythe, William F.
Fox, Lester
Fox, William R.
Frazier, Henderson S.
Full, R. F.
Funk, John W.

G

Gilmer, Franklin S.
Glantz, Hiram A.
Glick, S. Shipley
Goldman, Samuel M.

Green, William F.
Grote, Francis C. E.

H

Hague, Aldred E.
Habliston, Charles C.
Harley, John V.
Hassen, John E.
Heise, John E.
Heise, Fred H.
Herman, Mrs. H. G.
Hersey, Walter H.
Hicks, F. I.
Hinton, George H.
Hipsley, Oscar
Holewinski, John A.
Holloway, M. A.
Hood, Thomas E.
Hope, John W.
Hopkins, Annie M.
Horn, Amanda I.
Hughes, Harry C.
Hughes, Ephraim G.
Humphreys, Wm. G.
Humphreys, W. B.
Hunter, Livingston O.
Hurd, A. E. S.

I

Ichniowski,
Casimer T.
Ireland, Philip B.

J

*Jaegglin, R. B.
Jester, Henry F.
Jones, Albert B.
Jones, Howard Wm.
Jones Paul C.

K

Kahn, Edmund
Kammerer, Wm. H.
Keenan, Robert
Keenan, Walter S.
Keller, J. E.
Kinner, Harold C.
Kirby, Robert M.
Klepper, Charles F.
Klink, John C.

Kolb, Edwin
 Kolb, Walter R.
 Kremer, Isaac
 Kress, Milton B.

L

Lambden, Francis A.
 Lankford, Henry M.
 Lautenbach, F., Jr.
 Lautenbach, Geo. W.
 Leary, Anna W.
 Leberman, S. K. L.
 Lee, Russell E.
 Leiva, Carlos E.
 Lemke, William F.
 Lennan, Samuel C.
 Levin, Milton
 Lewissou, Harry
 Lilly, W. I.
 Lingo, Robert W.
 Litsinger, Vernon L.
 Lloyd, George A.
 Lytle, E. C.

M

McClenny, Dick C.
 McCormick, Arthur F.
 McDonald, Joseph F.
 McKay, Wm. Kenny
 McKenna, W. C.
 Mace, W. S.
 Machin, Frank H.
 Main, Clarence Z.
 Marek, Charles D.
 Marley, John V.
 Martz, Wm. E.
 Matthew, W. S.
 Mayer, Fred
 Mayers, Harry J.
 Meck, Charles H.
 Meredith, Charles L.
 Meyers, George
 Michael, V. B.
 Michael, M. Harlan
 Mikules, Cordelia L.
 Millet, Joseph
 Minchewer, W. H.
 Moore, Sarah S.
 Morgan, Walter L.
 Mullikin, John F.
 Mund, Maxwell H.
 Murphey, Joseph A.

N

Newman, George L.
 Newmeyer, Alvin S.
 Norton, John C.
 Nusbaum, Clement I.

O

Otto, Harry C.

P

Parker, George H.
 Parr, Newton I.
 Payntel, Clara S. M.
 Petts, George E., Jr.
 Pharr, D. C.
 Phillips, Benton S.
 Phillips, Edwin J.
 Pilson, Florence S.
 Porterfield, Milton P.
 Powers, John W.
 Powers, James W.
 Pressler, W. H.
 Price, Roscoe D.
 Proctor, S. Howard

Q

Quinn, Egbert L.
 Quinn, J. Louis

R

Raiva, Philip
 Ramsay, Thomas L.
 Rauck, Arthur E.
 Rauth, John Wm.
 Raynor, Clark S.
 Reckitt, Charles E.
 Renahan, John L.
 Richardson, L. A.
 Riff, Charles
 Ritch, Thomas W.
 Robinson, H. M., Jr.
 Robinson, James
 Rowe, Grace E.
 Rubin, Mortimer M.
 Rudo, Nathan
 Ruhl, Emma
 Russel, W. M.

S

Sacks, Milton S.
 Sanders, Albert J.
 Sauer, Mary Louisa
 Saunders, Thomas S.
 Schnabel, William T.
 Schochet, George
 Schulte, August W.
 Schwartz, Daniel J.
 Scott, Virginia P.
 Sears, Florence
 Sencendiver, Jacob P.
 Sharrett, George O.
 Sheman, George P.
 Shipley, Samuel H.
 Shivers, M. L.
 Siscovick, Milton
 Skilman, L. G.
 Smith, J. Moseley
 Smith, Leroy A.
 Sprague, Lewis H.
 Stacey, T. E., Jr.
 Staling, J. C.

Stanward, M. Benton
 Stevenson, W. H.
 Stimmer, Richard E.
 Stiner, Wilbur C.
 Stouffer, Clyde R.
 Stouffer, Rankin
 Strause, Geo. Alvin
 Suter, Louis A.

T

Talbott, D. Russell
 Taylor, James Alfred
 Thomas, George W.
 Thome, E. Reynolds
 Thompson, Jerome J.
 Thompson, Oma M.
 Thomson, J. A.
 Todd, Arch McA.
 Totz, Hammond
 Toulson, Hattie I.
 Toy, Arthur T.
 Trail, Edith I.
 Trainor, William J.
 Trattner, James N.
 Troxel, Effie M.

V

Von Helms, Ernest
 Vosatka, John

W

Walch, William F.
 Walter, J. W.
 Waltham, Alan P.
 Walton, H. Webster
 Ward, Harry E.
 Watts, S. Tarlton
 Weaver, Harry C., Jr.
 Weaver, Lincoln R.
 Weisman, Samuel
 Weller, Argie G.
 Weller, Charles G.
 Weller, Harry
 Wenderoth, Edwin P.
 White, Earle C.
 White, Robert C.
 Wiggers, Clarence H.
 Wiernik, Clarence
 Williams, Amos C.
 Williams, C. D.
 Wilson, Joseph O.
 Wolf, Alan G.
 Woodward, C. P.
 Wrenick, Clarence
 Wright, Edna Kirk
 Wright, Loretto
 Wright, Walter T.

Y

Young, H. W.

Z

Zacharias, Edwin

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(Continued)

1921—E. Riall White	1940—T. E. Ragland
1922—C. L. Meyer	1941—Elmer W. Sterling
1923—W. K. Edwards	1942—Frank L. Black
1924-25—H. A. B. Dunning	1943—Ralph C. Dudrow
1926—H. R. Rudy	1944—Harry S. Harrison
1927—Howell W. Allen	1945—Albin A. Hayman
1928—George W. Colborn, Jr.	1946—Charles S. Austin, Jr.
1929—L. S. Williams	1947—M. J. Fitzsimmons
1930—W. B. Spire	1948—Nelson G. Diener
1931—L. M. Kantner	1949—Howard L. Gordy
1932—L. V. Johnson	1950—William E. Waples
1933—Andrew F. Ludwig	1951—Manuel B. Wagner
1934—Harry W. Matheney	1952—Otto W. Muehlhouse
1935—Melville Strasburger	1953—Lester R. Martin
1936-1937—A. A. M. Dewing	1954—Hyman Davidov
1938—A. N. Hewing	1955—Frank J. Macek
1939—Lloyd N. Richardson	1956—George M. Schmidt

Second Vice-Presidents

1883—Thomas W. Shryer	1920-21—J. W. Westcott
1884—A. J. Corning	1922—W. K. Edwards
1885—Henry R. Steiner	1923—H. A. B. Dunning
1886—John T. Wooters	1924—S. Y. Harris
1887—J. Walter Hodges	1925—L. L. Kimes
1888—J. F. Leary	1926—Howell W. Allen
1889—Joseph B. Garret	1927—Geo. W. Colborn, Jr.
1890—D. C. Aughinbaugh	1928—L. S. Williams
1891—F. A. Harrison	1929—Wm. B. Spire
1892—J. Fuller Frames	1930—L. M. Kantner
1894—C. B. Henkel, M. D.	1931—L. V. Johnson
1895—George E. Pearce	1932—A. F. Ludwig
1896—Steiner Schley	1933—Harry W. Matheney
1897—Louis Schulze	1934—Melville Strasburger
1898—Eugene Worthington	1935—A. A. M. Dewing
1899—John M. Weisel	1936-37—A. N. Hewing
1900—J. F. Leary	1938—Lloyd N. Richardson
1901—E. T. Reynolds	1939—T. E. Ragland
1902—W. J. Elderdice	1940—E. W. Sterling
1903—Alfred Lapouraille	1941—Frank L. Black
1904—H. L. Troxel	1942—Ralph C. Dudrow
1905—J. J. Barnett	1943—Harry S. Harrison
1906—Alfred Lapouraille	1944—Albin A. Hayman
1907—W. C. Carson, M. D.	1945—Charles S. Austin, Jr.
1908—Franz Naylor	1946—M. J. Fitzsimmons
1909—W. G. Lowry, Jr.	1947—Nelson G. Diener
1910—R. E. L. Williamson	1948—Howard L. Gordy
1911—J. D. Stotlemeyer	1949—William E. Waples
1912—Henry Howard	1950—Manuel B. Wagner
1913—Geo. A. Bunting	1951—Arthur C. Harbaugh
1914—Henry Howard	1952—Lester R. Martin
1915—Eugene W. Hodson	1953—Hyman Davidov
1916—C. K. Stotlemeyer	1954—Frank J. Macek
1917—D. R. Millard	1955—George J. Schmidt
1918—G. E. Pearce	1956—Frank Block
1919—R. E. L. Williamson	

Third Vice-Presidents

1883—Hugh Duffy	1920-21—W. K. Edwards
1884—Levin D. Collier	1922—H. A. B. Dunning
1885—T. W. Smith	1923—J. H. Farlow
1886—J. Walter Hodges	1924—A. C. Lewis
1887—Henry A. Elliott	1925—A. N. Hewind
1888—John Briscoe, M. D.	1926—G. W. Colborn, Jr.
1889—E. M. Foreman	1927—L. S. Williams
1890—J. F. Hancock	1928—Wm. B. Spire
1891—J. E. Henry	1929—L. M. Kantner
1892—C. B. Henkel, M. D.	1930—L. V. Johnson
1894—George E. Pearce	1931—A. F. Ludwig
1895—J. W. Smith	1932—Chas. D. Routzahn
1896—Thomas H. Jenkins	1933—Melville Strasburger
1897—A. Eugene DeReeves	1934—A. A. M. Dewing
1898—C. C. Ward, M. D.	1935—A. N. Hewing
1899—C. H. Michael	1936-1937—Lloyd N. Richardson
1900—W. E. Brown	1938—T. E. Ragland
1901—O. G. Schuman	1939—Elmer W. Sterling
1902—W. R. Jester	1940—Frank L. Black
1903—Henry Howard	1941—Ralph C. Dudrow
1904—Wm. D. Campbell	1942—Harry S. Harrison
1905—W. S. Carson, M. D.	1943—Frederick B. Eason
1906—A. J. Keating	1944—Charles S. Austin, Jr.
1907—J. D. Stotlemeyer	1945—Milton J. Fitzsimmons
1908—H. R. Rudy	1946—Nelson G. Diener
1909—E. Riall White	1947—Howard L. Gordy
1910—J. P. Keating	1948—William E. Waples
1911—W. M. Carson, M. D.	1949—Manuel B. Wagner
1912—John G. McIndoe	1950—Arthur C. Harbaugh
1913—W. H. Clarke	1951—Otto W. Muehlhause
1914—E. W. Hodson	1952—Hyman Davidov
1915—C. K. Stotlemeyer	1953—Frank J. Macek
1916—John I. Kelly	1954—George M. Schmidt
1917—G. E. Pearce	1955—Frank Block
1918—R. E. L. Williamson	1956—Gordon A. Mouat
1919—J. W. Dorman	

Secretaries

1883—John W. Geiger	1903—Louis Schulze
1884-88—M. L. Byers	1904—Owen C. Smith
1889-94—John W. Geiger	1905—Louis Schulze
1895—J. F. Hancock	1906—Owen C. Smith
1896—Henry Maisch	1907-1942—E. F. Kelly
1897-99—Charles H. Ware	1942-52—Melville Strasburger
1900—Louis Schulze	1953-56—Joseph Cohen
1901-02—Owen C. Smith	

Treasurers

1883-85—E. Walton Russel	1907-13—J. W. Westcott
1886-94—Samuel Mansfield	1914-23—S. Y. Harris
1895—Henry B. Gilpin	1924-29—G. P. Hetz
1896-98—D. M. R. Culbreth	1930-1936—Harry S. Harrison
1899-1900—W. M. Fouch	1937-1953—J. F. Wannewetsch
1901—J. R. Beck	1954-55—Gordon A. Mouat
1902-05—H. R. Rudy	1956—John F. Wannewetsch
1906—G. C. Wisotzki	

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1925-1939—Robert L. Swain	1953-56—Joseph Cohen
1939-1952—Melville Strasburger	

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 Albrecht, Walter E. 310 Maple Rd., Linthicum Heights, Md.
 Albrecht, Wm. F.—Baltimore Blvd. & College Ave., College Pk., Md.
 Allen, C. Murray. 238 Virginia Ave, Cumberland, Md.
 Ansell, Max S. 24 E. Madison St., 2
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 Applestein, Frank. 1045 N. Fulton Ave., 17
 Asbill, John L. Washington & Chesapeake Aves., Towson 4, Md.
 August, Henry J. 6306 Eastern Ave., 24
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Balassone, Frank S. 6901 Belair Rd., 6
 Barke, Daniel S. 7111 Old North Point Rd., Edgemere, Md.
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 Batie, A. Lester 126 Washington Ave., Laurel, Md.
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 Bauer, John C. 3200 Falls Cliff Rd., 11
 Beitler, Ben. 423 Patapsco Ave., 25
 Belford, Joseph. 1601 Edmondson Ave., 23
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 Block, Samuel G. 2901 E. Baltimore St., 24
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 Blumson, Samuel S. 800 E. Baltimore St., 2
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 Brookfield Pharmacy 930 Whitelock St., 17
 Brown, Evans E. 114 E. Main St., Elkton, Md.
 Budacz, Frank M. 1744 Eastern Ave., 31
 Bunting, George L. 4412 Charles Street Ave., 18

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 Caplan, Carl C. 142 Eastern Ave., Essex 21, Md.
 Carmel, Joseph. 4352 Park Heights Ave., 15
 Carrier, Paul V. 6822 Wisconsin Ave., Chevy Chase, Md.
 Capsanes, Peter T. 1001 W. 36th St., 11
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- Cherry, Bernard 4627 Harford Rd., 14
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 Cohen, Hershel 201 W. Franklin St., 1
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 Cooper, Howard E. Decatur & Frederick St., Cumberland, Md.
 Cooper, Morris L. Park & North Ave., 17
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 Davidov, Louis 5115 Roland Ave., 10
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 Diener, Nelson G. 4817 Pimlico Rd., 15
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 Dunning, Charles A. 1030 N. Charles St., 1
 Dunning, Fitzgerald 1030 N. Charles St., 1
 Dunning, H. A. B. 1030 N. Charles St., 1
 Dunning, H. A. B., Jr. 1030 N. Charles St., 1
- Eckhardt, Henry 301 Marydell Rd., 29
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 Edwards & Anthony Drug Co., Inc. 6510 O'Donnell St., 24
 Eisen, Martin D. 3801 Hamilton St., Hyattsville, Md.
 Elkridge Pharmacy, Inc. Elkridge, Md.
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- Fainberg, Alvin Jay 7054 Marlboro Pike, District Heights, Md.
 Fainberg, Edward 7542 Bel Air Rd., 6
 Fedder, Eli 1210 Reisterstown Rd., Pikesville 8, Md.
 Fedder, Donald 201 Wise Ave., Dundalk 22, Md.
 Feldman, Charles W. 1535 W. Lexington St., 23
 Fink, Fred G. W. & George 123 W. Baltimore St., 1
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 Fitzsimmons, Milton J. Ellicott City, Md.
 Flom, Isaac 2245 E. Fayette St., 31
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 Folus, Irving 5926 Riggs Rd., Hyattsville, Md.
 Ford's Drug Stores, Inc. 234 Baltimore Ave., Cumberland, Md.
 Ford's Drug Stores, Inc. 54 N. Center Ave., Cumberland, Md.
 Ford's Drug Stores, Inc. 24 S. Lee St., Cumberland, Md.
 Ford's Drug Stores, Inc. 1921 E. Main St., Frostburg, Md.
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 32 S. Greene St., 1

Foster, Carroll Pross.....	6327 Belair Rd., 6
Fraase, Erwin E.....	7214 16th Ave., Takoma Park, Md.
Francik, Joseph.....	Harford Ave. & Lanvale St., 13
Freedom Drug	4512 Erdman Ave., 13
Freiman, Joseph	2601 N. Hilton St., 16
Freitag, H. Homer.....	212 E. Cross St., 30
Fribush, Sidney.....	5 W. Potomac St., Brunswick, Md.
Friedman, Albert	1003 S. Sharp St., 30
Friedman, Albert J.	3501 Harford Rd., 18
Friedman, Gilbert I.....	1531 Madison Ave., 17
Friedman, Milton A.....	100 S. Poppleton St., 1
Friedman, Nathan J.....	701 N. Gay St., 2
Futterman, Mrs. Lillian	1401 E. North Ave., 13
Gadol, Ellis.....	10128 Colesville Rd., Silver Spring, Md.
Gakenheimer, Albert C.	Cockeysville, Md.
Gardner, Michael F.	253 S. Washington St., 31
Gaver, Paul G.....	100 W. University Parkway, 10
Glaser, Louis L.....	511 Avondale Rd., Dundalk 22, Md.
Gleiman, Irvin J.....	1939 Madison Ave., 17
Gluckstern, Wilfred H.	2443 E. Monument St., 5
Goldfeder, Harold M.....	5620 Edmonston Ave., Riverdale, Md.
Golditch, Henry M.....	2447 E. Preston St., 13
Goldstein, Albert.....	5916 Central Ave., Capitol Heights, Md.
Goldstein, Isadore A.....	628 E. Eager St., 2
Goldstein, Samuel A.....	1100 N. Calhoun St., 17
Gordon, Jack B.....	1801 W. Pratt St., 23
Gordy, Howard L.....	313 E. Main St., Salisbury, Md.
Gould's Pharmacy.....	3520 E. Lombard St., 24
Greenberg, Harry	5451 Belair Rd., 6
Greenberg, Leon	Old Annapolis Rd., Severna Park, Md.
Greenberg, S. W.	4692 Suitland Rd., Washington 20, D. C.
Green's Pharmacy	101 W. Washington St., Havre de Grace, Md.
Greif, Julius.....	Monroe & Mosher Sts., 17
Grossman, Bernard B.....	1655 N. Monroe St., 17
Grubb, John E.	11181 Viers Mill Rd., Wheaton, Md.
Hahn, Albert G.	324 W. Saratoga St., 1
Hanks, Carleton W.	221 Maryland Ave., Cumberland, Md.
Harbaugh, Arthur C.....	872 Mulberry Ave., Hagerstown, Md.
Hayman, Albin A.....	Main & Lake Sts., Salisbury, Md.
Heer Brothers Pharmacy, Inc.....	2724 Harford Rd., 18
Heller, L.	Indian Head, Md.
Henderson, Marvin W.....	7401 Harford Rd., 14
Hilliard, M. Evans	4943 Belair Rd., 6
Hillman, Gilbert	4637 York Road, 12
Homeland Pharmacy.....	York Rd. & Homeland Ave., 12
Hopkins, Charles H.....	7 York St., Taneytown, Md.
Hunting Ridge Pharmacy	4605 Edmonston Ave., 29
Idlewood Pharmacy	6305 Alameda, 12
Israelson, Rubin H.....	2301 Hollins St., 23
Kahn, Reuben	1722 Wilkens Ave., 23
Kaminski, Felix H.....	3138 O'Donnell St., 24
Kammer, William H.....	701 E. Preston St., 2
Kantner, Leahmer M.	2016 Park Ave., 17
Karlin, David.....	255 N. Payson St., 23
Karr, William S.	9515 Harford Rd., 14
Kaufman, Stanley L.....	911 Beechfield Ave., Arbutus 29, Md.

- Kay's Drug Store.....Milton Ave. & Biddle St., 13
 Keech's Pharmacy.....600 Virginia Ave., Cumberland, Md.
 Kellough, Elmer R., Jr....Decatur & Frederick Sts., Cumberland, Md.
 Kerpelman, Isaac E.722 S. Salisbury Blvd., Salisbury, Md.
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 Kirson, Jerome..... 743 N. Central Ave., 2
 Kitchin, William Y.....60 West St., Annapolis, Md.
 Klavens, Elmer.....800 W. Fayette St., 1
 Klavens, Sidney R.....1117 Light St., 30
 Klingel, R. M., Mrs.....101 Cheapside St., 2
 Knepper, F. C.....Green & Water Sts., Cumberland, Md.
 Kramer, Morris.....1801 W. Lexington St., 23
 Krantz, John C., Jr.7824 Ellingham Rd., Ruxton 4, Md.
 Kraus, L. H.300 S. Division St., Salisbury Md.
 Kriger's Drug Store.....532 N. Charles St., 1
 Kriger Drug Store.....Poplar Grove & Lafayette Ave., 16
 Krusniewski, B. A.....901 Eastern Ave., Essex 21, Md.
- Lambros Bros., Inc.....1538 W. Baltimore St., 23
 Lamkin, Howard C.....1337 W. Lombard St., 23
 LaPlata Drug CompanyLaPlata, Md.
 Lathroum, Leo B.....735 E. 20th St., 18
 Latona, Salvatore J.4007 34th St., Mt. Rainier, Md.
 Laurel Pharmacy.....300 Main St., Laurel, Md.
 Lavin, Sol Reisterstown, Md.
 Lazarus, Leon J.....401 Eastern Ave., 21
 Levin, Barry S.....2101 Garrison Blvd., 16
 Levin, Bernard.... 910 Leeds Ave., Carroll Station, Balto. 29, Md.
 Levin, Harold P.....537 E. 41st St., 18
 Levin, Norman J.....1407 Reisterstown Rd., Pikesville 8, Md.
 Levinson, Henry721 Poplar Grove St., 16
 Levitis, Louis11401 Georgia Ave., Silver Spring, Md.
 Leyko, Gregory W. A.....2501 W. Baltimore St., 23
 Libowitz, Aaron M.....4901 Belair Rd., 6
 Lichter, George.....4709 Garrison Blvd., 15
 Lillich, Mrs. Anna L.....3 Center Place, Dundalk 22, Md.
 Lindenbaum, Albert.....101 St. Helena Ave., Dundalk 22, Md.
 Lindenbaum, Morris.....Reisterstown, Md.
 Loch Haven Pharmacy.....8642 Loch Raven Blvd., Towson 4, Md.
 Lohmeyer, Lloyd W.....390 W. Main St., Crisfield, Md.
 Lubin, Raymond A.....2327 W. North Ave., 16
 Lutz, John G.....1600 N. Gay St., 13
 Lynn, Norman B.....226 E. Diamond St., Gaithersburg, Md.
 Lyon, G. Taylor.....330 St. John St., Havre de Grace, Md.
- McCormick & Co., Inc..... Baltimore 2, Md.
 McGinity, F. Rowland.....Eastern & Ellwood Aves., 24
 McMichael, James E.....911 Old Town Rd., Cumberland, Md.
 Macek, Frank J.....1736 Aliceanna St., 31
 Macks, Ben H.....436 Eastern Ave., Essex 21, Md.
 Maisenhaider, Edward 23 S. Main St., Belair, Md.
 Malanowski, Benedict C.....2245 Eastern Ave., 31
 Malone, William W. Main St., Hancock, Md.
 Manheimer, Raymond B.....2502 Eutaw Place, 17
 Marcus, Michael.....2021 W. Pratt St., 23
 Marek, Anton C.....701 N. Lakewood Ave., 5
 Markley, Edward B.....3701 Falls Rd., 11
 Martin, Lester R.....1068 National Hghwy., R.F.D. No. 1
 Cumberland, Md.
 Maryland Pharmaceutical Co.....2419 Greenmount Ave., 18

Mask, Jerome 2701 Old North Point Rd., Dundalk 22, Md.
 Meeth, John T. 3255 Frederick Ave., 29
 Mercer, Victor G. 12 N. Market St., Frederick, Md.
 Meyers, Max B. 2822 W. Garrison Ave., 15
 Middlekauff's Drug Store 31 N. Potomac St., Hagerstown, Md.
 Miller, Edward 5432 Wasena Ave., Brooklyn 25
 Miller, L. Dudley 105 W. Redwood St., 1
 Morgenroth, Victor H., Jr. 3700 Edmondson Ave., 29
 Morris, Samuel 10214 New Hampshire Ave., Silver Spring, Md.
 Mouat, Gordon A. 3300 Greenmount Ave., 18
 Myers, Lyndon B. Mt. Airy, Md.

Newman, David . . . Union Ave. & Franklin St., Havre de Grace, Md.
 Nitsch, Charles A. Frederick & Newburg Aves., 28
 Niznik, Theodore T. 439 S. Chester St., 31
 Norris, Earl M. 4706 Liberty Heights Ave., 7

Ogrinz, Alex. J., Jr. 3300 Greenmount Ave., 18
 O'Hara, John J. 2200 Fulton Ave., 17
 Oken's Northern Pharmacy 6701 Harford Rd., 14
 Orr, William H. 62 Main St., Lonaconing, Md.

Packett, W. Harold 8551 Connecticut Ave., Chevy Chase, Md.
 Parker, James A. L., 3739 Kensington-Wheaton Rd., Kensington, Md.
 Parrish, Paul T. P. O. Box 101, Ruxton 4, Md.
 Patterson, Walter J. 4123 Frederick Ave., 29
 Pelovitz, Nathan G. 1713 Edmondson Ave., Catonsville 28, Md.
 Peoples Service Drug Stores, Inc. 4805 Marlboro Pike, Coral Hills, Md.
 Peoples Service Drug Stores, Inc. 4829 Oxon Run Drive, Oxon Run Hills, Md.
 Peoples Service Drug Stores, Inc. 10141 Colesville Rd., Silver Spring, Md.
 Peoples Service Drug Stores, Inc. 11305 Georgia Ave., Silver Spring, Wheaton, Md.
 Peoples Service Drug Stores, Inc. 2 N. Washington St., Rockville, Md.
 Peoples Service Drug Stores, Inc. 71 W. Franklin St., Hagerstown, Md.
 Peoples Service Drug Stores, Inc. 4819 Indian Head Rd., Washington 21, D. C.
 Peoples Service Drug Stores, Inc. 7423 Annapolis Rd., West Lanham, Md.
 Peoples Service Drug Stores, Inc. 100 N. Market St., Frederick, Md.
 Peoples Service Drug Stores, Inc. 18 W. Patrick St., Frederick, Md.
 Peoples Service Drug Stores, Inc. 8315 Georgia Ave., Silver Spring, Md.
 Peoples Service Drug Stores, Inc. 4670 Suitland Rd., Suitland, Md.
 Peoples Service Drug Stores, Inc. 8627 Colesville Rd., Silver Spring, Md.
 Peoples Service Drug Stores, Inc. 3130 Queens Chapel Rd., Hyattsville, Md.
 Peoples Service Drug Stores, Inc. 21 Wisconsin Circle, Chevy Chase, Md.
 Peoples Service Drug Stores, Inc. 7460 Wisconsin Ave., Bethesda, Md.
 Peoples Service Drug Stores, Inc. 17 W. Washington St., Hagerstown, Md.
 Peoples Service Drug Stores, Inc. 5552 Edmondson Rd., Riverdale, Md.

- Peoples Service Drug Stores, Inc.
3204 Hamilton St., Hyattsville, Md.
- Peoples Service Drug Stores, Inc.
4821 Annapolis Rd., Bladensburg, Md.
- Peoples Service Drug Stores, Inc.
74 Baltimore St., Cumberland, Md.
- Peoples Service Drug Stores, Inc.
7663 New Hampshire Ave., Takoma Park, Md.
- Peoples Service Drug Stores, Inc.
8503 Piney Branch Rd., Silver Spring, Md.
- Peoples Service Drug Stores, Inc. 5318 Balto. Ave., Hyattsville, Md.
- Pfeifer, C. Edward1201 Light St., 30
- Pilson, R. A.New Windsor, Md.
- Pinsky, Herman H.430 E. Baltimore St., 2
- Pocomoke City Pharmacy.....149 Market St., Pocomoke City, Md.
- Pollack, Morton L.Charles & 34th Sts., 18
- Popluder, Nathan.....2610 Harford Rd., 18
- Porterfield, M. Perry.....118 W. Washington St., Hagerstown, Md.
- Portney, Samuel551 N. Fulton Ave., 23
- Proudfoot, Robert E.....56 Second St., Oakland, Md.
- Provenza, Stephen J.....101 W. Read St., 1
- Ragland, T. Ellsworth2801 Guilford Ave., 18
- Raichlen, Samuel I.3300 Keswick Rd., 11
- Rasinsky, Milton30 W. Main St., Westminster, Md.
- Read Drug & Chemical Co.S.E. Howard & Lexington Sts., 1
- Read Drug & Chemical Co.2113 E. Monument St., 5
- Read Drug & Chemical Co.3518 Eastern Ave., 24
- Read Drug & Chemical Co.S.E. 32nd St. & Greenmount Ave., 18
- Read Drug & Chemical Co.29 Shipping Place, Dundalk 22, Md.
- Read Drug & Chemical Co.5430 Harford Rd., 14
- Read Drug & Chemical Co.5132 Park Heights Ave., 15
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- Read Drug & Chemical Co.
S.E. Gwynn Oak & Liberty Heights Aves., 7
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- Read Drug & Chemical Co.5857 York Rd., 12
- Read Drug & Chemical Co.1540 Havenwood Rd., 18
- Read Drug & Chemical Co. S.E. Eastern & Taylor Aves., Essex, Md.
- Read Drug & Chemical Co.8007 Harford Rd., Parkville, Md.
- Read Drug & Chemical Co.919 Reisterstown Rd., Pikesville, Md.
- Read Drug & Chemical Co.3824 Eastern Ave., 24
- Read Drug & Chemical Co.7019 Liberty Rd., Woodmoor, 7
- Read Drug & Chemical Co. 6867 Loch Raven Blvd., Towson 4, Md.
- Rettaliata, Leo C.2200 N. Charles St., 18
- Richardson, Lloyd N.1 N. Main St., Bel Air, Md.
- Richman, Philip90 West St., Annapolis, Md.
- Riviera PharmacyFort Smallwood Rd., Pasadena, Md.
- Robbins, Sam S.4401 Liberty Heights Avenue, 7
- Rochester, Harry L.5212 Reisterstown Rd., 15
- Rock Creek Drugs8309 Grubb Rd., Silver Spring, Md.

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Rosen, Donald	5002 Ritchie Highway, 25
Rosenthal, Alvin	3529 Dolfield Ave., 15
Rossberg, Charles, Jr.	2526 Washington Blvd., 30
Rudman, Melvin H.	554 E. Fort Ave., 30
Rudo, Herbert B.	5812 Eastern Ave., 24
Rutkowski, Edward V.	743 S. Conkling St., 24
Sabatino, Louis T.	8301 Harford Rd., 14
Sachs, Raymond	2423 Reisterstown Rd., 17
Sama, Mario	8019 Philadelphia Rd., 6
Sappe, Milton J.	1184 Washington Blvd., 30
Sapperstein, Edward J.	449 E. 25th St., 18
Sapperstein, Jacob H.	Cockeysville, Md.
Sapperstein, Louis	241 N. Lakewood Ave., 24
Sarubin, Milton	97 Main St., Ellicott City, Md.
Savage, Walter T.	5 Main St., Berlin, Md.
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Schnaper, Morton J.	6900 Arlington Rd., Bethesda 14, Md.
Schochet, Paul	120 Crain Highway, N.W., Glen Burnie, Md.
Schrader, Harry L.	347 S. Smallwood St., 23
Schualter, Morris E.	452 E. 28th St., 18
Schulte, F. W., Jr.	685 Washington Blvd., 30
Schumer, Jack	1200 Pennsylvania Ave., 17
Schuster, John N.	3701 Belair Rd., 13
Schwartz, Alvin	105 Annapolis Rd., Glen Burnie, Md.
Schwartz, Irving T.	1714 Northern Parkway, 12
Schwartz, Nathan	1100 West St., Annapolis, Md.
Schwartz, Theodore	1561 N. Fulton Ave., 17
Sears, Edward D.	Kingsville, Md.
Seechuk, William W.	5814 Belair Rd., 6
Seidman, Henry G.	7201 Harford Rd., 14
Serpick, Jacob	St. Paul & 21st Sts., 18
Shank, Earl E.	Emmitsburg, Md.
Shapiro, Samuel	7025 Brookville Rd., Chevy Chase, Md.
Shaw, Frank M.	149 Market St., Pocomoke City, Md.
Shaw, June Heinrich	5136 Harford Rd., 14
Sheldon Pharmacy	4301 Belair Rd., 6
Shenker, Morris	1027 Westway, Glen Burnie, Md.
Shields, Arthur P.	6410 Frederick Ave., Catonsville 28, Md.
Shulman, Emanuel	2334 Iverson St., S.E., Washington 21, D.C.
Siegel, Harold & Paul	624 Cherry Hill Rd., 25
Silberg, Harvey G.	1800 E. Monument St., 5
Silverman, Albert M.	3325 E. Baltimore St., 24
Silverman, Sylvan Bernard	1001 N. Broadway, 5
Singer, George D.	4717 Eastern Ave., 24
Small, Irvin	631 W. Lexington St., 1
Smith, Amelia	108 Main St., Annapolis, Md.
Smith, B. T. Co., Inc.	Charles & Biddle Sts., 1
Smith, Joseph I.	26 S. Hilton St., 29
Smulson, Lillian	299 Willow Spring Rd., 22
Snellinger, J. Ernest	5606 Main St., Elkridge 27, Md.
Sollod, Sylvan Jay	635 E. Fort Ave., 30
Solomon, Samuel	1342 Pennsylvania Ave., 17
Solomon, Simon	1342 Pennsylvania Ave., 17
Sowbel, Irving	938 E. Preston St., 2
Steinwedel, William A.	2001 Wilkens Ave., 23
Sterling, Elmer W.	Church Hill, Md.
Stiffman, Jerome A.	2914 E. Oliver St., 13

Stofberg, Charles.....5658 The Alameda, 12
 Stofberg, Jack 5228 Balto. National Pike, 28
 Stofberg, Robert.....1401 E. Cold Spring Lane, 12
 Stoler, Myer101 N. Elwood Ave., 24
 Sullivan, Fred G.5802 Baltimore Ave., Hyattsville, Md.
 Sun Ray5616 Ritchie Highway, 25
 Sussman, Hyman J.....3601 Park Heights Ave., 15
 Swain, Robert L.330 W. 42nd St., New York 36, N. Y.
 Swiss, Frank L.....3001 E. Monument St., 5

Taetle, Herman4301 Randolph Rd., Silver Spring, Md.
 Tennant's Professional Pharmacy.....801 W. 36th St., 11
 Thomas & Thompson.....101 E. Baltimore St., 2
 Thomas & Thompson2445 N. Charles St., 18
 Thompson, J. West.....Centreville, Md.
 Tompakov, Sylvan7004 Reisterstown Rd., 15
 Townsend's Pharmacy405 Baltimore Ave., Ocean City, Md.
 Truitt, James Walter, Jr.102 N. Main St., Federalsburg, Md.

Ulman, Bernard314 Light St., 2

Vicino, Dominic J.4007 34th St., Mt. Rainier, Md.
 Village PharmacyMountain Rd., Pasadena, Md.
 Vilma Pharmacy.....3405 Belair Rd., 13
 Vinson, Robert Wm.Montgomery Ave. & Perry St., Rockville, Md.
 Vodenos, Philip N.Timonium, Md.
 Vojik, Edward C.....900 S. Ellwood Ave., 24

Wagner, Charles H.5500 Harford Rd., 14
 Wagner's Drug StoreMain St., Westernport, Md.
 Wagner, Raphael H.....400 W. Baltimore St., 1
 Walb, Winfield A.....6002 Harford Rd., 14
 Wannewetsch, John F.....4123 Frederick Ave., 29
 Warfield, H. Nelson1300 Race St., 30
 Waxman, Milton M.126 E. Main St., Elkton, Md.
 Webster, S. Earl.....24 Poplar St., Cambridge, Md.
 Weiner, David.....5500 Gwynn Oak Ave., 7
 Weiner, Solomon5501 Reisterstown Rd., 15
 Wertheimer, Samuel.....33 N. Liberty St., Cumberland, Md.
 Whelan Drug Co.4500 Edmondson Ave., 29
 Whelan Drug Co.1820 Earhart Rd., 21
 Whelan Drug Co.8701 Flower Ave., Silver Spring, Md.
 Whittlesey, W. H.....7135 Wisconsin Ave., Bethesda, Md.
 Wich, Carlton E.....307 N. Ellwood Ave., 24
 Wich, Henry E.....1230 N. Stricker St., 17
 Wiener, Maurice3450 Wilkens Ave., 29
 Winn, Solomon.....2540 E. Fayette St., 24
 Wolf, G. Ernest6901 Belair Rd., 6
 Woodlawn Pharmacy6328 Windsor Mill Rd., 7

Yaffe, Morris R.2707 Spencer Rd., Chevy Chase, Md.
 Yaffe, Stanley Jay15th St. & Annapolis Rd., Odenton, Md.
 Yankeloff, Louis G.....1801 E. Eager St., 5
 Yarmosky, Jack2501 Edmondson Ave., 23

Zentz, Milton E.5460 Park Heights Ave., 15
 Zervitz, Max1300 N. Caroline St., 13

ASSOCIATE MEMBERS

Alessi, Alfred Henry3532 Northern Parkway, 6
 Armstrong, Charles L.....3209 N. Calvert St., 18
 Atwell, Daniel S., Jr.91 South St., Portsmouth, N. H.

Baikstis, Mrs. Anda4002 Callaway Ave., 15
 Baker, Daniel S.2502 Shelleydale Drive, 9
 Barnstein, Fred S.3805 W. Coldspring Lane, 15
 Becker, Charles24 Oaklee Village, 29
 Billian, Bernard4063 Edgewood Rd., 15
 Bishop, Davis N.....2800 Calvert St., 18
 Block, Jerome4007 Liberty Heights Ave., 7
 Brager, Maurice B.....408 S. Hanover St., 1
 Brager, Stanley S.4410 Elderon Ave., 15
 Brill, Phyllis W.2302 Sulgrave Ave., 9
 Brodsky, Emmanuel M.3907 Fordleigh Rd., Apt. 6, 15
 Buck, Robert Lee.....128 Brightside Ave., Pikesville, 8
 Buppert, Hobart C.....Route No. 2, Box 226-A, Pasadena P.O., Md.

Carter, Paul M.3133 Stafford St., 29
 Chankin, NormanC-1101 Presidential Apts., Phila. 31, Pa.
 Cohen, Samuel C.2735 Cylburn Ave., 15
 Cohn, Harry G.511 Avondale Rd., 22
 Cole, B. Olive3800 Beech Ave., 11
 Cragg, James P., Jr.....4402 Adelle Terrace, 29
 Crane, Richard R.....6007 Eurith Ave., 6
 Crystal, Howard4914 Belle Ave., 7

Dagney, Edward B.3718 Kimble Rd., 18
 Davis, George A., Jr. ... 11227 New Port Mill Rd., Kensington, Md.
 Deckelbaum, Max6506 Baythorn Rd., 9
 DeDominicis, Miss Amelia C.2621 E. Madison St., 5
 Demarest, Dudley A.908 Lyndhurst St., 29
 Dembeck, Walter D.....27 N. Milton Ave., 24
 Dickstein, Benjamin.....4121 Boarman Ave., 15
 Dreyer, Frederick W., Jr.4506 Wentworth Rd., 7
 Dunbar, Ruth.....112 N. Main St., P.O. Box 52, Versailles, Ky.
 Durm, Noel E.White Hall Beach, RFD 2, Annapolis, Md.
 Dyott, William H.....R.D. No. 4, Annapolis, Md.

Edelen, James A.5115 Frederick Ave., 29
 Edenfield, Charles, Sr.2806 List Ave., 14
 Edwards, Webster K.817 Hilltop Drive, Cumberland, Md.
 Eustice, R. C., Jr., 1010 Pennsylvania Bldg.,
 13th & Penna. Ave., NW, Washington, D. C.

Feldman, Morris.....2901 Whitney Ave., 15
 Fisher, Edward H.2304 Tucker Ave., 7
 Fitts, Robert H., Jr.3409 Mary Ave., 14
 Folkemmer, C. W.2011 Northbourne Rd., 12
 Franzoni, F. Royce.....3508 N. Abingdon St., Arlington, Va.

Gaboff, Benjamin20 N. High St., 2
 Gehring, J. Wm.....5620 Greenspring Ave., 9
 Glennan, Harry E.....3102 Acton Road, 14
 Goldberg, Marvin H.2803 Waldorf Ave., 15
 Goldscheider, Henry H.....2511 Eutaw Place, 17
 Gould, Clarendon Lloyd.....201 Somerset Ave., Cambridge, Md.
 Gruz, Nathan L.....5817 Merville Ave., 15

- Haase, Charles A.6110 Marlora Rd., 12
 Hack, Morris B.3604 Fairview Ave., 16
 Hager, George P.404 Vassar Ave., Swarthmore, Pa.
 Hansen, Herman F.101 W. Read St., 1
 Harris, Morris5119 Queensbury Ave., 15
 Haskell, Miss Marian L.Kurtz Ave., Lutherville, Md.
 Heilman, Gerald J.1608 Northbourne Rd., 12
 Helm, Emory G.27 Delrey Ave., 28
 Hendelberg, I. J.4000 Rosecrest Ave., 5
 Herman, Ralph2479 Shirley Ave., 15
 Highkin, Manuel K.3814 Greenspring Ave., 11
 Holmes, Everett J.3318 Spaulding Ave., 15
 Holthaus, Robert W.
 604 S. Hammonds Ferry Rd., Linthicum Hgts., Md.
- Ichniowski, Casimir T.705 Linnard St., 29
 Ijams, Plummer A.3702 Mohawk Ave., 7
 Imbierowicz, Robert R.3923 Hudson St., 24
- Jackson, Walter V.2005½ Edmondson Ave., 28
 Jeppi, Samuel P.522 Overdale Rd., 29
 Jones, William Bowen2810 Park View Terrace, 14
- Kahler, Mrs. Grace2626 W. Cold Spring Lane, 15
 Karmiol, Stanley B.2901 Eastern Ave., 24
 Keehner, Raymond3112 Juneau Place, 14
 Kelly, Kenneth L.6700 Bradley Blvd., Bethesda, Md.
 Kelly, Thomas J.802 Melville Ave., 18
 Kerr, C. RaymondEaston, Md.
 Kirk, Miss Catherine E.Rising Sun, Md.
 Klingaman, Claude R.124 Williams St., Bel Air, Md.
 Klotzman, Major Robert H.
 AO 424503, 4169th USAF Hospital, Great Falls AF Base, Montana
 Koenig, Frederick W.3915 Overlea Ave., 6
 Kokoski, Robert1218 Maiden Choice Lane, 29
 Kramer Ensign Stanley Howard Naval Hospital, Key West, Fla.
 Kratz, Frank P.912 Mt. Holly St., 29
 Krucoff, Maxwell1300 N. Fremont Ave., 17
- LaCourse, Anthony123 Market Place, 2
 Lawson, Arnold
 3319 Gumwood Drive, University Hills, Hyattsville, Md.
- Leavitt, Dean E.4504 Manordene Rd., 29
 Leftin, David237 Ridge Ave., 4
 Lehr, Clarence G.5211 Lock Raven Blvd., 12
 Lennox, Willard James3334 Ravenwood Ave., 13
 Levenson, Marvin M.3535 Denison Rd., 15
 Levin, Daniel2903 Ulman Ave., 15
 Levine, Jay E.4002 Kathland Ave., 7
 Lewis, F. Harold4504 Garrison Blvd., 15
 Lowry, W. J.2611 Garrison Blvd., 16
- McKenna, W. C.3902 Hadley Square, West, 18
 McTeague, Charles J.609 Fairway Drive, 4
 Matthews, Vincent W.2313 Calverton Heights Ave.
 Mayer, Alexander M.3335 Dolfield Ave., 15
 Mentzer, John Raymond, Jr.1212 N. 64th St., 6
 Mondell, Harold D.3204 Dorithan Rd., 15
 Morris, Irvin4027 Garrison Ave., 15 (West)
 Morstein, Raymond3402 Callaway Ave., 15

- Munzert, Leonard G. 3826 Van Ness St., N.W.
Washington, D.C.
- Murph, Marvin E. 5619 Wayne Ave., 7
- Murphy, Mrs. Marie M. 38744 N. 31st E., Palmdale, Calif.
- Muth, Edward S. 212 Murdock Rd., 12
- Muth, Joseph L. 244 Blenheim Rd., 12
- Myers, Richard E. 4429 Forest View Ave., 6
- Nadisch, William F. 3705 Hillsdale Rd., 7
- Neumann, Joseph J. 601 Linnard St., 29
- Nierman, Robert Francis 14 S. Chase St., Cumberland, Md.
- Ohlendorf, Albert 161 Prospect St., Reading, Mass.
- Oldham, Leroy. 802 Emerson Tower Bldg.
Lombard & Eutaw Sts., 1
- Olesczuk, Melvin, Jr. 219 S. Wolfe St., 31
- Peters, Albertus B. 4640 Northwood Drive, 12
- Pfeifer, C. Edward, Jr. 1323 E. 35th St., 18
- Phillips, James (Mrs.) 34 Nunnery Lane 28
- Pivec, John James. 323 St. Dunstons Rd., 12
- Plank, Donald J. Newton Rd., 19
- Platt, Marvin Stanley. 3808 Boarman Ave., 15
- Pollekoff, Sheldon E. 3408 Fairview Ave., 16
- Pumpian, Paul A. 12 Paulus Blvd., New Brunswick, N. J.
- Purdum, W. Arthur. The Johns Hopkins Hospital
601 N. Broadway, 5
- Pycha, Richard J. 753 Gracy Ave., Clarksville, Tennessee
- Reindollar, William F. 5701 Stony Run Drive, 10
- Richmond, Samuel. 3017 Oakley Ave., 15
- Roberts, William P. 2035 Park Ave., 15
- Rockman, Louis M. 5005 Pembridge Ave., 15
- Rockman, Morris. 4102 Belle Ave., 15
- Rosenberg, Milton B. 4402 Groveland Ave., 15
- Rosenfeld, Albert. 99 Smithwood Ave., 28
- Rosenstein, Aaron. 2021 Bryant Ave., 17
- Rubin, Melvin N. 5411 Gist Ave., 15
- Sacki, Kurt L. 3315 Lee Court, Pikesville 8, Md.
- Schapiro, Oscar M. 3905 Mortimer Ave., 15
- Scheinker, W. H. 4008 W. Strathmore Ave., 15
- Schenker, Norman. 4831 Reisterstown Rd., 15
- Schmidt, J. Edward. 3106 White Ave., 14
- Schneider, Edwin J. 3206 Glen Ave., 15
- Schwatka, W. Herdman, Jr. 600 Sussex Rd., 4
- Scigliano, John A. RDF No. 2, Myersville, Md.
- Seff, David J. 2422 Liberty Heights Ave., 15
- Sellers, Harry High. 607 Maryland Ave., Cumberland, Md.
- Sencindver, Judson H. Cockeysville, Md.
- Seward, William Webster Berlin, Md.
- Shellenberger, John H. 536 Chateau Ave., 14
- Sheller, Samuel J. 3804 Bonner Rd., 16
- Silver, Benjamin J. 5037 Queensberry Ave., 15
- Singer, Harold B. 2500 Park Heights Terrace, 15
- Sinker, Robert S. 137 Hawaii Ave., Washington, D. C.
- Sirulnik, Howard S. 6806 Cherokee Drive, 9
- Sisco, Samuel. 3512 Manchester St., 15
- Sollod, Joseph A. 3915 Dolfield Ave., 15
- Sollod, Melvin J. 4301 Randolph Rd., Silver Spring, Md.
- Stahl, Charles. Route 1, Box 19a, Severna Park, Md.

Strauss, Leo.....4437 S. First St., Arlington 4, Va.
 Strauch, Joseph1626 Northbourne Rd., 12
 Street, M. Eugene20 Fulford Ave., Bel Air, Md.
 Sulewski, Bernard A.2022 E. Pratt St., 31
 Swartz, Charles J.3720 Cold Spring Lane, 15

Taylor, Gary L.4110 Fairfax Rd. 16
 Taylor, William L.3301 N. George Mason Drive, Arlington 7, Va.
 Tenberg, David P.....3008 W. Rogers Ave., 15
 Thompson, Joseph Edward.....Clarksville Rd., Ellicott City, Md.

Vogel, George W.....4412 Ethland Ave., 7
 Vogel, Walter W.....Apt. 611, 3100 St. Paul St., 18

Walsh, Richard J.- Apt. 201, 10108 Georgia Ave., Silver Spring, Md.
 Waltz, George H.....3816 Grantley Rd., 15
 Warshaw, Samuel E.....4017 Fairview Ave., 16
 Weinberg, Sydney3630 Glengyle Ave. 15
 Welsh, C. Robert1906 C-Ramblewood Rd., 14
 West, Henry A.Route 5, Frederick, Md.
 Wharton, John C.....713 Alvin Ave., Salisbury, Md.
 Wille, Harry R.306 Marydell Rd., 29

Yarmack, Morris H.....1331 Fort Stevens Dr., N.W., Apt. 204,
 Washington 11, D.C.

Zink, William P., Sr.....Rocks, Md.

HONORARY MEMBERS

Adams, Walter D.....Forney, Texas
 Baker, Henry F.....Baltimore, Md.
 Byrd, Harry C.....College Park, Md.
 Heatwole, T. O.....Baltimore, Md.
 Kebler, Lyman F.....Washington, D.C.
 Torsch, Miss S. J.....Baltimore, Md.
 Tydings, Millard E.....Washington, D.C.

LIFE MEMBERS

Marmor, Joseph P.....18 S. Market St., Frederick, Md.
 Smith, Owen C.209 Mt. Vernon Ave., Chestertown, Md.
 Strasburger, Melville.....Broadview Apts., Apt. 327,
 116 W. University Pkwy., 10
 Wagner, Manuel B.....7307 Seven Mile Lane, Baltimore 8, Md.

**TRAVELERS' AUXILIARY
of the
MARYLAND PHARMACEUTICAL ASSOCIATION
OFFICERS OF THE T.A.M.P.A. SINCE ORGANIZATION**

Presidents

- | | |
|-----------------------------|----------------------------|
| 1916—Edward M. Duvall | 1939—George E. Thumser |
| 1917-18—Walter S. Read | 1940—Harry A. Zears |
| 1919—Charles C. Neal | 1941—T. R. Offenbacher |
| 1920-21—L. Manuel Hendler | 1942—James H. Fagan |
| 1922-24—Clifford Southall | 1943—E. T. Crews |
| 1925-26—Donald E. Steiner | 1944—George C. Weyprecht |
| 1927—Chas. L. Armstrong | 1945—L. M. Rockman |
| 1928—Edward W. Piper | 1946—Walter W. Vogel |
| 1929—Carl C. Manchester | 1947—John K. Stumpf, Jr. |
| 1930—Edward F. Requard | 1948—J. A. Crozier |
| 1931—Walter H. Hollingshead | 1949—Luther C. Dawson |
| 1932—Kenneth F. Love | 1950—J. William Gehring |
| 1933—Milton J. Keppler | 1951—Joseph A. Binko, Sr. |
| 1934—Thomas H. Hoy | 1952—Thomas J. Kelly |
| 1935—L. B. Wright | 1953—Arthur W. Shay |
| 1936—A. G. Leatherman | 1954—Joseph J. Hugg |
| 1937—H. H. Goldscheider | 1955—Bernard Ulman, Jr. |
| 1938—W. Norris Busick | 1956—Laurance A. Rorapaugh |

Vice-Presidents

- | | |
|-----------------------------|----------------------------|
| 1924—Donald E. Steiner | 1941—James H. Fagan |
| 1925—Fletcher L. Duff | 1942—E. T. Crews |
| 1926—Charles L. Armstrong | 1943—Nathan Burman |
| 1927—Edward W. Piper | 1944—L. M. Rockman |
| 1928—Carl C. Manchester | 1945—W. W. Vogel |
| 1929—Edward F. Requard | 1946—John K. Stumpf, Jr. |
| 1930—Walter H. Hollingshead | 1947—J. A. Crozier |
| 1931—Kenneth F. Love | 1948—Luther C. Dawson |
| 1932—M. J. Keppler | 1949—J. William Gehring |
| 1933—Thomas H. Hoy | 1950—Joseph A. Binko, Sr. |
| 1934—L. B. Wright | 1951—Thomas J. Kelly |
| 1935—A. G. Leatherman | 1952—Arthur W. Shay |
| 1936—H. H. Goldscheider | 1953—Joseph J. Hugg |
| 1937—W. Norris Busick | 1954—Bernard Ulman, Jr. |
| 1938—George E. Thumser | 1955—Laurance A. Rorapaugh |
| 1939—Harry A. Zears | 1956—George S. Teass |
| 1940—T. R. Offenbacher | |

Secretary-Treasurers

- | | |
|----------------------------------|---------------------------|
| 1916-19—J. H. Catlin, Secy. | 1926-28—Edward F. Requard |
| 1916-21—Walter L. Pierce, Treas. | 1929-56—Emory G. Helm |
| 1920-25—Harry H. Hoffman | |

(Office combined in 1921)

T.A.M.P.A. MEMBERSHIP LIST AS OF SEPTEMBER 19, 1955

- Isadore M. (Meadowgold Ice Cream) Abrams, 6613 Amleigh Rd., 9
M. Jacob (Meadowgold Ice Cream) Abrams, 3002 N. Hilton St., 16
William (Overbrook Egg Nog Co.) Abrams . . . 32 S. Hanover St., 1
Melvin J. (Overbrook Egg Nog Co.) Abrams, 3917 Glengyle Ave., 15
Karl L. (Kleenex Co.) Adams, Jr. 5715 Nasco Place, 12
James E. (H. B. Gilpin Co.) Allen, 411 S. Capitol St., Wash. 3, D.C.
James A. (Hendler Creamery) Allen 4266 Rokeby Rd., 29

Erling F. (Bauer & Black) Anderson . . . 1753 Northern Parkway, 12
 Bernard A. (H. B. Gilpin Co.) Appel 5501 Sagra Road, 12
 Charles L. Armstrong, 1207 Culvert Road, 4

Albert E. Barker 6601 Lock Hill Rd., 12
 John K. (Becton Dickinson Co.) Barry 200 Oak Forest Place, 28
 Elvin E. (Hendler Creamery) Beard,
 Cole Crest, Mt. Carmel Rd., Parkton, Md.
 Charles (H. B. Hunter Co.) Becker Apt. 24, Oaklee Village, 29
 S. M. Behrend Nancy Villa Apts., 935 Marsaille Drive,
 Miami Beach, Fla.
 Julius (Meadowgold Ice Cream) Berlin 1726 E. Pratt St., 31
 Elmer H. (Owens Illinois Glass Co.) Biles,

1809 First National Bank Bldg., 2

Albert J. (Binko Photo Labs) Binko, Bel Air Acres, Bel Air, Md.
 Ralph (Page & Shaw) Birmingham 322 Dunkirk Rd., 12
 B. Dorsey (Coca Cola Co.) Boyle 1120 Matheson Bldg., 2
 Maurice B. (Brager Display Center) Brager 408 S. Hanover St., 1
 J. Murray (Personal Products Co.) Bradley 2414 Albion Ave., 14
 George M. (Youngs Rubber Corp.) Brandt 3509 Millvale Road, 7
 George A. (Noxzema Chem. Co.) Bunting 4412 N. Charles St., 18
 Joseph A. (Muth Bros. & Co.) Buser 605 Nottingham Rd., 29
 W. Norris (Borden Ice Cream) Busck 2944 Wyman Pkwy., 11
 Dr. H. C. Byrd College Park, Md.

Howard R. (National Pharm. Mfg. Co.) Campbell,

7530 Twelfth St., N.W., Washington, D. C.

Kenneth G. (Koontz Creamery) Caple 5600 Reisterstown Rd., 16
 Fred W. (Coca Cola) Caspari 613 Debaugh Ave., 4
 Melvin M. (Calvert Drug Co.) Cernak 8104 Clyde Bank Road, 4
 Samuel S. (Taft, Warren & Taft) Cohen 122-124 South St., 2
 Walter (H. B. Gilpin Co.) Collier, Jr. 4918 Cordelia Ave., 15
 John C. (Borden Ice Cream) Cornmesser 446 Aisquith St., 2
 Richard R. (Armour Labs.) Crane 6007 Eurith Ave., 6
 E. T. Crews 1134 Shady Lane Drive, Orlando, Fla.
 John A. (Calvert Drug Co.) Crozier, Manor Rd., Glenarm, Md., R.F.D.
 Maurice J. Crump 141 Register Ave., 12

William E. Devers 15 Florida Rd., 4

Robert L. (Norwich Pharmacal Co.) Donaldson,

1009 Marksworth Rd. 28

Charles (Burrough Bros.) Duvoisin, 704 Winans Way, 29

George S. (Hendler Creamery) Euler 526 Charing Cross Rd., 29

Russell C. (Johnson & Johnson) Eustice, Jr.

1010 Pennsylvania Bldg., Washington 4, D.C.

James H. (Borden Ice Cream Fagan 1502 Pentridge Road, 12

Leo J. (McDowell Pyle Co.) Falter 3127 Normount Ave., 16

Vernon D. (C. & P. Telephone Co.) Fergusson 611 Brookwood Rd., 29

I. M. (Manhattan Drug Co.) Fischer, Jr., F-2 Alhambra Apts. 17

John E. (Warner Chilcott) Fisher 534 Walker Ave., 12

Paul I. (Folkemer Photo Service) Folkemer 925 Poplar Grove St., 16

Morton M. (Stoppette) Foster 1102 Bellemore Road 10

Ernest H. (Austin Packing Co.) Fox P.O. Box 1936, Balto. 3, Md.

Albert K. (Delvale Dairies) French, Jr., 908 Southerly Road, 4

James E. France, Sr. 616 Highland Ave., 4

W. Minson (Mallinckrodt Chem. Works), Frayser,

4828 Morrison Rd., Richmond 28, Va.

Jack (Jay Drug Co.) Frieman 1602 John St., 17

- J. Wm. (Walsh & Koehler Glass Co.) Gehring,
5620 Greenspring Ave., 9
- Edgar A. (Borden Ice Cream) Gilbert, Jr. 1132 Newfield Rd., 7
- Charles B. (McDowell, Pyle Co.) Gochnauer 903 Old Oak Rd., 12
- Henry H. (Meadowgold Ice Cream) Goldscheider,
2D Cylburn Court Apts., 17
- Herbert B. (Miller Drug Sundries) Goldstein 3906 Glengyle Ave., 15
3906 Glengyle Ave., 15
- Wilfred C. (Delvale Dairies) Gosnell 3621 Kimble Rd., 18
- William M. (John F. Hancock & Sons) Gould, 521 W. Lombard St., 1
- William B. (Miles Labs) Gray, 2501 Anders Road, 14
- William L. Grove Rock Spring Rd., Forest Hills, Md.
- W. H. (H.B. Gilpin Co.) Harrison 7401 Pulaski Hwy., 6
- Seth W. (Delvale Dairies) Heartfield 2030 Harford Rd., 18
- Emory G. Helm 27 Del Ray Ave., 28
- Albert (Hendler Creamery) Hendler 1100 E. Baltimore St., 2
- Benjamin R. (Hendler Creamery) Hendler 1100 E. Baltimore St., 2
- L. Manuel (Hendler Creamery) Hendler 1100 E. Baltimore St., 2
- Caryl E. (Armstrong Cork Co.) Hendrickson,
54 Timonium Road, Timonium, Md.
- L. Louis (Abbott Labs.) Hens 7113 Rich Hill Rd., 12
- Ralston C. (Johnston Chocolates) Hewitt
352 St. Johns Place, Brooklyn 38, N. Y.
- Albert (Gilt Edge Photo Service) Heydemann 3301 Ludgate Rd., 15
- E. E. (Lance, Inc.) Hinson Box 258, Upper Darby, Pa.
- George H. (Lance, Inc.) Hoddinott, Jr. 5403 Leith Rd., 12
- Walter H. Hollingshead 847 W. University Pkwy., 10
- Thomas H. Hoy 1500 Pentridge Rd., 12
- William B. (Borden Ice Cream) Hubbard 701 Northern Pkwy., 12
- Joseph J. (Calvert Drug Co.) Hugg 1212 Cochran Ave., 12
- William J. Hutchinson 2412 Ellis Rd., 14
- Plummer A. Ijams 3702 Mohawk Ave., 7
- Howard C. (H. B. Gilpin Co.) Johanson 509 Worcester Rd., 4
- Edwin M. (W.B.A.L.) Kabernagel, Jr. 2610 N. Charles St., 18
- I. F. (Lord Balto. Candy & Tobacco Co.) Kartman,
119 W. Pratt St., 1
- Rennert H. (Binko Photo Labs.) Kane 6912 Eastbrook Ave., 24
- Richard R. (Coca Cola Co.) Kane, 5002 Norwood Ave., 7
- Harold (E. R. Squibb & Sons) Katcoff 5410 Nelson Ave., 15
- Thomas J. (Johnson & Johnson) Kelly 1339 Meridene Drive, 12
- Milton J. (E. L. Patch Co.) Keppler,
Concord Hall Apart. 22, 3 Concord Ave., Cambridge 38, Mass.
- Robert B. (Howard Drug & Med. Co.) Kettlewell,
601 Dunkirk Rd., 12
- Royston T. (Laco Products) Kirkwood 8622 Richmond Rd., 14
- Walter C. (F. A. Davis & Sons) Kirwan 1530 Stonewood Rd., 12
- Allen B. (Yardley Co.) Laing, Jr., 6815 Selkirk Dr., Bethesda 14, Md.
- Howard C. (J. J. Lamkin Son) Lamkin 1337 W. Lombard St., 23
- Ben (Pepsi Cola Bottling Co.) Lapidés 400 Key Highway, 30
- Morton (Suburban Club Carb. Bev. Co.) Lapidés
1838 N. Patterson Park Ave., 13
- A. G. (Eli Lilly Co.) Leatherman 2 Ridge Rd., 28
- Jack (Hendler Creamery) Levin 2523 Reisterstown Rd., 17
- Louis (Meadowgold Ice Cream) Levy 3311 Shelburne Rd., 8
- Frederick W. (Abbott Dairies) Lindsey 3613 Woodlea Ave., 14
- Henry W. (Allen Sons & Co.) Looch 14 E. Lombard St., 2
- John A. (Delvale Dairies) Louis 53 Burkleigh Rd., 4

- William B. (F. A. Davis & Sons) Lounge...1235 Brewster St., 27
 Kenneth F. (S. F. Whitman & Son) Love...111 Enfield Rd., 12
- William C. (Emerson Drug Co.) McKenna,
 3902 Hadley Square, West, 18
 Carl C. Manchester...401 Allegheny St., Hollidaysburg, Pa.
 Alexander M. (Amer. Drug Fire Ins.) Mayer...3335 Dolfield Ave., 15
 Joseph H. (Whitehall Pharmacal Co.) Meier,
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INDEX

Addresses:	Page
Hyman Davidov—Presidential	62
Noel E. Foss	111
Lost Sheep Crusade Panel Discussion:	
James E. Allen	83
C. Gilbert Green	75
Ellis B. Myers	86
Robert L. Swain	68
Maurice Mermev	105
George S. Squibb	96
Articles of Incorporation	132
Banquet	120
Code of Ethics	133
Committees, 1956-1957	130
Committee Reports:	
Audit—Mathias Palmer, Chairman	10
Civil Defense—Alexander J. Ogrinz, Jr., Chairman	17
Commercial Interests—Milton A. Friedman, Chairman	59
Deceased Members—Melville Strasburger, Chairman	61
Entertainment—Norman J. Levin, Chairman	25
Executive—Lester R. Martin, Chairman	13
Fair Trade—Simon Solomon, Chairman	38
Increase in A. Ph. A. Membership—Morris L. Cooper, Chairman	38
Legislative—Frank Block, Chairman	30
Membership—Frederic T. Berman, Chairman	37
National Pharmacy Week—Victor H. Morgenroth, Jr., Chairman	59
Nominations—Lester R. Martin, Chairman	113
Pharmacy—Halcolm S. Bailey, Chairman	23
Professional Relations—Stephen J. Provenza, Chairman	26
Public Relations—Charles E. Spigelmire, Chairman	16
Publications—Samuel I. Raichlen, Chairman	16
Resolutions—Noel E. Foss, Chairman	114
School of Pharmacy—Lloyd N. Richardson, Chairman	13
T.A.M.P.A.—Bernard Ulman, Jr., Chairman	16
Constitution and By-Laws, M.P.A.	135
Constitution and By-Laws, B.R.D.A.	143
Constitution and By-Laws, Students' Auxiliary	150
Constitution and By-Laws, T.A.M.P.A.	147
Honorary Members, List of	194
In Memoriam	129
Life Members, List of	194
Members of Association, Active, List of	183
Members of Association, Associate, List of	191
Members of T.A.M.P.A., List of	195
Narcotic Oral Prescriptions, Regulation of	126
Officers of Association 1956-1957	3
Officers of B.R.D.A., 1956	143
Officers of L.A.M.P.A., 1956-1957	123
Officers of T.A.M.P.A., 1956-1957	123
Officers of Association Since Organization	180
Officers of T.A.M.P.A. Since Organization	195
Registered Pharmacists, List of	155
Registered Assistant Pharmacists, List of	178
Report of	
Executive Secretary, M.P.A.	10
Kelly Memorial Building Fund	9
Maryland Board of Pharmacy	89
Maryland Pharmacist	17
Students' Auxiliary, M.P.A.	107
Treasurer, M.P.A.	7
Veterans Prescriptions, Pricing Schedule	124

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (TITLE 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

MARYLAND PHARMACIST, published monthly at Baltimore, Maryland for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher: Maryland Pharmaceutical Association, 650 W. Lombard Street, Baltimore 1, Md.

Editor: Joseph Cohen, 650 W. Lombard Street, Baltimore 1, Md.

Managing Editor: Joseph Cohen, 650 W. Lombard Street, Baltimore 1, Md.

Business Manager: Joseph Cohen, 650 W. Lombard Street, Baltimore, Md.

2. The owner is: Maryland Pharmaceutical Association, 650 W. Lombard Street, Baltimore 1, Md.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

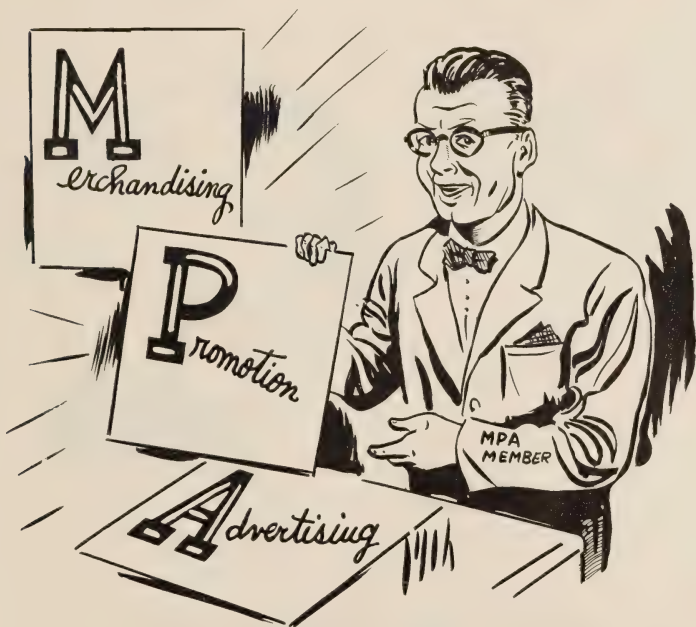
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JOSEPH COHEN,
Editor

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NORMAN SALZMAN

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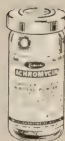




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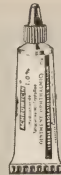
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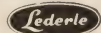
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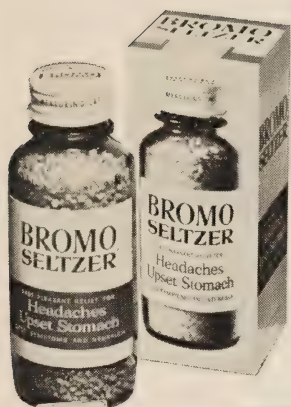
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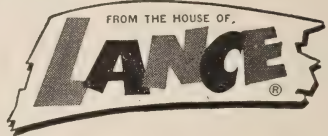
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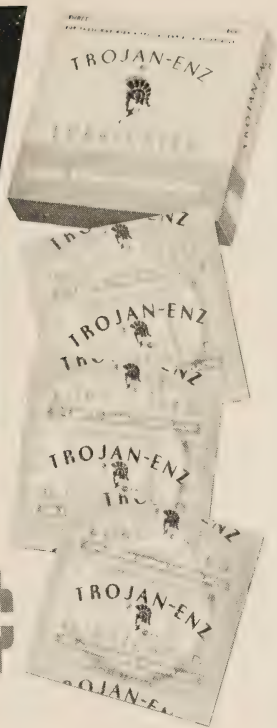
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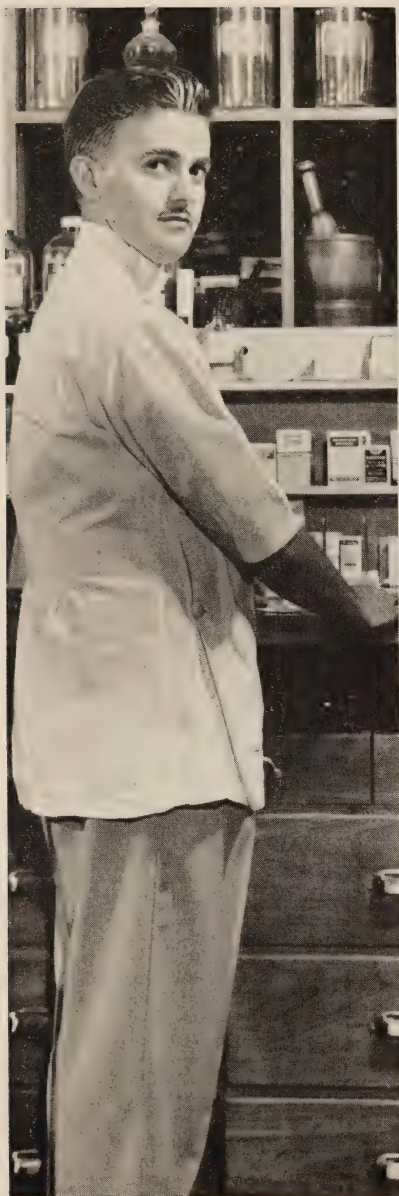
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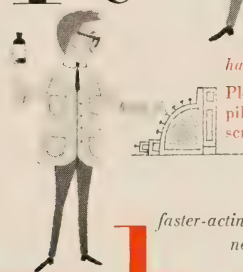


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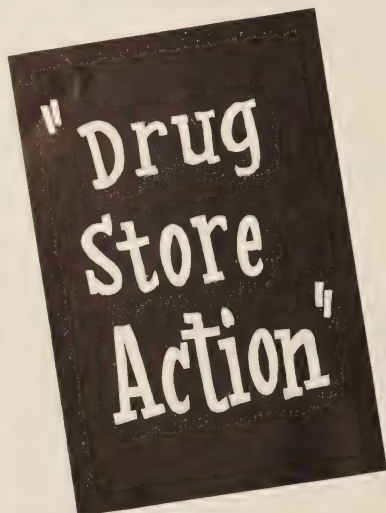
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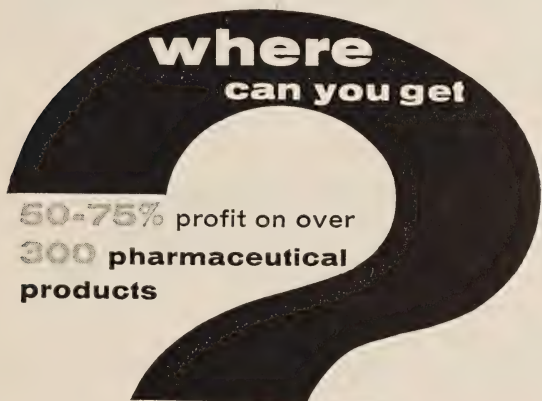
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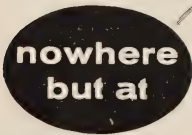
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 \$2.07 per doz.
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The Name at
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It's EVERFRESH
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"The swing is det-
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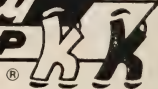
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STARTS OCTOBER 29TH
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Tabcin...
 far better than aspirin
 for relief in Colds and
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SAVE 25¢ - CLIP COUPON

This coupon is worth 25c toward the purchase of either 50c or 90c-size package of TABCIN, when presented at your drug counter. Offer expires December 31, 1956.

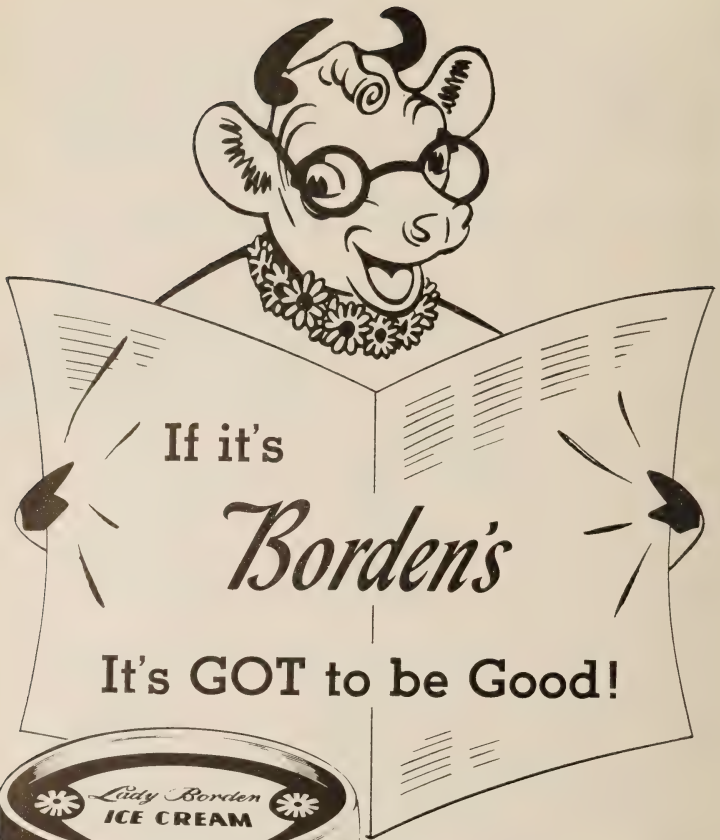
YOUR NAME _____
 DRUGGIST'S NAME _____ STATE _____
 CITY _____

NOTE TO DRUGGIST: This coupon will be redeemed promptly by Miles Laboratories, Inc., Dept. L-1, Elkhart, Indiana.

COUPON PROMOTION: Twenty-two million of these coupons will be in your customers' homes. By redeeming them you profit two ways: from the tremendous increase in your TABCIN sales; from the other items these customers purchase while in your store. It's just a little more work for a lot more profit. Get your share of these coupons and send them in. We'll remit promptly.



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THANTIS Lozenges, the original anesthetic, antiseptic throat lozenge, is still the leader in its field.

THANTIS gives better relief than its many imitations because it contains Saligenin, a mild, non-irritating local anesthetic which relieves soreness.

THANTIS contains Merodicein, a highly effective, long-lasting antiseptic which combats infection.

THANTIS does not contain an antibiotic and cannot cause unpleasant side reactions in the mouth.

THANTIS has been a household word for twenty-six years and its effectiveness and safety are backed by extensive clinical and lay use over this period.

THANTIS Lozenges displayed at point of sale bring big returns for a little space.

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Baltimore 3, Md.

The Maryland



Pharmacist

PRACTICAL
PROGRESSIVE
PROFESSIONAL

VOLUME XXXII

NOVEMBER, 1956

No. 2

buy and use
CHRISTMAS SEALS
fight tuberculosis



Season's Greetings

Published Monthly by the
MARYLAND PHARMACEUTICAL ASSOCIATION

Subscription Price \$2.00 the Year

650 W. Lombard St.

• JOSEPH COHEN, Editor •

Baltimore 1, Md.



At this joyous time of year when good friends like to get together—to exchange warm greetings—we, the people at Noxzema, would like to wish our friends, the druggists of Maryland, an especially

Merry Christmas...
and a *Happy New Year*

NOXZEMA CHEMICAL COMPANY
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for better health during pregnancy

PRENALAC

(Prenatal Nutritional Supplements, Lilly)



... provides recommended daily vitamin and mineral allowances suggested by the Food and Nutrition Board of the National Research Council. In addition, vitamin B₁₂ and folic acid have been added to broaden the nutritional support.

Attractive blue-and-pink pulvules appeal to your customers. Feature 'Prenalac' and get your

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In packages of 100, 500, 1,000, and 5,000 (No. 324).

Is your stock adequate?

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for prevention and treatment of vitamin-mineral deficiencies

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comprehensive nutritional aid for use in prevention of and treatment for vitamin-mineral deficiency states

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The Maryland Pharmacist

MARYLAND PHARMACEUTICAL ASSOCIATION

Office of Publication: 650 W. Lombard Street, Baltimore-1, Md.

Saratoga 7-0746

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NOVEMBER, 1956

No. 2

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... Editorial ...

Season's Greetings

We live in a busy and troubled world. As we draw the curtain on the year 1956, we can not help but reflect on the year past nor the ones preceding it.

The world is still in turmoil, ready for conflict at the drop of a hat. The Middle East seeths, revolt in Poland, massacre in Hungary; sore spots everywhere else. Great World Powers distrustfully watching each other for a move, for a sign. All this midst a frantic United Nations fraught with despair trying to keep a wobbly world Babel on an even keel. Will it succeed? We pray to God that it will.

At home we are burdened with problems of our own, although peaceful, yet provoking and oft times distressing. The pace of existence becomes more trying by the day.

The super type of operation is gaining momentum. Merger has become a by-word in businesses' hunger for greater volume, made necessary through diminishing profit. Taxes, records, details, paper-work are all to be reckoned with. Good labor has become a scarce commodity. Small business has no opportunity to obtain shopping center or other choice operational locations. Small business is at a great disadvantage. Free enterprise is being crushed by giantism.

Fair Trade is a distinct problem within itself. With all the business disadvantages we now experience, where would we be without Fair Trade? Take a look at other small businesses that operate without benefit of Fair Trade.

Nevertheless, let us pause at this Yuletide season and give thanks for what we have—good health, happiness and especially peace at home.

Let us too, re-evaluate ourselves. Let us do better and overcome our shortcomings. Let us be more understanding of the problems of our fellowman. Let us be kind, sympathetic, comforting, charitable. Let us give love and tenderness to those near and dear to us. Let us not dwell too much in the past but plan a brighter future.

Let us record ourselves to be more devout and more devoted; to be happier; to be grateful for what we have; and to dedicate ourselves to:

"PEACE ON EARTH—
GOOD WILL TO MEN"

Merry Christmas and Happy New Year
from the Officers of the Baltimore Retail Druggists'
Association and the Maryland Pharmaceutical Association

The **ROBINS'** Representative

is pre-selling these Robins' products

for you - in your area

THIS MONTH



✓ **ENTOZYME®**

Tablets

New clinical study demonstrates Entozyme effective with special diet in reducing or eliminating need for insulin in diabetes mellitus.

✓ **PABALATE®, PABALATE®-SODIUM FREE
PABALATE®-HC** (Pabalate with Hydrocortisone)

Robins' "family" of antirheumatics. . . More effective than salicylates, safer and less costly than steroids alone.

✓ **PHENAPHEN®** Capsules
PHENAPHEN® with CODEINE (¼, ½ and 1 gr.)

Established, non-euphoric analgesics, in a range of potency for relief of pain from mild degree to very severe intensity.

✓ **ROBITUSSIN®**
ROBITUSSIN® A-C (Robitussin with Antihistamine and Codeine)

"Significantly superior" in the management of cough, on the basis of efficacy and palatability.

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1873



...better check your stock NOW!

PRESIDENT'S MESSAGE

Dear Fellow Pharmacists:

Two conventions at the same time created a problem for me. Both the National Association of Retail Druggists Convention in Cincinnati and the Federal Wholesale Druggists Association Convention in White Sulpher Springs, were held at the same time.

As a member of the Board of Directors of Calvert Drug Company, I attended the F.W.D.A. Convention. Our Executive Secretary, Joseph Cohen, represented our Association at the N.A.R.D. Convention.

The theme of the F.W.D.A. Convention was, "Go And Get It," and men of national repute participated in the speaking program. I would like, briefly, to quote some of these speakers:

Mr. Boone Gross, President of the Gillette Company, had this to say, "While not ruling out the selling of big mark-up hard to sell items, the retailer should do so with his eyes wide open. He (the retailer) should display and merchandise nationally advertised fast moving items." Mr. Gross had comparative products and statistics to prove his point.

Dr. J. Mark Hiebert, President of Sterling Drugs, had this to say, "The retail pharmacist must merchandise his professional skills as dramatically and as effectively as he merchandises the goods he stocks. The drug store owner is unique among retailers in that he is the only one required by law to have a college degree. He is the custodian of the tools—medicinal preparations—which the physician and the patient need to maintain the high standard of health."

Mr. Robert E. Brown, President, Bristol Myers said, "We should have more 'Brainstorming' by calling meetings of pharmacists and extracting from such meetings suggestive ideas practically used and passing these ideas on to others. As an example, set up a cold remedy display next to the cash register with the slogan: Be Ahead of the Head Cold."

Mr. Horace Thomas of Eastman Kodak presented a new film entitled, "Here's Why and How." The film showed there is 5½% more profit in photo supplies than in any other sundry line. The average Photographic Department sale is sixty cents compared to thirty-eight cents for other sundries. The turnover on the Photographic Department is 3½ times greater than on other sundries.

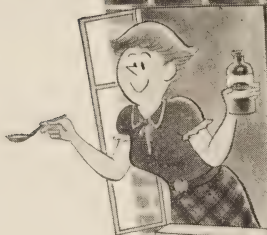
I hope this brief report on the F.W.D.A. Convention will aid you in some way.

Sincerely,

FRANK J. MACEK
President



he's heard
the call
for . . .



VI-DAYLIN[®]

America's youngsters consume more
VI-DAYLIN every day than any other
liquid multivitamin made! Why?
Lemon candy flavor! New supply?
In 3-fl. oz., 8-fl. oz. and
economical pint bottles.

Abbott



**Each 5-cc. teaspoonful of
VI-DAYLIN contains:**

Vitamin A	3000 U.S.P. Units (0.9 mg.)
Vitamin D	800 U.S.P. Units (20 mcg.)
Thiamine	
Hydrochloride	1.5 mg.
Riboflavin	1.2 mg.
Pyridoxine	
Hydrochloride	0.5 mg.
Ascorbic Acid	40 mg.
Vitamin B ₁₂	3 mcg.
Nicotinamide	10 mg.

and for infants . . .

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Accepted By Pharmaceutical Profession Since 1890

MANHATTAN DRUG CO.

156-158 Tillary Street
Brooklyn 1, N. Y.

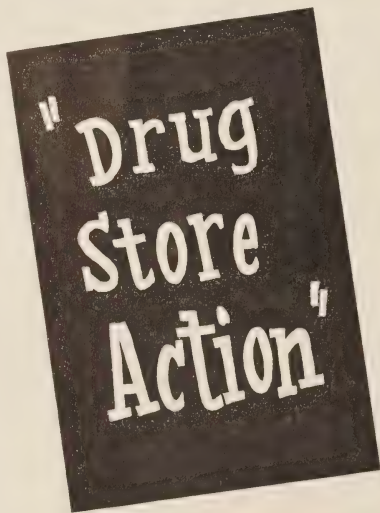
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are

IMPULSE SALES

. . . thanks to wide awake
Point-of-Sale Promotion, Abbotts
and Jane Logan Dealers enjoy a
man-sized portion of this business.

Are You Getting Your Share?



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

... Fair Trade News ...

ABBOTT ACTS

Abbott Laboratories Maryland trading stamp suits against Drug Fair, Inc. and Peoples Service Drug Stores, Inc. have been dismissed on the strength of agreements by the defendants not to issue stamps in connection with the sale of Abbott products unless the value of the stamps is added to the Abbott fair trade price.

Abbott had charged that the giving of "Top Value Stamps" by Drug Fair and the giving of "S&H Green Stamps" by Peoples violated its fair trade contracts and the Maryland fair trade law.

The suits were dismissed without prejudice by U. S. District Judge R. Dorsey Watkins, the defendants paying court costs. In the stipulations presented to Judge Watkins, the defendants both agreed not to offer or give any article of value in connection with the sale of Abbott products in Maryland.

"The issuance of trading stamps in connection with the sale of any such products shall be a breach of this agreement," the stipulations read, "unless in addition to the minimum retail price established by such contract for such product, defendant charges an amount equal to the value of such stamps so issued."

In a previous action, Judge Watkins issued a permanent injunction restraining Louis Levitis, proprietor of Wheaton Pharmacy, 2302 Blue Ridge Avenue, Silver Spring, Maryland, from offering or giving trading stamps in connection with the sale of Abbott products. A consent decree was entered.

Still pending in Maryland District Court is Abbott's fair trade suit against Dart Drug Corporation of Maryland, which alleges the sale of Abbott products below fair trade prices.

FAIR TRADE STICKER NOTICES

MAX FACTOR & CO.

Item	F.T.M.
Astringent	\$ 1.25
Astringent Foundation	1.25
Dry Skin Cream—small	1.25
Dry Skin Cream—large	2.25
Invis Make-Up Foundation	1.25
Make Up Blender	1.25
Max Factor Cleansing Cream	.75
Melting Cleansing Cream	1.25
Night Facial Stik	1.75
Pan Cake Make Up	1.75
Pan Stik Make Up	1.75
Satin Flow Cleansing Cream	1.50
Skin Freshener	1.25

GROVE LABORATORIES, INC.

Fitch Wave Set—4½ oz.—	
both green & clear	.19
Effective November 1, 1956	

TONSILINE CO.

Tonsiline—economy69
Tonsiline—small42
Tonsiline—economy69

CREOMULSION CO.

Creomulsion—8 oz.	\$ 1.19
Creomulsion—3 oz. (Discontinued) until stock is exhausted	
Creomulsion—4 oz.	.69
Creomulsion for Children—4 oz.	.69
Creozets Cough Lozenges	.39

EMERSON DRUG CO.

Bromo-Seltzer—small33
Bromo-Seltzer—regular65
Bromo-Seltzer—dispensing \$ 2.25

PERSONAL PRODUCTS

Modess—	
Regular, Super & Junior—12's	.43—2 for .85
Regular—48's \$1.65—2 for \$3.23
Regular & Super—30's \$ 1.07



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**premium
for your
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FOR THE FAMILY DINING TABLE...
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Item	F.T.M.
Roux Dye Solvent—1½ oz.	\$ 1.25
Roux Superoxide—16 oz.60

FASTEETH, INC.

Fasteeth—small45
Fasteeth—medium67
Fasteeth—large	\$ 1.13

MEAD JOHNSON

Colace Capsules—	
100 mg.—30's	\$ 2.97
100 mg.—60's	5.34
100 mg.—250's	20.00

MEDICONE CO.

Rectal Medicone—	
box of 12 suppositories	\$ 1.45
Derma Medicone—1 oz. tube	1.09
Meditabs—box of 30 tab.	1.00
Meditabs—box of 100 tabs.	2.50

GARFIELD & CO.

Garfield Seidlitz Powders—	
Tin's — 9's50
Carton's — 6's30
Carton's — 9's45
Paks — 3's19
Paks — 1's07

COLGATE-PALMOLIVE CO.

Vaseline White Petroleum Jelly—	
Large bottle (1¾ oz.)19
Giant bottle (4 oz.)33
Effective November 1, 1956	

THE CHATTANOOGA MEDICINE CO.

Black-Draught—	
(Granulated, Powder, Tablets ..	.35
Dyrid98

HAMILTON DRUG CO., INC.

Jiffy Toothache Drops Outfit30
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HUDSON PRODUCTS

Dentu-Grip—	
Small39
Large67

MARYLAND PHARMACEUTICAL

Rem Jr.70
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INTERNATIONAL CELLUCOTTON PRODUCTS

Item	F.T.M.
Kotex	
Regular 5's20
Regular, Junior, Super—12's43
	2 for .85
Regular—48's ..	\$1.65
Fibs Tampons—	
5's15
12's35
34's ..	.85
Kurb Analgesic Tablets ..	.25
Kotex Security Sanitary Belt25

MEAD JOHNSON

Casec—3½ oz.	\$1.43
Casec—30 oz.	9.46
Dextri-Maltose—No. 2—1 lb.87
Dextri-Maltose—No. 3—1 lb.87
Lactic Acid Milk—No. 2—1 lb.	1.69
Mejalin Liquid—12 oz.	4.19
Nutramigen—1 lb.	1.99
Pectin Agar in D.M.—1 lb.	1.79
Probana—1 lb. ..	2.59
Protein Milk Powder—1 lb.	2.19
Sustagen—2½ lb.	4.70
Sustagen—5 lb.	8.46
Trivisol—50 cc. ..	3.19
Yeast Brewers Powder—6 oz.	1.19
Yeast Brewers Tablets—250's	1.19
Deca-Mulcin—16 oz.	4.89
Deca-Vi-Caps—100's	3.11

PERSONAL PRODUCTS CORP.

Meds—	
10's—Regular, Super, Junior43
	2 for .85
40's—Regular or Super	\$1.49
	2 for \$2.95

PHARMA-CRAFT CORPORATION

Fresh Cream Deodorant29
Fresh Cream Deodorant49
Fresh Cream Deodorant69
Ting Soap39
Fresh Cream Deodorant .15 will be discontinued.	

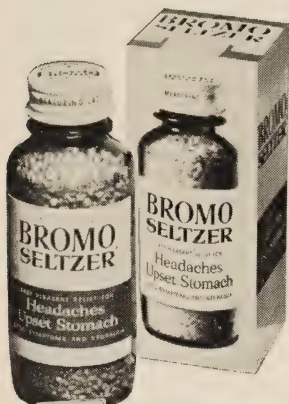
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2.

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HEADACHES!**

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TWO BIG TV SHOWS!

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America's wittiest emcee, Peter Donald entertains your customers week after week as he presents his popular panel TV show — "Masquerade Party." Channel 13, Baltimore, Saturdays at 10:00 p.m.; Channel 7, Washington, Saturdays at 10:00 p.m.

Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

**THE PROCTER & GAMBLE
DISTRIBUTING CO.**

Drene Shampoo—Consumer offer	
No. 3943-45 (2 personal size)39
Prell Pak-ettes60
Shasta Cream Shampoo—Consumer offer No. 3940 (2 large size)	\$1.39
Liquid Prell Shampoo—Economy	\$1.60
Gleem Tooth Paste—Consumer offer No. 3944 (2 large size)79

THE J. B. WILLIAMS CO.

Ice Blue Aqua Velva—	
5 oz.60
9 oz.	\$1.00

NEPERA CHEMICAL CO., INC.

Mandelamine—	
.25 gm.—120's	\$ 1.90
.25 gm.—500's	7.00
.25 gm.—1,000's	13.25
Mandelamine Tabs.—	
5 gm.—100's	3.15
5 gm.—500's	14.00
5 gm.—1,000's	26.50

TAMPAX, INC.

Tampax—	
10's43
40's	\$1.47

PYCOPE, INC.

Py-Co-Pay "Natural" Tooth Brush, Adult69
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MERCK & CO., INC.

Solution of Hydrogen Peroxide	
U.S.P.—¼ lb.39
U.S.P.—½ lb.49
U.S.P.—1 lb.59

LAMBERT-HUDNUT

Item	F.T.M.
NEW QUICK Home Permanent gentle, regular & super	\$ 1.25

Discontinued Items

End Curl Permanent	
Enriched Creme Shampoo with egg—2 oz.	
Creme Rinse Hair Conditioner—2 oz.	

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Baltimore 1, Maryland

EMERGENCY LABORATORIES

Item	F.T.M.
Poslam Ointment—small63

HUMPHREY MEDICINE COMPANY

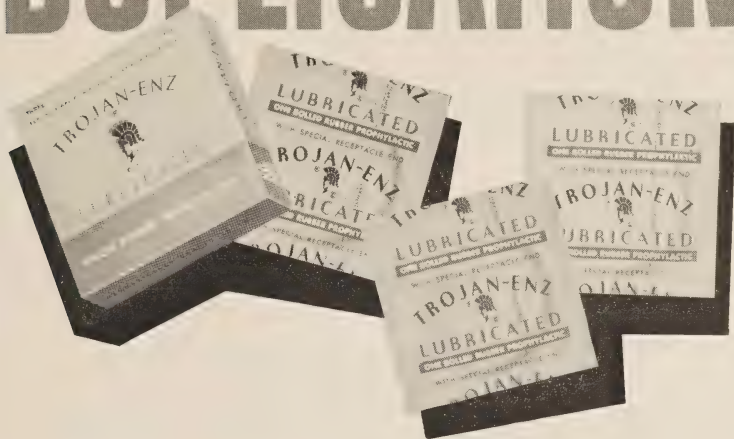
Item	F.T.M.
Humphrey's Witch Hazel—6 oz.29
Humphrey's Ointment—	
1 oz. Jar49
2 oz. Jar79
Tubes89
Humphrey's Trokells69
All .35 preparations are now39
All .75 preparations are now89
All \$1.15 preparations are now \$1.25	

LYDIA E. PINKHAM MEDICINE CO.

Item	F.T.M.
Lydia E. Pinkham Tablets—	
24's72
72's	\$ 1.59
250's	4.44

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School of Pharmacy, University of Maryland, News

ALUMNI ASSOCIATION SCHOOL OF PHARMACY UNIVERSITY OF MARYLAND

The Tenth Annual Frolic of the Alumni Association of School of Pharmacy of the University of Maryland was held at the Alcazar, Baltimore, Maryland, on November 1, 1956. Although on Thursday evening the heavens seemed to open and pour down the rain after several days of intermittent rain and fog, some 450 persons including students, their parents and friends, faculty, fraternities, sorority and alumni, attended the affair—a happy and friendly group.

The entertainment consisted of competitive skits by the fraternities and sorority, and also by individuals and groups—all students of the School of Pharmacy. Dr. Frank J. Slama as a member of the Entertainment Committee and as a professor in the School of Pharmacy, supervised the presentation of the skits.

The following captured the prizes, with the resounding applause of the students and their friends:

Newman Club—First cash prize and the Bernard Cherry Cup for one year;

Lambda Kappa Sigma Sorority—Second cash prize;

Alpha Zeta Omega Fraternity—Third cash prize.

A group who styled themselves as the "Unknowns" received the first cash prize for a special presentation.

The judges were Frank X. Hennessy, Announcer, Radio Station WBAL, Earl Webster, member of the Maryland Board of Pharmacy, and George W. Rider of Muth Brothers Company, Wholesale Druggists.

President Norman Levin welcomed the guests and awarded the prizes. First Vice-President H. Nelson Warfield was Master of Ceremonies.

Bernard Cherry presented the Cherry Cup to Anthony Edwin Balcerzak, a rep-

resentative of the Newman Club. Dean Noel E. Foss reported on the progress being made in the construction of the new Pharmacy building. Samuel I. Raichlen reported on the scholarship award to a first-year student of the School, and also mentioned the award of the Maryland Pharmaceutical Association to a first-year student. The Alumni Association has also recently provided \$400.00 for scholarships to undergraduate students, which contribution is matched by the American Foundation for Pharmaceutical Education. The donation of the Alumni Association, therefore, makes \$800.00 additional available for scholarships in the School of Pharmacy.

Music for the entertainment and dancing was furnished by the Zamecki Orchestra. Refreshments were served. Ice cream was provided by Borden's Ice Cream Company; peanut butter crackers by the Austin Packing Company; potato chips and pretzels by Mrs. Ihre's Potato Chip Company. Coca-Cola, cider and doughnuts were also served. The refreshments were popular during the intermission and during the dancing.

Tickets were provided for registration when entering the hall, and persons holding the lucky numbers were given silver dollars.

The chairmen of the committees in charge of the affair included—Irvin Cohen, tickets; Sam A. Goldstein, Place and Arrangements; James P. Cragg, Jr., and Frank J. Slama, Entertainment; Jerome Stiffman, Publicity; Gordon Mouat and Frank S. Balassone, Reception.

Congratulations and best wishes were extended to Mr. and Mrs. Joseph Cohen. As November first marked the anniversary of their wedding twenty-five years ago. November first was also the birthday anniversary of Mr. Cohen, Executive Secretary of the Maryland Phar-

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Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%

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bark

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gallon

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Cheracol*



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maceutical Association and the Baltimore Retail Druggists' Association.

NEW FACULTY MEMBERS

Dr. John Autian joined the staff of the School of Pharmacy on July 1, 1956, as Assistant Professor of Pharmacy. Dr. Autian obtained his undergraduate training in pharmacy at Temple University School of Pharmacy, and was awarded the Doctor of Philosophy degree with a major in pharmacy in 1954 at the University of Maryland. Immediately after finishing graduate work, Dr. Autian joined the staff of Temple University School of Pharmacy and was Associate Professor of Pharmacy for the past two years. While at Temple, Dr. Autian directed a graduate research program in pharmacy, and he has a number of publications to his credit.

Dr. Norman J. Doorenbos joined the staff of the School of Pharmacy on September 1, 1956, as Assistant Professor of Pharmaceutical Chemistry. Dr. Doorenbos is originally from Michigan and received both his undergraduate and graduate degrees from the University of Michigan. Immediately upon graduation in 1954 he joined the staff of Anso Division of General Aniline and Films Corp., in Binghamton, New York, as a research chemist. While with Anso, Dr. Doorenbos specialized in photographic chemistry and has assisted in the development of a number of patentable preparations. Dr. Doorenbos's wife is an alumna of the University of Michigan College of Pharmacy.

On September 1, 1956, Mr. Dean E. Leavitt joined the staff of the School of Pharmacy as Instructor in Pharmacy Administration. Mr. Leavitt completed the requirements for the Bachelor of Science degree in pharmacy at the School of Pharmacy in 1954, and the following fall enrolled in the Graduate School, while at the same time being appointed as a Graduate Assistant in Pharmacy Administration.

On September 1, 1956, Mr. Robert J. Kokoski joined the staff of the School of Pharmacy as a Junior Instructor in Pharmacognosy. Mr. Kokoski is a product of our institution, having completed the B. S. degree in pharmacy in 1952 and the Master of Science degree in 1956.

On September 1, 1956, Mr. Frank R. Milio joined the staff of the School of Pharmacy as a Junior Instructor in Pharmacy. Mr. Milio is a product of our institution, having completed the B. S. degree in pharmacy in 1952 and the Master of Science degree in 1956.

On September 1, 1956, Mr. Leslie C. Costello joined the staff of the School of Pharmacy as Instructor in Zoology. Mr. Costello completed the requirements for both the Bachelor of Science degree and the Master of Science degree at the College Park campus of the University. He is continuing his graduate work at the College Park campus of the University with a major in zoology.

GRADUATE ASSISTANTS

Several additions were made to the staff of Graduate Assistants in September.

Mr. Francis X. Herold, who obtained the B. S. degree at the School of Pharmacy in 1953, is assisting in the Department of Pharmaceutical Chemistry.

Mr. Thaddeus P. Pruss, who completed the B. S. degree at the School of Pharmacy in 1956, is assisting in the Department of Pharmacology.

Mr. Robert E. Havranek, who completed the B. S. degree at Columbia University College of Pharmacy in New York in 1956, is assisting in the Department of Pharmacy.

Mr. Paul Zikoski, who completed the B. S. degree at the University of Scranton in 1953, is assisting in the Department of Bacteriology.

Mr. Jerry D. Hardy, Jr., who completed the A. B. degree at Elon College,

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Fees: Exclusive of living expenses, students in the School of Pharmacy have a total approximate yearly expenditure of \$500.00.

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N. C., in June 1954, is assisting in the Department of Zoology.

DR. B. F. ALLEN ATTENDS COSMETIC SEMINAR

Dr. Benjamin F. Allen, Associate Professor of Pharmacy, attended the Third Cosmetic Seminar of the Society of Cosmetic Chemists held in New York on October 4th and 5th. In addition to having an opportunity to hear a number of excellent papers on the technology of cosmetics, Dr. Allen also had an opportunity to visit several cosmetic plants, including the new Helena Rubenstein plant.

DR. F. M. MILLER PRESENTS TWO PAPERS

Dr. F. M. Miller, Associate Professor of Chemistry, and Mr. Bernard Grabowski, Instructor in Pharmaceutical Chemistry, attended the Fall meeting of the American Chemical Society at Atlantic City on September 19th. Dr. Miller delivered one paper before the Medicinal Chemistry Section and one paper before the Organic Chemistry Section.

OFFICE STAFF, SCHOOL OF PHARMACY

In the early part of August, Miss Loretta Shelley, Senior Stenographer in the Office of the School of Pharmacy, resigned to be married. This position was filled in the early part of September by Mrs. Frances R. Plitt, who was formerly employed in another office of the University.

NOXZEMA FOUNDATION FELLOWSHIPS

Mr. Charles Swartz, who completed the requirements for the B. S. degree in pharmacy at the University of Maryland in 1953, and the Master of Science degree with a major in pharmacy in 1955, has been awarded a Noxzema Foundation Fellowship for the current year. Mr. Swartz will continue his work for the Doctor of Philosophy degree with a major in pharmacy.

Mr. Myron Weinberg, who completed the B. S. degree in pharmacy at Fordham University in 1954, has been awarded a Noxzema Foundation Fellowship for the current year. Mr. Weinberg was a graduate assistant in the Department of Pharmaceutical Chemistry for two years at the School of Pharmacy, and will continue his work for the Doctor of Philosophy degree with a major in pharmaceutical chemistry.

FRESHMAN ORIENTATION

On September 17th, sixty new freshmen, of whom ten were girls, and six new students who had sufficient advanced standing to be classified as sophomores, reported to the School of Pharmacy for orientation.

The program was in charge of Dr. Frank J. Slama, Professor of Pharmacognosy, and newly appointed Class Advisor to the Freshman Class. After being welcomed by Dean Foss, the students were addressed by Mr. Frank S. Balassone, Chief of Drug Control of the State Department of Health, and Secretary of the Maryland Board of Pharmacy, who informed them of their apprenticeship requirements, as well as the requirements for licensure by the Maryland Board of Pharmacy. Mr. H. Nelson Warfield, First Vice-President of the Alumni Association of the School of Pharmacy, informed the new students about the sincere interest of the Alumni in students and the program they have planned this year for the benefit of the students. Following a description of student facilities by Mr. John Sciarra, Instructor in Pharmacy, Mrs. Ida M. Robinson, Associate Professor of Library Science and Librarian, explained the facilities of the Library and the many ways in which students can profit by the use of the Library. Mr. Richard Greenberg, President of the Student Government Alliance, extended his official welcome and briefly outlined the activities of this student

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organization. Mr. Wilson Neighoff, President of the Student Branch of the American Pharmaceutical Association, explained the purpose of the Student Branch at the University of Maryland, together with some of the planned activities of the Branch for the coming year. This was followed by a tour of the School of Pharmacy building under the direction of Dr. John Autian, Assistant Professor of Pharmacy, with the assistance of several Graduate Assistants and graduate students. The students then were re-assembled for a final presentation by Dr. Slama, their Advisor, concerning academic regulations and general information about the School of Pharmacy.

ENROLLMENT

The Fall term at the School of Pharmacy commenced with 240 students enrolled in the undergraduate division and 27 students in the graduate division. Although the total undergraduate enrollment is slightly less than the enrollment in the Fall of 1955, the senior class is slightly larger, with 55 students compared to 49 last year.

JEROME FINE RECEIVES APPOINTMENT IN MEDICAL SERVICE CORPS

On October 3, 1956, Mr. Jerome Fine, who received the B. S. degree in pharmacy in June 1956, received his appointment as Second Lieutenant in the Medical Service Corps of the U. S. Army. Lieutenant Fine reported for duty at Fort Sam Houston, Texas, on October 8th.

Mr. Gregory Sophocleus, graduate of the Class of 1956, School of Pharmacy, has completed the five-week basic training at Fort Jackson, South Carolina, and has been awarded a commission as Second Lieutenant in the Medical Service Corps of the Army. His next assignment will be at Fort Sam Houston, San Antonio, Texas.

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Dr. Benjamin F. Allen, Associate Professor of Pharmacy; Dr. John Autian, Assistant Professor of Pharmacy; Dr. Norman J. Doorenbos, Assistant Professor of Pharmaceutical Chemistry; Dr. Frank J. Slama, Professor of Pharmacognosy; and Dean Noel E. Foss attended the District No. 2 meeting of Boards and Colleges of Pharmacy held in Atlantic City, October 25-27, 1956.

Among the distinguished visitors to the School of Pharmacy in recent months were the following:

Professor Takeo Ishiguro, Professor of Pharmaceutical Chemistry, University of Kyoto, Japan.

Dr. Sydney E. Wright, Senior Lecturer in Pharmacy, University of Sydney, Australia.

Dr. Armand Van Nieuwenborgh, Director of Pharmaceutical Services, Leopoldville, Belgian Congo.

Dr. Ivar Danielson, Government Inspector of Pharmacies, Reykjavik, Iceland.

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SECRETARY COHEN WELCOMES PHARMACY FRESHMEN

(An address Delivered to the Freshman Class of the School of Pharmacy University of Maryland, at the Kelly Memorial Building on October 2, 1956 by Joseph Cohen, Executive Secretary)

Hello and welcome to the Kelly Memorial Building, headquarters and home of the profession of pharmacy in the State of Maryland.

As secretary of both the Maryland Pharmaceutical Association and the Baltimore Retail Druggists' Association, and also as the editor of our official pharmaceutical publication, the Maryland Pharmacist, I shall try to tell you briefly and informally, the functions of the Kelly Building and the Associations it houses.

First I should like to tell you about the building itself. The Kelly Building was constructed as a memorial to Dr. Evander Frank Kelly. Dr. Kelly served as Dean of the School of Pharmacy, University of Maryland, from 1918 until 1926. In 1926 he was elected Secretary of the American Pharmaceutical Association, a position which he occupied until his death in 1944.

During his lifetime, Dr. Kelly distinguished himself as a national leader in pharmacy. He was awarded the Remington Medal, pharmacy's highest honor, in recognition of his many contributions to the profession.

Among the offices and memberships Dr. Kelly held were: Secretary of the Maryland Pharmaceutical Association, Professor of Chemistry in the University of Maryland School of Dentistry, Lecturer in Pharmacy at the Johns Hopkins Medical School, Maryland Board of Health, U. S. P. Revision Committee, U. S. P. Board of Trustees, United States Pharmacopoeial Convention, Vice President American Association of Colleges of Pharmacy, American Council on Pharmaceutical Education, American Associa-

tion for the Advancement of Science, Maryland Academy of Sciences, Secretary-Treasurer Drug Trade Conference, Secretary-Treasurer National Drug Code Authority, Acting Editor Journal of the American Pharmaceutical Association, Editor Practical Edition—Journal of the American Pharmaceutical Association, Reviser Caspari's "Treatise on Pharmacy", membership on other scientific committees and pharmaceutical organizations.

So you see it was befitting that Dr. Kelly should be memorialized by our state.

You should be interested to know that this building cost approximately \$104,000 to construct. Funds were contributed by every phase of the pharmaceutical industry—manufacturers, wholesalers, retailers and individual pharmacists. Contributions were made in amounts from \$1.00 to \$5,000.00. The building was dedicated with appropriate ceremonies represented by leaders in pharmacy from every part of the United States on January 16, 1953. We are extremely proud of the Kelly Memorial Building for the man that it memorializes; for raising the funds for its construction under the able leadership of Dr. H. A. B. Dunning and his efficient committee; and for the gain in professional prestige it has created. This memorial and what it represents should be an inspiration to you, as students and should be a symbol of professional pride when you have completed your formal education and have entered the field of pharmacy.

Now I would like to dwell a bit on the services of the Associations I represent. Both the MPA and the BRDA are devoted to practical, progressive and professional pharmacy. We serve the 720 drug stores in the State and all pharmacists in the following ways:

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the protection and improvement of the profession. We cooperate with the Fair Trade Bureau—vigorously policing Fair Trade violations—so vital in the survival of retail Pharmacy. We provide a Health and Accident Insurance Plan for our members, their families and employees at considerable premium saving. We publish the "Maryland Pharmacist," a monthly journal that keeps all pharmacists informed on local and national pharmaceutical news. We conduct Regional Meetings to bring together Pharmacists of the State in good fellowship to discuss and determine policy tantamount to good Pharmacy. We hold an annual Convention which provides leading authorities in Pharmacy on a speaking program serving as a Refresher Course, and offers a vacation for you and your family. We offer our members a profitable Veterans Prescription Program, available only through the Association. We provide Radio and Television Programs promoting the neighborhood Pharmacy as a source of every day drug needs. We conduct Public and Professional Relations Programs that elevate the prestige of Pharmacy and Pharmacists. We are your liaison between the State and Federal Health Agencies, and also the School of Pharmacy. We maintain Legal Counsel to advise the membership on legal matters of a Pharmaceutical nature. We are affiliated with the American Pharmaceutical Association, the National Association of Retail Druggists, and the Conference of State Pharmaceutical Secretaries. We provide Blue Cross coverage to our members, their families and employees at premium savings.

As students you are eligible to avail yourselves of these benefits and services without payment of dues.

Upon graduation you will be presented with a one year's free membership as an Associate member in both Associations.

You should also know something about the School you are attending. The School of Pharmacy of the University of Maryland is considered one of the best in the

country. It holds a very high rating. As an alumnus of the School, I am extremely proud of its fine reputation. Our graduates are recognized everywhere and occupy responsible positions in all phases of Pharmacy. You will find our graduates as company executives, scientists, laboratory technicians, deans, teachers, medical representatives and as hospital and retail pharmacists. Although the pharmacy course generally is not considered a snap course, if you will apply yourselves throughout your stay in Pharmacy School, you will be justly rewarded by becoming part of an essential vocation that will always guarantee you a sense of usefulness and an above the average remuneration.

Therefore, it is my fervent hope you will all successfully complete your study of Pharmacy, and during your student days and after you graduate, your habits and actions shall reflect creditably to the profession of Pharmacy. This is so important because the health professions of medicine, dentistry and nursing, as well as the public look toward the pharmacist for guidance in all matters pertaining to drugs. Your future looms bright on the distant horizon—do not becloud it by misconduct or sloppy habits.

In conclusion, I want to thank you for taking the time to visit with me today. Please feel free to visit me at any time for any information you may desire and which I am in a position to give you. I am at your service. As you know, the big hole adjoining the Kelly Building will eventually be the new Pharmacy School. That means we will be very close neighbors and I hope to see all of you many times between now and graduation day. The best of luck to each and everyone of you.

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FOR 1957
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PUBLIC HEALTH PROGRESS IN MARYLAND

Maryland Pharmaceutical Association
Radio Broadcast — Station WFBR
Sunday, November 4, 1956

Dr. Joseph Cohen, Secretary

We are a health-conscious people, and have shown an intense desire to be fully informed with respect to the course of public health administration in Maryland.

For this reason, we shall devote much of this broadcast to the comments, observations and discussion of public health matters as reported in the current publication of the Maryland State Department of Health.

First of all, let's note its tabulation of basic health facts covering 1954-1955, as this is the latest compilation of such facts.

"For the first time in a number of years, the mortality in Maryland rose slightly during 1955. This was largely because the year 1954 experienced a record low death rate at 9.1 per 1,000 population. All-time lows were reached in 1954 for diseases of the heart, influenza-pneumonia, and for 'all causes.'

"Chronic diseases and accidents continued to account for the largest percentage of deaths. Owing to the successful control of communicable diseases, there has been an increase in the number of people who reach the older age groups and who are more susceptible to chronic diseases.

"The three leading causes of death are still diseases of the heart, malignant neoplasms, and vascular lesions of the central nervous system. These three conditions accounted for 65 per cent of the deaths in 1954 and 66 per cent in 1955.

"Accidents continued to take a heavy toll of life; more than 5 per cent of all deaths were attributed to this cause in both years. Motor vehicle deaths constituted more than a third of all

accidents. Drownings increased in number with a total of 128 for 1955 in comparison with 101 for the previous year.

"The rapid decrease in tuberculosis deaths noted over the past few years is marked by only a comparatively small decrease in the provisional deaths in 1955.

"Syphilis deaths continued downward with fewer than four deaths per 100,000 population attributable to this cause for two consecutive years.

"Deaths caused by poliomyelitis were down to 11 for the entire State in 1955, and in the future this number may be reduced even further as immunization with poliomyelitis vaccine becomes available to all.

"The birth rate reached an all-time high in 1954 with a registration of 64,580 births, a peak of 25.4 births per 1,000 population. A slight decline in 1955 brought the number of births down to 63,232 with a rate of 24.4 per thousand people. Of all births, 95 per cent were in hospitals.

"The number of children who died under one year of age rose by 3.6 per cent to 28.8 per thousand live births in 1955. Neonatal deaths (under 28 days) were responsible for more than half of all infant deaths. Mothers who died from causes related to childbirth were fewer than five in 10,000 live births; this was a slight decrease from 1954."

The mere reading of these figures is sufficient to justify confidence in the scope and effectiveness of the work being done in our behalf by the State Health Department.

As pharmacists, we are particularly interested in the wide range of activities conducted by the Department in pharmacy, as shown by this statement from the Department report:

"Although the list of commodities available in the average drug store continues to grow; nevertheless, the main function of a pharmacy should be to



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dispense drugs and medicines, and to do so accurately, efficiently, and under sanitary conditions. Checking these conditions, the Division of Drug Control keeps constant vigilance over both retail and wholesale druggists, hospital pharmacies, and general merchants carrying patent medicines and household remedies.

"Each drug store is inspected on an average of once every two months. Special attention is given to the prescription department, where scales are checked for accuracy and the files are checked to make sure the required record of poisons sold is kept and that a prescription was obtained before selling narcotics or dangerous drugs.

"Drug inspectors frequently visit these pharmacies incognito to make purchases of cosmetics, medicines, and drugs, which are then tested for purity. Regular, unannounced visits are also made to drug manufacturing plants, where labels are inspected to prevent misbranding or the printing of unsubstantiated claims.

"All drugs, medicines, and cosmetics scheduled for public auction are inspected before their sale, and any deemed unfit for human use are destroyed. In this way, Marylanders are protected from potentially dangerous goods that have been salvaged from fires, floods, and unclaimed freight.

"Working with federal and other State agencies, the unit helps to enact and support laws that promote safe and satisfactory pharmaceutical services to the people of Maryland. These laws deal with the punishing of those convicted of peddling narcotics or supplying them to youths; the banning of sale of drugs considered dangerous except on doctor's prescription, and the prohibiting of advertising and selling home remedies for venereal diseases.

"During 1954 and 1955, there were 7,046 routine inspections made, besides investigation of all complaints relative to illegal sale of drugs. Out of 2,334 drug products analyzed only 100, or

approximately 4 per cent, did not meet legal requirements.

"In connection with adulterations or technical violations, 98 hearings were held during this period with two prosecutions."

The public welfare demands protection against communicable diseases, a fact which gives special meaning to the Department's report on this highly significant matter.

"There has occurred a gradual shifting in emphasis from bacterial diseases such as typhoid, diphtheria, and scarlet fever to the viral diseases which include infectious hepatitis and acute poliomyelitis. Although the success in controlling some infectious diseases has been striking, nothing could be more shortsighted than to conclude that these diseases no longer are a problem. Diseases such as smallpox, typhoid fever, diphtheria, dysentery, scarlet fever, and others, have not been eliminated. They have merely been changed from *actual* to *potential* public health problems and the painstaking and constant control measures now in effect must not be relaxed.

"The use of gamma globulin among household contacts and in certain school outbreaks has helped to prevent infectious hepatitis. Constant efforts are being made through mass X-raying to detect tuberculosis early. There were, in certain sections, during early 1955, a marked increase of cases of hemolytic streptococcal infection, the disease which is responsible for rheumatic fever and rheumatic heart disease."

With respect to tuberculosis, the report shows that the problem is still with us. A reading of the comment bearing upon this disease emphasizes the need for more and more attention to its prevention.

"Although deaths from tuberculosis, which was once Man's greatest killer, continue dramatically to decrease in Maryland, this is no longer considered an accurate measure of the tuberculosis problem. The number of reported cases might be a better index, and this num-



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ber continues to grow. Because of its nature, tuberculosis is both an individual problem and a community responsibility, and there must be no relaxation in the effort to combat the disease, which can be prevented and can be cured."

The report on cancer is most significant, as it places special emphasis upon the utter necessity of early diagnosis and early medical or surgical treatment. The report is encouraging, as it points out that many cases of cancer can be cured, but only when the disease is discovered and treated early enough in its development and growth.

"Early case findings, prompt diagnosis, and expert treatment are the only means of combating cancer. The cancer control program of the Health Department, working with the Maryland Division of the American Cancer Society, endeavors to provide the people of Maryland with information relating to the early detection of cancer and to make available to them the means for diagnosis and treatment.

"Cancer detection clinics are held in 19 of Maryland's 23 counties. Public health nurses in the county health departments have been most cooperative by persuading indifferent patients to return for treatment at outpatient tumor and radium clinics held at hospitals and occasionally, to enter a hospital for treatment. About 10 to 20 patients are examined each month and most clinics have waiting lists.

"The chest X-ray clinics held by the Bureau of Tuberculosis cooperate with the cancer control program by screening the films for lung malignancy. Where suspicion of cancer is found, the patient is referred for further examination to his private physician, or, when he has no physician, to the cancer detection clinic.

"Cytology service for the detection of cancer through examination of smear specimens at the Bureau of Laboratories is available to all and the tests show a high degree of accuracy in cancer detection."

While we have every reason for confidence in the basic soundness of public health administration in our fair state, it is gratifying to note that the Department of Health is planning and looking ahead for still greater progress throughout the whole field of health care.

"Public health is a continuous and constantly changing field and to best serve the public, counties must consider their future needs and plans. Besides the inadequacies of personnel, facilities, and clinics in certain areas, there have been in various counties needs expressed for greater emphasis on education and participation of lay health groups, additional chronic hospital and nursing home beds, and closer cooperation with other health and welfare agencies.

"Important needs of the county health departments in general include: (1) increase of services in mental health and other chronic diseases, (2) increase of sanitation programs in rapidly growing areas, (3) laboratory services to assist with virus disease diagnosis, (4) incorporation of poliomyelitis vaccine with regular immunization program, (5) an all out effort to develop the kind of medical rehabilitation program of the physically and mentally handicapped which will enable many of these people to return to useful activity or to be transferred to less expensive facilities than those of the chronic disease or mental hospitals, and (6) studies of radiological health problems such as determination of the background level of radiation in the streams of the State used for public water supply sources."

As pharmacists, we are acutely aware of what health means, and of the many means by which it can be assured, and protected. It is for this reason that we work closely with medicine and other health callings. We know that drugs and medicines play an utterly essential part in the care and treatment of the ill.

We know that pharmaceutical research, which underlies much of med-

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ical advance, has resulted in the discovery and production of the therapeutic products and preparations which have been so strikingly beneficial in the progressive betterment of medical care.

It is our pride that our prescription departments are in step with the scientific achievements in pharmaceutical research. All the reliable older drug products upon which medicine has learned to rely are available in the prescription departments of our pharmacies.

And, all the vastly important new drugs are also ready for filling your doctor's prescription as the need arises.

Whatever your doctor thinks you need in the way of prescription medication he knows is available in our pharmacies.

To justify the confidence of medicine and that of the public shall ever be the constant determination and desire of the pharmaceutical profession which serves you in matters vitally affecting the health and welfare of our people.

It is therefore significant that we as pharmacists join with the physicians to observe National Diabetic Detection Week, November 11-17. During this period, go to your neighborhood pharmacy and obtain a simple Diabetic Urine Test absolutely free—your pharmacist is absorbing the cost — he is making this test available to you as a public service. He will advise you how to take the test and where to mail it.

Thank you.

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By FRANK R. MILIO and ROBERT J. KOKOSKI
Graduate Instructors, School of Pharmacy University of Maryland

This prescription was submitted by Gregory W. A. Leyko of Leyko's Pharmacy, Baltimore.

R̄ Penicillin	1,000,000 Units
Antipyrine	20 gr.
Robitussin	4 fl. dr.
Respidyne, qs	2 fl. oz.

Sig: One teaspoonful every three hours.

Since the type of penicillin is not specified, the use of a soluble form enables the prescription to be compounded with ease. Robitussin (Robbins) is a palatable aromatic syrup containing glycerylguaiacolate and desoxyephedrine HCl. Respidyne (Eastern Research Labs) is a honey cordial containing Euphorbia Pilulifera, Ipecac fluidextract, and a citric acid — potassium citrate buffer.

Either sodium or potassium penicillin G, both soluble salts, can be dissolved readily in the vehicle. Antipyrine is also readily soluble in the prescribed syrups.

However, there is an important question of stability and activity of the penicillin in this preparation. According to the *United States Pharmacopeia*, the pH of a solution of penicillin should be between 5.0 and 7.5. Furthermore, Scoville in *The Art of Compounding* states that "a solution of crystalline penicillin with a pH of less than 6 is stable for

only 3 days at 10°C. Stability is greatly increased by the use of a buffered solution as a diluent. Refrigerated solutions buffered to a pH of 6 or above retain their potency for at least 10 days."

Several determinations of pH were made in consideration of this physical property as an important factor in the stability of the penicillin. The pH of the compounded prescription was found to be 4.6, that of a mixture of 1 part Robitussin with 3 parts Respidyne was 4.6, that of Robitussin alone was 2.6, and that of Respidyne alone was 4.8.

Since these fall below the pH of 6 recommended by Scoville, it can be concluded that the preparation will not maintain its potency after 3 days if kept refrigerated. This presents no problem since the quantity prescribed is to be consumed within that time. Mention should be made to the patient not to save the medicine for future use.

The stability could be enhanced by the addition of potassium citrate. A 2 per cent concentration of this salt in the syrups raises the pH to 5.3, a value within the range given by the U.S.P. The amount needed to raise the pH to 6 would give the preparation an undesirable salty taste.

The activity of the penicillin cannot be assured however, since the extent of any inactivation by the almost 10 per cent of alcohol in the vehicle is not readily discernible.

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Volume 15

NOVEMBER, 1956

No. 6

T. A. M. P. A. MEETING

On October 6th at Stafford Hotel TAMPA held their meeting. This was well attended. Our speaker was the U.S. Marshall, Mr. Gerald F. Bracken and was most interesting, showing many things that are used to keep prisoners in line. At the conclusion of his talk questions were asked which proved very interesting.

Our Beloved Secretary was bereaved of his dear wife on September 30th and our sympathies to him and his family.

Regular meeting of the TAMPA was held on November 3rd at the Stafford Hotel, the weather and Navy-Notre Dame football game cut our attendance. Nevertheless we had a fair attendance to hear a most constructive address from Dr. Frank S. Balassone, The Food and Drug Commissioner of Maryland.

The following men were approved and elected to membership in the TAMPA:

Harry Bloom — Paramount Photo Service

Joseph A. Costanza—Schafer, Pfaff Cigar Co.

Israel Fudman — Snowmaster Co.
 Howard L. Dickson—Pitman, Moore Co.

Francis C. Ruddy—Abbott Dairies
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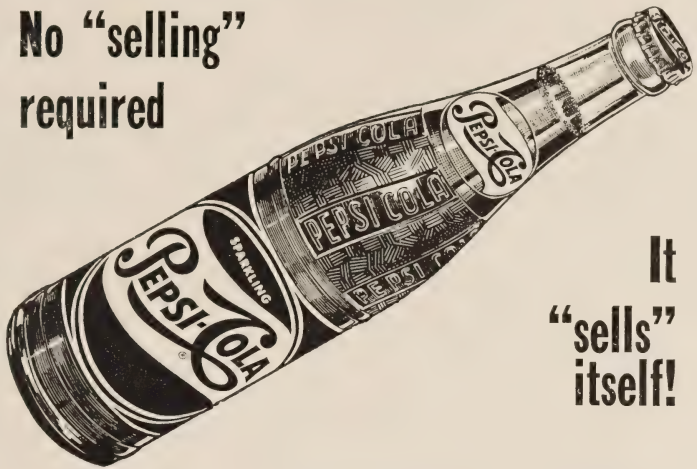
Dave Thomas is going to leave our midst in December for a promotion he is justly deserving with his firm. Lots of luck, Dave, and best wishes.

Since the last meeting Geo. Euler, Ken Mills and Geo. Teass have been on the sick list. We now understand they are out, (more power, boys).

Mr. & Mrs. Albert Heydemann announced the birth on October 8th of a baby girl, keep up the good work, Al.

When you hear or receive anything regarding the MPA Convention of 1957 look into it thoroughly and be prompt on your reservations.

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-: NEWS ITEMS :-

SALARIES AND HOURS—AND THE DEMAND FOR PHARMACISTS

A survey conducted by the AMERICAN PHARMACEUTICAL ASSOCIATION among the Deans of Colleges of Pharmacy shows that the general demand for 1956 graduates exceeded the supply in most fields of employment. Of the 62 respondents, 53 were of the opinion that the demand for graduates for employment in general-type pharmacies exceeded the supply; 42 respondents indicated a similar situation existed in connection with the demand for hospital pharmacists; and 40 replies reflected opinions that demand exceeded supply in the selling and detailing fields and in prescription-type pharmacies. Only 12 felt that demand exceeded supply in the manufacturing area of employment. Five questionnaires carried no answers to this question.

Of the Deans (or faculty members designated by them to supply the requested information) 34 were of the opinion that the over-all demand for this year's graduates was greater than in 1955; 26 felt that there was no appreciable change. None of the replies indicated that the demand was less than in 1955. Two respondents did not give answers.

Salaries and hours were also investigated; however, it must be emphasized that the data obtained represent, in most instances, estimated values.

The questionnaire requested the Deans to estimate the "average number of hours' work per week" for 1956 graduates going into retail pharmacy. Of the 54 who answered the question 21 gave a figure of 48 hours, 20 gave values below 48, and 13 above 48. It is significant to note that 41 out of 54 respondents were of the opinion that the average work week was in the area of 48 hours or less. When asked about the "range of hours" the values given

ran as low as 40 hours per week and as high as 65.

Of 53 respondents, 42 were of the opinion that the number of hours' work per week was about the same as in 1955; 10 felt that the work week had shortened; and only one reply indicated a longer average work week than in 1955.

Information obtained in connection with salaries must be interpreted with caution since a number of states now have internship requirements following graduation and before registration. It is evident that this has some effect on starting salaries, at least temporarily. This is shown by the fact that the range of "average starting salaries" for 1956 graduates going into retail pharmacy ran as low as \$60 per week to a high of around \$150 per week.

The median "average starting salary," based on the replies given this question, was in the area of \$90 per week. The most common value given (the mode) was \$100 per week.

Twenty-eight respondents were of the opinion that starting salaries for 1956 graduates in the retail field were above the 1955 level, but 27 felt that there had been no appreciable change. Only one reply indicated a feeling that there had been a decrease in starting salaries since last year. Six questionnaires carried no answers to the question.

Although this survey must be placed in the "pilot" category, it does point out and bring into focus the fact that the profession of pharmacy is sorely in need of a comprehensive national survey designed to establish more precise facts regarding the demand for and the supply of pharmacists.

ERRATUM

It has been called to our attention we omitted the name of E. B. Read & Son Company from our list of Convention Contributors. We are grateful for their contribution.



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Executive Office

November 9, 1956

Mr. Joseph Cohen, Secretary
Maryland Pharmaceutical Association
605 W. Lombard St.
Baltimore 1, Maryland

Dear Mr. Cohen:

Dr. Davens has recently called to my attention two activities of retail pharmacists which he believes to be a genuine and important contribution to the public health.

I refer to the window displays and other health educational material relating to the newly established "Poison Control Centers", and to the extensive activities now under way in behalf of Diabetes Detection Week in which pharmacies are making their services available for distribution of the ingenious diabetic test kits.

Since modern public health is not so much what the Health Department does, but is rather the promotion of systematic community action by the informed groups and citizens in the community in the furthering of health, the activities of the pharmaceutical group are very helpful. I wish to express the deep appreciation of the State Department of Health to all concerned.

Sincerely yours,

Perry F. Prather, M. D.
Director

50 YEARS FIGHTING TUBERCULOSIS

Yes, for fifty years Christmas Seals have been fighting tuberculosis—and helping to win that fight, too. Funds raised through the sale of Christmas Seals have provided tuberculosis control services since the first Christmas Seal was sold in Wilmington, Delaware, in 1907. This unique campaign raised \$3000, an amount which assured the continued operation of a small tuberculosis "shack" for children. Since that obscure beginning, the progress in the war on TB has meant the saving of more than seven million lives. At the turn of the century tuberculosis was the chief cause of death in the United States, taking the lives of at least 150,000 persons. In the intervening years great progress was made against this disease. Yet even today, TB takes the lives of 20,000 persons each year in our nation and every five minutes strikes another victim. It is estimated that 400,000 Americans are sick with TB

and every year 100,000 new cases of the disease are discovered.

Thus the two small children pictured on this year's Christmas Seals must look to the future and the great task Christmas Seals must hope to accomplish during the next half-century.

Your purchase of Christmas Seals will enable the Maryland Tuberculosis Association to continue its tuberculosis control activities which are directed toward the eradication of TB in Maryland. As it has done for the past fifty years, your tuberculosis association will use Christmas Seal funds to teach people how to protect themselves against TB, to find the unknown cases of TB and prevent the spread of the disease, to find better ways of fighting TB through medical research, and to help patients back to a useful and happy life in their community.

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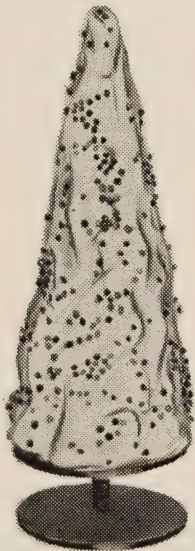
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PRESIDENT'S MESSAGE
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

Dear Fellow Members:

This is my first message to you since the September issue of the Maryland Pharmacist because the October issue is the Proceedings Number and carries only Convention news.

Secretary Joseph Cohen and I represented the Baltimore Retail Druggists' Association officially at the Convention of the National Association of Retail Druggists' Association held in Cincinnati, Ohio, September 16-21, 1956.

The N.A.R.D. Convention was profitable in every respect. The Exhibits were attractive and gave the retailer every opportunity to see first hand what was going on in Pharmacy—professionally as well as commercially. I had the privilege of discussing the problems of our profession with top management of the many pharmaceutical and proprietary companies with whom we do business.

The speaking program too, was exceptional. The Convention was addressed by the cream of the drug business as well as legislative representatives and others high in public life.

The Baltimore delegation was smaller than usual, about thirty. As I observed the activities of the Convention I could not help but think what a pity that more of our people do not attend the various conventions. Not only are these meetings educational and beneficial both professionally and from a business standpoint, but they also give you an opportunity to relax and enjoy yourself socially. Indeed, much is to be gained by attending meetings of every sort.

As we approach the Holiday Season I wish to take this opportunity to express my appreciation to you, my associates, for your continued cooperation.

A Very Merry Christmas and A Happy New Year.

BERNARD CHERRY,
President

L.A.M.P.A. NEWS

The entertainment committee of the L.A.M.P.A. met September 25th for its first meeting of the year.

Plans were made for the regional meeting held at the Peter Pan Inn on October 18th.

A bus trip was planned for the ladies to the Crystal Grottoes in Boonsboro.

There were plenty of prizes and surprises on the bus going and coming from the grottoes. The caverns were interesting with their myriad formations of stalactites and stalagmites.

The attendance at the Peter Pan Inn was exceptionally good, the weather perfect, the food excellent.

Many thanks to all who helped to make this a successful day and for the

WINTER REGIONAL MEETING
MARYLAND PHARMACEUTICAL ASSOCIATION

INDIAN SPRINGS COUNTRY CLUB
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THURSDAY, JANUARY 10, 1957

LUNCHEON AT 1:00 P.M.

BUSINESS MEETING

ENTERTAINMENT FOR THE LADIES

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Please Make Advance Reservations

splendid cooperation of the members of the entertainment committee which are as follows:

Mrs. H. Nelson Warfield, Mrs. Morris Cooper, Co-Chairmen; Mrs. Frank Block, Mrs. Frank Macek, Mrs. Alexander Ogrinz, Dr. B. Olive Cole, Mrs. William Harrison, Mrs. Norman Levin, Mrs. Morris Yaffe, Mrs. N. W. Chandler, Mrs. Marjorie Braden, Mrs. Julius Messina, Mrs. Samuel Jeppi.

MRS. STEPHEN J. PROVENZA
Chairman

UNIFORM CHEMICAL LABELING LAW PROPOSED

The American Medical Association's Board of Trustees has authorized a first step toward protecting the public from potentially dangerous household and commercial chemicals.

The Board authorized the A.M.A. committee on toxicology to draft a recommended "model" law on labeling of many possibly harmful chemicals not now regulated.

It would serve as a guide for writing regulations which would require labels to show such information as the product's contents, its possible dangers, directions for safe use, and first aid instructions.

Products involved include auto care and repair materials, paints and paint removers, putty, soldering fluids, household cleansers and polishers, heating and cooking fuels, laundering items, art supplies, and toys containing chemicals.

The committee's secretary, Bernard E. Conley, estimates there are at least a quarter of a million different trade-name substances now on the market. Without proper labeling, physicians and the public cannot possibly know what harmful material they may contain or how to treat poisoning from them.

The proposed law is intended to reduce careless and ignorant handling and storage of chemicals in the home, in small businesses and in other areas where control of exposure to the chemi-

cals is not as efficient as it is in the manufacturing process, Conley said.

The law should be an "enabling act" under which later regulations could spell out necessary details for enforcement and compliance, according to Dr. Toraid Sollmann, Cleveland, committee chairman. The legislation should be flexible and not readily out of date.

The A.M.A. committee plans to consult other organizations and individuals who are interested in the problem. These include the American Academy of Pediatrics, American Public Health Association, American Pharmaceutical Association, National Safety Council, leading trade associations, and various state and national government regulatory agencies.

HOSPITALS STUDYING POTENT DRUGS

Prompt reporting of unusual or adverse reactions to drugs is the objective of a new joint study being carried on by eleven leading hospitals, the Food and Drug Administration said.

The pilot reporting system, sponsored by FDA, is being developed with the collaboration of the American Association of Medical Record Librarians, the American Society of Hospital Pharmacists, the American Medical Association, and the American Hospital Association, FDA said.

Such a reporting system has been undertaken, to obtain information regarding effects of drugs which may appear in some patients when they are administered to large numbers of people. This problem has been magnified by the increasing number of potent new drugs. Even the most extensive clinical studies cannot forecast all types of drug reactions which may develop throughout the population. Hospitals provide an ideal site for observing the effects of drugs and obtaining essential information which is not available from other sources, FDA said.

This joint study is being undertaken in the interest of public health, better

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patient care, and the furtherance of the objectives of the Federal Food, Drug, and Cosmetic Act to insure the safe use of drugs, FDA said.

DRUG STORE CHANGES

DRUG STORE OPENED

The following are changes in drug stores for July, August, September, October:

Sanders Drug Store (R. L. Steinhilber), Perryville, August (Reopened B Dept.)

Connecticut Knowles Phcy., Harry L. Seidel, Connecticut & Knowles Aves., Kensington.

Sun Ray Drugs, Mondawmin Shopping Center, Balto. 17.

Whitesell Phcy., E. E. Whitesell & R. E. Whitesell, 238 N. Market St., Frederick.

Peoples Service Drug Store, 7939 New Hampshire Ave., Langley Park.

Reads Drug & Chemical Co., 7721 Eastern Ave., Eastpoint No. 24.

Perry Hall Pharmacy, Belair Rd. & Cliffvale Ave., No. 6.

L. & M. Pharmacy, Herbert Leavey & Harold Mazer, 712 Old Annapolis Rd., Glen Burnie, Md.

CHANGED OWNERSHIP

Stofberg's Pharmacy to Sun Ray Pharmacy, 7402 Reisterstown Road, Pikesville

McComas Pharmacy, E. W. Nollan to Paul Snyder, 701 Poplar Grove St.

Lansdowne Pharmacy, Nathan Friedman, to Karl G. Wagner.

Schaech's Phcy., Dorothy F. Schaech Donovan to Sincdiver, Judson H., 2132 Harford Ave.

DRUG STORE CLOSED

Marion Pharmacy (B. F. Rankin), Marion Station, about July 20, 1956.

Hyattsville Pharmacy, Morris Friedman, 5612 Baltimore Ave., Hyattsville, September 20, 1956.

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UNIVERSITY OF MARYLAND ALUMNI CLUB OF BALTIMORE

The members of the Board of Regents of the University of Maryland were guests of the Alumni Club of Baltimore at the luncheon at the Hotel Stafford, Charles and Madison Streets on Wednesday, October 31, 1956.

President Eugene L. Pessagno presided. Dr. Louis L. Kaplan gave the invocation. The members of the Board of Regents were presented, as was also Governor Theodore R. McKeldin, who responded with some history of our State of Maryland and other statements concerning matters of general interest. It was regretted that Judge William P. Cole was absent due to illness.

Mr. Charles P. McCormick, Chairman of the Board of Regents, made a few remarks and presented President Wilson H. Elkins, who reported on the progress of the University, particularly with regard to the Baltimore professional schools. He mentioned the buildings now

Greetings
of the
Season!



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Baltimore 1, Md.

being erected for the School of Pharmacy and for the School of Nursing; the progress being made towards the new library building for the professional schools; and the prospect of contracting for the first portion of the Student Union Building at a not far distant date. He spoke encouragingly as to the hope of increased salaries to retain the present faculties and staffs, and also the money needed for additional faculties and staff. He stated that the administration was working for improved curricula and better teaching facilities. He also outlined the prospect for greater expansion of facilities for the Baltimore professional schools in the years to come.

The Deans of the five professional schools located in Baltimore were presented. Members of the different alumni groups and faculties of the schools were in attendance, which attendance was excellent for a very rainy day.

The Program Committee, headed by James O. Proctor, Chairman, is composed of Charles F. Ellinger, Mrs. Florence R. McKenny, Hyman Davidov, Seymour W. Ruff, Dr. Daniel E. Shehan and James Stevens. Sam A. Goldstein and Dr. Frank J. Slama were co-chairmen of the Place and Arrangements Committee. This committee functioned to provide an enjoyable lunch and the reservations for the luncheon.

The membership of the Alumni Club of Baltimore was increased to over 300 during 1955-56 and prospects are good for a greater increase during the present fiscal year. Membership in the Alumni Club of Baltimore includes subscription to the MARYLAND MAGAZINE, the official magazine of the University of Maryland.

FAMED HOSPITAL COMING TO YOUR LIVING ROOM

For the 57 years since it opened, the National Jewish Hospital at Denver, famed, free, non-sectarian medical center has enjoyed the warm, loyal support of the people of Maryland. Now they

will have an opportunity to see the hospital and its work, thanks to television.

"Medical Horizons," the distinguished documentary video show, will originate "live" from the institution December 2 at 4:30 P.M. It will be seen on 84 ABC-TV stations from coast to coast; in Baltimore it will be seen over Station WAAM, channel 13; in Washington over station WMAL.

'TREXINEST' TABLETS

HYNSON, WESTCOTT & DUNNING, INC.

TREXINEST Tablets — a new product for use in the treatment of the disturbing symptoms associated with the menopausal syndrome.

TREXINEST Tablets offer the combined effects of the well-known, naturally occurring, equine estrogens and 'Lutrexin' (H.W.&D. brand of lututrin), a new water soluble, non-steroid, uterine relaxing hormone. It can be seen that the combination simulates the occurrence of these hormones in nature.

Clinical investigation reports covering a two-year period indicate that TREXINEST Tablets produce prompt relief of the distressing symptoms associated with the menopausal syndrome. Their continued use throughout the menopause provides a unique normalizing influence, which cannot be obtained through ordinary methods of treatment.

TREXINEST dosage schedules vary with cases. Excellent results are obtained by the administration of 1 tablet once or twice daily until symptoms are relieved. Many clinicians prefer a maintenance dose of 1 tablet every other day or 2 tablets a week for three weeks, followed by a rest period of four or five days.

Each TREXINEST Tablet contains 1.0 mg. naturally occurring water soluble estrogenic substance (equine), calculated as sodium estrone sulfate and 250 units 'Lutrexin' (H.W.&D. brand of lututrin).

Supplied in bottles of fifty-blue, sugar-coated tablets.

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the Best of its kind**

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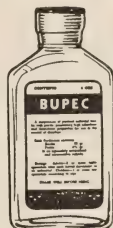
For Minor Skin
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**An Effective
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1 Doz. 8 oz. \$5.40

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 GREASELESS

1 Doz. 2 oz. \$3.50

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**The National
 Pharmaceutical Mfg. Co.**

BALTIMORE, MD.

PRINCE GEORGES STUDIES SOLICITOR, STAMP TAXES

The Evening Star, Washington, D. C.
Wednesday, October 31, 1956

The Prince Georges County Commissioners are studying a request that door-to-door solicitors and stamp redemption concerns be taxed at the same rate as local merchants doing a comparable business.

The higher tax would help the county treasury and put all business competition on the same level, according to Harold M. Goldfeder and Alvin Fainberg, spokesmen for the Prince Georges-Montgomery County Pharmaceutical Association. They presented their proposal to the county heads.

Solicitors are doing a \$1 million business for their firms, but pay no county business tax, Mr. Goldfeder said. There are 831 order-taking solicitors in the county who have paid the required \$1 license fee.

Unfairness Charged

The two spokesmen, who own drug-stores in Prince Georges, said they thought it unfair that tax-free solicitors and trading stamp companies are permitted to operate and take away trade from established businesses taxed by the county.

Mr. Goldfeder cited as particular offenders the distributors of cosmetics, metal cooking utensils, vitamin pills and magazines.

He added that the stamp redemption companies, doing a \$490 million business throughout the country, had some 500 outlets in the county but paid no taxes to Prince Georges. Merchants must raise their prices 2 and 3 per cent to pay for the stamps they buy for \$15 per 5,000, Mr. Goldfeder added.

The commissioners agreed county businessmen are entitled to protection, and asked for a report on the situation from their counsel, William L. Kahler. The attorney said the commissioners could legally raise the \$1 rate.

VETERINARY TRANQUILIZERS

In order to prevent possible diversion to human use of tranquilizing drugs intended for administration to animals, the Food and Drug Administration said that these new veterinary products will be restricted to professional use.

New-drug applications for veterinary tranquilizers specify that labels will bear the warning: "Caution: Federal law restricts this drug to sale by or on the order of a licensed veterinarian."

BUSINESS BOOSTER

Free to druggists is Squibb's informative booklet, "Hidden Hunger Amidst Plenty." Compact and well written, "Hidden Hunger Amidst Plenty" explains why most of us do not get the proper amount of daily vitamins, and outlines a good daily diet. The booklet is designed to be handed out over the counter, to be mailed with statements or to be enclosed with packages. A booster for drug store vitamin sales, "Hidden Hunger Amidst Plenty" is obtainable from your Squibb salesman.

**In sorrow the thoughts of your
friends blend with yours.**

PAUL E. CARLINER

Dr. Paul E. Carliner died suddenly on October 13, 1956 at the age of 46 years.

Dr. Carliner was a graduate of the School of Pharmacy, University of Maryland, Class of 1929. He was an alumnus of the U. of M. School of Medicine.

He was an outstanding scholar and practitioner of both Pharmacy and later Medicine. Dr. Carliner collaborated in the discovery of dramamine and did extensive work in motion sickness prevention.

His many friends and colleagues mourn his loss and extend heartfelt sympathy to his family.

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broad-spectrum market

with big Pfizer promotion in
medical journals, direct mail
and detail calls to make this
new opportunity *yours*

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*Means new certainty for
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The tetracycline spectrum is now synergistically strengthened with oleandomycin to give added protection to the 90% of the patient population, treated with antibiotics in office or home, where sensitivity-testing is not feasible.

Cash in now . . . order adequate stocks before the big R demand gets under way.

Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 16	4453	\$ 5.10	\$ 8.50
250 mg. capsules (83 mg. oleandomycin, 167 mg. tetracycline), bottles of 100	4455	30.60	51.00

When ordering Sigmamycin keep in mind another new R that gives new control of resistant staphylococci

Matromycin®

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A new antibiotic agent developed specifically to combat resistant staphylococci and control superinfection with these strains, particularly among hospitalized patients, where the causative organism can be determined.

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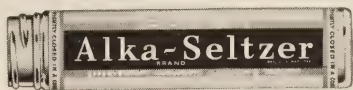
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LACTINEX GRANULES and LACTINEX TABLETS contain a standardized viable mixed culture of *Lactobacilli acidophilus* and *bulgaricus* with the naturally-occurring metabolic enzymes produced by these organisms.

LACTINEX TABLETS—A clinically proven treatment for gastrointestinal disturbances, including diarrhea^{1,2} (antibiotic induced and others) in infants and adults.

LACTINEX GRANULES—An especially designed dosage form (served on cereal, food or with milk) of this effective product for the pediatric and geriatric patient.

Dosage: Three or four tablets or one packet, three or four times a day.

Supplied—tablets in bottles of fifty—granules in boxes of twelve, one gram packets.

1. Siver, Robert H.: *Current Medical Digest*, Vol. XXI, No. 9, September 1954.

2. McGivney, John: *Texas State Journal of Medicine*, Vol. 51, No. 1, January 1955.



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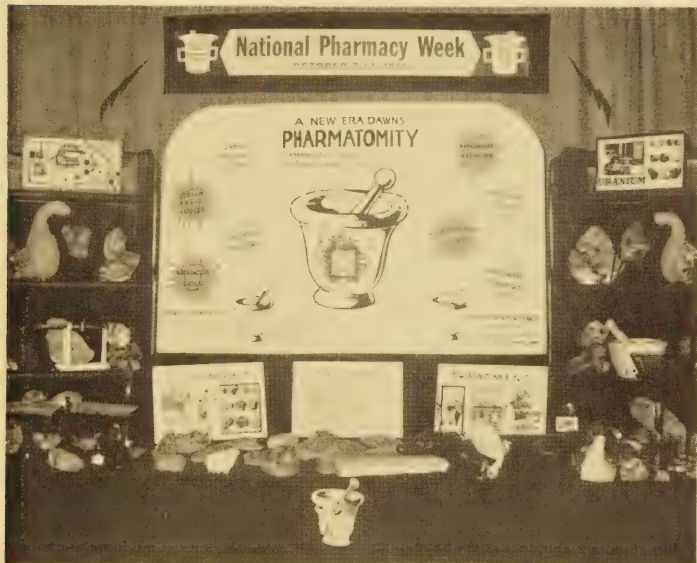
Pharmacist

VOLUME XXXII

DECEMBER, 1956

No. 3

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JOSEPH COHEN, Editor



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Promises big profits
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Tops the Nutritional Scale



Each potent Tablet 'Mi-Cebrin' contains 11 essential vitamins and 10 minerals. Just one Tablet 'Mi-Cebrin' a day prevents practically all vitamin-mineral deficiencies.

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The Maryland Pharmacist

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A new antibiotic agent developed specifically to combat resistant staphylococci and control superinfection with these strains, particularly among hospitalized patients, where the causative organism can be determined.

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250 mg. capsules, bottles of 16	4243	\$5.10	\$8.50

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... Editorial ...

TIMES HAVE CHANGED

As the year 1956 draws to a close your Editor can not help but reminisce and take serious note of the changes in pharmacy during the past two decades. As the horse and buggy has become obsolete and has ceased to function as a necessity, so has the drug store of 20 years ago become passe inasmuch as effective health service to the community is concerned.

Stock bottles and jars with their Latin nomenclature have become a collectors item. Crude drugs, galenicals and compounded prescriptions are an exception rather than the rule. Many innovations and modern life-giving therapy have taken their places. The record shows, because of these advances, people are healthier today and the span of life has been increased.

The increase in prescription services has reached an all-time high of approximately 26% of total drug store volume. Drugs are easier to handle. With good inventory control the prescription department can become a very profitable department in present day pharmacy.

Pre-fabricated pharmaceuticals does not necessarily mean the pharmacist has ceased to function as a professional man or woman. Because of the potent nature of most of the modern drugs of today, it is extremely important to be familiar with their composition, content and therapeutic action. The physician is leaning more and more on the knowledge of the pharmacist with regard to these drugs.

A well organized and orderly prescription department is an asset to every pharmacy. It attracts both the physician and the public.

The "up front" department too has changed. No longer do you see the peppermint lozenge jar, perfume sold from

bulk bottles, or unwrapped toothbrushes sold from a glass showcase. No longer do you find shelves enclosed in sliding glass doors filled with "shotgun" preparations of cure-alls. The proprietary manufacturer, as well as the consumer, have become educated and carefully selective under the scrutinizing eye of the Food and Drug Administration. Remedies have become simple and of a more specific nature.

Merchandising and service methods have also changed. Open display and self-selection have become accepted methods of good merchandising in all types of retail endeavor. It has been applied to retail pharmacy with great success.

In the drug store there are some exceptions, of course. Self-service does not lend itself to those remedies and drugs that may be sold over-the-counter without a prescription. These therapeutic agents need and should be sold under the supervision of a registered pharmacist. Many times the consumer wishes to discuss the product. The pharmacist is the only one competent, by virtue of his knowledge of drugs, to give reliable information. Therefore, drug products, such as described, should not be available without the supervision of a pharmacist.

The "up front" department has developed into many departments. Hair care needs, dentifrices, deodorants, surgical dressings, baby needs, feminine hygiene, and others, lend themselves readily to self-service. Increased volume can be enjoyed by massing these items in easily accessible spots in the drug store.

In discussing this with a proprietor of a store who recently remodelled, I learned that the store had an increase of 50% in sales within a short time on the items mentioned. Incidentally this

is not a shopping center pharmacy and had limited space with which to work.

So you see times have really changed in pharmacy. Health and consumer demands have changed them. We as pharmacists have it within our power to change and keep abreast of the times for the sake of progress, or we may live in the past and become as obsolete as the horse and buggy. 1956 is a thing of the past—the future is NOW—plan for it.

**DUES ARE NOW DUE
FOR 1957
MAY WE HAVE YOURS?**

Attention Pharmacists

Are you tired—need a vacation?

If so, list your store for sale with us.

A consultation is **FREE**.

The same is true if you are a prospective purchaser.

Our staff has PHARMACY SELLING KNOW-HOW.

Call today

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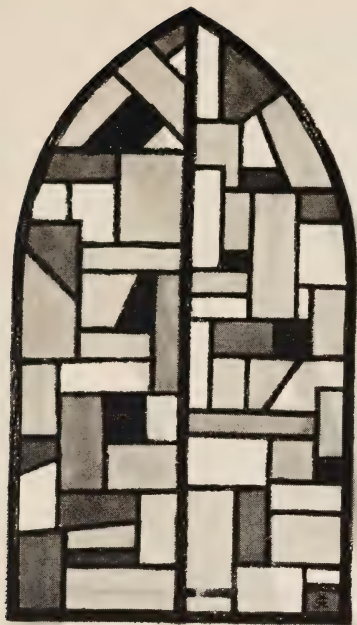
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at this season of meditation . . .
to bring you
all our warmest greetings and sincerest
hopes of happiness and success
for the coming year.

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PRESIDENT'S MESSAGE

Dear Fellow Pharmacists:

On November 13th Secretary Cohen and I visited pharmacies in Frederick, Hagerstown, Hancock and Cumberland. We attended a meeting of the Allegany Pharmaceutical Association on the evening of the 13th and returned to Baltimore the next day.

I was favorably impressed with the stores we visited. The pharmacists were cordial and the pharmacies reflected an air of professionalism. I was particularly impressed by the cleanliness and orderliness of the great majority of the stores. Unfortunately we did not get to visit all of them, but we missed very few. I hope to see those we missed on the occasion of a subsequent visit. It is really my desire to visit all of the pharmacies in the State during my term of office.

I am proud to note that all the pharmacies in the area we visited are members of the Maryland Pharmaceutical Association. This record has been maintained for several years.

I would like to comment on the meeting of the Allegany County Pharmaceutical Association, Secretary Cohen and I attended. It was a good meeting—well planned, well conducted and well attended. Those Western Maryland boys take their pharmacy seriously. They deserve praise.

It was my privilege to greet them briefly. Then our Secretary gave a detailed talk on various subjects covering politics, the Veterans prescription program, restrictive sales, fair trade, stamps, Food and Drug Administration regulations and public relations. He also spoke on pharmacy education and the scholarship fund program of the Maryland Pharmaceutical Association and the Alumni Association, School of Pharmacy, University of Maryland. An interesting film was also shown. The meeting was held at the Algonquin Hotel in Cumberland.

The next meeting of the MPA will be the Winter Regional Meeting of the Association to be held at the Indian Springs Golf and Country Club in Silver Spring. The Prince Georges-Montgomery County Pharmaceutical Association will be our host. I am looking forward to seeing you then.

Sincerely,

FRANK J. MACEK
President

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It Represents The Best In Pharmacy.

Upjohn

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Each fluidounce contains:

Codeine phosphate 1 gr.
Chloroform 2 grs.
Potassium guaiacolsulfonate 8 grs.
Ammonium chloride 8 grs.
Antimony and potassium
tartrate 1/12 gr.
Alcohol 3%

With white pine and wild cherry
bark

Supplied:

Bottles of 2 and 4 fl. ozs., pint, and
gallon

*Trademark, Reg. U. S. Pat. Off.

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Cheracol*



Tell them you saw it in "The Maryland Pharmacist"

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CHOCOLATES FOR EVERY OCCASION



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Fist full of money

The best way to have a fist full of money is to have a store full of customers, and the best way to keep a store full of customers is to have what they want . . . when they want it. Let us help you maintain clean, fresh stocks so that you will never be "just out" to customers. Order from us in accordance with your current needs. Our stock is complete and comprehensive—our service fast and sure. Send your orders to us for competent handling and delivery.

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LOEWY DRUG COMPANY

Baltimore, Maryland

... Fair Trade News ...

FAIR TRADE IN 1956

By

Dr. John W. Dargavel, Chairman
Bureau of Education on Fair Trade

At the end of 1956, fair trade continued in full force in 35 states having 74.6 per cent of the U. S. population and accounting for 76.5 per cent of the total personal income in the U. S.

These figures (based on latest population and income statistics of the U. S. Dept. of Commerce) are somewhat lower than comparable figures in 1955 because during the year, the courts of last resort in five states, comprising 6.4 per cent of the U. S. population, declared the fair trade laws of these states to be unconstitutional in part or in whole. During the same period, three state courts of last resort upheld the constitutionality of their respective state fair trade laws which provide one of several existing legal sanctions for resale price maintenance.

In the marketplace, fair trade continued to work well in a number of industries, with many manufacturers vigilantly enforcing their fair trade programs. During the past year, too, fair trade proved to be a highly workable solution for the small businessmen who operate gas stations in New Jersey and other eastern seaboard states. For them, the fair-trading of trade-marked brands of gasoline meant a fresh competitive start after years of destructive price-warring. This development in the gasoline field is the most recent and graphic example of how effective fair trade operates to preserve small business in our economy.

In The Courts

During 1956, the Supreme Court of the United States did not rule on the constitutionality of fair trade, thus leaving intact the landmark decisions up-

holding the state fair trade acts and the Federal enabling statute, the McGuire Act. However, the high court held (*in United States of America v. McKesson and Robbins, Inc.*) that a company functioning both as a manufacturer and a wholesaler could not make fair trade contracts with other wholesalers, even on its own trade-marked products, since, the Court ruled, this was not provided for in the Federal Miller-Tydings or McGuire Acts.

In the Federal circuit courts of appeal, fair trade was sustained on three occasions but none of these involved issues of constitutionality.

At the state level, three state courts of last resort—California, Massachusetts and Maryland—upheld the constitutionality of their state fair trade acts. Both the Massachusetts and Maryland high courts held that their respective states' fair trade laws did not violate the due process clause of the two states' constitutions nor involve an improper delegation of legislative power; and both stressed the importance of the courts accepting the judgment of legislatures with respect to economic facts.

During 1956, the following five top state courts rendered their state fair trade laws ineffective: Colorado, Louisiana, Oregon, Utah and Virginia. In Colorado, Louisiana and Oregon, only the non-signer clause of the state fair trade law was held unconstitutional. In Utah, the State Supreme Court ruled the whole fair trade act to be in violation of that state's constitution. In Virginia, the fair trade law was held to be repealed by virtue of an amendment to the Virginia antitrust laws which was enacted after the Fair Trade Act.

The box score on the constitutionality, in whole or in part, of fair trade in state courts of last resort now stands: 16 for, 10 against. Test cases on this basic issue

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OF THE
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ACHROCIDIN is a well-balanced, comprehensive formula specially designed for the prevention and treatment of those conditions frequently associated with ordinary colds: otitis, adenitis, sinusitis, and others.

ACHROCIDIN promptly controls a great many of those bacteria which may be present, and provides a potent prophylaxis at a time when the patient is highly susceptible to further infections. It relieves pain and discomfort, depresses fever, and alleviates nasal congestion. It is more convenient for the physician to prescribe; simpler for the patient to take.

Available on prescription only

Average adult daily dose: 2 tablets, 4 times daily.

Each tablet contains:

ACHROMYCIN® Tetracycline.....	125 mg.
Phenacetin.....	120 mg.
Caffeine.....	30 mg.
Salicylamide.....	150 mg.
Chlorothen Citrate.....	25 mg.

Bottle of 24 tablets.

WATCH THIS ONE MOVE! ACHROCIDIN offers in one tablet the kinds of drugs many doctors prescribe separately for cold complications. Strong detailing and promotion should quickly make it one of your best-selling items. Stock now—profit now!

are now pending in Arizona, Indiana, Kentucky, Ohio and South Carolina.

At The Legislative Level

In state legislatures, fair trade continues to preserve its remarkable record: no state fair trade law, once enacted, has yet been repealed. In its 2nd session, the 84th Congress took no action on the recommendations made by the Attorney General's National Committee to Study the Antitrust Laws, calling for repeal of the Miller-Tydings and McGuire Acts.

During the year, a report by the Senate Small Business Committee found that fair-trading manufacturers and retailers in more than 15 fields reaffirmed the need for effective fair trade. A strengthening of fair trade statutes and improved enforcement were held to be most important. The report was based on a poll of 1,453 manufacturers in fair trade fields and a scientific sampling of the nation's 1,800,000 retailers. The project was carried out by the Committee's Subcommittee on Retailing, Distribution and Fair Trade Practices, with Senator Hubert H. Humphrey (D., Minn.), serving as chairman.

In The Marketplace

Destructive price-cutting on certain classes of products continued to take its toll in a war of attrition in the marketplace. Its effects, as an erosive force on the existence of small business, were especially visible in fields like small electric appliances and housewares, where fair trade enforcement is uneven. In the face of tooth-and-claw price-footballing of non-fair-traded or weakly fair-traded national brands, many small retailers in the electric appliance and housewares fields are reported to be dropping all but the strongly fair-traded brands as a business survival measure.

As another defense against price-warring, large retailers are, in many cases, turning to the promotion of store-controlled brands, bearing the retailer's

own label. The prices of their private brands, of course, are absolutely controlled by the retailer in every case, and such brands are not available for price-footballing. The small retailer has found that the private brand is no solution for him since he has neither the reputation nor the financial resources to develop a consumer franchise in merchandise identified by his own name or brand.

Department stores continued to battle with discount houses in 1956 and figures show they are regaining lost business. At the same time they are increasingly losing interest in brands which are being price-footballed. Meanwhile, discount houses added to services—and costs—to compete with department stores. Discount houses are also returning to private brands to realize a profit designed to compensate them for the continually declining profit on national brands. So far as is known, no new discount house of substantial proportions emerged on the national scene during the year; but many smaller ones closed their doors.

In the appliance field, the effects of unrestrained price-cutting as a merchandising policy were increasingly evident. Unlimited price-cutting does not seem to have proved a sales and profit panacea for manufacturers in this field.

Trading stamps were subjected to intensive scrutiny during the year. One lower court in Massachusetts held that the giving of stamps with fair-traded merchandise sold at the minimum fair trade price constituted a violation of fair-trade. Comparative price surveys in several communities showed that in stores using stamps customers pay as much as 8 per cent or more in higher prices, whereas the stamps have a value of only 2 per cent of the value of their purchases. And a U. S. Department of Commerce study concluded that unless a stamp plan boosts a retailer's sales by 25 per cent, he will either lose money or be forced to increase his prices.

A study by the New York advertising agency, Batten, Barton, Durstine &

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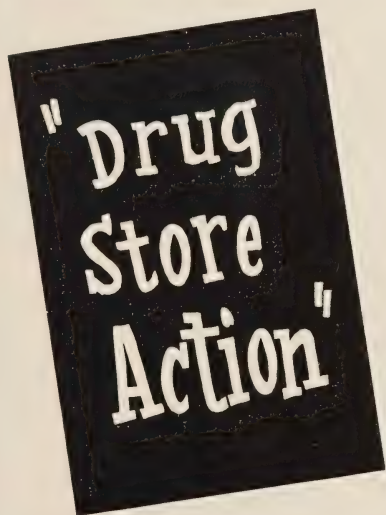
DRUG SPECIALITIES

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is WBAL and WBAL-TV's
POWERFUL COOPERATIVE
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2 PROGRAMS WEEKLY

WBAL radio every Monday
9:30 to 10:00 P.M.

WBAL-TV every Thursday
9:45 to 10:00 A.M.

"Drug Store Action" enlists the support of Maryland's 722 independently owned Drug Stores for approved products advertised on

WBAL and WBAL-TV

50,000 watts maximum power
dial 1090 Channel 11
NBC affiliates

Tell them you saw it in "The Maryland Pharmacist"

Osborne, showed that 24 per cent of a sample of housewives would switch from one store to another to take advantage of trading stamps, while 76 per cent would not. This finding that three-fourths of the customers would not shift would seem to challenge the belief of many retailers that they must have trading stamps or lose business.

The Outlook

To overcome the adverse state court decisions on constitutionality and the U. S. Supreme Court decision on statutory interpretation, the Bureau of Education on Fair Trade has developed drafts of fair trade legislative proposals. These are currently being subjected to independent legal research with respect to constitutionality.

Existing small business is being exposed to ever-increasing pressures by the trend toward bigness in our economy on all levels—manufacturing, wholesaling and retailing. The opportunity for starting new small businesses diminishes daily. The weakening of such laws of fair competition as fair trade accelerates the already alarming growth of "forward integration" in this country, evidenced by the growing trend of manufacturers toward direct selling and of giant retailers toward private brands. Both trends are a recognition that a stable distribution system is a must for a company owning nationally known trade-marks and being concerned with longevity rather than with immediate sales and profits. Forward integration by-passes small business. It is an inevitable reaction to a marketplace made chaotic by unrestrained price-cutting on merchandise identified by prized brand names or trade-marks.

Small business will look to both major political parties for action to implement their platforms pledging the preservation of small business. One of small business' key goals will be the restoration of effective fair trade over the country.

Small business believes that its survival is in the public interest as well as its own. It does not believe that the American people want an economy where there is no place for the enterprising, efficient, independent individual who wants to be in business for himself.

FAIR TRADE STICKER NOTICES

	December, 1956	F.T.M.
GILLETTE SAFETY RAZOR CO.		
GILLETTE SUPER-SPEED GIFT SET , containing 1 Super-Speed "Regular Razor"—complete with convenient styrene travel case, a Dispenser of 6 Blue Blades, and 1 can Gillette Foamy Shaving Cream		
		\$ 1.79
 HOFFMANN-LaROCHE INC.		
Pantopon Roche		
Ampuls—lcc 1/3 gr.		
box of 12		\$ 3.17
Ampuls—lcc 1/3 gr.		
box of 100		20.67
Hypo. Tablets—1/3 gr.		
tube of 20		1.42
Hypo. Tablets—1/3 gr.		
bottle of 100		6.00
Oral Tablets—1/6 gr.		
bottle of 20		1.20
Powder—1/8 oz. bottle		
		5.00
Powder—1 oz. bottle		
		36.67
Vi-Penta Drops Roche		
Liquid—15cc		1.29
Vi-Penta Drops Roche		
Liquid—30cc		2.35
Vi-Penta Drops Roche		
Liquid—60cc		4.19
Vi-Penta Perles Forte,		
Roche—25's		1.45
Vi-Penta Perles Forte,		
Roche—100's		4.35
Vi-Penta Perles Forte,		
Roche—250's		9.90
Vi-Penta Perles Forte,		
Roche—1000's		35.70

CARTER PRODUCTS, INC.

Item	F.T.M.
Carter's Little Liver Pills— regular	\$.49
Carter's Little Liver Pills— family	1.19

POND'S EXTRACT CO.

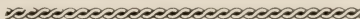
Pond's Face Powder—Trial . . . \$.17
Pond's Face Powder—Small35
Pond's Face Powder—Large65

BECTON, DICKINSON & COMPANY

Asepto Thermometers	\$ 1.75
Baby Security	2.25
Medical Center	2.00
Flat Type	2.50
Red Flash	2.35

SEA BREEZE LABS., INC.

Sea Breeze—4¼ oz.	\$.65
Sea Breeze—11 oz.	1.19
Sea Breeze—16 oz.	1.49



Headquarters for

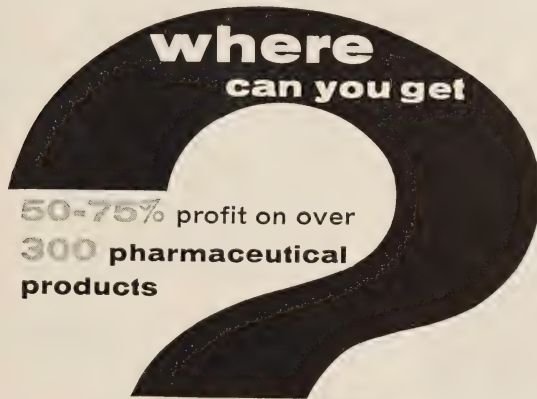
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New package policies now available for both business and personal insurance programs provide increased protection with premium savings.

Our representatives will welcome the opportunity to review your personal and business insurance programs.

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Recognized from coast to coast for their exceptional quality, delicious flavor and tempting variety, Schrafft's Chocolates enjoy an ever-increasing demand from the candy-loving public.

They are backed by a continuing program of full-color advertisements in the Saturday Evening Post, plus outstanding point-of-sale display material.

It pays to feature them!

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It means

A lot to us at GILPIN

when you say



**“SHIP IT
THROUGH
GILPIN”**

And we want you to know that we really appreciate your turnover orders.

We like to serve Pharmacists, and we are constantly working to serve them better and better.

THE HENRY B. GILPIN CO.

THE FULL LINE SERVICE WHOLESALE DRUG HOUSE

SERVING BALTIMORE SINCE 1845

MURdock 6-8400

. CONTRIBUTIONS .

THE PUBLIC GIVES PHARMACY AN UNDERSTANDING NOD

Maryland Pharmaceutical Association
Radio Broadcast—Station WFBR
Sunday, December 2, 1956.

Joseph Cohen, Executive Secretary

As we approach the Christmas season, we are acutely aware that throughout many lands the spirit of Christmas will be little short of a mockery of the humane conditions which exist.

We are aware that violence stalks up and down the length and breadth of many sections of the world, and that human life has become as cheap as the cheapest commodity in the market place. Slaughter, famine, pestilence, and all the evils within the inhuman capacities of humankind are the common lot of thousands and thousands of people in many countries.

"Peace on earth and good will to men" seems to be fighting for life among the nations of the earth. Indeed, the conditions of horror which abound in many lands only serve to show how far the world has drifted from the teachings and the ideals of the Prince of Peace.

Conditions in our own land are such as to make us earnestly pray that another world conflict will not descend upon us. Never before in our history have we had such blessings of plenty. Prosperous conditions exist throughout the country, with every indication that, if world conditions permit, the prosperity tide will continue to roll on to record-breaking heights.

In every phase of our national life—be it economic or social—our standards of living continue to rise. Ours is a land blessed with all the good things of life for which we should be eternally thankful to Divine Providence for having made our country the recipient of His bounty.

When we contemplate the highly fortunate conditions in which we live here at home, we earnestly look to the day when people of all lands may be freed from the curse of poverty and provided with more of the necessities of life. It is also when we contemplate the splendid conditions which exist here at home that we again utter the prayer that peace and not war may become the objective of all peoples.

But there are other things which we can today contemplate with pleasure and satisfaction, even though we are deeply aware that the ominous clouds of war hang over the international scene. It seems that in spite of our busy lives, we always find the time to set aside a few days during the year for expressing our appreciation to some profession or agency which well serves the fundamental interests of humankind. There is the annual Red Cross drive; the campaign focussing attention upon the work of the National Foundation for Infantile Paralysis; American Heart Week, not to mention others equally devoted to the public welfare.

Right here in Maryland, we have just completed the annual observance of National Diabetes Detection Week. In this highly enlightened project, the Maryland Pharmaceutical Association actively cooperated with our State Medical Society and the results so far observed testify to the fundamental significance of this undertaking.

But, of special interest to the members of the pharmaceutical profession was National Pharmacy Week, which was observed only a short while ago. This is an annual event devoted to emphasizing the part your pharmacist plays in community health.

In this broadcast, we shall include a few of the hundreds of editorials which appeared in the great newspapers of the country, paying tribute to pharmacy, to pharmacists, and to the services which

Rx for Quality

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THE HOWARD DRUG & MEDICINE CO.

101 CHEAPSIDE
BALTIMORE 2, MD.

**MARYLAND'S FAMOUS
CATALOGUE WHOLESALE DRUGGIST & SUNDRYMAN**

WRITE for YOUR copy TODAY

they render. We are including these editorials in this broadcast not only because we feel that you will be interested in them, but also because you will most likely find yourself thinking of your favorite pharmacist and his drug store when you hear them.

While we look upon these outpourings of editorial appreciation of pharmacy as very pleasing to us, we regard them basically as a tribute to the individual pharmacists who in their own sections of the country and in their own way are doing their best to make competent professional pharmaceutical service available to all.

The first of these editorials from which we shall quote appeared in the *Atlantic City Press* under the title of "Better Community Health":

"As long as any of us can remember, the pharmacist has been an integral part of the community, one upon whose knowledge and integrity we have depended in times of sickness and distress. Modern drug stores have a wide variety of merchandise. Most of us visit the pharmacy often, to buy items of everyday use. Usually we are on friendliest terms with the genial pharmacist and his staff. Many of the stores are open from early morning until late at night, and are convenient places to purchase any of a thousand items, or to get a snack.

"While the pharmacist welcomes us all, even if we want only a postage stamp or to use the telephone, his pride is in the drugs and the prescriptions he was trained to understand or compound. A man doesn't just open a pharmacy, as he might another business. He must prepare for his career by completing a college course during which he studies intricate subjects involved in pharmacy. He gains a particularized knowledge which puts him in a fairly exclusive group, for it is estimated that there are only about 100,000 pharmacists in our nation of more than 160,000,000 people.

"The pharmacist does not rest on the knowledge acquired in college, however. He must keep abreast of the amazing progress in drugs by studying latest advances and informing himself on what is new and important. It is said that more than 500 new drugs are introduced annually, by more than a hundred manufacturers. Hundreds of other items helpful to health are marketed in regional areas by smaller firms. In addition to these, the pharmacist must continue to carry the thousands of older drugs for which there is still demand.

"The pharmacist's work is not easy. Besides constantly increasing his information on new drugs and new ways, and having available for ready use a varied stock of the ingredients that go into a physician's prescription, the pharmacist must have quantities of those things needed in the sick room, and be prepared to supply any of dozens of items a family may need when one of them is ill."

The second editorial is from the *Vicksburg Mississippi Herald* entitled, "He Works For Better Community Health":

"There's a man not far from your home with whom you should get better acquainted.

"He's your neighborhood pharmacist—located in the drug store on the corner, or just a block or two down the street.

"In his store you will see many things that are important to you and your family. You'll see long shelves lined with drugs and chemicals, first-aid and sick-room supplies, and other necessary health requirements.

"His most important contribution to your community, however, is his professional knowledge and skill, for without it no life saving prescription from your doctor could be properly and promptly filled.

"Before he could render this important service to you, he devoted years to the study of the highly-specialized subjects of his profession. To earn his col-

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**Rid-itch
ANTISEPTIC
FOR ATHLETE'S FOOT**

**A Scientific Preparation for
RINGWORM INFECTION
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“Service Is Our Profession”

lege degree, for example, he had to acquire a fundamental knowledge of many sciences such as chemistry, physics, and biology. He mastered, too, the details of compounding and dispensing drugs, chemicals, and other medicinal agents.

"And after his formal education, his course of study does not end. Through participation in the organization of his profession, and from the journals and publications which make up his technical library, he keeps abreast of the latest medical developments, the newest drugs, and the constant improvements in pharmaceutical products and practices. Every day, in communities large and small, he is helping to make and keep America the healthiest nation in the world."

The third editorial entitled, "National Pharmacy Week" appeared in the *Martins Ferry, Ohio, Times Leader*:

"We're inclined to think of a scientist as a man in a laboratory, with a great many tubes, vessels and other mysterious paraphernalia around him; or of a man toying with some electronic gadget that is destined to do one of two things—either blow us to bits or reduce all work to an electrical impulse. But, as so often happens in our thinking, we're wrong. There is more to science than just those mysterious men, and not all of our science is confined to ivory tower laboratories. A lot of it—the most important part of it to many of us—is right on our corners, in our modern pharmacies.

"The scrap of paper that the physician gives us is oftentimes our ticket to good health, and we accept the medication from our pharmacist with utterly no thought as to where he got the medicine, or what he had to do, and what he had to know, to accurately conform to the wishes of the physician.

"Today, more than 500 new drugs are introduced annually, by more than a hundred manufacturers. Hundreds of other items for our health are marketed in regional areas by many smaller firms.

In addition to these, the pharmacist must continue to carry the thousands of older drugs for which there is still demand; most important of all, he must know which ones of these drugs will combine properly with others, and which will not. He must know which ones in combination will counteract the action of another. It is all a complicated science, and the pharmacist's knowledge is backed by four years of intensive university training, and constant study every day to keep abreast of developments."

While we are highly pleased, as pharmacists, with the complimentary references made to us and our profession in the hundreds of newspaper editorials which appeared during National Pharmacy Week, we are mindful of the fact that pharmacy does occupy an essential place in our overall system of medical care.

This assertion is well supported by the fact that the retail drug stores of the country compound and dispense more than 600,000,000 prescriptions a year. And, while this is a most impressive number so far as mere size is concerned, it takes on special significance when the true meaning and purpose of a prescription is kept in mind.

The prescription is, as you know, an order written by the physician for the treatment of a person actually or physically ill. Keeping this meaning in mind, we find that the sick and ailing throughout the country come to the drug store more than 600 million times a year for a professional pharmaceutical health service which can be obtained from no other person and from no other place.

When seen in this light, the corner drug store looms forth as a neighborhood institution indispensably essential to good medical care, and it is from this perspective we hope that you, the radio audience, will view your favorite pharmacy.

As pharmacists, we are acutely aware that tremendous changes have taken

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Quality Pharmaceuticals Since 1863

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*—the most Reached-for Peanut
Butter Sandwiches in America!*

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Tell them you saw it in "The Maryland Pharmacist"

place in the field of prescription medication. Indeed, there is little in modern prescription medication to link it with the relatively recent past.

It has often been said that 85% of the prescriptions written by the physicians of today could not have been filled ten or fifteen years ago, for the simple reason that the drugs prescribed had not then been discovered. This statement is replete with evidence of the dramatic contributions which modern prescription medication has made and is making in the care and treatment of disease.

It is with a sense of pride that we can assure you that the prescription departments in our drug stores have on hand all of the modern prescription products upon which modern medical care so largely depends. Our system of distribution throughout the drug industry is such that the most recent products available from the drug manufacturing

laboratories reach the prescription departments of our drug stores within a matter of days.

By this I mean that the products required by your physician for the modern treatment of a member of your family are to be had at a moment's notice from your corner drug store. It is this fundamental fact that enables us to say that pharmacy moves in step with medicine in looking after the medical needs of the community.

So, getting back to the theme of National Pharmacy Week, it is with a sense of professional pride that we state that the pharmacist works for better health in your community.

It has been a pleasure to bring this message to you, and we hope that you found in it something of interest and real value.

Thank you.

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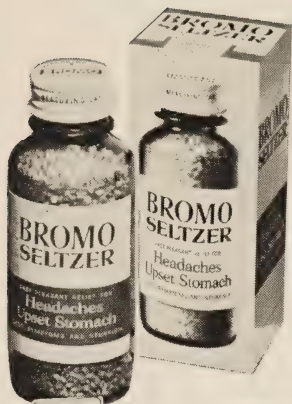
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Double Appeal *to bring*

Double Demand for **BROMO-SELTZER**



*New sales, new profits for
druggists, as famous headache remedy
invades field of upset stomach!*

1.

Bromo-Seltzer for UPSET STOMACH!

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

Bromo-Seltzer for HEADACHES!

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

TWO BIG TV SHOWS!

Masquerade Party

America's wittiest emcee, Peter Donald entertains your customers week after week as he presents his popular panel TV show — "Masquerade Party." Channel 13, Baltimore, Saturdays at 10:00 p.m.; Channel 7, Washington, Saturdays at 10:00 p.m.

Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

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GIANTS**

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you win bigger sales
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Keep plenty of BAYER
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ommend it to your cus-
tomers.

Tell them you saw it in "The Maryland Pharmacist"

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SEE OUR LATEST INSTALLATION

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COLUMN**

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Rx
MICRON
CHAPTER
CHI

By FRANK R. MILIO and ROBERT J. KOKOSKI
Junior Instructors, School of Pharmacy University of Maryland

R

Aluminum Acetate Solution	15.0
Zinc Oxide	25.0
Glycerin	6.0
Bentonite	1.5
Olive Oil	40.0
Phenol	2.0
Menthol	0.06
Calcium Hydroxide Solution, qs	240.0
Mt. a smooth emulsion	

An emulsion of this type can present difficulties if compounded in an incorrect manner. However, several methods are possible for preparing a suitable product.

The nature of the ingredients are such that, with the prescribed quantities, the resulting product is an aqueous suspension of the olive oil-lime water emulsion and the insoluble powders.

A dual emulsification product is theoretically possible. This is the consideration of a water in oil, olive oil-lime water emulsion, as the internal phase of an oil in water emulsion made with the use of a hydrophilic emulsifying agent, bentonite. The high dilution to which the product is subjected results in a lotion type product rather than a true emulsion.

It is rather well known that equal volumes of lime water and olive oil form a water in oil emulsion, due to the formation of calcium oleate, but that further additions of lime water or water

are not possible. This is the problem in the prescription.

However, bentonite may be used to form either an o/w or a w/o emulsion, depending on the order of mixing. If a bentonite magma is placed in a mortar and the oil is gradually added with mixing, an oil in water emulsion results. Conversely, if bentonite is dispersed in oil, and water is added gradually, a water in oil emulsion is possible.

Desirable products can be obtained by any of three general procedures. In the first, the lime water-olive oil emulsion is added to a suspension of zinc oxide and bentonite in lime water. Burow's Solution, diluted with lime water, and the glycerin solution of phenol and menthol are added last.

The second method would be to prepare an oil/water emulsion of the lime water magma of bentonite with the olive oil. This can be diluted with additional lime water and used to suspend the zinc oxide. The diluted Burows Solution and phenol-menthol-glycerin solution are added last.

The third method is the mixing of the zinc oxide with the olive oil-lime water emulsion and then adding the lime water to this mixture. The other ingredients are added last.

The procedure which would yield an undesirable product involves the mixing of the zinc oxide with olive oil before attempting emulsification.

MARYLAND TRAINED PHARMACISTS ARE ALWAYS IN DEMAND

If you are considering pharmacy as a career, investigate the SCHOOL OF PHARMACY OF THE UNIVERSITY OF MARYLAND. For one hundred and fifteen years Maryland has pioneered in pharmaceutical education, giving its students an excellent general education as well as preparing them for all positions in the profession of pharmacy.

Excellent library facilities, modern laboratories equipped with the newest apparatus, a staff of experienced scholars and specialists serve the student body. Small classes make possible constant individual attention.

Degrees: BACHELOR OF SCIENCE IN PHARMACY—a four year course offering opportunities for specialization. MASTER OF SCIENCE and DOCTOR OF PHILOSOPHY—graduate study leading to positions of responsibility in hospital pharmacy, manufacturing, research and teaching.

Fees: Exclusive of living expenses, students in the School of Pharmacy have a total approximate yearly expenditure of \$500.00.

Scholarships and Grants are available to meritorious students.

Pictorial Brochure, Catalogue, and Other Literature Upon Request. Personal Interviews Welcomed.

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T. A. M. P. A. TATTLE

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Honorary President—JACK LEVIN
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 First Vice President—GEORGE S. TEASS
 Second Vice President—JOSEPH L. MUTH
 Third Vice President—ALBERT HEYDEMANN
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 Assistant Secretary—ELVIN E. BEARD

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 Edwin M. Kabernagel, Jr.
 John C. Cornmesser.
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 H. Sheeler Read
 Richard R. Crane.
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MARYLAND PHARMACIST COMMITTEE

James A. Allen
 George M. Brandt
 D. B. Young, Chairman
 E. M. Kabernagel, Jr.
 Maurice B. Brager

Volume 15

DECEMBER, 1956

No. 7

CHRISTMAS MEETING

The annual Christmas meeting of the Travelers was held on December 8th at the Stafford Hotel.

The meeting was unusually gay and festive because of the presence of the ladies—God Bless 'em. Yes, the ladies were there in all their splendid finery—they were beautiful. Ninety Travelers and their ladies were present and all had a good time.

A RCA radio was donated as a prize by Station WBAL through our good friend Eddie Kabernagel. Guess who won it? Mrs. Rorapaugh, wife of our president—it was honest too.

As usual, contributions were collected in support of the Pine Street Police Station. As you know, TAMPA does this once a year at the Christmas Party. This is a deserving charity and we are glad to play a part in it.

The meeting was so enjoyable that all lingered longer than usual.

Bill Harrison served as Program Chairman.

SICK LIST

We hope that by the time you read this the following will be fully recov-

ered: Jack Levin, Ken Mills, and Joe Buser. A call or card to the sick is always appreciated.

SYMPATHY

We regret to note the death of George Uhler's father and extend our sympathy to George and his family.

THE DON STEINERS

Mr. & Mrs. Donald Steiner celebrated their 40th Wedding Anniversary on December 27th. Congratulations and best wishes for 40 more.

LOCAL BOY MAKES GOOD

Tom Kelly, Johnson and Johnson's representative for the Capital Division, was named "Salesman of the Year" for the Southern Region at the Annual Sales Conference held recently at Dallas, Texas. In presenting the award H. M. Poole, Jr., Vice President of J & J, said, "The award distinguishes Mr. Kelly as an outstanding salesman and representative of our firm." We heartily agree with Mr. Poole. Tom is a past president of TAMPA.

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purchases
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IMPULSE SALES

. . . thanks to wide awake
Point-of-Sale Promotion, Abbotts
and Jane Logan Dealers enjoy a
man-sized portion of this business.

Are You Getting Your Share?



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

-: NEWS ITEMS :-

PHARMACY WEEK WINNERS

Our front cover carries the picture of the Maryland winner in the National Pharmacy Week Window Display Contest, Peoples Service Drug Store No. 160, Four Corners, Silver Spring, Maryland. This photograph has been entered in the national competition.

Other winners are: Morris L. Cooper, Baltimore, first honorable mention and Read Drug and Chemical Company, Baltimore, second honorable mention. All three awards will be made at the 75th Annual Convention of the Maryland Pharmaceutical Association to be held at Galen Hall the latter part of June.

Twenty-five windows were submitted for judging. The judges were: Miss Kate M. Coplan, Enoch Pratt Library; Mr. James F. Burnside, Hochschild Kohn and Company; and Arnold L. Wilkes, Station WBAL. Competition was keen as usual. The judges deliberated at some length before selecting the winners.

Pharmacy Week, observed the early part of October each year, has grown to be an important pharmaceutical professional public relations event. It is attracting more and more national interest and participation. The public too is taking note of the observation of Pharmacy Week.

It is both a stimulating and challenging experience to participate in Pharmacy Week. Stimulating in planning a project that is entirely professional; challenging by creating something different to attract attention to your pharmacy. Although you may not be a winner, the overall results are gratifying. Plan now to be a part of Pharmacy Week 1957.

BOARD OF PHARMACY RESULTS

The Maryland Board of Pharmacy met at the office of the Secretary, 20 East Twenty-third Street, Baltimore, on Wednesday, November 27, to canvass the grades made in the examinations conducted by the Board on October 31-November 1-2, 1956. Registration was granted to the following:

Harvey W. Barrett
Ralph Engel
Julian M. Friedman
Charles V. Keller, Jr.
Donald M. Nash
Kenneth O. Richards
Gerald Sherer
Santo A. Zappulla

The following passed the theoretical examinations, but registration is withheld until they have met the legal requirements for practical pharmacy experience and have passed an examination in practical pharmacy:

Myron Dobrowskyj
Martha Lee Dorsey
Philip D. Lindeman

The following had previously passed the theoretical examinations, and by virtue of having passed the practical pharmacy examination at this time, registration was granted to them:

Marlene E. Conrad
A. Sue Brotman Fine
Marvin L. Oed
Walter F. Oster
Thaddeus P. Pruss
Frederick A. Restaino
Howard E. Rofsky
Milton R. Watkowski

MEMBERSHIP ERRATUM

In the 1956 Proceeding Number of the Maryland Pharmacist, Maxwell Krucoff, 1300 N. Fremont Avenue, Baltimore 17, was inadvertently listed as an Associate Member. Mr. Krucoff is an Active Member and should have been so listed. We regret the error.



"Sure I'm loaded. Gotta hot salesman!"

Works hard all day — no salary, no commission."

Products Corporation. Local plants all over the Southeast."

Member of the family?

"No-no. Sealtest Ice Cream. So good it sells itself, you know. Fountain sales are 25 per cent of my store's total volume. Folks really go for Sealtest quality."

And what about—

"Look, friend, I'm busy counting profits. Call up your Southern Dairies plant and put a Sealtest salesman on the griddle. One thousand, four hundred and seventeen; one thousand, four . . ."

"Sealtest quality"?

"Sure. Low over-run. High butterfat. Pure, natural flavorings. No artificial flavors in any Southern Dairies Sealtest ice cream."

. . . sells your store!

Who's Southern Dairies?

"A division of National Dairy



PRESIDENT'S MESSAGE
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

Dear Fellow Pharmacists:

On December 6th the Baltimore Retail Druggists' Association held its Annual Meeting and Election of Officers for the year 1957.

It was gratifying to hear the reports of the officers and committees of our Association. All reflected progress with the exception of one committee and that was the Membership Committee.

The lack of interest of some 20% of our pharmacists, in the Association, is hard to understand. I have never seen an organization work so hard and conscientiously for the group it represents. Certainly with all the problems facing us there is a definite need for an organization such as ours. If we need the Baltimore Retail Druggists' Association, if we accept and partake of its benefits—we should be ready and willing to give a little. It should not be necessary to ask twice.

I would indeed be remiss if I did not take this opportunity to publicly thank my officers and committees for their untiring and unselfish efforts on behalf of retail and professional pharmacy during the past year. Also, I thank them and the membership as a whole for your support during my term as president of the Association.

To my successor, Victor H. Morgenroth, Jr., I offer my congratulations and sincere best wishes for a successful administration.

Although I am now a past president of the Association, I am by no means through. I am vitally interested in the profession of pharmacy and its aims. I shall continue to support all endeavors that strive to improve pharmacy.

I close my last message to you as president of the BRDA with thanks for the privilege afforded me of serving you—It was my pleasure.

BERNARD CHERRY
President

BALTIMORE DRUG EXCHANGE
HOLDS ANNUAL MEETING

The Annual Dinner Meeting and Election of Officers of the Baltimore Drug Exchange was held at the Emerson Hotel on December 5, 1956.

Inspector Clarence O. Forrester, Director of the Racket Division Crime Laboratory of the Baltimore City Police Department, was the guest

speaker. Inspector Forrester's address was both interesting and educational.

Elected to office for 1957 were: William M. Pierpont, President; Joseph J. Hugg, First Vice President; George M. S. Reipe, Second Vice President; Bernard Ulman, Sr., Treasurer; J. Fred Glose, Secretary.

William J. Lowry retired as secretary after more than thirty years conscientious service.

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Check your stocks . . . display
GOLDEN MEDICAL DISCOVERY
front and center on your counter



You can get in on the profits, too

The ever-growing demand for Delvale Ice Cream resulted in a Delvale Dealer business increase of 15% during 1956. Find out how *you* can have more profitable ice cream business by supplying your customers with the ice cream they prefer—

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"LET'S FINISH THE JOB"

With the slogan, 'Let's Finish the Job,' the 1957 March of Dimes opens on January 2 and continues through the month to raise funds so that the National Foundation for Infantile Paralysis can continue a six-faceted program which this year stresses aid to paralytic polio victims stricken after, as well as before, discovery of the Salk vaccine.

More than 80,000 polio patients on Chapter rolls from previous years, in addition to those who will be stricken by the crippling disease in the next months, depend upon the March of Dimes for financial, medical and therapeutical help, it was pointed out by former U.S. Senator, George L. Radcliffe, chairman of the March of Dimes in Maryland.

"To abandon our patient aid program now would mean literally walking out on 80,000 human beings who depend upon us for help," Mr. Radcliffe said.

Other March of Dimes programs in-

clude the National Foundation's epidemic and emergency service, which makes available equipment and medical personnel to stricken areas, and its program of research, which finances scientific investigation into the cause and treatment of paralytic polio through grants to laboratories and medical schools throughout the nation.

Programs of polio prevention, professional education and public information also will be supported by the March of Dimes in 1957.

A vaccine education program which is now under way will reach hundreds of thousands of Americans — urging them to be vaccinated with Salk vaccine, which is now available. Also, research personnel, physicians, nurses, physical and occupational therapists will be trained to continue the fight against polio again this year.

Give where you live—and give generously to the 1957 March of Dimes—January 2 through 31.



CALVERT PROMOTES NEIGHBORHOOD PHARMACY

ADD
TO YOUR CIGAR DEPARTMENT
AND SCORE A HIT . . .

Ameria's Favorite Cigars
EL PRODUCTO
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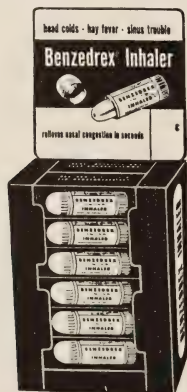
JEFFERSON, TEX. "Since giving 'Benedrex' Inhalers permanent and prominent display, we have noted a four to ten time increase in the daily sales of this all-season item, which is now outselling all other inhalers."

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Edward E. Taylor
City Drug Company

double your sales of
BENZEDREX* INHALER
with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



*T.M. Reg. U.S. Pat. Off.

COMMITTEE ON STATUS OF PHARMACISTS IN GOVERNMENT SERVICE MEETS

The Committee on Status of Pharmacists in Government Service; composed of delegates from the American Association of Colleges of Pharmacy, the American Pharmaceutical Association, the National Association of Boards of Pharmacy and the National Association of Retail Druggists; met at the Hotel Washington, on November 18 and 19, to determine Committee organization and policy, to consider the Resolutions adopted by constituent organizations and to plan a program for future Committee actions.

The following members were present: Lloyd Harris, Pierre Smith and Robert Van Horne of the A.A.C.P.; Royce Franzoni and Milton Skolaut of the A. Ph. A.; E. M. Josey, Francis Balassone and Ralph Ware of the N.A.B.P.; and Arthur Einbeck and George Frates of the N.A. R.D. Chairman Franzoni presided; and during the Committee sessions, the Committee was visited by A.Ph.A. President John MacCartney (on temporary duty with the Army) and Secretary Robert P. Fischelis, as well as locally available pharmacists who are in the Government military and civil services—all of whom offered comments and suggestions that contributed to the Committee's meeting. At a luncheon on Monday, November 19, the Committee met with the representatives of the Surgeons General of the Army, Navy, Air Force and the Public Health Service and of the Veterans Administration, for an informal discussion of matters pertaining to Pharmacy and Pharmacists in the Government service and some of the problems that have arisen.

The Steering Committee, composed of Balassone, Frates, Skolaut, Smith and Franzoni (ex officio) was given the specific assignments of continuing Pharmacy's efforts to gain professional recognition in the Armed Services, to gain expanded activity and opportunity in the Medical Service Corps, to obtain

'star' or 'flag' rank positions to which pharmacists could aspire, to assist in the inter-service transfer of pharmacists and relieve the necessity of 'specialist-training' courses in Pharmacy as being given by the Air Force and Navy, and to press for proper utilization of pharmacists drafted into the Armed Services, through liaison with the concerned Government departments. The Steering Committee was instructed to ascertain whether legislative action was needed and appropriate to accomplish these objectives.

A special sub-committee, headed by Mr. Josey, will undertake a survey of the pharmacists drafted into the Armed Services to determine the appropriateness of their military assignments and to attempt to reconcile the results of the survey with the official reports of the military establishment.

The AACP members will prepare an informational program, directed toward the students of Pharmacy, which will set forth the career advantages and opportunities of Government service and which will also present the ways in which Selective Service obligations may be met by those not seeking a Government career. This informational program should prevent many of the misunderstandings by and disappointments of students who face Selective Service call, and assist the planning of those who may seek a career in Government Pharmacy.

The Committee will meet annually, in Washington, where contact with Government officials and leaders in Congress would be facilitated; and is to meet additionally as required or when attendance at other meetings might bring a quorum together. The Steering Committee was directed to meet, on call of the Chairman, whenever necessary to the implementation of program and objectives.

"produces many new customers"



MEMPHIS, TENN. "The 'Benedrex' Inhaler is consistently a good seller, the year round. The display carton produces many new customers and has greatly increased my sales."

William M. Hoagland

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double your sales of
BENZEDREX* INHALER
with the new display carton

*Smith, Kline & French
Laboratories, Philadelphia*



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LAMBDA KAPPA SIGMA SORORITY CONVENTION

The Fourteenth Biennial Convention of Lambda Kappa Sigma, International Pharmaceutical Sorority, was held at the Edgewater Beach Hotel, Chicago, Ill.

The Epsilon Chapters of the Lambda Kappa Sigma Sorority are active at the School of Pharmacy of the University of Maryland, both as a student group and as a graduate group.

The Epsilon Chapter was organized in 1929, mainly at the instigation of Mrs. William B. Day, the pharmacist wife of the then Dean of the College of Pharmacy, University of Illinois. Mrs. Day was a guest at the Biennial Convention. Amelia C. DeDominicis and Jennie Lieberman were delegates to the Convention from the Epsilon Graduate Chapter. Miss Ursula Biermacher a former member of the Epsilon Chapter, but now affiliated with the Chicago Alumnae Chapter, was the Convention Chairman.

The Epsilon Graduate Chapter of the Lambda Kappa Sigma Sorority provides annually a key which is awarded to the senior student selected by the Faculty of the School of Pharmacy of the University of Maryland for outstanding proficiency in Pharmacy Administration.

The features of the Convention included an interesting and inspiring talk by Dean E. R. Serles of the College of Pharmacy, University of Illinois, a tour of the Medical Center and the School of Pharmacy; entertainment at luncheon and dinner by the Abbott Laboratories; and the formal banquet, where the Efficiency Cup and the Efficiency Gavel were presented, respectively, to Alpha Chapter of Boston and the Alumni Chapter of Indianapolis, for outstanding work during the biennium.

Miss Imogene Piper of Indianapolis was elected Grand President for 1956-58, and Miss Amelia C. DeDominicis of Baltimore was continued as Grand Editor of the Blue and Gold Triangle, the

Journal of the International Pharmaceutical Sorority.

ALUMNA VISITS ALMA MATER

Mrs. Alfonso Lugo of San German, Puerto Rico, paid a surprise visit to Baltimore. Mrs. Lugo was Sara Rodriguez of the Class of 1932 of the School of Pharmacy, University of Maryland. With her husband, daughter and son, they planned to visit several states of the United States and before returning to Puerto Rico, they were planning to visit Cuba. While in Baltimore they visited the School of Pharmacy and the Kelly Memorial Building, and Mrs. Lugo and her daughter attended a meeting of the Graduate Epsilon Chapter of the Lambda Kappa Sigma Sorority.

DRUG STORE CHANGES

The following are changes in drug stores for November:

Drug Stores Opened

- Gaithersburg Pharmacy—26 N. Summit Avenue, Gaithersburg
- Potomac Village Pharmacy—10,101 River Road, RFD, Bethesda
- Ritchie Pharmacy—5002 Ritchie Highway, Brooklyn 25
- Silver Spring Medical Bldg. Pharmacy—10,620 Georgia Avenue, Silver Spring
- Peoples Service Drug Stores, Inc.—320 Domer Street, Laurel

Drug Stores Closed

- Queenstown Pharmacy (Norman Hitch)—Main Street, Queenstown

Drug Store Ownership Changed

- Rudy's Pharmacy to Fribush Pharmacy (Sidney Fribush)—16 N. Jonathan St., Hagerstown

New Location of Drug Store

- Sherry's Pharmacy (Donald Rosen) moved from 5002 Ritchie Highway, Brooklyn 25 to Nursery Lane, Brooklyn 25

**"Every Line"
the Best of its kind**

- Dr. West's Toothbrushes
- Davol Rubber Goods
- Ace Hard Rubber Combs
- Ajax Hard Rubber Combs
- Devilbiss Atomizers
- General Electric Clocks
- Lacross Manicure Implements
- Millers Forge Manicure Implements
- Jones Enamelware
- Gillette, Gem, Razors and Blades
- Eaton High Grade Stationery
- Becton Dickinson Products
- Kotex, Kleenex, Modess, Yes
- Tampax
- Doeskin Products
- Brockway Glassware
- American Thermos Bottles
- Sheiks-Ramsey
- Trojans

Miller Drug Sundry Co.
105 W. Redwood Street
Baltimore 1, Maryland

Compliments of

**MARYLAND
INSTITUTE
OF
WINE AND SPIRIT
DISTRIBUTORS,
INC.**

BE RATIONAL ALWAYS SPECIFY "NATIONAL"

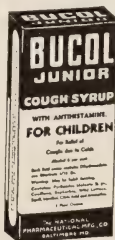


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COUGH SYRUP
WITH ANTIHISTAMINE
PLEASANTLY FLAVORED
LONG PROFITS ASSURED**

Contains: Syr. Cocillana,
Dihydrocodinone Bitartrate
and Pyrilamine Maleate.

A FAIR TRADE ITEM



F.T.M. \$.69

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The **NATIONAL PHARMACEUTICAL MFG. CO.**

Manufacturers of fine Pharmaceuticals



314 LIGHT STREET, BALTIMORE 2, MD.

Tell them you saw it in "The Maryland Pharmacist"

INTERIM MEETING OF THE A.P.H.A. HOUSE OF DELEGATES

The First Interim Meeting of the House of Delegates of the American Pharmaceutical Association which was held in Washington, D.C., November 10 and 11, at the Willard Hotel provided exactly what those who proposed such meetings had hoped for, namely an uninterrupted forum for the discussion of some of pharmacy's most perplexing problems.

Led by the provocative address of Chairman Troy C. Daniels (to be published in the January Journal) and supported by the opening remarks of President John A. MacCartney and Council Chairman John B. Heinz, the members of the House of Delegates responded splendidly in making known the views of the profession in their respective localities and in their various vocational classifications. It was a fine example of the democratic process at work, and it led to reaffirmation of previous actions of the Association in some cases, expression of the current consensus in others, and recommendations for further study and accurate phrasing of the conclusions reached, for final action at the New York Convention April 28 to May 3, 1957.

Objectives of the House of Delegates

In his address to the delegates, Dr. Troy C. Daniels, Chairman of the House, introduced some of the more important topics for discussion. He reported that the committee appointed to state the objectives of the House had prepared the following statement for consideration:

"The objectives of the American Pharmaceutical Association are stated in the Constitution.

"It shall be the function of the House of Delegates to interpret these objectives in terms of contemporary requirements and to serve as the legislative and policy-forming body of the Association. To this end, it is declared to be the function of the House to

give consideration to all appropriate proposals emanating from constituent bodies represented in the House of Delegates.

"The officers of the House of Delegates are hereby charged with the duty of so arranging the program of interim and annual meetings of the House as to provide for full discussions and debate of contemporary problems, thereby furnishing the basis for long-range planning and the establishment of current and long-range policies. The officers in collaboration with the Council are further charged with the duty of properly delegating recommendations of the House to the appropriate officers and committees so as to assure dissemination of information on the policies adopted and their implementation by whatever means may be feasible and desirable."

This statement was approved by the House and on recommendation of the chairman was referred to the Association's Committee on Constitution and By-Laws for appropriate action.

Organizational Structure of American Pharmacy

In discussing the general organizational structure of American pharmacy, Dr. Daniels pointed out that it was time to undertake a number of studies to provide for better orientation of all groups within the profession and industry, to plan for the future, and to coordinate the efforts of all concerned if possible.

A discussion of this phase of Dr. Daniels' address led to the adoption of a resolution authorizing the Chairman of the House of Delegates to designate a committee to consult with independent survey organizations to determine the cost and other requirements necessary to make a survey of the adequacy of the present organizational structure and objectives of the American Pharmaceutical Association to meet service requirements of the profession. This committee is to

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report on proposed plans and their costs to the next meeting of the House of Delegates.

Pharmacy's Need for Economic Analysis

In his address to the House, Dr. Daniels also discussed, in detail, the necessity for economic research and analysis with regard to cost factors in supplying pharmaceutical services; documentary reports and analyses on social and economic trends; and all-inclusive composite view of pharmacy's operations; and he urged presentation of the pertinent information in an acceptable form to all segments of pharmacy and through special articles, for public information.

The House of Delegates endorsed the plan for the establishment of an economic research group proposed by Chairman Daniels and referred the problem of implementation to the Council for further study.

Discussion of Other Current Problems

Other topics covered in Chairman Daniels' address and later discussed on the floor of the House included marketing practices, substitution and self-service with respect to drugs, and expansion of the services of the Association in the field of research regarding new drugs as well as publication of reviews embodying the present status of knowledge and information on drugs in frequent use.

The House of Delegates received a report from Dr. Stephen Wilson, chairman of the Committee on Social and Economic Relations, which revealed information regarding population trends with special reference to the future manpower situation in pharmacy. He pointed out that pharmacy's share of the enlarged college student enrollment in the coming decade would have to be carefully worked out and safeguarded.

Legislative matters discussed included the anticipated emphasis on Federal legislation in the field of providing medical care for more people, the control

of narcotic and hypnotic drugs, and the allocation of Federal Funds for state welfare projects including the supply of drugs.

Another topic of absorbing interest was the development of poison information centers reported by Dean Arthur Zupko, of the Brooklyn College of Pharmacy. This led to endorsement of a project to request the U.S. Public Health Service to establish a clearing house for information on poisons with representation of the A.Ph.A. on the committee which is to advise on this subject.

Other Actions Taken

A summary of additional actions taken follows:

The Committee on Time and Place of Meeting was asked to consider whether a time other than a weekend might be more appropriate for future interim meetings of the House of Delegates.

The Association's position in favor of pharmacy ownership by pharmacists was re-affirmed.

The House approved collection of federal excise taxes at the manufacturer level and endorsed the position of the National Association of Retail Druggists on this issue.

A resolution to establish closer liaison with the Canadian Pharmaceutical Association and to recommend to that Association the establishment of a joint committee to foster programs of mutual interest, was approved.

The Committee on Professional Relations was requested to study the problem of providing increased pharmaceutical service to veterinarians and to the public with respect to veterinary prescriptions.

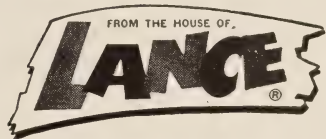
The Resolutions Committee was requested to give consideration to the problems arising from the requests of some physicians to have their prescriptions labeled with the names of the drugs contained therein.

Action taken by the Committee on Legislation in opposing non-prescription



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status for ointments and lotions containing dihydrocortisone was approved and authorization was given to continue to object to placing prescription products on a non-prescription status whenever there is valid reason to do so.

The Resolutions Committee was requested to prepare a resolution reflecting the policy of the Association in opposing "self service" as applied to drugs.

A resolution requesting the Council of the A.Ph.A. to take action terminating representation of The Proprietary Association in the House of Delegates was referred to the Committee on Resolutions. The Committee reported that it "desires to give this matter further study and will bring in a recommendation at the April 1957 meeting of the Association." The Committee's request was approved.

About 125 members of the Association attended the meeting, of whom 96 were accredited delegates. Of the latter, 51 represented 36 State Associations, 18 represented 14 A.Ph.A. Local Branches, 6 represented other national associations, and 4 represented Sections of the Association. Past Presidents and members of the Council accounted for an additional 17 delegates.

SUBSTITUTION DECLINES

Through the cooperation of every segment of pharmacy with the National Pharmaceutical Council, the rate of substitution in prescriptions has been cut by more than two-thirds in the last three years, Council President Robert A. Hardt reported.

Dr. Hardt said the success of the campaign has been due in large part to the acceptance by pharmacists themselves of the principle of prescription integrity.

Just a few years ago, only a few state boards of pharmacy could be counted upon to take action against druggists who use substitute drugs in compounding prescriptions, he said. Today, "that ratio

has been precisely reversed. And even from those few states which have yet to take a positive stand, we're beginning to hear hopeful signs."

Recent surveys, Dr. Hardt said, confirm an estimate that the current rate of substitution is less than one-third of that existing in 1954. In some "particularly troublesome areas," he added, where the substitution ratio was running as high as 15 to 20 per cent, the percentage has dwindled to between two and four.

"But this is not a time to sit back and admire our successes or suspend our efforts," Dr. Hardt said. "Indeed, that time will never come. The personnel of the State Boards of Pharmacy is continually changing. New students are entering the colleges. The work of the Council must go on."

One important Council effort soon to get under way, Hardt said, is the nationwide distribution to physicians of a booklet explaining why prescription brand names are important, and giving reasons why the substitution of drugs for those specified by the physician can be medically dangerous. These reasons include loss of potency, incompatibility, impurity and absence of quality controls.

"In the choice of weapons in our precision warfare on disease, there's seldom a therapeutic agent that's 'just as good,' to say nothing of a 'second best,'" Dr. Hardt said.

"The pharmacist is the final link in a chain which must function unbroken—from research to testing to production to distribution to prescription to pharmacy to patient—if the patient is to receive in good faith 'just what the doctor orders.'"

The NPC is one of three effective information agencies now at work, he said, to end the "time of anonymity" for America's ethical drug manufacturers, and to make clear to the general public "just how the collaboration of manufacturer and wholesaler and physician

IMPORTANT 1957 EVENTS

of the

BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

JANUARY

Thursday, January 17, 1957 — 9:30 P.M.

Meeting—Kelly Memorial Building

Speaker: Sam A. Dripps, Baltimore Branch Manager
Parke, Davis & Company

"YOUR FUTURE & MINE"

The Vitamin Story

FEBRUARY

Thursday, February 21, 1957 — 9:30 P.M.

Meeting—Kelly Memorial Building

Speaker: Francis S. Balassone, Chief, Div. of Drug Control
Maryland State Department of Health

"PHARMACY'S ROLE IN NARCOTIC ADDICTION"

The Importance of Narcotic and Legend Drug Regulation

MARCH

Thursday, March 21, 1957 — 7:00 P.M.

41st ANNUAL BANQUET

Baltimore Retail Druggists' Association

Lord Baltimore Hotel

Watch this page for the announcement of meetings and other events of the BRDA. Except for the Summer months, our activities will take place the Third Thursday of every month. If you have any suggestions for meetings, please pass them on to us.

VICTOR H. MORGENROTH, JR., President

and pharmacist has helped to lengthen the American life span almost a generation in the past fifty years."

The others, he said, are the Health News Institute, spearhead of the first serious effort to tell the story of the pharmaceutical industry and other members of the health team to the public, and Health Information Foundation, a research organization which studies various aspects of the nation's overall health picture and makes the results known in appropriate quarters.

In the past, the ethical drug manufacturer had "no reservoir of good will" into which to dip in times of crisis, Dr. Hardt declared.

Yet, "the scientific and industrial advances of the profession and the industry in recent years have not been brought about by men striving to be common but rather by men striving to distinguish themselves. So finally, after all the years of being only vaguely identified, if identified at all, in the public mind, we're taking measures to make ourselves known—and I for one am glad to see it happen."

HONOR THE PROFIT SYSTEM

WE LIVE today, in what might well be termed, the Age of the By-Pass—the Chisel Age—or, maybe we could call it the Era of Profitless Prosperity.

ALMOST everyone is trying to buy the things they desire without paying the seller a just profit, and the seller in most cases, believes he must convince the buyer that he is selling at a loss, to insure a sale.

YET we defend the "American Way" against Socialism and Communism, by staunchly acclaiming that BOTH systems destroy the "PROFIT MOTIVE", and therefore destroy "incentive, initiative, opportunity and freedom."

TO PRESERVE freedom and opportunity for the coming generation, we must recognize that it is morally wrong and economically unsound to deprive

each other of a just profit on a fair exchange of goods and services.

Therefore, HONOR the Profit System and it will HONOR you. . . . It is the American Way to KEEP AMERICA INDEPENDENT.

Ed. Wimmer, V.P.

National Federation of
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BALTIMORE PHARMACY WEEK CONTEST

Under the auspices of the Baltimore Retail Druggists' Association, a window display contest was held during Pharmacy Week, October 7-13, 1956. All pharmacies in the Greater Baltimore Area, that had never won a national prize, were eligible to enter the contest. These, of course, were also eligible in the national contest this year.

First prize was awarded to Andrew T. Cavacos, Cavacos Pharmacy; Second prize went to Leon P. Levin, Joppa Rexall Pharmacy; and Third prize was won by David and Hyman Lebson, Hunting Ridge Pharmacy. These prizes will be awarded at the Annual Banquet of the Baltimore Retail Druggists' Association to be held at the Lord Baltimore Hotel, March 21, 1957.

The BRDA Contest will become an annual event of the Association to stimulate local interest in Pharmacy Week and encourage novice participation.

PHARMACISTS URGED TO USE ALL AVAILABLE PR TOOLS

Pharmacists must utilize public relations tools made available to them by the industry, national organizations, and state and local associations, according to Arthur C. Emelin, general manager of J. B. Roerig and Company, division of Chas. Pfizer & Co., Inc.

Participating in a panel discussion on public relations for the drug store before the Chicago Chapter of the American Pharmaceutical Association, Mr. Emelin said that only one of five

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pharmacists in Illinois were sufficiently interested in public relations to request supplies of PR materials from the National Pharmaceutical Council.

Nationally, Mr. Emelin said, about one of four pharmacists requested such material from the NPC.

"This might be a good time to ask the question, why do only 20 per cent of pharmacists seem interested in the problem of good public relations? It seems to me that something needs to be done to convince the other 80 per cent that they have an equal stake in this problem."

He went on to say, "Pharmacists can not hope to improve the understanding of the public by merely attending meet-

ings and complaining to each other about our unhappy lot. We must do something about it ourselves. We must use the tools which are supplied to us."

THANK YOU ADVERTISERS

As we bring 1956 to a close we know no better time to pause and express our appreciation to those who make this publication possible—our advertisers.

We think it is apropos too, to suggest to our readers that a gesture of thanks from them is also in order.

Tell them you saw it in the "Maryland Pharmacist." Above all—patronize our advertisers.

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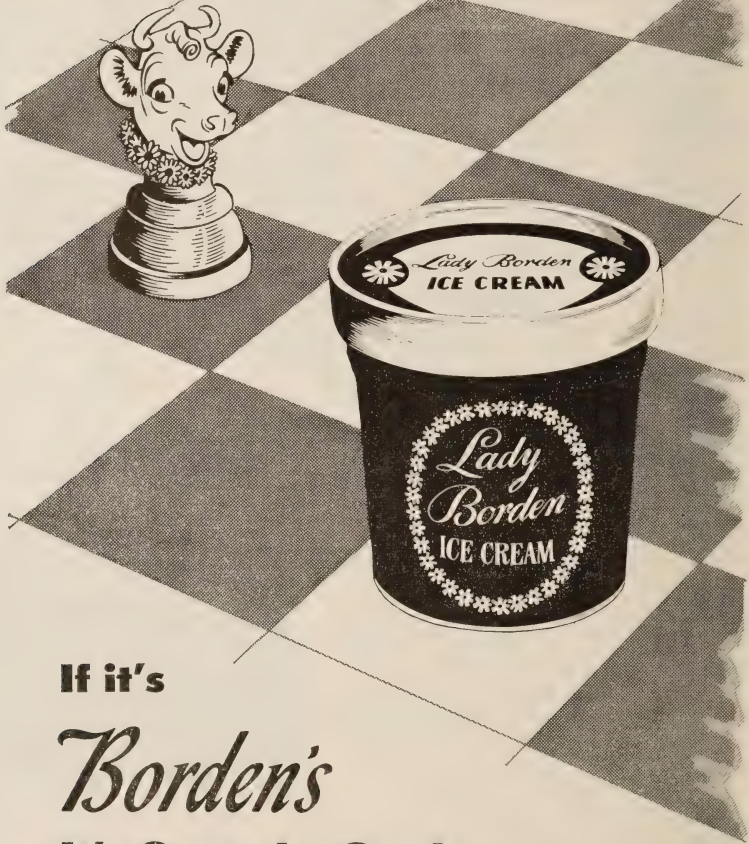
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THANTIS gives better relief than its many imitations because it contains Saligenin, a mild, non-irritating local anesthetic which relieves soreness.

THANTIS contains Merodicein, a highly effective, long-lasting antiseptic which combats infection.

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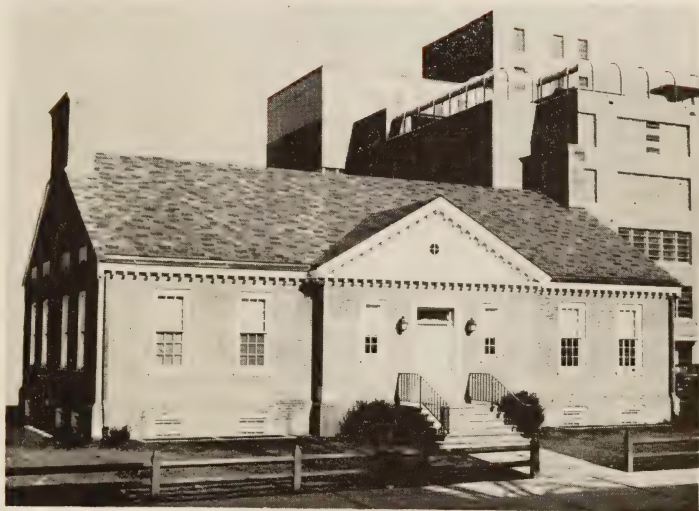
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VOLUME XXXII

JANUARY, 1957

No. 4

FOURTH ANNIVERSARY, JANUARY 16, 1957



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The Maryland Pharmacist

MARYLAND PHARMACEUTICAL ASSOCIATION

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... Editorial ...

ENEMIES FROM WITHIN

Retail Pharmacy in recent years has lost sales of health and beauty aid products normally associated with the drug store, in an increasing and alarming extent to super market and other retail outlets.

Resentment, and rightfully so, has been expressed to manufacturers of these traditional drug store products for using the reputation of Pharmacy to establish consumer acceptance and then abandon retail Pharmacy in favor of the supers. Advantages have been offered to these giant outlets, such as advertising allowances, etc., that even if offered to the small retailer, is not in a position to avail himself of the same benefits.

The retail pharmacist, because of his resentment, has decided to fight back by modernizing; using open display self-selection units for the every day, fast moving health and beauty aids. He has learned, that to sell it, you must display it in an appealing fashion. Those who have done this have been rewarded by increased volume.

However, retail Pharmacy has enemies from within that are impeding the progress of regaining these lost sales. Correctional measures should be taken by all in order to pursue the advantages already gained.

Perhaps the greatest shortcoming in retail Pharmacy today is the out-of-stock condition. Open display has developed a faster turnover on popularly advertised products. The drug store proprietor has not geared himself properly for this change in pace. He is still buying short on fast moving items.

Because of consumer preference of large sizes, valuable space should not be devoted to slow moving small sizes. This practice finds shelves glutted with unpopular sizes and an out-of-stock

condition of the more desirable large sizes. Special preference too should be shown to those items being advertised on radio, television and in the newspapers, especially promotional and combination offers. Be the first to feature a new item.

Another enemy from within is the lack of personnel training and attention. Too much is taken for granted. Drug Store products still need personal attention in spite of self service. There are different sizes, various strengths and other technical deviations in many of the items carried in the Pharmacy. Then there are many small and potent drugs that do not lend themselves to open display that need personal attention.

One of the greatest evils and a definite detriment to effective merchandizing is the lack of system and orderliness. Daily work schedules should be arranged to: 1. Clean and arrange shelves and gondolas; 2. Fill in stock; 3. Check inventory and order supplies; 4. Brief employees on effective selling. Every item should be plainly price-marked. Short lists should be placed at strategic points with pencil attached.

Alert merchandising will pay off in the end. Statistics show that people still go to the drug store in large numbers. Because of the thousands of items carried the drug store has the advantage on health and beauty aids over all other types of competition. If you have it—they'll buy it from you. Remember, you can't do business from an empty wagon. It is estimated the drug business will go ahead 5% in 1957. Will you get your share?

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Each
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Vitamin A	3000 U.S.P. units
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Thiamine Hydrochloride	1.5 mg.
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Pyridoxine Hydrochloride	0.5 mg.
Ascorbic Acid	40 mg.
Vitamin B ₁₂	3 mcg.
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PRESIDENT'S MESSAGE

Dear Fellow Pharmacists:

The Maryland State Legislature is now in full swing at Annapolis. During this ninety day session, I want you to be fully aware that the Maryland Pharmaceutical Association is alert to any legislation that may affect the practice of Pharmacy.

In this respect I mention particularly legislation on Fair Trade, Trading Stamps, Taxes and legislation allowing unrestricted sales of harmful drugs by those other than pharmacists. There may be other Bills that bear cautious attention.

It is extremely important that each and every one be acquainted with the legislators in his own locality so that if contact is necessary it may be made with dispatch. When it comes to legislative matters—time is of the essence.

This message is proof positive that good organization is an absolute must in these uncertain times. The MPA works constantly for the betterment of Pharmacy and for the protection of those in it. However, organization is weak without the full support of all—we can not do a good job for you unless you help.

I mention this at this time because dues for 1957 are now due. Dues bills have been mailed to individual pharmacists for Active or Associate membership and to non-pharmacist heads of businesses for Affiliate membership. Please do not tarry in responding to our call for material assistance. Both members and financial assistance are extremely urgent in representing you properly.

We can't go it alone anymore, rugged individualism is now but a dream of the past. Let's face facts—we need you and you need us. Help us help you. Many thanks for your valued support.

Sincerely,

FRANK J. MACEK,
President

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- Same outstanding formula that makes INCREMIN Drops a fast-seller
- Delicious • Easy-to-take-tablet • Caramel flavor
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SELLING DISPLAY

Your order of 12 packages of INCREMIN Tablets will be shipped in an attractive counter display.

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AND NOW, NO MORE S & H FOR THRIFTWAY STORES

According to KANSAS FOOD DEALER: KC Kansas Thriftway stores have discontinued the issuing of S&H trading stamps, because stamps issued in Kansas are not redeemable for premiums. Cost of stamps will be more than offset by many more attractive price specials, they announce. "Three-fourths of our stamps have been thrown away, bringing no benefit to our customers or ourselves and *benefiting only the stamp company*. Stamps in books will be redeemed for cash."

ABBOTT VICTORY BOLSTERS FAIR TRADE

Abbott Laboratories' Fair Trade case against Dart Drug Corporation of Maryland has been decided in Abbott's favor after a five-day trial before U. S. District Judge R. Dorsey Watkins in Baltimore.

Judge Watkins announced the verdict in Abbott's favor on January 14 and a permanent injunction against Dart Drug Corporation was issued January 17.

During the trial, Professor Leslie M. Ohmart, Chairman of the Department of Pharmacy at the Massachusetts College of Pharmacy, appeared as an expert witness for Abbott to testify that the company's products are sold in free and open competition.

Abbott charged that Dart Drug Corporation violated the state's Fair Trade Laws by selling various Abbott products for less than the established minimum retail price. Abbott cited violations at the Dart store at 8511 Fenton Street, Silver Springs.

At the conclusion of the trial, the Baltimore Retail Druggists' Association adopted a formal resolution commending Abbott for "its prompt and vigorous action to maintain fair trade."

"It has been proven time and again," the association's resolution stated, "that producer, distributor and consumer have benefited in the past and continue to benefit from Fair Trade in the marketplace."

Two previous Fair Trade suits were dismissed by Abbott in November after the defendants, Drug Fair, Inc., and Peoples Service Drug Stores, Inc., agreed not to issue trading stamps in connection with the sale of Abbott products unless they added the value of the stamps to the Abbott Fair Trade price.

FAIR TRADE STICKER NOTICES

January, 1957

Item	F.T.M.
BROMO-SELTZER—	
Division of Lambert-Hudnut	
Bromo-Seltzer—	
Medium33
Large65
Economy 4 1/3 oz.98
Dispenser 9 1/8 oz.	\$ 1.88

CHARLES H. PHILLIPS CO.

Mint Flavored Phillips' Milk of Magnesia—	
4 oz.25
12 oz.47

POND'S EXTRACT CO.

Ponds Cold, Vanishing & Liquefying Creams—	
Trial19
Small39
Medium65
Large98
Economy	\$ 1.49
Ponds Dry Skin Cream—	
Trial19
Small39
Medium65
Large98

Item	F.T.M.
SMITH, KLINE & FRENCH	
Acnomel Cream—1 1/2 oz.	\$ 1.50
Benedrex Inhaler75
Paredrine Sulfathiazole Susp.—	
1 oz.	\$ 1.50
Pragmatar—1 1/2 oz.	\$ 1.50

ODELL CO., INC.	
Trol Hair Tonic—	
12 oz.89
6 oz.53

PEPSODENT DIVISION LEVER BROS. CO.	
White Tooth Paste—small15
50 Tuft Tooth Brush69
Child Tooth Brush39
Junior Tooth Brush49
Pepsodent Antiseptic—	
Medium33
Large55
Giant89

MEAD JOHNSON	
Cevisol—	
15 cc79
50 cc	\$ 2.09
Dextri-Maltose—	
No. 1—1 lb.89
No. 1—2 1/2 lb.	\$ 1.96
No. 2—1 lb.98
No. 3—1 lb.98
Lytren—8 oz.	\$ 1.69
Mulcin—	
.4 oz.	\$ 1.33
8 oz.	\$ 2.49
16 oz.	\$ 4.19
Oleum Per w/Viosterol—	
10 cc	\$ 1.09
50 cc	\$ 3.99
50's	\$ 1.19
250's	\$ 3.99

THE ANDREW JERGENS CO.	
Jergens Lotion—	
1 fl. oz.15
2 3/4 fl. oz.29
6 fl. oz.54
12 1/2 fl. oz.	\$ 1.00

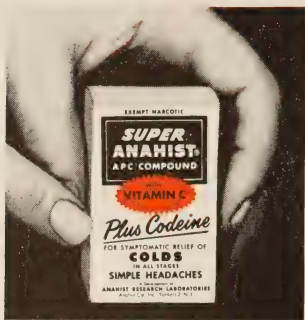
Item	F.T.M.
JOHNSON & JOHNSON	
Z. O. Adhesive—	
1 2 x 2 1/225
1/2 x 525
1 x 543
1/2 x 1043
2 x 575
3 x 5	\$ 1.00
1 x 1075
2 x 10	\$ 1.25
Tri-Wide65
5 yd. Gauze (Red Cross & Steri-pak)	\$ 1.33
Gauze Pads—	
2 x 2—100's	\$ 1.80
3 x 3—100's	\$ 2.65
4 x 4—100's	\$ 4.50
First Aid Kits—	
Cut Kit79
Travel	\$ 1.50
Leader	\$ 2.95
Auto	\$ 3.95
Emergency	\$ 7.50
General	\$15.00
Lambswool—1/2 oz.69
Plastic Strips—3/4—100's	\$ 1.39
Plastic Strips—1—100's	\$ 1.69
Plastic Spots—100's	\$ 1.29
Back Plasters43

NORTHAM WARREN CORP.	
Cutex Spillpruf Polish19
Cutex Polish Remover29
Cutex Spillpruf Polish33
Cutex Cuticle Remover33
Cutex Lipsticks35
Cutex Lipsticks69
Odorono Cream15
Odorono Cream27
Odorono Cream43
Odorono Cream59
Odorono Cream Inst. Stick79

E. R. SQUIBB & SONS	
Squibb Toothbrushes—	
Angle hard 3 row69
Angle medium 3 row69
Angle hard 2 row69
Angle medium 2 row69

NEW! SUPER ANAHIST® PLUS CODEINE

For sale over the counter without a Prescription
in Drug Stores only



The finest Cold Tablet formula available for sale over the counter

SUPER ANAHIST Plus Codeine NEW EXCLUSIVE FORMULA

Each tablet contains . . .

Codeine Phosphate 2.0 mgs. (Warning: May be habit forming)—most effective common ingredient for stopping coughs.

Thonzylamine Hydrochloride 25 mg.—best-known antihistamine to check early cold symptoms, sneezing, watering eyes and many other histamine effects.

Ascorbic Acid (Vitamin C) 20 mg.—important in helping to maintain resistance at its optimum level.

Aspirin 3½ gr.—**Phenacetin** 1½ gr.—most widely-used drugs for the home relief of pain; more effective, as combined, than if taken separately.

Caffeine ½ gr.—a recognized protection against depressive effects of colds and other suffering.

We quote from—

“The Pharmacological Basis of Therapeutics —Second Edition—Page 250”

“Small amounts of codeine (2 Mgm) will decrease the frequency of coughing without altering significantly the respiratory minute volume. Coughing should not be unnecessarily depressed, especially if bronchial secretion is profuse, because drainages will then be insufficient and complications may ensue.”

In short, we give the retail druggist a Therapeutically effective Cold Tablet with Codeine which can be freely dispensed over the counter without a prescription.

You Participate Personally in Anahist **Pharmacy Scholarship Award in Your Own State**

Anahist Company guarantees to donate 25¢ for every half dozen *Super Anahist plus Codeine* purchased by the Retail Drug Trade (we anticipate a sale of 250,000 dozen, which would provide a fund of \$125,000) to an Anahist Pharmacy Scholarship Fund to send some worthy boy or girl to Pharmacy School for one year, or to assist some Pharmacy Student now in school, at the discretion of the Dean of the Pharmacy School he or she is now attending.

It is intended that each state will partic-

ipate to “whatever percentage of the total accumulated fund was contributed by that State to the fund”.

It is our intention to make the distribution of the fund as flexible as possible, so that students can be attracted to Pharmacy, or assisted when they need it, without a lot of restrictions.

The exact method of distribution of the fund to each State has not been worked out at this writing, but this pledge by the Anahist Company is all Pharmacy needs.

This Anahist Pharmacy plan starts with shipments of Super Anahist plus Codeine about December 1, 1956 and Anahist guarantees to keep it in effect at least until December 1, 1957.

SEE YOUR WHOLESALE DRUG SALESMAN FOR DETAILS

Item	F.T.M.
PHARMACO, INC.	
Feenamints—5's15
<hr/>	
WAMPOLE'S	
Artamide Tablets—100's	\$ 5.00
Artamide w/Colchicine—100's ..	\$ 5.42
Artamide H.C. Capsules—100's ..	\$ 9.59
Organidin—30 cc	\$ 2.00
Organidin Tablets—100's	\$ 4.00
Orgaphen—16 oz.	\$ 6.25
Orgaphen Tablets—100's	\$ 4.59
Creo-Terpin—3 oz.79
Creo-Terpin—6 oz.	\$ 1.19
Preparation—6 oz.98
Preparation—16 oz.	\$ 1.79

ROGER & GALLET

Hand Soap—3 bars to box	\$ 2.75
Bath Soap—2 bars to box	\$ 2.75

LOVELL & COVEL

Candy Cupboard—	
1 lb.	\$ 1.45
2 lb.	\$ 2.85
3 lb.	\$ 4.25

Item	F.T.M.
CAMPANA SALES CO.	
Campana Italian Balm—Aerosol	
Lotion Spray	\$ 1.25
Solitaire Cake Make-Up—2.25	
ounce compact	\$ 1.25
Pursettes—	
10's43
40's	\$ 1.47

GILLETTE SAFETY RAZOR CO.

Packets of Thin 10 Gillette Blades	.35
------------------------------------	-----

LAMBERT-HUDNUT

New Pin-Quick Home Permanent	\$ 1.75
------------------------------	---------

LADY ESTHER

Lady Esther 4-Purpose Face	
Cream—	
1.8 oz.39
3.7 oz.65

PERSONAL PRODUCTS CORP.

Coets—	
40's25
80's45
180's95

SMITH, KLINE & FRENCH, INC.

America's Foremost Service Wholesaler

Ten Eleven West Butler Street

PHILADELPHIA

They're bringing the
vitamin business
back where it belongs..

at the C. H. Griest Company, Inc.

"Nationally-known vitamins of major pharmaceutical houses are really helping us do a job! The advertising reminds my community that the *drug store* is the *right* place to buy vitamins. We begin with vitamin advertising of our own, promoting Vitamin Headquarters displays in our stores.

"And when the customers come in, our sales people are equipped to do an intelligent job selling *all* vitamins, thanks to the assistance



in Wheeling, West Virginia.

Squibb, whose vitamin education program has helped us so much.

"During the first 9 months of 1956, we sold more vitamins than in *all* of 1955! And... '55 had been the best year we ever enjoyed!"

Jack D. Runner

JACK D. RUNNER, Vice President,
The C. H. Griest Company, Inc.

Your Squibb representative can help *you* make the most of your *professional* background to increase your vitamin sales, and meet the challenge of the supermarket and door-to-door salesman. Let him help you . . . soon!

SQUIBB *quality . . . the priceless ingredient*

. CONTRIBUTIONS .

THE BLAME MAY BE YOURS

Maryland Pharmaceutical Association
Radio Broadcast—Station WFBR

Sunday, January 6, 1956.

Joseph Cohen, Executive Secretary

As we stand at the threshold of the New Year, and are mindful of the terrific pressures bearing upon us from all sides, we will do well to soberly and diligently plan to do our best to improve the conditions under which we live.

By this it is meant to imply that there are many health problems which today confront us with very serious questions, the solution of which rests largely with ourselves. It is an accurate statement that improvement in some of these health care areas will be slowed down and even halted if we, as individuals, do not do that which the medical profession, and our own personal safety, so strongly demands.

It was once said by a distinguished public health administrator that the health conditions in any community are largely a reflection of the civic-mindedness of the people making up that community. In other words, there is a "do-it-yourself" phase to this whole matter of public health. This is well illustrated in the care and control of tuberculosis.

Just recently, speaking in New York, Dr. Carl Muschenheim, the incoming president of the New York Tuberculosis and Health Association, made the statement that, with the new methods of treatment now available for the care of tuberculosis patients, it should be possible to almost eradicate this ancient scourge.

Dr. Muschenheim expressed himself in these words: ". . . The disease as a cause of death and disability can be reduced to the minor proportions of such diseases as typhoid fever and smallpox.

To do this will require a concentrated attack and all the cooperation we can get from the public.

"We need particularly recognition that the problem is far from solved. This does not mean that we have not made tremendous advances. But the tremendous advances have led many to believe that the whole problem is a thing of the past."

Please note that Dr. Muschenheim insisted that the cooperation of the public was essential if tuberculosis is to become less and less important as a public health problem. This means, of course, that the public must be informed about tuberculosis, the need for its early diagnosis, and for strict compliance with that health regimen which experience has well shown to be highly effective in this matter.

In other words, the responsibility for bringing about the complete medical subjugation of tuberculosis depends, in a large degree, upon how well the public meets the challenge inherent in this situation.

The same principle applies to public participation in the eradication of poliomyelitis, commonly known as infantile paralysis. Only a short while ago, there was no means of protection against this dreaded disease. About all that could be done for the child paralyzed from poliomyelitis was to resort to various therapies in order to overcome as fully as possible the paralysis which had occurred. There was no means of prevention, and the after care was, in many instances, dismally ineffective.

In every community, the advent of the "polio season" stirred fear and apprehension. That situation today is changed—that is, would be changed if we, as individuals, took full advantage of the new conditions which have come about.

We all know that Dr. Jonas E. Salk, of the University of Pittsburgh, has



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Pfizer



NEW PRODUCT SCOOP! PFIZER ENTERS
 CARDIOVASCULAR FIELD OF THERAPY=
 MODERIL—A NEW, SAFER ALKALOID OF
 RAUWOLFIA=MODERIL UNWINDS PATIENTS
 GENTLY=IMPROVED TRANQUILIZING ANTI-
 HYPERTENSIVE=BETTER TOLERATED IN
 SHORT- AND LONG-TERM TREATMENT=LONG-
 TERM REPEAT Rx BUSINESS ON MODERIL
 WILL WIND UP YOUR CASH REGISTER

MODERIL

BRAND OF RESERPINE

Supplied	Product No.	Price to Pharmacy	Suggested Retail Price
MODERIL TABLETS 0.25 mg., oval, scored, yellow bottles of 100 bottles of 500	2818	\$ 4.72	\$ 7.87
	2820	21.63	36.05
MODERIL TABLETS 0.50 mg., oval, scored, salmon bottles of 100	2822	6.60	11.00

*Trademark



PFIZER LABORATORIES, Brooklyn 6, N. Y.
 Division, Chas. Pfizer & Co., Inc.

Tell them you saw it in "The Maryland Pharmacist"

developed a vaccine which has proved highly successful in the immunization against polio. Indeed, so effective is this vaccine that Dr. Salk himself has said that its full and complete utilization would make polio a thing of the past. I am sure you all remember the tremendous surge of appreciation and thankfulness which greeted the news that the Salk poliomyelitis vaccine had been proved highly valuable in the immunization against poliomyelitis, and that its large scale production had been authorized by the United States Public Health Service.

I am sure you also remember how impatient we all were when we learned that demand was exceeding supply, with the result that millions of our people were denied the protection which the vaccine was known to provide.

Today, however, we are faced with a situation in reverse. The manufacturing drug industry has so perfected its methods of preparation that today there is available enough poliomyelitis vaccine to immunize millions against this disease.

But what is happening? A spirit of apathy seems to have overtaken the land with the result that this vaccine which could be put to its great humanitarian uses is doing a no more important job than cluttering up space in the facilities of the manufacturer.

To show how urgent the situation is, a news story in a New York newspaper recently stated that poliomyelitis shots will be offered free after Christmas. The news story is brief and a reading of it will be sufficient to show the great risks involved upon the part of millions who refrain or refuse to protect themselves against poliomyelitis.

The news story reads as follows: "The Health Department will offer free anti-polio shots for any person up to the age of 40 on December 26, 27, and 28 at the city's 23 district health centers, Health Commissioner Leona Baumgartner announced yesterday.

"She said 10 million more shots must be given before the next polio season if everyone under 40 is to be protected.

"Commissioner Baumgartner, in a recorded interview over WNYC, pronounced the Salk vaccine program in New York an 'exciting success.' She said there had been only 146 cases of polio reported this year as compared to a yearly average of 860 cases over the past decade, and the polio death rate had dropped from an annual average of 50 to five this year."

The situation in Maryland differs very little from that in New York. Apathy seems to prevail here, with the result that polio vaccine, which should be used for the great public purpose of preventing future outbreaks of poliomyelitis, is left unused.

So important is the situation that the *Baltimore Sun*, a short while ago, discussed it on its editorial page. We are including the editorial in full, because it discusses the matter both from the medical and economic points of view:

"A few years ago when Salk vaccine had been proved effective and first made available to the public, demand vastly exceeded supply. In some parts of the country the efforts of ineligible persons to get the vaccine reached the proportions of a public scandal.

"A recent report of Marion B. Folsom, Secretary of the Department of Health, Education and Welfare, points out that there now are 17,000,000 doses in the hands of the manufacturers ready for distribution, not to mention quantities stockpiled in drugstores and in the offices of private physicians. This, according to Secretary Folsom, is adequate for all who need it.

"Yet all who need it are not getting the shots. The Secretary warns that 'because of public apathy, vaccine which would prevent paralysis or even death next year may lie unused.'

"Surveying the vaccine program in Maryland up to November 1, Dr. Edward Davens, deputy director, State Depart-



“... and
underline
SERVICE”



Are you interested . . . in reducing an overgrown inventory? . . . in increasing turnover rate? . . . in having new prescription items readily available? These aims are easy to accomplish when you use our competent, economical *service*. Although we stock literally thousands of fresh, new drug-store commodities, *service* is what we really have to offer. Buy what you need . . . as you need it . . . from us.

WE ARE A *Lilly* DISTRIBUTOR

LOEWY DRUG COMPANY

Baltimore, Maryland

ment of Health, has revealed that in the age group from birth through 19 years of age approximately 35 per cent have received no inoculations at all, while 46.7 per cent have not taken the two or more shots that would assure immunity.

"Is apathy the only reason for failure to take the shots, or does cost enter the picture? A spokesman for pediatricians states that the usual charge among these specialists throughout the State is \$5 a shot, including the vaccine. In the case of general practitioners the average charge is less. The doctors, however, state that charges quoted are not fixed, and that where there are a large number of children in a family or other special economic considerations, a frank talk with the family doctor should result in a satisfactory revision of the charge.

"For those who are indifferent to the advantages of a child being taken care of by a family doctor who is acquainted with him, there are the public clinics, available without means tests, to anyone who applies.

"Now, say the health officials, is the time to begin shots to assure immunity for next summer's polio season. Fifteen dollars or less for a series of shots is hardly too much to pay for immunity from polio."

Please note that Secretary Folsom warns that "because of public apathy, vaccine which would prevent paralysis or even death next year may lie unused." Please note also, the editorial states that the burden need not be a matter of concern, as there are public health clinics which are available to anyone who applies, and that for their services, no charges are made.

We think the public would do well to bear in mind that if there should be a serious outbreak of poliomyelitis in Maryland this year, the apathy which now prevails may really be the cause of it.

It is to be hoped that the public will take this matter seriously. The avail-

ability of the Salk vaccine has not had the slightest effect in making poliomyelitis less dreadful. Its availability, alone, will never prevent a child from being paralyzed from poliomyelitis, but the use of the vaccine, let it be emphasized, the use of the vaccine will immunize against poliomyelitis, and will, on the basis of the present factual information, drastically reduce the possibility of paralysis.

These facts alone should be sufficient to sweep all apathy aside and make us determined to do our part as intelligent citizens to rid the world of this ancient and dreadful scourge.

As we consider some of the personal responsibilities inherent in public health matters, it is interesting to know that the scientific men and women working in the health care field never cease to strive for still greater gains, still greater victories over illness and disease. The results of their labors are clearly shown by the research contributions to pharmacy, and to drugs and medicines generally in the year just closed.

In many important respects, 1956 will rank with the most productive in the whole field of health and medical care. There is gratifying evidence of progress in our research for better therapeutic products and for a better basic understanding of the fundamental causes of some of the serious diseases which continue to elude medical science.

In infections, cardiac disease, mental illness, degenerative processes, hypertension, not to mention others, real progress was made in the year just closed, and there is every indication that this progress will not only be continued, but greatly accelerated in 1957.

We in pharmacy are particularly interested in health care progress because we know that much of it is due to newer drugs and medicines as they are made available through our great scientific research institutions, the manufacturing drug industry, and our colleges of pharmacy.

It is our concern, too, to have all of the newer drugs and medicines avail-

Double Appeal *to bring*

Double Demand for

BROMO-SELTZER



*New sales, new profits for
druggists, as famous headache remedy
invades field of upset stomach!*

1.

Bromo-Seltzer for UPSET STOMACH!

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

Bromo-Seltzer for HEADACHES!

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

TWO BIG TV SHOWS!

Masquerade Party

America's wittiest emcee, Peter Donald entertains your customers week after week as he presents his popular panel TV show — "Masquerade Party." Channel 13, Baltimore, Saturdays at 10:00 p.m.; Channel 7, Washington, Saturdays at 10:00 p.m.

Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

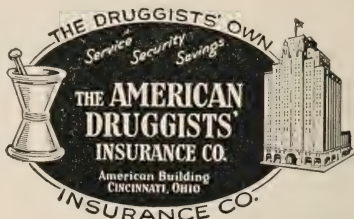
able in our prescription departments for the use of our physicians in the treatment of disease. We know that the modern practice of medicine demands the most modern drug products, and it is a matter of professional pride with us to have our prescription departments ready for any emergency which may take place, and for any demand which may be made upon them.

Our prescription practice is properly regarded as the dependable right arm of the medical profession, and it shall be our purpose to justify this relationship by the very best in professional pharmaceutical service.

Let me at this time, speaking in behalf of the Maryland Pharmaceutical Association, wish for you a New Year of Health and Happiness, and may the New Year, as it moves along, see the dawning of a new world order in which all the nations will strive for better understanding one of the other so that peace and not discord may bless the peoples of all lands.

HAVE YOU \$\$ TO BURN?

Few of us have—but most of us do just that!!! How?—By not adequately insuring our property.



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A. M. MAYER

Maryland State Agent

3335 Dolfield Avenue

Baltimore 15, Maryland

Phone—MOhawk 4-4357 Office

4-3106 Home

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BALTIMORE 1, MD.

a new horizon



While the shape of the globe has not changed, unrest and tension throughout the world, present a constant challenge to industry . . . emphasizing the need for newer, broader concepts of responsibility . . . and the courage to carry them through. We shall face the New Year with determination

to maintain our part in the role we have chosen . . . as producers of products so vital to the cause of public health and welfare. We reaffirm our own high intent, and to all those we serve extend Best Wishes for . . . Good Health . . . Good Times . . . Good Luck . . . with the serious task ahead.

TBOJANS



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JOHNSTON'S

CHOCOLATES FOR EVERY OCCASION



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**"Every Line"
the Best of its kind**

- Dr. West's Toothbrushes
- Davol Rubber Goods
- Ace Hard Rubber Combs
- Ajax Hard Rubber Combs
- Devilbiss Atomizers
- General Electric Clocks
- Lacross, Manicure Implements
- Millers Forge Manicure Implements
- Jones Enamelware
- Gillette, Gem, Razors and Blades
- Eaton High Grade Stationery
- Becton Dickinson Products
- Kotex, Kleenex, Modess, Yes
- Tampax
- Doeskin Products
- Brockway Glassware
- American Thermos Bottles
- Sheiks-Ramses
- Trojans

Miller Drug Sundry Co.
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Baltimore 1, Maryland

Compliments of

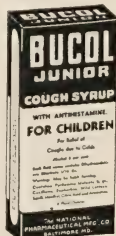
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INSTITUTE
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INC.**

BE RATIONAL ALWAYS SPECIFY "NATIONAL"



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COUGH SYRUP
WITH ANTIHISTAMINE
PLEASANTLY FLAVORED
LONG PROFITS ASSURED**

Contains: Syr. Cocillana,
Dihydrocodinone Bitartrate
and Pylamine Maleate.



F.T.M. \$.98

A FAIR TRADE ITEM

F.T.M. \$.69

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The **NATIONAL PHARMACEUTICAL MFG. CO.**

Manufacturers of fine Pharmaceuticals



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Tell them you saw it in "The Maryland Pharmacist"

COMPOUNDER'S
COLUMN



RHO
OMICRON
CHAPTER
CHI

By FRANK R. MILIO and ROBERT J. KOKOSKI
Junior Instructors, School of Pharmacy University of Maryland

1:

Salicylic Acid
Sulfur
Resorcinol, aa 1 dr.
Vanishing Cream, qs 2 oz.
Sig: Apply three times a day

A prescription of this type can become the cause of a difficult situation for the unaware pharmacist. The selection of a suitable vanishing cream base is left to his discretion, therefore he should analyze the prescription carefully.

A vanishing cream or washable base is usually an emulsion consisting of a mixture of fats and waxes dispersed in water by means of an organic emulsifying or surface-active agent. It is washable with water and can be diluted with water, permitting the addition of aqueous ingredients.

For this reason vanishing creams are sometimes called hydrophilic ointment bases. They should not be confused with the hydrophilic petrolatum type bases containing cholesterins, which also absorb water. These "grease" bases are not readily washed from the skin or clothing.

The composition of the vanishing cream is the important consideration in this prescription. If the base selected consists of an emulsion formed by the saponification of a fatty acid, such as stearic acid, with an alkali, such as potassium hydroxide, there is a possibility of free alkali being present in the

finished base. The salicylic acid would then react with this free alkali to form water and a salt of salicylic acid. The finished prescription would probably be lumpy and very thin.

Any type of vanishing cream that is soapless, neutral, or acidic in nature could be used to make a suitable product. Various bases of this type are available among which are the following: Emulsion Base (Almay), Neobase (Burrough Wellcome & Co.), and Ceta-phil (Texas). The United States Pharmacopeia has included a formula for Hydrophilic Ointment which is a suitable oil in water type emulsion base. The use of commercial cosmetic vanishing creams is not advised since information concerning their composition is not readily available.

Once the proper base has been selected, the compounding of the prescription is quite elementary. Each of the active ingredients should be separately levigated with a small portion of the base. Then the three smooth portions should be mixed and a sufficient quantity of the base added to make 2 ounces. It has been suggested that the salicylic acid be levigated with a little glycerin and the resorcinol dissolved in a minimum amount of water prior to incorporation into the base. However, this procedure is not recommended unless difficulty is encountered in the former method.



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The Gilpin man who calls on you has been selected for his trustworthiness as well as his ability. Ask his advice about your merchandise . . . he'll help you stock items that will sell quickly, please your customers and bring worthwhile profits.

Order from him in complete
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MURdock 6-8400

TIME TO REVIEW

New package policies now available for both business and personal insurance programs provide increased protection with premium savings.

Our representatives will welcome the opportunity to review your personal and business insurance programs.

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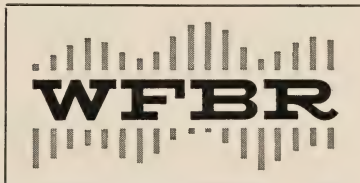
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Volume 15

JANUARY, 1957

No. 8

HARRY WEINBERG WINS SALES PRIZE

Harry Weinberg, District Drug representative, won the "Lilly Gallon Drive" for selling the greatest number of Lilly Gallons. As the grand prize winner, he received an all expenses paid trip for two, to Las Vegas for one week. A banquet was held in his honor where he was presented with the "Golden Gallon Award" by Milton Meisner, District Manager of Eli Lilly and Company and David I. Estrin, President of District Wholesale Drug Corporation.

hood and good will. The spirit of good will was ably expounded by the speakers representing the three major faiths, namely, Rabbi Sam Glasner, Father Ross A. Laporta and Colonel H. D. Southern.

Each address dwelled on the fellowship of man in a most inspirational way. The meeting, which was well attended, enjoyed an unusually well planned day.

GOOD WILL DAY

The January Luncheon Meeting of TAMPA was held at the Stafford Hotel on January 5th. It marked the annual observance of Good Will Day.

The program was devoted to brother-

MEDICAL REPRESENTATIVES MEET WITH TRAVELERS

The Medical Representatives Association met jointly with the TAMPA on the occasion of Good Will Day. What could be a more opportune time to meet? It was a pleasure having them with us and we hope the visit will be repeated many times in the future.

**BELONG—Join Local, State
and National Pharmaceutical Associations.**

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this demand?"*



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School of Pharmacy, University of Maryland, News

FACULTY MEMBERS ATTEND MEETING OF THE A.A.A.S.

Dr. John Autian, Assistant Professor of Pharmacy and Mr. John Sciarra, Instructor in Pharmacy, presented two papers to the Pharmacy Science Section of the American Association for the Advancement of Science at the December meeting of the Society in New York. Dr. A. W. Richeson, Professor of Mathematics, attended a number of sessions in the area of mathematics. Mr. Robert Havranek, Graduate Assistant, and Mr. Charles Swartz, graduate student, also were present at the meeting.

This meeting afforded an opportunity for a number of alumni of the School of Pharmacy to meet informally throughout the various sessions. Those present were: Dr. George Hager, former professor of chemistry and now with Smith, Kline and French Laboratories, Dr. Robert Ellin, research worker at the Army Chemical Center, Dr. Albert Mattocks, Professor of Pharmacy, University of Michigan, Mr. Marvin Chertkoff, graduate student working for his Ph. D. degree at Purdue University and Dr. Oscar Klioze, Charles Pfizer and Co.

DEAN NOEL E. FOSS ATTENDS INAUGURATION EXERCISES AND REMINGTON DINNER

On December 17, 1956, Dr. Noel E. Foss, Dean, attended the inauguration exercises installing Dr. Robert Blackwell Smith, Jr., former Dean of the School of Pharmacy of the Medical College of Virginia, as President of that institution. A graduate of the School of Pharmacy, University of Maryland, Dr. Warren E. Weaver, is now Dean of the Pharmacy School of the Medical College of Virginia.

The Testimonial Dinner, honoring Dr. Frank W. Moudry as the recipient of the 1956 Remington Medal was attended by Dr. Foss in New York, December 3, 1956.

DR. JOHN AUTIAN SPEAKS TO HOSPITAL PHARMACY GROUP

At the invitation of the Maryland Association of Hospital Pharmacists, Dr. John Autian gave a talk entitled, "The Application of Physical Pharmacy to Compounding and Formulation." The January meeting of the group was held at the Bon Secours Hospital under the able leadership of Mr. William H. Briner, President.

OTHER FACULTY NEWS

Faculty members of the School of Pharmacy conducting research are participating in a lecture series with the Medical Faculty at the University Hospital. Dr. Francis M. Miller, Dr. Norman J. Doorenbos and Dr. John Autian will present talks dealing with the research work they have conducted.

In a recent issue of "Aerosol Age", Sept. 1956, an article appeared entitled, "Aerosol Therapy". The article was written by Mr. John J. Sciarra, Instructor in Pharmacy, and has achieved a status of national importance in the field of dispensing medicinal agents by the aerosol principle.

A paper presented by Dr. Francis M. Miller and Mr. Myron Weinberg of the Chemistry Department has received international publicity through inclusion in the "Chemical and Engineering News." This journal, which has an international circulation, described their experiments on the synthesis of several tranquilizing agents.

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:- NEWS ITEMS :-**H. A. B. DUNNING MEMORIAL FELLOWSHIP**

Dr. H. A. B. Dunning (left), Chairman of Board of Directors, Hynson, Westcott & Dunning, Inc., Charles and Chase Streets, Baltimore, Maryland. Dr. Paul Briggs (right).

Dr. H. A. B. Dunning presents a \$50,000 gift to Dr. W. Paul Briggs, establishing the H. A. B. Dunning Memorial Fellowship with the American Foundation for Pharmaceutical Education. Dr. Dunning was the fourth president of the Foundation in 1952-53.

Dr. Dunning is Chairman of the Board of Directors of Hynson, Westcott & Dunning, Inc., an important manufacturer of prescription drugs and diagnostic agents distributed throughout the world. For many years he was Professor of Chemistry, Department of Pharmacy, University of Maryland.

The American Foundation for Pharmaceutical Education, chartered in 1942, has aided over 1300 pharmacists to complete their education and also nearly 400 graduate scientists in the fields of pharmacy to achieve their doctor of philosophy degrees in preparation for teaching and research.

Dr. Dunning is a past president of the American Pharmaceutical Association and as Chairman of the Association's Pharmacy Headquarters Building Fund, was largely responsible for the unique site and magnificent building in Washington, D.C., housing the Association.

Dr. Dunning as General Chairman, was instrumental in raising funds for the headquarters building of the Maryland Pharmaceutical Association, the Kelly Memorial Building in Baltimore, dedicated January 16, 1953 and shown on the cover of this issue of the Maryland Pharmacist upon the occasion of the fourth anniversary of the building.

WHY CUSTOMERS LEAVE

It is estimated that the average retail store loses 15% of its customers every year. So, if a store wants merely to hold its present volume, it must add 15% of new customers. Even 20% added in new customers only produces a gain of 5%.

Here are reasons why, out of every 100 customers who stop trading at a particular store—

68 leave because of sales people's indifference.

Solution—Courtesy, Friendliness, prompt service.

14 leave on account of unadjusted complaints.

Solution—Satisfy your customers. They choose the store; the stores do not choose them.

18 leave for other reasons—dirty windows, untidy interiors, poor lighting, old stock, careless displays, poor service, etc.

Solution—Clean windows, clean attractive displays changed frequently, fresh merchandise, better lighting.

REMEMBER—*Unless you can make friends, you cannot make customers.*

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BALTIMORE RETAIL DRUGGISTS' ASSOCIATION
41st Annual
BANQUET

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LORD BALTIMORE HOTEL
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MUSIC BY

**TONY PASTOR
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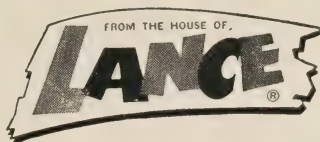
Limited Number Of Tickets At \$10.00 per Person

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 A Bit Of Heaven In '57**



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**OFFICERS AND EXECUTIVE COMMITTEE
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION 1957**



Seated, Left: Gregory W. A. Leyko, 3rd Vice President; Bernard Cherry, Chairman, Executive Committee; Victor H. Morgenroth, Jr., President; Alexander J. Ogrinz, Jr., 1st Vice President; Sam A. Goldstein, 4th Vice President. Standing, Left: Aaron M. Libowitz, Executive Committee; Charles E. Spigelmire, Treasurer; Samuel I. Raichlen, Executive Committee; Bernard S. Melnicove, Counsel; Joseph Cohen, Secretary; Simon Solomon; Jerome J. Cermak and John F. Wannewetsch, Executive Committee. Herman B. Drukman, 2nd Vice President and Francis S. Balassone, Executive Committee are not shown.

MEET THE PRESIDENT

December 6, 1956 was "election day" for the Baltimore Retail Druggists' Association. Victor H. Morgenroth, Jr. emerged victorious as the 27th president of the Association. This victory is merely another in the young life of the new president.

Mr. Morgenroth, better known as "Vic," was born in Baltimore in 1914. He attended Loyola High School, Johns Hopkins University and graduated with

a Bachelor of Science degree in Pharmacy from the University of Maryland in 1939.

The eighteen years of his life since graduating from Pharmacy School has been packed with diverse activity. Judging from the handsome photograph on this page, Vic is none-the-worse for his busy life. On the contrary, his experiences have prepared him well as the leader of our busy Association.

Vic represented Eli Lilly and Company in the Baltimore area for two



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touch of quality
that makes
it a great name
in ice cream.*

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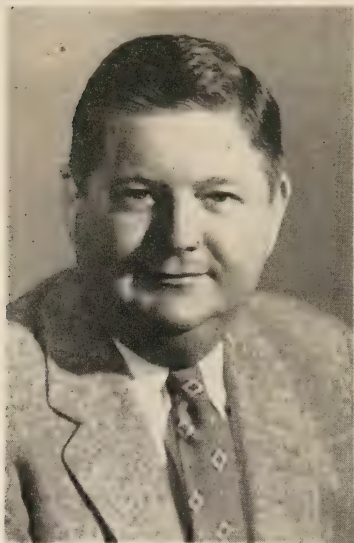
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VICTOR H. MORGENROTH, JR.
President,
Baltimore Retail Druggists' Association

years after becoming a pharmacist. In 1941 he entered the Army as a Private in the Medical Corps and was mustered out in 1946 as a Major, M.A.C. During his tour of duty, he served chiefly as the Medical Supply officer of the 36th Division.

His military record under fire is distinguished and outstanding. Modestly and under pressure he admits receiving the following decorations: Pre Pearl Harbor Ribbon; European Theatre of Operations Ribbon with 7 Campaign stars and 2 D-Day Invasion arrowheads; and the Bronze Star Medal for meritorious service in the Vosges Net Campaign.

After Vic was mustered out of the armed service, he returned to represent Eli Lilly and Company in Frederick, Maryland and was later transferred to Jacksonville, Florida. In 1950 he resigned from Lilly and entered retail

pharmacy with Joseph U. Dorsch as partners. Together they conduct Voshell's Pharmacy and Edgewood Pharmacy, both in Baltimore.

Vic married the former Frances L. Jones in 1941. They are the happy parents of a son, Victor 3rd, and a daughter, Mary Jeanette and make their home on Brookwood Road in suburban Catonsville.

In spite of being pre-occupied with two busy pharmacies, Vic has maintained an active interest in civic, professional and religious affairs. He is a member of every known pharmaceutical organization including the Rho Chi Honorary Society. He is also a member of the Maryland Council of the Knights of Columbus. He has taken an unusual interest in local and state pharmacy matters striving continuously for the highest deals in the profession of Pharmacy and inter-professional relations. He has served on many committees.

With such an illustrious background of achievement, we see nothing but success during his term as president. So with ruffles and flourishes we shout—Hail the Chief! Good Luck, Vic.

STANDING COMMITTEES B.R.D.A. 1957

Arrangements and Attendance Committee—Jerome J. Cermak, Chairman; Jerome A. Stiffman, Vice-Chairman; Sam A. Goldstein; Louis Davidov; Joseph L. Combs, Jr.; Herbert B. Rudo; Edwin Whittemore; Jerome Mask; Charles E. Spigelmire

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N.A.R.D. CONVENTION TO MINNEAPOLIS

The 1957 Convention of the National Association of Retail Druggists will be held in Minneapolis, October 6th through the 10th. The convention sessions and the drug show will be held in the excellent facilities of the Minneapolis Municipal Auditorium.

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AND SCORE A HIT . . .

Ameria's Favorite Cigars

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IGNACIO HAYA GOLD LABEL

KEEP THESE FINE CIGARS IN YOUR LINE-UP

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PRESIDENT'S MESSAGE
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

Dear Fellow Pharmacists:

This is my first message to you as your president for the year 1957. This office you have entrusted to me for the ensuing year and this trust, I accept with deep humility. In my mind no higher honor can come to one in his chosen profession.

But, and I emphasize BUT—no one man, or small group of men, can do a job for the whole, it takes a combination of all of us.

To this end, the Executive Committee of the Baltimore Retail Druggists' Association has approved appointment of the various committees which you will find elsewhere in this Journal.

In particular the Arrangements and Attendance Committee is most active in striving to complete a suitable and interesting program of meetings for the year. In order that you may be fully informed, the meetings and other events of the Association will be listed well in advance in the Maryland Pharmacist.

Furthermore there will be an added incentive to attend the meetings. A cash attendance prize of \$25.00 will be awarded at each meeting of the Association to the member whose name is drawn and who is PRESENT to claim it.

In closing my first message, please, above all else—circle the calendar for MARCH 21st. It is Annual Banquet Night and Banquet Chairman Al Ogrinz needs the cooperation of all of us to make it the success it must be. There are some REAL surprises in store for all of you on this occasion. I am looking forward to greeting you personally at the Banquet.

VICTOR H. MORGENROTH, JR.,
President

**INSTRUCTIONS REGARDING FILLING
VA PRESCRIPTIONS**

Prescriptions for the service connected condition, written during the period of this authorization can be filled at the Veterans Administration Regional Office Pharmacy or local retail pharmacies participating in the home-town pharmacy program. Convenience and need for prompt medication should determine source of supply.

A. Prescriptions for standardized medication for chronic conditions or acute conditions in which prompt medication is not indicated and no incon-

venience to the veteran would result should be mailed or brought to the Regional Office Pharmacy for compounding.

B. Prescriptions required on an emergency basis and those containing narcotics should not be mailed in but filled or compounded at a local retail pharmacy participating in the home-town pharmacy program.

**DUES ARE NOW DUE
FOR 1957
MAY WE HAVE YOURS?**

IMPORTANT 1957 EVENTS

of the

BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

FEBRUARY

Thursday, February 21, 1957 — 9:30 P.M.

Meeting—Kelly Memorial Building

Speaker: Dr. Francis S. Balassone, Chief, Division of Drug Control,
Maryland State Department of Health

"Pharmacy's Role in Narcotic Addiction"

The Importance of Narcotic and Legend Drug Regulation
Valuable Prize

MARCH

Thursday, March 21, 1957 — 7:00 P.M.

41ST ANNUAL BANQUET

LORD BALTIMORE HOTEL BALLROOM

Continuous Music and Entertainment by Tony Pastor

No Speeches

Valuable Prizes for Association Members

APRIL

Thursday, April 18, 1957 — 9:30 P.M.

MEETING—KELLY MEMORIAL BUILDING

Presentation: Glass and Closure Division of the Armstrong Cork
Company

"Druggist . . . or Pharmacist?"

Ideas in the Development and Promotion of the Retail Prescription
Department.

Valuable Attendance Prizes

--

Buffet Refreshments

Watch this page for the announcement of meetings and other events of the BRDA. Except for the Summer months, our activities will take place the Third Thursday of every month. If you have any suggestions for meetings, please pass them on to us.

VICTOR H. MORGENROTH, JR., President

AMERICAN DRUG INDEX 1957

Prepared by Charles O. Wilson, Ph.D., Professor of Pharmaceutical Chemistry, College of Pharmacy, University of Texas, and Tony Everett Jones, M. S., Instructor of Pharmacy, University of Colorado.

The compilation of this new guide was necessary to keep up with the new drugs, drug products and trade names of the past several years. Provides more than 14,000 items arranged alphabet-

ically by generic name and pharmacologic groups; cross-indexed so you can identify a drug product when only the major constituent is known. Each listing includes generic name, trade name, manufacturer, composition, synonyms (where they exist), how supplied, dosage forms, usual doses and indications. Recognition by the United States Pharmacopeia XV, the National Formulary X, New and Nonofficial Remedies, and Accepted Dental Remedies is shown. Thoroughly tested . . . eminently practical. 744 Pages—\$5.



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**INDUSTRY LEADERS ELECT ROBERT P.
FISCHELIS AS DRUG FIELD'S
1956 MAN OF THE YEAR**

Robert P. Fischelis, secretary of the American Pharmaceutical Association, has been elected as the retail drug field's Man Of The Year 1956.

The Man Of The Year award was established by American Druggist, fortnightly magazine of the drug trade, to honor the man who, each year, makes the most constructive contribution to the welfare of the retail drug field this year.

The selection is made by a panel of drug industry leaders, including the presidents and secretaries of all national, state, and local pharmaceutical associations and boards of pharmacy, the deans of all accredited colleges of pharmacy, and the editors of all national, state, and sectional drug publications.

Dr. Fischelis was named Man Of The

Year because, during 1956, he played a leading role in crystallizing and presenting the views of those in the drug field who see dangers to public health in the procedure whereby a drug which has been limited to sale on prescription only is released by the government for sale without a prescription. He represents many pharmacists who believe that potent drugs which are transferred from prescription-only to over-the-counter status may be misused by purchasers who do not fully understand or heed the cautions given on the labels.

Dr. Fischelis is a 65-year-old native of Philadelphia. He was at one time dean of the New Jersey College of Pharmacy and later, for 16 years, secretary of the New Jersey Board of Pharmacy. During World War II, he organized and headed the Drugs, Chemicals & Health Supplies division of the War Production Board. He has been secretary of the American Pharmaceutical Association since 1945.

"If it's for your Soda Fountain—we have it"

TAFT, WARREN & TAFT, Inc.

Exclusive Distributors For

BLACKMAN'S FRUITS & SYRUPS

"America's Finest"

SODA FOUNTAINS & FOOD SERVICE EQUIPMENT

122-124 SOUTH ST.

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Tell them you saw it in "The Maryland Pharmacist"

Accepted By Pharmaceutical Profession Since 1890

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Manufacturers of

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"DRUG STORE ACTION"

is WBAL and WBAL-TV's
POWERFUL COOPERATIVE
MERCHANDISING PLAN

2 PROGRAMS WEEKLY

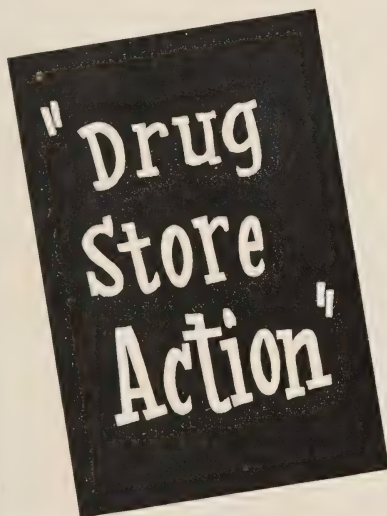
WBAL radio every Monday
9:30 to 10:00 P.M.

WBAL-TV every Thursday
9:45 to 10:00 A.M.

"Drug Store Action" enlists the support of Maryland's 722 independently owned Drug Stores for approved products advertised on

WBAL and WBAL-TV

50,000 watts maximum power
dial 1090 Channel 11
NBC affiliates



Tell them you saw it in "The Maryland Pharmacist"

PRESCRIPTIONS ARE A BARGAIN

Prescriptions penned by the nation's physicians probably represent the biggest health bargain the public has ever enjoyed. Collectively they buy better medical care at neighborhood pharmacies than at any time in history.

But the man who has just been handed a wrapped package by his pharmacist often has trouble reconciling this bargain with his pocketbook. This is not surprising, says the Health News Institute, New York. Unlike food and clothing, which are purchased in pleasant anticipation, drugs are bought in an atmosphere of pain, economic distress, and sometimes panic. Pharmaceuticals are products which no one really wants, but are, rather, things one must buy. Under these circumstances, they seem expensive at any price.

Drug store customers spent \$1,233,-000,000 for prescriptions in 1955, according to Drug Trade News. Yet surveys showed that the price per prescription averaged only \$2.46.

Public criticism is most intense, however, on a small group of high-priced "catastrophic" prescriptions. Even these products, which actually constitute no more than four to six per cent of the total number, do not remain in the expensive category for long, as experience with penicillin, streptomycin and cortisone have shown. The Journal of the American Medical Association commented recently: "The pharmaceutical industry is as highly competitive as any that can be named. All of the evidence is that this severe competition forces the industry to do almost as much research to achieve cheaper production and marketing as it does to develop the new, or better, products."

Perhaps it is only human nature to overlook "what might have been" in the face of day-to-day problems. But truly, a prescription for an antibiotic that will prevent mastoiditis, the complication of middle ear infection that scarred children of previous generations, is a bargain even though there is little pleasure connected with its purchase.

FREE BOOKLET AVAILABLE

J. B. Roerig and Company, a division of Chas. Pfizer & Co., Inc., is offering FREE to drug stores bulk quantities of the booklet "How To Relax Your Tensions."

The 16-page compilation of "how-to-do-it" hints is written by Donald G. Cooley, editor of Your Health magazine, and noted science writer. Cooley explains the proper methods to eliminate tension and achieve true relaxation.

Pharmacists may include the booklet with mailing pieces and prescription packages, or may make it available to customers waiting for their prescriptions to be filled.

"How To Relax Your Tensions" may be ordered in lots of 25 or more from the Public Relations Department, J. B. Roerig and Company, 630 Flushing Ave., Brooklyn 6, N. Y.

HAGERSTOWN PHARMACISTS AND DENTISTS MEET

Pharmacists and Dentists of Washington County met recently at the Fountain Head Country Club for a joint meeting. The speaker was Dr. Edward C. Dobbs, professor of Pharmacology of the University of Maryland Dental School.

Dr. Dobbs is an authority in the field of dental drug therapy and has provided the dentist with new drugs in the treatment of oral disease in research and study. Colored slides of various dental and oral diseases were discussed and the drug therapy of current choice in their treatment was explained by Dr. Dobbs.

The meeting was the first for dentists and pharmacists to share in a program together.

**Don't Forget The
BRDA'S
GREATEST SOCIAL EVENT
Banquet and Entertainment
Lord Baltimore Hotel
Thursday, March 21, 1957**

MILES LABORATORIES WILL AWARD

\$100,000

EVERY MONTH

to druggists and drugstore employees
for any "PROFIT-MAKING IDEAS" we publish

As a service to the Retail Druggists of America, Miles Laboratories will publish a monthly series on "Profit-Making Ideas". The first in this series will be published in the April issue of this magazine. We sincerely hope many druggists will try these ideas that appear in this series to increase their store traffic and profits.

Send us any idea (*it does not necessarily have to concern Miles' products*) that has increased profits for your store. It can be about promotion, merchandising, display, purchasing or anything that concerns drugstore operations. All ideas sent in become the property of Miles Laboratories, Inc., to be used as it sees fit. Send in your ideas now. Yours may be the first to appear in this series.



Send in your
"PROFIT-MAKING IDEAS"
NOW!

Include your WHOLESALE
SALESMAN'S name & company
so he can get \$50⁰⁰

if your idea is published!

MAIL ALL IDEAS TO:
MILES LABORATORIES, INC.
DEPT. TC-1, ELKHART, IND.

Watch the Alka-Seltzer ad in the April issue of this magazine
for the 1st in the "PROFIT-MAKING IDEA" series

MILES LABORATORIES, INC.
Elkhart, Indiana

Partner of the
Retail Druggist
for more than 70 years

When you take
a page from
this book -
every sale will
have a happy
ending



If it's

Borden's

It's Got to be Good

first aid for throat irritations



Thantis LOZENGES

THANTIS Lozenges, the original anesthetic, antiseptic throat lozenge, is still the leader in its field.

THANTIS gives better relief than its many imitations because it contains Saligenin, a mild, non-irritating local anesthetic which relieves soreness.

THANTIS contains Merodicein, a highly effective, long-lasting antiseptic which combats infection.

THANTIS does not contain an antibiotic and cannot cause unpleasant side reactions in the mouth.

THANTIS has been a household word for twenty-six years and its effectiveness and safety are backed by extensive clinical and lay use over this period.

THANTIS Lozenges displayed at point of sale bring big returns for a little space.

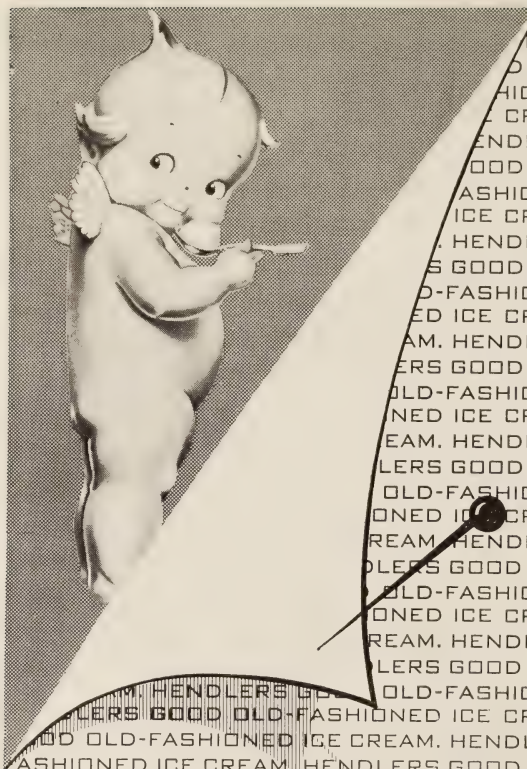
Supplied in packages of one dozen vials of 12 lozenges each.



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LERS GOOD OLD-
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*First name in
ice cream for over
a half-century*

The Maryland



PRACTICAL
PROGRESSIVE
PROFESSIONAL

Pharmacist

VOLUME XXXII

FEBRUARY, 1957

No. 5

Public Relations

A black and white photograph of a pharmacy window display for Salk Polio Vaccine. The display is set against a light-colored background with a dark border. At the top, the words "DRUGS" and "SODAS" are printed in large, bold, sans-serif letters. In the center, a banner reads "SALK POLIO VACCINE" with "INOCULATION 80% EFFECTIVE" below it. To the left and right of the central banner are two vertical signs. The left sign says "Protection: Your PHYSICIAN Gives you A series of Protective Shots OF POLIO VACCINE". The right sign says "Protection: Your PHARMACIST stores POLIO VACCINE at the correct TEMPERATURE". In the center, a large sign features the word "Polio!" in a large, stylized font, followed by "INFANTILE PARALYSIS" and "POLIOMYELITIS Caused by a VIRUS". Below this, it says "CAN NOW BE PREVENTED" and "See your Physician". At the bottom of the display, a sign reads "ELI LILLY & CO. & PITMAN MOORE & CO. THE FOREMOST COMPANIES RESPONSIBLE FOR THE PRODUCTION OF THE MIRACULOUS SALK POLIO VACCINE AVAILABLE TO YOU TODAY". Various pharmacy items like bottles and containers are visible on the counter in front of the display.

Published Monthly by the
MARYLAND PHARMACEUTICAL ASSOCIATION

Subscription Price \$2.00 the Year

650 W. Lombard St.

• JOSEPH COHEN, Editor •

Baltimore 1, Md.

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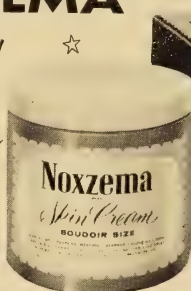
PERRY COMO'S \$150,000 CONTEST

to introduce the

NEW NOXZEMA

"Be Beautiful"

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WATCH SALES SOAR AS PERRY SELLS 45,000,000 TV CUSTOMERS . . .
. . . and FULL-PAGE, 4-COLOR ADS IN LIFE and SUNDAY SUPPLEMENTS BRING THE STORY TO 29,000,000 MORE!

869 PRIZES FOR CUSTOMER BAIT!

- 10 1957 AIR-CONDITIONED SUPER-88 OLDSMOBILES
- 40 RCA VICTOR BIG COLOR TV SETS
- 120 RCA "WAYFARER" PORTABLE TV SETS
- 350 WORLD-HONORED LONGINES WATCHES
- 349 AMELIA EARHART 3-PIECE LUGGAGE SETS


Everybody has to buy a jar to enter! Be sure you have enough to last through the rush!

ORDER NOW!

LIST
PRICE

ONLY \$6.84

PER
DOZEN



Personally, I prefer...

VI-MIX DROPS

The most potent formula of its kind

Here is a liquid vitamin which is really dispensed fresh. Unique dual packaging protects the potency of moisture-labile vitamins. It also makes possible an exceptionally high vitamin B₁₂ and C content. No refrigeration is necessary until it is mixed.

Available in two convenient sizes--
60 cc. and 30 cc.

Lilly

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ELI LILLY AND COMPANY
INDIANAPOLIS 6, INDIANA, U.S.A.

higher potency...

higher sales potential

When customers need nutritional support, MYADEC helps make certain that vitamin-mineral deficiencies are prevented or corrected as promptly and as completely as possible. Because its high potency formula includes therapeutic amounts of nine important vitamins and of eleven valuable minerals, MYADEC is a sound choice to fit requirements of an unusually wide range of individuals. Naturally, sales are going up. Why not check your stock—it may be time you ordered highly profitable MYADEC.



Myadec[®]

CAPSULES

high potency vitamin-mineral formula

MYADEC Capsules are supplied
in bottles of 30, 100, 250, and 1,000.



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The Maryland Pharmacist

MARYLAND PHARMACEUTICAL ASSOCIATION

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Saratoga 7-0746

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FEBRUARY, 1957

No. 5

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... Editorial ...

ARE YOU RENDERING A SERVICE?

Recently a speaker at one of our meetings pointed out that people were "standing in line" to purchase an expensive make automobile at \$6,000 a piece, but yet the pharmacist is afraid to charge for his services. How true. The practice of Pharmacy has not kept abreast of the economic times in this respect.

How many are operating pharmacies at the same overhead expenses that were in effect ten years ago, or as little as five years ago? Even if you conduct a one-man store without relief and own your own property, over-head has increased through higher charges for upkeep and greater living expenses. If you employ anyone at all, it is not necessary to remind you that you are paying higher wages.

Other professions and the trades have gradually, and some not so gradually, increased their charges for services rendered. There is no question that the cost of goods and material have advanced beyond the realm of rhyme or reason, yet the pharmacy proprietor has stood by timidly and absorbed increase after increase in spite of appeals by economists in our field to face the facts.

Although prescription department activity has increased to where it now accounts for better than 25% of total drug store volume, the expenses of operating the prescription department are more costly than other departments and should be given serious consideration. The prescription department is faced with a heavier dollar investment, slower turnover, higher degree of obsolescence, complete loss on opened packages of drugs no longer used and the high wage scale of pharmacists. These are factual considerations reflecting on

your investment. They are too great to be absorbed by other more active departments if your thinking is in that direction. Further, each department should stand on its own merits and carry its own cost of operation and not depend on other departments to carry the burden.

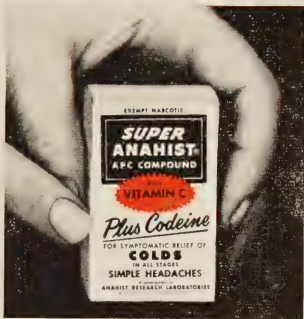
There is a definite need for clearer thinking on prescription pricing. The 50% above cost formula is inadequate. This philosophy is loss thinking. Today, an additional fee must be charged to the basic 50% markup in order to break even. This additional fee should be at least 75 cents—even \$1.00 is not too much. These figures are based on non-compounded prescriptions. Where time is involved a higher fee should be charged. A recent study disclosed that it costs 93 cents to just accept the prescription at today's drug store operating expenses.

There should not be any hesitancy in discussing these facts with the pharmaceutical manufacturer and his representatives, the prescribing physician and yes, by all means, the patient. All of these play a major role in the misunderstanding and constant controversy over the cost of prescription service. A lack of complete understanding is the root of the prescription pricing problem. There is also a great need for better intra-professional understanding and confidence in Pharmacy.

In the inflationary spiral we are experiencing, it becomes increasingly obvious that economic adjustments must be made consistent with the times. As far as prescription pricing is concerned, there are several good pricing schedules available that will help you solve your dilemma. We shall be glad to help you in this respect if you wish.

NEW! SUPER ANAHIST® PLUS CODEINE

For sale over the counter without a Prescription
in Drug Stores only



The finest Cold Tablet formula available for sale over the counter

SUPER ANAHIST Plus Codeine NEW EXCLUSIVE FORMULA

Each tablet contains . . .

Codeine Phosphate 2.0 mgs. (Warning: May be habit forming)—most effective common ingredient for stopping coughs.

Thonzylamine Hydrochloride 25 mg.—best-known antihistamine to check early cold symptoms, sneezing, watering eyes and many other histamine effects.

Ascorbic Acid (Vitamin C) 20 mg.—important in helping to maintain resistance at its optimum level.

Aspirin 3½ gr.—**Phenacetin** 1½ gr.—most widely-used drugs for the home relief of pain; more effective, as combined, than if taken separately.

Caffeine ½ gr.—a recognized protection against depressive effects of colds and other suffering.

We quote from—

“*The Pharmacological Basis of Therapeutics* —Second Edition—Page 250”

“Small amounts of codeine (2 Mgm) will decrease the frequency of coughing without altering significantly the respiratory minute volume. Coughing should not be unnecessarily depressed, especially if bronchial secretion is profuse, because drainages will then be insufficient and complications may ensue.”

In short, we give the retail druggist a Therapeutically effective Cold Tablet with Codeine which can be freely dispensed over the counter without a prescription.

You Participate Personally in Anahist Pharmacy Scholarship Award in Your Own State

Anahist Company guarantees to donate 25¢ for every half dozen *Super Anahist plus Codeine* purchased by the Retail Drug Trade (we anticipate a sale of 250,000 dozen, which would provide a fund of \$125,000) to an Anahist Pharmacy Scholarship Fund to send some worthy boy or girl to Pharmacy School for one year, or to assist some Pharmacy Student now in school, at the discretion of the Dean of the Pharmacy School he or she is now attending.

It is intended that each state will partic-

ipate to “whatever *percentage* of the total accumulated fund was contributed by that State to the fund”.

It is our intention to make the distribution of the fund as flexible as possible, so that students can be attracted to Pharmacy, or assisted when they need it, without a lot of restrictions.

The exact method of distribution of the fund to each State has not been worked out at this writing, but this pledge by the Anahist Company is all Pharmacy needs.

This Anahist Pharmacy plan starts with shipments of Super Anahist plus Codeine about December 1, 1956 and Anahist guarantees to keep it in effect at least until December 1, 1957.

SEE YOUR WHOLESALE DRUG SALESMAN FOR DETAILS

PRESIDENT'S MESSAGE

Dear Fellow Pharmacists:

Frankly, I am somewhat concerned. I am concerned because Treasurer Wannenwetsch has informed me that dues for 1957 are coming in slower than usual. I am concerned because during the past three years the Maryland Pharmaceutical Association has rendered an outstanding service to Pharmacy in our state and the rank-and-file pharmacists of Maryland have failed to recognize and respond to this service and continue to be apathetic to our appeals for support.

We have 60% who are loyal supporters of the Association. They respond to every appeal we make, both from an active and financial viewpoint. On the other hand, the other 40%, which is by far too great a percentage, sit back and reap the benefits of the Association at the expense of the 60% who support it. This is not fair and certainly can not make for strong and representative organization.

Then too, among this 40%, we find a group that are suspicious, fault-finding and continually griping amongst themselves and to the salesmen that are calling on them about the Association. Their favorite topic of conversation is the cliques that are running the Association. "What does the Association do for me?" they ask. "I don't need the Association," they declare. If they would take the time to really investigate and attend meetings they would soon find out what the Association does for them. As far as not needing the Association they would soon realize they can't exist without one if that were the case.

Come on fellows, let's be realistic and stop kidding ourselves. This is no time for apathy, we are facing too many problems, be they commercial or professional.

The Maryland Pharmaceutical Association provides three types of dues paying membership:

1. **Active Membership**—Registered pharmacists only in any line of endeavor, employee or proprietor \$25.00
2. **Affiliate Membership**—Any non-registered pharmacist who has a proprietary or managerial interest in any pharmacy or business servicing pharmacy 25.00
3. **Associate Membership**—Pharmacists and non-pharmacists who are employees only and do not want to avail themselves of active membership 5.00

Help us to serve and represent you properly, join the MPA, or if you are now a member and have not paid 1957 dues, please take care of it now.

Sincerely,

FRANK J. MACEK
President



reports Roger Wyatt, Jr., H. F. Wyatt & Company
Adrian, Michigan

"And here's how we do it!"

"First, GEVRAL has lots of sales appeal—so we give it prominent display!

"Next, we stimulate the customers to ask questions. That way we get our sales points across quickly, naturally—GEVRAL is a real family vitamin—one GEVRAL capsule contains all the vitamins and minerals you need for one full day—each capsule of GEVRAL gives economical health protection for the whole family—the new JUBILEE JAR puts vitamins on the family dining table where they belong.

"Another sales technique we use is our appeal to the woman of the house. Between 65 to 70% of our GEVRAL sales are to women. Another reason why we are glad to see the new JUBILEE JAR—it has 100% more 'feminine appeal'. We emphasize the fact that vitamins belong on the family dining table—to be taken every day by every member of the family."

Get quick initial sales...
continued repeat business
Stock GEVRAL!

EYE-CATCHING SALES DISPLAY
included with orders for
12 GEVRAL 100's in JUBILEE JARS

GEVRAL*

Vitamin-Mineral Supplement Lederle

**14 vitamins—11 minerals—dry-filled,
sealed capsules (a Lederle exclusive)
—no oily repeat—1 capsule daily**



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY,
PEARL RIVER, N. Y.

*Reg. U. S. Pat. Off.

Tell them you saw it in "The Maryland Pharmacist"

**ORDER FROM YOUR
JOBBER—NOW**

**Rid-itch
ANTISEPTIC
FOR ATHLETE'S FOOT**

**A Scientific Preparation for
RINGWORM INFECTION
OF THE TOES & FEET**

NON-GREASY

WILL NOT STAIN

**2 FLUID OUNCES
EXTERNAL USE ONLY**

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MORE BUSINESS WITH**

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AT ALL TIMES

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MR. H. WEINBERG, 2602 FOREST PARK AVE., BALT., MD. LA. 3-2154

DISTRICT WHOLESALE DRUG CORP.

ALWAYS FIRST
FOR

SERVICE AND DRUGS

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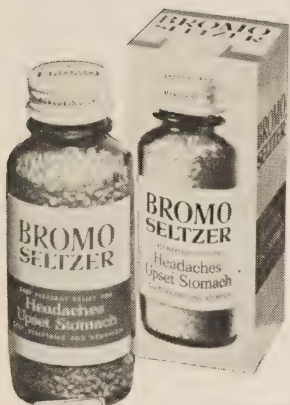
WASHINGTON 1, D.C.

“Service Is Our Profession”

Double Appeal *to bring*

Double Demand for BROMO-SELTZER

*New sales, new profits for
druggists, as famous headache remedy
invades field of upset stomach!*



1.

Bromo-Seltzer for UPSET STOMACH!

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

Bromo-Seltzer for HEADACHES!

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

TWO BIG TV SHOWS!

Masquerade Party

America's wittiest emcee, Peter Donald entertains your customers week after week as he presents his popular panel TV show — "Masquerade Party." Channel 13, Baltimore, Saturdays at 10:00 p.m.; Channel 7, Washington, Saturdays at 10:00 p.m.

Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

. . . Fair Trade News . . .

THE STAMP CRAZE

The trading stamp circus now raging throughout the country is bringing about that degree of price demoralization which in our opinion might have a drastically adverse effect upon the solvency and stability of many segments of retail distribution.

We have long felt that legitimate business interests in every state and also the legislatures should go into the matter critically and objectively so as to ascertain the basic integrity of the trading stamp concept as it bears upon distributors and consumers alike.

Profitless price wars, which are bound to happen when giant outlets with powerful financial reserves start giving away double and triple stamps (with the small fellow squeezed in between) will eventually and inevitably weaken our overall distributional system.

We have endeavored during the past few years when the trading stamp craze started to sweep the country, to enlighten and impress upon the independent retail pharmacist, that it was economically dangerous and unsound for him to attempt to meet the large chain store competition with these "gimmicks" as he could not under any circumstances increase his volume sufficiently to afford to give away from 2 to 3 percent of his total sales. Unfortunately, some must learn the hard way, refusing to take heed to the advice, counsel and experience of those who have been watching and studying the situation very carefully.

Has Our Position Been Justified?

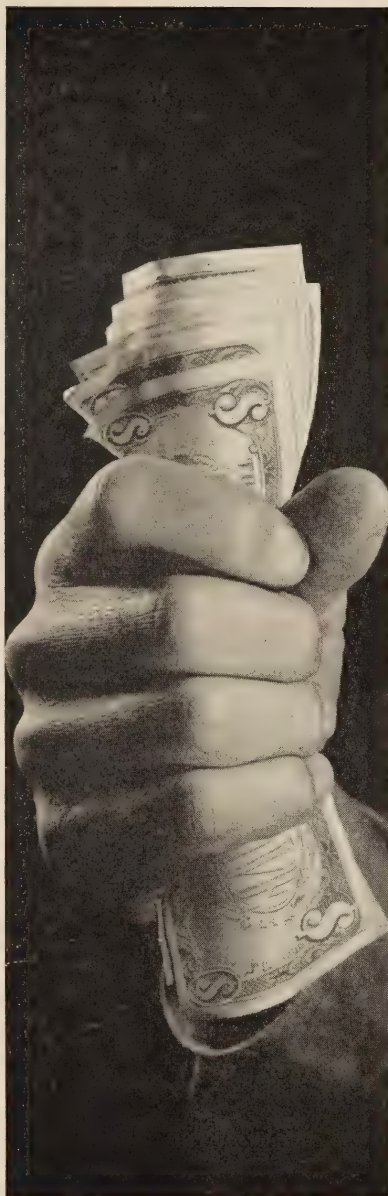
The stand we have taken against trading stamps has been fully justified when only very recently one of the largest drug chains in the country with many branches in Maryland decided after months of the trading stamp ad-

venture to discontinue the giving of trading stamps which meant in our opinion that the additional volume produced by these stamps in the drug field was not sufficient to pay for the extra burden which these stamps imposed on the cost of operation. Another contributing factor was the insistence of some manufacturers that it is a violation of the Maryland Fair Trade Act to give away stamps, coupons, etc. with fair traded products. Incidentally, those who have taken such action are to be highly commended for their sincerity and honesty in enforcing their fair trade contracts.

In all fairness we must admit that a large majority of independent retail pharmacists in Maryland held out unusually well against stamps when they fully realized this could easily destroy "fair trade" which has proven over the past 20 years so essential for their survival.

To us, it proves conclusively, as we have always maintained, that unless you can make up the extra cost of these stamps by overcharging on many items you handle which applies mostly to unbranded items, then it is a losing proposition. It means the public must pay the extra cost and therefore Mr. & Mrs. Consumer do not get something for nothing as it is claimed by the stamp companies. As a matter of fact, it has been proven by many competent authorities, through surveys they have conducted, that stamp savers usually pay for their premiums through higher retail prices.

To substantiate the above statement it is a well known fact that many owners of nationally advertised products oppose the giving of stamps with their items because they feel that if a retailer is compelled to give away stamps with their products on which the profit is nowhere near as large as a non-advertised



GOODS ALL SOLD
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Fist full of money

The best way to have a fist full of money is to have a store full of customers, and the best way to keep a store full of customers is to have what they want . . . when they want it. Let us help you maintain clean, fresh stocks so that you will never be "just out" to customers. Order from us in accordance with your current needs. Our stock is complete and comprehensive—our service fast and sure. Send your orders to us for competent handling and delivery.

WE ARE A *Lilly* DISTRIBUTOR

LOEWY DRUG COMPANY

Baltimore, Maryland

non-branded commodity, then the only way many retailers can meet competition of the giants, and this is especially true of the giant food markets, who will occasionally offer double and triple stamps with well known brands, is to push long profit non-branded items when nationally advertised products are called for, with the result that in many instances customers are bound to receive inferior products.

The Stamp Situation in New York

Suppose we take a look as to what has happened recently in New York when Governor Harriman, after receiving many complaints from merchants relative to the stamp situation, requested Dr. Persia Campbell, former Professor of Economics of Queen's College, and now consumer counsel to the Governor, to hold a conference so as to get a clear picture on trading stamps.

The purpose of the inquiry was to find the answers if possible to the following questions:

1. Do stamps raise consumer prices, particularly those of food.
2. What percentage of stamps are redeemed for premiums.
3. How large are the reserves now in the hands of stamp companies in New York State (and incidentally that is what Maryland should determine).
4. Do trading stamps accentuate a trend from small to big business.
5. Is stated value (in terms of stamps) of premium merchandise comparable to prevailing prices for which similar merchandise sells at retail.
6. How do stamps affect consumer buying habits.

The stamp companies claim that stamps give the housewife something for the same cost. They claim it appeals to her thrift, her prudence is rewarded. She gets a bargain, so they claim.

In reply to this statement, Dr. Campbell thinks differently.

In many instances, she believes, a husband will let his wife spend liberal

amounts for food, etc. but keep a tight watch on luxury items. So she will clutch to her heart stamps for that "big" item close to her heart.

We have heard of instances she continued, when housewives will argue when prices are set at 98 cents instead of a dollar. They would rather pay the extra 2 cents to get an extra stamp worth 1/10 of a cent.

Wm. G. Hildebrand, executive secretary of the New York Food Merchants Association, which claims a membership of 5,400, contends that the close profit margin makes it "impossible" for stores to give something for nothing.

According to Mr. Hildebrand, trading stamp programs take as high as 2 3/4 percent of a store's retail sales, while net profits in competitive supermarkets run from as low as 0.8 percent to a maximum of 2 percent. (without fair trade our profits would be equally as bad).

How The Stamp Plan Operates

Let us see how these stamp plans actually operate. Stamps cost the retailer between \$2.50 to \$3.00 per thousand and the customer gets a stamp for each 10 cent purchase. The book holds about 1200 stamps, so the customer must spend \$120.00 to fill the book in order to secure what is presumed to be a "free gift". But does the customer really get something for nothing? With so many retailers competing with one another giving away stamps, can one increase his volume sufficiently to give away 2 or 3 percent of his sales especially as it applies to the small independent retail pharmacist? The answer is that the customer pays the freight of not only 2 to 3 percent but most likely 4 percent above the regular retail price on many items, particularly unknown brands.

Suppose we look at the picture in the drug field. We cannot go along with those who maintain that it is only necessary to increase volume 25 percent

"ME...a hard
luck guy?"



...not any more!

This coat now. Not mink, maybe, but it's good stuff. Feel it. Jane'll flip over this, for sure. Times *do* change, and so did I."

Change from what?

"Well — I was a hard luck guy. My first drug store folded flat, because it was just a *drug* store. Second time, I added a fountain with cheap, 'high-profit' ice cream. Barely squeezed out with my shirt."

And now?

"Mmmmmmm. Just feel this fur coat. Well, now I've got a drug store in a top spot with a *Sealtest* ice cream fountain."

What about profits?

"By the handful! And in all departments."

Recommend Sealtest fountains to other druggists?

"No. Why should I slip a hot tip to my competitors? All they gotta do is call the local Southern Dairies plant and get the pitch from a Sealtest salesman!"

Sealtest
TRADE MARK
ICE CREAM

...sells your store!

to make up for the cost of stamps. Assuming this is true to pay for the cost of stamps, then how much more volume must be added to make an extra profit on the investment?

We all agree that the average volume of the independent retail pharmacist is approximately \$100,000 annually. The average net profit from all available and accurate statistics is anywhere from 5 to 6 percent of the total volume. This means that he earns, and we shall take the maximum, of 6 percent of \$100,000 or \$6,000. So if we deduct 2 percent—which is the cost of stamps—it means that his net profit will be 4 percent instead of 6 percent or \$4,000 (4 percent of \$100,000) instead of \$6,000.

By simple mathematics it is plain he must increase his volume from \$100,000 to \$150,000 immediately (which of course we all agree is a very simple matter) in order to get back his original 6 percent. In other words if he earns 6 percent net on the \$150,000 it means \$9,000—but 2 percent of the \$150,000 volume (the cost of stamps) is \$3,000, and if this is deducted from \$9,000—it gives him only \$6,000, which he would have earned without the giving away of stamps. The point we wish to emphasize is that if the retailer can not increase his volume sufficiently to take care of the cost of stamps then the customer must pay excessive prices on many items.

Unredeemed Stamps

Over \$600,000,000 worth of free stamps is delivered to trading stamp collectors each year, according to the findings revealed in a study published by the Indiana University School of Business. It has been claimed by many in the know that from 25 to 35 percent of this amount is unredeemed and pure profit to the stamp companies.

Of course, we admit this seems to be a very high estimate, but the stamp companies themselves agree that only 5 percent of the stamps they sell fail

to return for premiums. We believe that a figure between 10 to 15 percent would be more accurate, but giving them the benefit of the doubt, even 5 percent represents an additional gravy of \$30,000,000., (5 percent of \$600,000,000) received by the stamp plan promoters which they pocket for themselves. Add this to the extra profit in their purchasing power, it means they do not have to worry about striking oil in order to become fabulously wealthy.

What About The Competitive Angle?

Visit the premium stores of the trading stamp companies and it will amaze one as to the number of items given away as premiums which are sold in the drug stores. Giving such premiums are bound to reduce the potential market for the many products which we sell. With 20,000,000 to 30,000,000 people saving trading stamps, the corner drug store with constantly increasing overhead and profits decreasing, cannot afford to lose any of its volume. If this happens under the stamp plan, as it must, then many retail pharmacists will soon fall by the wayside. Those giving away stamps are not only doing an injustice to themselves but also to other small retailers. It is a known fact that these operators are receiving such large rewards from this one aspect alone (unclaimed stamps) that the Federal Trade Commission wants to know how this affects the general public. The Commission is naturally curious to know, and our representatives in the legislature should also be, as to precisely what percentage of stamps are unredeemed.

In a report by the United States Department of Agriculture it finds that the "phenomenal" growth of the use of trading stamps in food retailing may entice more and more consumers away from small stores into supermarkets, thus forcing many smaller food retailers out of business. The report continued that this trend toward supermarkets may re-

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hear complaints
of gastric upset
caused by aspirin,
suggest



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Smith, Kline & French
Laboratories, Philadelphia

*T.M. Reg. U.S. Pat. Off.

†Trademark

sult from "increased competition through the use of trading stamps by some retailers and through price cutting or other means of sale promotions by others designed to meet the increased competition of users of trading stamps."

Do Consumers Benefit By These Stamps?

If trading stamps are in the interest of the consumer then why should the United States Department of Agriculture—Department of Commerce—Bureau of Labor Statistics and the Federal Trade Commission become involved in investigating the controversial trading stamp issue.

No doubt the most important reason is to find out if the public, because of these stamps, is paying a higher price for the merchandise and equally important will this accentuate the trend of driving people from the small retailer to the giant operators.

If these investigations accomplish nothing more than make the housewives realize that presumably free premiums will eventually drive the small neighborhood retailer out of business thereby doing irreparable harm to the economy of the country then they will have served their purpose.

How important are the small fellows to the community? Dun & Bradstreet, Inc. a commercial credit reporting service, rates business on a scale of net worth from below \$1,000 up to more than \$1,000,000. Of the 2,647,671 enterprises listed half are worth less than \$10,000 and only 5 percent worth more than \$125,000.

With tight money and keen competition from big organizations, by means of cut prices and giving stamps a large majority of the small retailers as can be seen above must be driven against the wall.

Will it be too late for these shrewd housewives to realize the havoc that is being wrought with their help and thereby be at the mercy of the giant

outlets? Just as big business is essential to the progress of this country, so is the same true of the small businesses otherwise, there would be no need for the Federal Trade Commission and the Department of Justice to be on the alert to prevent monopolies.

Stamps Vs Fair Trade

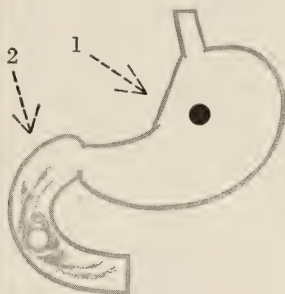
The stamp companies could easily avoid a lot of grief and also relieve themselves of a lot of opposition if they would not attempt to justify the giving of stamps with fair traded merchandise. It would certainly seem the better part of discretion on their part if they were not so greedy and want all or none, so as to speak.

What we wish to emphasize in order to justify our position, even if the stamp companies refused to allow a retailer to give stamps with fair traded products (by accepting fair trade laws as it applies to give aways of any kind) they would lose only a very small part of their volume. In return they would not be harrassed by having to defend either directly or indirectly many of their clients in court and in addition would not incur the ill will of powerful pro fair traders.

When we say they would lose very little in comparison to their total volume, it is estimated according to the American Fair Trade Council that less than 10 percent of the dollar volume of all retail sales in the United States consists of Fair Traded commodities. This figure is only an estimate. However, there is a sound basis for it since most commodities do not lend themselves to Fair Trading.

For example, of all the categories of retail stores cited in the Statistical Abstract of the United States, only one—drug and proprietary stores—carries a substantial number of fair traded items. And yet total sales of this category is only between 3 and 4 percent of the total retail sales in the country.

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Duentric†-coated aspirin)
prevents aspirin-induced
gastric upset



Ecotrin's 'Duentric' coating remains intact in the stomach (1), but disintegrates almost immediately in the small intestine (2), assuring full aspirin effect without gastric irritation. Particularly useful in rheumatic disease where high doses of aspirin are often routine.



Available in 5 gr. tablets,
bottles of 100.

Smith, Kline & French
Laboratories, Philadelphia

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Furthermore, to show you how fair these companies will be go to squeeze every possible dollar from the public, they do not hesitate to prey only upon the living but also prey upon the dead, because believe it or not, according to the Indiana Business report on trading stamps, even *funeral directors* are competing with one another in some states in giving trading stamps!

Just what is our position here in Maryland as to the giving away of stamps with fair traded products? Two large chain drug stores have agreed (consent decree) to discontinue the giving away of stamps with Abbott's fair traded products. And they have no doubt done so because their legal advisors have definitely concluded that the Maryland Fair Trade Act says in unmistakable language it is a violation of the Act to reduce the fair trade minimum price by giving coupons, stamps, etc. It is also interesting to note, that under all manufacturer's fair trade contracts the manufacturer can initiate a carefully prepared action in a court of equity to establish that giveaways of any kind are a subterfuge to evade the provisions of the manufacturer's fair trade contract, with the ultimate result of evading the aim and purpose of the fair trade law. This type of court action has been successful in New York and Massachusetts despite the fact that these two states do not have a provision in their fair trade acts (Maryland does) which prohibits giving away anything of value with a fair traded product. In other words, in Maryland manufacturers have a double protection against giving away of stamps etc. with their fair traded products.

We find it very interesting that Mr. Lee, Attorney for Abbott Laboratories, issued a statement in which he said that Abbott is especially proud of the fact that the success achieved in all fair trade court cases in Maryland with their products was due to a great extent that the retail pharmacists in Maryland are

almost unanimously in favor of fair trade. If this is the very careful observation of the legal representative of one of the outstanding pharmaceutical manufacturers in the country who actually translated what they meant by court action, then we seem to be at a loss to understand why so many other manufacturers have not made an honest effort to enforce their fair trade contracts by court action. Fair trade is either sound or unsound, but surely there should not be so much hesitancy on the part of any manufacturer when the Maryland Court of Appeals has on three occasions upheld the Maryland Fair Trade Act unanimously and in its entirety; established the absolute constitutionality of the Act. Besides there has been many other favorable lower court decisions. If they hesitate to protect their contracts in this state, then as we view it, fair trade might as well pass into oblivion. If a manufacturer believes in fair trade he ought to prove it by action and not by lip service. The time has come when we should call a spade a spade. We believe in all sincerity that fair trade is the salvation of the small fellow and that also many manufacturers will rue the day when they let it pass out of the picture.

We would like to know how long can we expect fair trade to continue unless an honest effort is made by manufacturers to enforce their contracts within a reasonable time after they receive reports of violations.

We are only trying to give an honest and sincere evaluation of the fair trade picture as we see it hoping that all those interested in fair trade can see it in the same light.

We believe that fair trade is basically and fundamentally sound and worthwhile fighting to preserve.

If, as many feel, that the answer to a more solid fair trade structure is federal legislation then we should fight for a federal fair trade act, which although



Been hitting this bottle lately?

All too often these days, the story of competition between drug and non-drug outlets is written in bright red ink. And it's you, the druggist, who is writing it. Because you get less traffic than your non-drug competition, you must develop promotional and merchandising techniques of your own to attract more

people to your store. Or you must use the modern, proven merchandising weapons developed for you by your reliable suppliers. Concentrate on the obvious top profit . . . drug store controlled items. Your TROJAN salesman will tell you in black and white . . . how you can win this battle.

TROJANS



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might seem to be very risky, is well worth the effort. If we fail, then at least we shall go down fighting and there is no more honorable way to lose a battle.

FAIR TRADE STICKER NOTICES

FEBRUARY, 1957

Item	F.T.M.
PHARMA-CRAFT CORP.	
Ting Medicated Cream	
1.1 oz.	\$.79
Ting Medicated Cream	
2.2 oz.	1.25
NURSMATIC	
No. 201—Nursmatic	
8 oz. Complete89
No. 202—Nursmatic	
4 oz. Complete89
No. 240—Nursmatic	
Adapter Kit69
No. 221—Nursmatic	
8 oz. Bottle20
No. 222—Nursmatic	
4 oz. Bottle20
No. 228—Nursmatic	
Slip-on Hood20
No. 231—Nursmatic Collar ..	.10
No. 172—Nursmatic	
Nipple—Amber10
No. 301—Nursmatic	
Insta-Valve—2's59
G. D. SEARLE	
Ketochol—100's	\$ 5.00
Ketochol—1000's	45.00
Pavatrine—100's	4.50
Pavatrine—1000's	40.50
Pavatrine w/Pheno—100's	5.00
Pavatrine w/Pheno—1000's ..	45.00
Ennds—12's54
KOJENE PRODUCTS DIV.—	
INT. LABS., INC.	
Kleenite ..	\$.54
Kleenite ..	.98
Kojene ..	.82

Item	F.T.M.
ANDREW JERGENS	
Jergen's Lotion—	
12½ oz.—Economy	\$ 1.00
Jergen's Lotion—	
6 oz.—Large54
Jergen's Lotion—	
2¾ oz.—Medium ..	.29
Jergen's Lotion—	
1 oz.—Small15
BRONEX CO., INC.	
Bronex—8 oz.	\$ 1.49
Bronex—4 oz.98
Bronex Jr.—4 oz.98
ZONITE DIV.—CHEMWAY CORP.	
Zonite Liquid—14 oz.	\$ 1.29
Zonite Liquid—2½ oz.39
Zonitors—12's	1.25
THE MENTHOLATUM CO.	
Mentholatum—1 oz.	
Jar or Tube	\$.45
Mentholatum—3 oz. Jar89
Mentholatum—2/5 oz. tube ..	.20
Mentholatum Rub—	
1¼ oz. tube89
Mentholatum Rub—	
3 1/3 oz. tube	1.69
Mentholatum Brushless Shave	
—5 oz.50
Mentholatum Stick	
(Stands of 14)35
WHITEHALL PHARMACAL	
Bisodol Mints—30's ..	\$.29
Bisodol Mints—100's ..	.69
Bisodol Powder—1 oz.29
Bisodol Powder—3 oz.69
Bisodol Powder—5 oz.98
Heet Liniment—2 1/3 oz.69
Heet Liniment—5 oz.	1.19
Freezone—Large30
POTTER DRUG & CHEMICAL CORP.	
Cuticura Ointment—¾ oz. ...	\$.49
THOMAS & THOMPSON CO.	
P.M.C. Powder—4 oz	\$.62
P.M.C. Powder 16 oz.	1.69

Item	F.T.M.
FIVE DAY LABORATORIES	
5 Day Deodorant Pads—	
15 pads	\$.33
5 Day Deodorant Pads—	
35 pads63
5 Day Deodorant Pads—	
75 pads	1.10

WYETH	
Phenergan Hydrochloride	
Tablets—12.5 mg.—	
Vial of 100	\$ 4.93
Phenergan Hydrochloride	
Tablets—12.5 mg.—	
Bottle of 1000	47.00
Phenergan Hydrochloride	
Tablets—25 mg.—	
Vial of 100	8.92
Phenergan Hydrochloride	
Tablets—25 mg.—	
Bottle of 1000	84.00
Phenergan Hydrochloride	
Tablets—25 mg.—	
Jar of 5000	380.00

Item	F.T.M.
ORTHO PHARMACEUTICAL CORP.	
Preceptin, Tube only	\$ 1.75
Preceptin with applicator	2.75

MERCK SHARP & DOHME	
Acetidine Tablets—12's	\$.23
Acetidine Tablets—36's45
B. F. I. Powder—	
1/4 oz.—small35
B. F. I. Powder—	
1 1/4 oz.—large85
S. T. 37 Antiseptic Solution—	
5 oz.69
S. T. 37 Antiseptic Solution—	
12 oz. ..	1.37
Sucret's Antiseptic Throat	
Lozenges—24's35
Tyrolaris—8 oz.89

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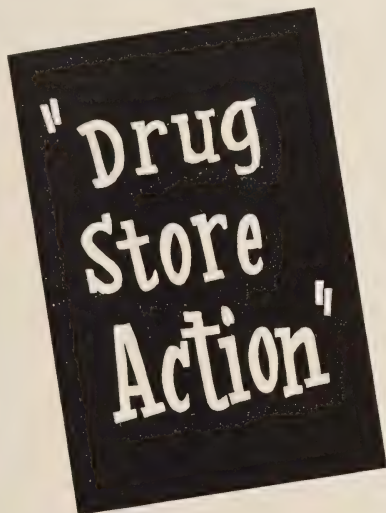
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Buyers Imprint M-D-C Label

Neo Hist Nasal Spray—Neo Hist Capsules & Table
Thriocain Lozenges—Nervtabs—Gum Jel

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NBC affiliates

School of Pharmacy, University of Maryland, News

STUDENT RECRUITMENT PROGRAM

At a meeting of the Alumni Association, School of Pharmacy, University of Maryland, September 25, 1956, President Norman Levin appointed the following to the Student Recruiting Committee: Mr. H. Nelson Warfield, General Chairman, Mr. Gordon Mouat, Mr. Victor Morgenroth, Jr., Mr. Samuel Raichlen, and Dean Noel E. Foss as Ex-officio member. The Student Recruiting Committee contacts the various high schools in the city and state, and the Secretary writes confirming letters. The School of Pharmacy provides the film, "Time for Tomorrow", prepared under the sponsorship of the American Association of Colleges of Pharmacy, and a faculty member to participate in the presentation as one of the speakers. The high schools are contacted first by the members of the Alumni Association rather than by the School of Pharmacy. The primary function of this committee is to get more qualified applicants.

The following presentations have been made:

- November 7—Baltimore City College
- November 27—Calvert Hall College
- December 11—Mt. St. Joseph College
- January 4—Milford Mill High School
- January 23—Forest Park High School
- February 4—Franklin High School,
Reisterstown
- February 7—Golden Ring Junior High
School, Old Philadelphia Road

Attendance at these programs has ranged from 40 to 550.

Alumni who have participated in this program include Mr. Levin, Mr. Ogrinz, Mr. Raichlen, Mr. Morgenroth, Mr. Rosenthal, and Mr. Mouat. Faculty of the School of Pharmacy who have participated in this program include Dean Foss, Dr. Slama, Dr. Allen, Dr. Autian, Dr. Doorenbos and Mr. Levine.

Other schools where arrangements are being made for this presentation include Catonsville Junior and Senior High School, Sollers Point High School, Dunbarton High School, Dundalk High School, Glen Burnie High School, Towson High School, Kenwood High School, Essex High School, Patterson Park High School, Southern High School, and Northwestern High School in Silver Spring, Maryland.

INTERNSHIPS IN PHARMACY THE JOHNS HOPKINS HOSPITAL

The Johns Hopkins Hospital, in cooperation with the Graduate School and the School of Pharmacy of the University of Maryland, announces that internships in pharmacy are open to a limited number of 1957 or other recent graduates of recognized schools of pharmacy. Appointments are for a period of twenty-two months beginning September 1, 1957. During twenty months interns devote one-half time to hospital pharmacy training and one-half to graduate study. Full time training in the hospital pharmacy is required for two months during the summer of 1958. Four weeks of vacation are allowed during the term of appointment. Upon satisfactory completion of the internship and the course of study, Master of Science degrees are conferred by the University of Maryland and Certificates of Internship are awarded by The Johns Hopkins Hospital.

A stipend of \$200.00 per month is provided by the hospital. The University of Maryland makes a reduction of 25% in tuition fees. The full graduate tuition is \$10.00 per semester hour and thirty semester hours of work are required for the Master's Degree. In addition, there is a \$10.00 matriculation fee and a \$10.00 diploma fee. Complete information regarding curricula appears in the catalogue of the School of Pharmacy,

a copy of which may be secured by sending a request to the School of Pharmacy, University of Maryland, 32 South Greene Street, Baltimore 1, Maryland.

Opportunity is offered for well-rounded practical experience in hospital pharmacy administration, pharmaceutical manufacturing, prescription compounding, dispensing, and in the preparation of sterile solutions and other sterile products. The facilities of the Welch Medical Library of The Johns Hopkins University and the libraries of the University of Maryland are available. Off duty hours are so arranged that one intern is on call to take care of emergency orders when the hospital pharmacy is closed.

Interns may live at the hospital or, if they prefer, they may rent nearby rooms or apartments. Rooms in the hospital residences rent for \$25.00 per month. Meals may be purchased for a nominal sum in the hospital dining rooms.

Regulations regarding the personal conduct and habits are those established by the Director of the Hospital for interns on other hospital services.

There is no formal application blank under this program but applicants must submit a statement giving full details as to the date and place of birth, citizenship, health, marital status, education and pharmaceutical experience together with a small recent photograph. An official transcript of the applicant's college record is required. The applicant should ask the dean and two other members of the faculty of his college to write to the Director giving their estimates of the applicant's personality and fitness.

Letters of application and other required information should be forwarded to Russell A. Nelson, M. D., Director, The Johns Hopkins Hospital, Baltimore 5, Maryland, not later than April 1, and appointments will be announced on or before May 15, 1957.

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LET'S FINISH THE JOB

Maryland Pharmaceutical Association
Radio Broadcast—Station WFBR

Sunday, February 3, 1957

Joseph Cohen, Executive Secretary

We are so accustomed, in our happy way of life, to take things for granted that it is helpful now and then to have a shock into the realization that we ourselves should realize our responsibility for maintaining the living advantages which are ours.

This point of view was stimulated by a booklet which recently came to my attention, issued by the Maricopa County Medical Society of Phoenix, Arizona, and it is devoted entirely to the subject of accidents to children and was prepared and issued as a public service.

A single quotation from this booklet will suffice to emphasize not only the importance but the gravity of its subject matter. It starts off with the alarming statement that "Accidents in the home kill more children than *any single disease!*"

The booklet emphasizes the following facts: (1) "In the United States last year there were more than 1,013,500 children killed or seriously injured in accidents. This is more than the population of Arizona! (2) Accidents kill more children in the 1-14 age group than the 6 most important diseases combined! (3) 53% of the deaths from burns were children under 5. 80% of the fatal poisoning victims were under 5 years of age. (4) 3 out of every 5 fatal falls happen to children under 5."

As a final paragraph, this caution is urged: "Make your home as accident-proof as possible. It is your job to anticipate hazards and to protect your

children from accidents. Later, train your child to recognize danger."

Now, if by chance you might be inclined to be skeptical as to the seriousness of this matter, let me quote a news article which recently appeared in the *New York Herald Tribune*. We shall delete only the names of the persons involved: "A four-year-old girl died yesterday afternoon of sleeping pill poisoning after a wild dash by truck to Bellevue Hospital from Stamford, Conn.

"During the mile-a-minute race, four men laboriously pumped a handoperated iron lung while a doctor and nurse worked to keep up her feebled blood pressure. They left Stamford at 4:50 a.m.

"But at Bellevue, where she arrived at 5:45 a.m., she grew steadily worse and when physicians attempted to open a slit in her throat to help her breathe she died. She had taken about a dozen capsules of nembutal, a barbiturate, and eight milligrams of chlortrimeton, an antihistamine, late Sunday.

"Originally, she was brought to Bellevue from Stamford Hospital to use an artificial kidney device to remove the poison from her blood stream. But she was too weak, and doctors were afraid to try it lest they bring on death immediately.

"According to the physician of Stamford, who ordered her to the hospital, she got hold of the tablets from a living room table while her parents were packing for a trip."

Now, of course, it is not possible to avoid every mishap in the home. While it is true that accidents do not "just happen" they do, nevertheless, occur. But it would seem almost completely possible to so safeguard the handling of drugs and medicines in the home as to prevent the possibility of their being reached by young children.

While practically all of the drugs and

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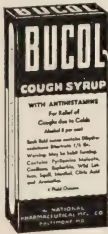
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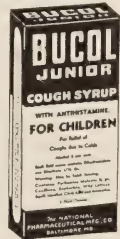
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medicines which you purchase for home use are completely safe for that purpose, every one of them is capable of harmful results when they are mistakenly taken by young children. It requires no argument to have this statement accepted and yet, day after day, month after month, year after year, dismal reports continue to come in dealing with the accidental poisoning of children, due to our negligent handling of drug products in the home.

It would not seem too much to ask parents to become constantly aware of the dangers always present when carelessness and neglect are allowed to harm the little ones.

We are emphasizing this matter again in this broadcast, even though we have done so many times in the past. Just recently, the Maryland State Department of Health gave consideration to this matter, and issued a number of cautions to follow so as to reduce the number of fatal accidents in the home. Believe it or not, 431 Marylanders lost their lives last year because of accidents which occurred in the home—the place which should be the safest of all places.

Keep in mind the fact that 431 people in Maryland died last year because of accidents which occurred in the home, and without knowing the details in each instance, it is safe to assume that practically all of these accidents could have been prevented by following those safety rules which are based upon experience and common sense.

While we have been discussing some of the things we all ought to do in order to avoid accidents in the home, it might be well for us to continue in this frame of mind and discuss some other matters of importance to us at this time.

The annual March of Dimes campaign is now under way in Maryland, and as you know, has adopted the slogan, "Let's Finish The Job". The funds raised by the drive will be used by the National Foundation for Infantile Paralysis to

aid the many who still suffer from polio, with particular emphasis on rehabilitation. This is an extremely urgent task, and one which cannot be done unless adequate funds are supplied for the purpose.

There is, however, much more to be said on the overall matter of polio. While the results from the use of the Salk polio vaccine in Maryland have been highly satisfactory, it is a fact that public interest in this highly important matter seems to be lagging to a very dangerous degree. By this it is meant that there are thousands of our citizens in the age group susceptible to polio attack who have not availed themselves of the immunization which the Salk polio vaccine assures.

According to a recent news report in the *Baltimore Sun*, the polio rate in Maryland in 1956 was about one-half that of the previous year. But note that of the 86 cases reported in Maryland in 1956, 72 involved persons who had not received any polio vaccine. In the news report, Dr. Edward Davens of the Maryland State Department of Health, warned that 'an unfinished job of considerable magnitude' remains to be done in getting enough Marylanders inoculated to protect the population from polio.

"Experts feel that at least 85 per cent of the people have to get all three shots in order to rid the population of the disease, he explained.

"To meet this percentage in Maryland, 211,947 persons in the age group from birth to 20 years would have to start their course of three inoculations promptly; 240,849 more in that age group would have to get their second and third shots, while 645,475 would need their third inoculations.

"This means a total of 1,763,014 shots would have to be given to persons under 20 to produce 85 per cent coverage in that group."

This whole general subject is of nation-wide importance, as the belief

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persists among medical men and other scientists expert in this matter, that it is possible almost completely to eradicate polio if full advantage is taken of the means now available.

Dr. Howard A. Rusk, a national authority with respect to many medical problems, discussed this subject in the *New York Times* on January 6. What he had to say so strongly emphasizes the major fact under discussion here that a few of his comments are included in this broadcast. Among other things, Dr. Rusk had this to say:

"The New Year starts with a deep sense of relief in the minds and hearts of many parents that one of the most frightening hazards for their children has been minimized or eliminated.

"Thus far 39,000,000 American youngsters and expectant mothers have received at least one inoculation against poliomyelitis. Of the group, 23,000,000 have had two shots and are on their way to the third or booster shot recommended for seven months after the second shot. If they continue with all three injections, up to 90 per cent of these youngsters will be protected against polio.

"Balanced against this encouraging picture, however, is the shocking fact that thus far only one out of every six adults between 20 and 35 years of age has even been started on the three-shot inoculation program. This means that only half of the population who can benefit from the protection of the Salk vaccine have taken advantage of its availability. Since the threeshot series takes eight months to complete, those who fail to receive their initial inoculation early this year will once again be exposed to the disease when the polio season starts next summer . . .

"The national supply of Salk vaccine is now sufficient to provide the full three-shot series for all of the 97,000,000 men, women and children up to age 35. By mid-December, about \$18,000,000 of a total of \$53,600,000 in Federal funds

provided to supply free vaccine to children and expectant mothers remained unused. Manufacturers had 25,000,000 doses stockpiled and millions more were on the shelves in drug stores and physicians' offices

"This month, as we enter the annual March of Dimes campaign of the National Foundation for Infantile Paralysis, we are much closer than ever before to the final victory over crippling polio. A high degree of protection is now available; through rehabilitation many polio victims can once again become useful and productive citizens. But science still has not produced a specific cure for the disease.

"Equally as important this year as the appeal for funds to continue research, professional education and patient care is the appeal to youth and young adults to take advantage of the fruits of former March of Dimes campaigns by immediately starting the three-shot vaccine series. This is a New Year's resolution that should be kept."

Great as has been the progress in providing more effective drugs and medicines for the treatment of disease over the past few years, there are gratifying indications that still greater achievements in this field are certain as the future years move by.

Intensive research is being conducted in governmental laboratories, the laboratories of the great drug industry, in our schools of medicine and colleges of pharmacy— all directed toward a better understanding of some of the ancient maladies which have withstood medical conquest.

This research also concerns itself with the production of still more effective drugs and medicines as it is recognized that such products are utterly essential in the better care and treatment of disease.

As pharmacists we view this research with the keenest professional and technical interest, as our prescription departments constitute the medium

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available to physicians in the course of their professional practice.

All of the so-called miracle drugs, which have so substantially revolutionized the treatment of disease are more or less routine products in our prescription departments. All the antibiotics, hormones, vitamins, and other supplies, are available in our prescription departments and these have become permanent factors in the treatment of disease.

Your pharmacist also has available the newer drugs for use in hypertension, cardiac disease, and the still more recent tranquilizing drugs. In other words, your pharmacist on the corner feels under the professional and civic obligation to have his prescription department stocked with the very latest and most dependable drugs and medicines so that the physicians in your neighborhood will have constantly available the drugs and medicines which they most rely upon in the treatment of disease.

We consider it a privilege to have had this discussion with you, and it is the purpose of these broadcasts to present matters of great public interest as they bear upon the drug and pharmaceutical aspects of medical care.

We hope you will follow these broadcasts month after month, as it will be our fixed purpose to make them interesting, informative, and of constructive value to you.

A PROFESSION

"A profession is a profession—when it is self-regulating in the sense that it has a code of ethics which determines for its practitioners their social obligations and their moral responsibilities—when it does not turn over to others to determine what its moral obligations are but assumes full responsibility both for discovering and enforcing those obligations itself."

Dr. Mason Gross,
Provost, Rutgers University

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ice cream
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Point-of-Sale Promotion, Abbotts
and Jane Logan Dealers enjoy a
man-sized portion of this business.

Are You Getting Your Share?



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

By **FRANK R. MILIO** and **ROBERT J. KOKOSKI**
 Junior Instructors, School of Pharmacy University of Maryland

This prescription was submitted by Louis Sapperstein of Voshell's Pharmacy, Lakewood and Orleans Street, Baltimore.

R	Phenobarbital Sodium	gr x
	Ephedrine Sulfate	gr x
	Aminophyllin	dr i
	Ammonium Chloride	dr iss
	Belladonna Tincture	dr ii
	Réspidyne	oz i
	Citro-Thiocol, qs	oz iii
	Sig: One teaspoonful q 3 h.	

A number of incompatibilities are present in this formula including the chemical, physical, and even the therapeutic types.

Phenobarbital Sodium is incompatible with ammonium chloride as phenobarbital is precipitated, sodium chloride is formed, and free ammonia is liberated. Similarly, ephedrine sulfate will cause the precipitation of phenobarbital. The acid-buffered vehicles, e. g. Réspidyne and Citro-Thiocol, will likewise produce precipitation.

Aminophylline, a chemical compound of theophylline and ethylenediamine that is alkaline in reaction, is incompatible with the acidic vehicles due to the formation of theophylline, which is insoluble in these vehicles.

Although there are times when therapeutic incompatibilities do not necessarily result from the presence of a

physical or chemical one, undesired therapeutic substances could be the result of the chemical reactions in this prescription.

In summary it can be stated that the two alkaline ingredients, phenobarbital sodium and aminophylline, are the source of the majority of the incompatibilities in the mixture. The other ingredients are compatible with each other.

If the therapeutic qualities of all the drugs prescribed are desired, then a logical conclusion would be to use phenobarbital itself and a correct quantity of theophylline. These substances can be suspended in the vehicles without difficulty. If aminophylline must be used, then it would be desirable to dispense the salt separately. The phenobarbital could then be dispensed along with the aminophyllin and thus the palatability of the remaining mixture would be somewhat improved. Any of these changes should be made only after consultation with the prescriber.

Regardless of which procedure is followed, the mixture should have a shake well label attached, as the Belladonna Tincture will be subjected to dilution with aqueous ingredients. Some of the plant constituents soluble in 65-70 percent alcohol solution might not be soluble when the alcoholic content is reduced.



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HERE'S ANOTHER FORM OF THIS FAST-MOVING PRODUCT!

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Doctors like the ACHROCIDIN formula because it hits both *cold symptoms* and *bacterial infections* that complicate colds!

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ACHROCIDIN SYRUP is being thoroughly detailed and widely advertised! Doctors are now prescribing *both* ACHROCIDIN SYRUP and ACHROCIDIN TABLETS for young and old! Don't miss a single prescription! Get your order in now!

ACHROCIDIN SYRUP — *Bottle of 4 fl. oz.*



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● T. A. M. P. A. TATTLE ●

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Volume 15

FEBRUARY, 1957

No. 9

TAMPA ANNUAL OYSTER ROAST

The annual Oyster Roast of the Traveler's Auxiliary was held at the Knights of Columbus Hall, Fleet Street and Highland Avenue on February 2nd from 1:00 to 6:00 P.M.

This event has gained popularity and is eagerly awaited by those devotees of the luscious bivalve, better known as the oyster.

Oysters were served in every style—raw, stew, fritters, fried—with all the trimmings and liquid refreshment necessary to complete the menu. No one left hungry or disappointed.

Most important was the rousing good time had by all that attended. TAMPA good-fellowship was the priceless condiment that added the flavor of a highly successful affair. Congratulations to Prexy Rorapaugh and his committee.

LADIES DAY DANCE

Keep your eyes peeled for the TAMPA Ladies Day Dance and Entertainment announcement. Make a date with Your best girl for this gala occasion. Guests are also invited to attend.

WEDGEWOOD CLUB MEETING

The Wedgewood Club met at Wilson's Restaurant on January 31st. Emory G. Helm, who had served as Secretary-Treasurer of the Club for the past fif-

teen years requested that he be relieved of his duties in those capacities. George Wood was elected to assume the duties of Secretary-Treasurer. Mel Strasburger served as Master of Ceremonies. A good time was had by all as usual.

CONGRATULATIONS TO THE LEVYS

Mr. and Mrs. Louis Levy celebrated their 40th Wedding Anniversary on February 22nd. Congratulations to this fine couple and best wishes for many returns of the day.

MERCK SHARP & DOHME APPOINTS BRANCH MANAGER

The appointment of Omar T. Reddick as Branch Manager of the Baltimore office of Merck Sharp & Dohme, Division of Merck & Co., Inc., has been announced by Elmer W. Metzger, Director of Domestic Branches. The promotion becomes effective February 1, 1957, with the retirement of present Baltimore Branch Manager Walter L. O'Neill.

Reddick joined Merck Sharp & Dohme's Baltimore Branch in 1927 and was named Assistant Branch Manager in 1947, a position he has held until his present appointment. O'Neill had been with the firm's Baltimore Branch since 1926.



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"Selling weapons are offered by these reliable pharmaceutical companies, and *we* make them *work!* Their advertising sells the drugstore as Vitamin Headquarters...drugstore personnel as the people best-qualified to dispense vitamin products and information.

"We back up that advertising by maintaining a well-stocked Vitamin Headquarters display in our store. And... our personnel *are* vitamin experts, thanks to Squibb's free vitamin education program.

"Our increased vitamin business certainly proves there *is* a way to meet the challenge of mail order and door-to-door vitamin salesmen. We're really in there *fighting back.*"



LOUIS CALIGIURI
Fair Ground Pharmacy

SQUIBB

quality... the priceless ingredient

-: NEWS ITEMS :-

OUR FRONT COVER

Under the direction of the Professional Relations Committee of the Baltimore Retail Druggists' Association, 100 window displays were installed in the Greater Baltimore Area, during the month of January, encouraging polio inoculations. The program was supported by the Maryland State Department of Health and received newspaper publicity. Eli Lilly and Company and Pitman-Moore Company helped to make this campaign possible through their assistance. Such programs are essential to maintain good public and inter-professional relations.

The following committee should be commended for their fine effort: Aaron M. Libowitz, Chairman; James P. Cragg Jr., Vice-Chairman; Stephen J. Provenza; Morris L. Cooper; Jacob L. Kronthal; Abraham Levy; Milton A. Friedman; Charles E. Spigelmire; David Lebson; Alfred L. Aaronson; John F. Neutze and Charles E. Neun.

LAMPA NEWS

A meeting of the Ladies Auxiliary was held in conjunction with the Winter Regional Meeting of the Maryland Pharmaceutical Association at the Indian Spring Country Club, Silver Spring, Maryland on January 10th.

We all had an enjoyable afternoon, which was planned by the ladies of the Prince Georges - Montgomery County Pharmaceutical Association, visiting the National Institute of Health at Bethesda. Mrs. A. W. Braden and her committee served as hostesses on the tour—thanks girls—it was most interesting.

By the time this goes to press, our annual Baltimore meeting will be over. An entertaining afternoon has been arranged by Mrs. Morris L. Cooper and her Entertainment Committee. It will be full of surprises and should not be

missed. The place is the Park Plaza Hotel in Baltimore. The time is February 27th. This annual meeting is gaining in popularity by the year. If you did not make it this year, make a mental note and be sure to attend next year.

Our next meeting will be held on the Eastern Shore on April 11th at the Spring Regional Meeting. You will be notified further on this. We hope to see you there.

ETHEL LEE RAICHLLEN
Corresponding Secretary

BRDA HOLDS VITAMIN MEETING

To impress its membership with the importance of vitamin sales, the Baltimore Retail Druggists' Association devoted an entire meeting to the subject. The meeting was held at the Kelly Building on January 17th.

Peddlers, door-to-door salesmen and other non-drug outlets are digging into vitamin sales. Vitamins are drugs and should not be considered as a run-of-the-mill household item that can be bought promiscuously. They should be sold only upon the recommendation of a physician or a pharmacist according to the needs of the patient.

Sam A. Dripps, Baltimore Branch Manager of Parke, Davis and Company presented a forceful story emphasizing the need for alertness on the part of the pharmacist, not only to hold his vitamin business, but to increase it. He demonstrated that it was not difficult to sell vitamins thereby increasing volume and profit while at the same time rendering a definite health service to the customer. Mr. Dripps' story was well received. He spoke to a packed house.

At the conclusion of the meeting, prizes were drawn and buffet refreshments were served.

DON'T MISS FUTURE MEETINGS.

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PRESIDENT'S MESSAGE
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

Dear Fellow Pharmacists:

The year 1957 really started out in fine style for the BRDA. The officers and committees are alert and functioning smoothly.

The Professional Relations Committee, under Aaron Libowitz, has completed a Polio Window Program in conjunction with the Baltimore City Health Department and the Maryland State Department of Health. This program has gained national recognition. More such programs are planned for the future.

The Publicity Committee, with Charlie Spigelmirer as Chairman, is doing an excellent job through radio, television and newspaper publicity, keeping the attention of the public focused upon the services of the neighborhood pharmacy. I call your attention particularly to our weekly radio and television shows on WBAL and WBAL-TV. Radio time is Monday 9:30 to 10:00 P.M. on WBAL and television time is Thursday 9:45 to 10:00 A.M. on WBAL-TV. These two fine public relations programs are supplemented by daily spot announcements on both stations. Then there is the monthly broadcast the first Sunday of every month on Station WFBR from 10:15 to 10:30 A.M. with Secretary Cohen doing the honors. I would appreciate your listening and looking in on these programs and letting me know what you think of them.

The Banquet Committee, headed by Al Ogrinz is doing a bang-up job in producing the finest banquet the Association has ever held. This, truly, shall be the social event of the year filled with many surprises. All associated with the drug industry are, of course, welcome to attend. The Banquet will be held at the Lord Baltimore Hotel, Thursday, March 21st, 1957.

I give you these reports to impress upon you the activity and importance of the Baltimore Retail Druggists' Association on the local scene. There are many other activities and services rendered that will be reported to you from time to time.

I hope that I have conveyed to you the importance of good representative organization in our profession. Dues bills have been mailed, if you have not remitted would you please do it today?

Don't forget the Banquet—I'll be looking for you.

VICTOR H. MORGENROTH JR.
President

ABBOTT LABORATORIES BRANCH MOVES

The Baltimore Branch of Abbott Laboratories, pharmaceutical manufacturer, has moved to its new modern quarters at 1201 Sixty-sixth Street off the Pulaski Highway in Baltimore.

The occasion was marked by an open

house inspection of the new quarters on February 15th. Dr. Volwiler, President of Abbott Laboratories and other officials were on hand to welcome the visitors to the new quarters. L. Louis Hens is manager of the Baltimore Branch.

By Popular Demand!

**THE MARYLAND
PHARMACEUTICAL ASSOCIATION**

IN CONJUNCTION WITH

T.A.M.P.A. & L.A.M.P.A.

WILL HOLD ITS

75th

Diamond Jubilee Convention

at **GALEN HALL**

Wernersville, Pennsylvania

JUNE 24-25-26-27, 1957

An excellent program is being arranged for your
ultimate entertainment

Combine Business With Pleasure

Relax at one of the Country's finest Mountain Resorts

Make The Convention Your Vacation

PLAN NOW TO ATTEND

Norman J. Levin, Convention Chairman

WINTER REGIONAL MEETING

The Winter Regional Meeting of the Maryland Pharmaceutical Association was held on January 10th at the Indian Spring Country Club in Silver Spring. The Prince Georges-Montgomery County Pharmaceutical Association arranged the meeting and were host for the day.

The day's activities started with luncheon at 1:00 P.M. A business session followed which included reports on the activities of the Maryland Pharmaceutical Association. Subjects covered were: fair trade, trading stamps, recruitment of Pharmacy School students and Medical Care prescription pricing. Dean Foss of the University of Maryland, School of Pharmacy and Francis S. Balassone, Chief, Division of Drug Control, Maryland State Department of Health, also spoke.

Following the business session, the National Wholesale Druggists' Association unveiled their new plus selling program. The program, known as "P.S." was developed in keeping with the increasing specialization in the drug sales field.

Main emphasis is placed on "up front" store displays and product tie-in to help stimulate retail drug store sales and create buyers' interest in many slower moving items among the six to eight thousand handled by the average pharmacist.

"P.S." is aimed at projecting at least four major definitions. They are: Personal Success (in selling); Plus Sales (obvious related and non-related items); Proper Size (fitting the product to the customer's needs); and Professional Selling (controlling the sales from start to finish).

The presentation was made by Jim Allen, Bill Atkinson and Bill Harrison of the Henry B. Gilpin Company.

The ladies were taken on an interesting tour of the National Institute of Health in Bethesda by the Ladies Auxiliary of the Prince Georges-Montgomery County Pharmaceutical Association.

More than 200 attended the all-day

session which culminated the day's activities with dinner at 6:30 P.M.

FDA RULING ON PESSARIES

The Food and Drug Administration said that stem pessaries are dangerous and should be removed from the market at once. In a formal policy statement published in the Federal Register, FDA concluded that "stem-type and wing-type intracervical and intrauterine pessaries are dangerous to health, and regardless of their labeling, may be shown to be misbranded." Distributors were advised by FDA to remove such articles from the interstate market at once, with a strong hint that otherwise court proceedings would be instituted.

FDA emphasized, however, that its action does not apply to other types of pessaries which are safely used following surgery and for supportive purposes.

The policy statement declares that it is now the consensus of medical opinion among experts qualified by scientific training and experience to evaluate the safety of such devices that stem-type and wing-type intracervical and intrauterine pessaries are dangerous for use under any form of labeling and serve no useful purpose.

Dr. Albert H. Holland, Jr., Medical Director of the Food and Drug Administration, said that such devices have been used as contraceptives for many years but are not reliable for preventing pregnancy. He said the pessaries have been labeled for use only under medical supervision since 1941 and that the decision to institute legal action against them was reached as a result of a recent medical survey in which 92% of the experts consulted regarded these devices as dangerous for use under any conditions. These opinions were supported by many known cases of injuries, infections, cancer, and pregnancy associated with the use of such pessaries.

WEIGHT WATCHERS

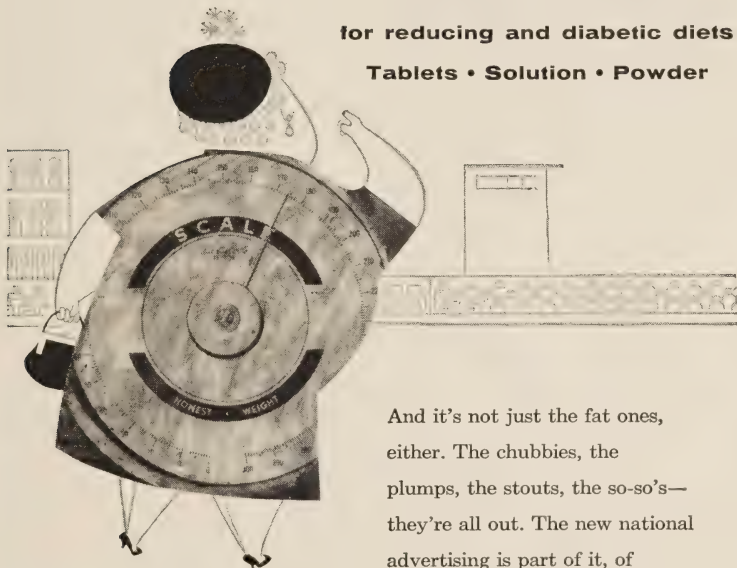
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WINNERS IN A.Ph.A.'s 1956 NATIONAL PHARMACY WEEK DISPLAY CONTEST

Participation in the 1956 observance of National Pharmacy Week, October 7-13, by individual pharmacists and pharmaceutical associations at the state and local level marked new highs in all areas of activity. This annual project, sponsored by the American Pharmaceutical Association, is the most consistently successful and effective public relations program in American Pharmacy. The 1956 event marked the 30th formal observance of National Pharmacy Week.

One of the highlights of the observance has always been the display contest which is divided into four areas of competition. The A. Ph. A. Committee

on Public Relations met in Washington, D. C. in January to judge a record number of photographs entered in the contest, and the winners they selected will receive awards at the First General Session of the A. Ph. A. Convention on April 28 in New York City.

Members of the Committee on Public Relations include J. Warren Lansdowne, Chairman, of Indianapolis, George A. Bender of Detroit, John A. Lynch of Philadelphia, and George F. Archambault and Robert P. Fischelis of Washington, D. C.

Retail Pharmacy Awards

Photographs of winning displays in the retail group in the various states were submitted to the Committee on Public Relations by the Secretaries of



THIS IS THE SEASON FOR "FORGET-ME-NOT" FLOWERS

the state pharmaceutical associations. From these photographs the Committee made the following awards:

The First Prize of \$200 and a plaque is awarded to Jesse M. Goldman, Howell House Pharmacy, 710 Peachtree Street, N. E. Atlanta, Georgia.

The Second Prize of \$100 and a plaque is awarded to J. J. Chochola, 3758 W. 26th Street, Chicago, Illinois.

The Third Prize of \$50 and a plaque is awarded to John Stadnik, Miami Springs Pharmacy, 45 Curtiss Parkway, Miami Springs, Florida.

The following were awarded certificates of merit for displays in the retail pharmacy competition:

Julius Terry, Terry's Drugs, 560 Bloomfield Avenue, Verona, New Jersey; Vernon G. Mossman, Prescription Store, Inc., 602 Water Street, Port Huron, Michigan; and N. Vere Sanders, Sanders Drug Company, Albert Lea, Minnesota.

BALTIMORE BRANCH A.P.H.A. MEETING

On Thursday, January 31st, the Baltimore Branch of the American Pharmaceutical Association held its first scheduled meeting of the new year.

The guest speaker of the evening was Mr. James C. Searle, Field Representative, Department of Radio-Pharmaceuticals of the Abbott Laboratories. Mr. Searle spoke on the topic of "The Pharmaceutical Use of Radioisotopes." The talk dealt with the background of Radioactivity and was further clarified by the use of slides on various facets of the industry.

It was pointed out that the retail pharmacist will not likely come in direct contact with these new Radio-Pharmaceuticals for some time. However, their usefulness is increasing in the fields of research and in diagnostic treatments. There are greater expectations for these drugs in the future in the field of tumor and possibly cancer research and treatment.

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brands the public
knows."

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The meeting was well attended and was followed by a discussion and question period after which refreshments were served.

1957 A.P.H.A. CONVENTION IN NEW YORK

April 28 to May 3

The world's largest city will be host to the American Pharmaceutical Association and its affiliated and related organizations throughout the week of April 28. This will be the 104th meeting of the A. Ph. A. which has missed holding annual meetings only twice since its organization in 1852, and this was due to war conditions in 1861 and 1945. Of the 103 meetings held to date, six have been held in New York City.

As a matter of fact, the first call for a meeting of pharmacists to form a national organization was in 1851 when a group of practitioners of pharmacy

met in New York City to consider what might be done about improving the conditions of the drug market and the education and training of pharmacists and the distribution of drugs under professional supervision.

National conventions of the A. Ph. A. were held in New York City in 1855, 1860, 1867, 1907, 1919 and 1937.

This year's convention also marks the 50th Anniversary of the organization of the New York Branch of the A. Ph. A., and special attention will be given to this Anniversary as a part of the 104th convention.

The Council of the A. Ph. A. and Executive Committees of its affiliated and related organizations, as is customary, will meet several days prior to the opening of the convention on Sunday, April 28. The National Conference of State Pharmaceutical Association Secretaries will convene the preceding Saturday for its first session. The American Association of Colleges of Pharmacy, the American Society of Hospital Pharmacists, and the American College of Apothecaries will hold their first sessions, as usual, on Sunday. The National Association of Boards of Pharmacy will hold its first session on Monday, and the American Institute of the History of Pharmacy will meet later in the week. Detailed information will be distributed from the headquarters of these associations to their respective members.

The Hotel Statler has been designated as headquarters for the convention and practically all of the official affairs of the A. Ph. A. and the other groups meeting with the Association will be held there. A Housing Bureau has been established and registration forms will be supplied to the membership at an early date. A system of pre-convention registration is being explored and will be the subject of a future announcement.

The preliminary program for the meeting will be printed in the March

issue of the Practical Pharmacy Edition of the Journal, and the local convention committee, under the general chairmanship of Dr. John L. Dandreau, is hard at work arranging for the convention entertainment features.

DRUG STORE CHANGES

The following are changes in pharmacies of the State during January:

Pharmacies Opened:

Freedom Drug Company, 3903 Hollins Ferry Road, Lansdowne 27, Md. Messrs. Milton Goldberg and Abraham S. Berman, Proprietors.

Esterson's Pharmacy, 22 Race Street, Cambridge, Maryland, Mr. Nimrod E. Esterson, Proprietor.

Pharmacies Closed:

Sencindiver's Pharmacy, 2132 Harford Avenue, Baltimore, Maryland, J. H. Sencindiver, Proprietor.

L. F. Franz Company, 1201 East North Avenue, Baltimore, Maryland, Mr. Burton Fried, Proprietor.

Vinson's Pharmacy, Rockville, Maryland, Mr. Robert W. Vinson, Proprietor.

Leonardtwn Pharmacy, Leonardtown, Maryland, Mr. Sam Sowell, Proprietor.

Change of Ownership:

Bonaparte Pharmacy, 1221 Bonaparte Avenue, Baltimore, Maryland. Sold to: Mr. J. H. Sencindiver (Formerly owned by Messrs. B. B. and M. M. Lachman).

Lake Shore Pharmacy, Mountain Rd., Route 7, Pasadena, Maryland. Sold to: Mr. Maurice Cummings (Formerly owned by Mr. George C. McLarty).

Rex Pharmacy, 4637 York Road, Baltimore, Maryland. Sold to: Messrs. Howard E. Mandel and I. James Hendelberg (Formerly owned by Mr. Gilbert Hillman).



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of quality
that makes
it a great
name in
ice cream.*



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"MELODY BALLROOM"

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JAMES E. ALLEN ELECTED PRESIDENT OF GILPIN

At the January Board Meeting of The Henry B. Gilpin Company, Colonel James W. Roberts was elected Chairman of the Board, and James E. Allen was elected President of the 112-year-old firm.

At the Annual Stockholders' Meeting Mr. W. Luther Skinner, Manager of the Norfolk Division, and Mr. Bernard A. Appel, Manager of the Baltimore Division, were elected as new members to the Board of Directors.

Colonel Roberts joined the Gilpin firm in 1919, and had served as its President since 1948. He is a member of the Virginia State Legislature, and holds many directorships and other offices in and out of the drug industry. In 1942, he was elected "Outstanding Citizen" for the Tidewater community. He will continue to operate from his office in the Norfolk Division, where a new and modern wholesale drug plant has been recently constructed.



JAMES W. ROBERTS

James E. Allen is Immediate Past President of the National Wholesale Druggists' Association, a Trustee of Health News Institute, and serves on several Boards in and out of the drug industry. Mr. Allen began with Gilpin as a Sales Representative sixteen years ago, was made Manager of the Washington Division in 1947, a Director and Executive Vice President in 1953. Mr. Allen will continue to make his headquarters in the Washington office.

The Henry B. Gilpin Company operates houses in Baltimore, Norfolk and Washington, and is one of America's largest wholesale drug firms, serving retail pharmacies in six states and the District of Columbia. The firm was established in 1845—one of the country's very first wholesale distributors of drugs and medicines.

JAMES E. ALLEN HONORED

James E. Allen was tendered a Testimonial Dinner on February 10th at the Washington Hotel in Washington, D.C.,



JAMES E. ALLEN



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upon the occasion of being elected President of the Henry B. Gilpin Company, wholesale druggists with branches in Baltimore, Washington and Norfolk.

Mr. Allen's meteoric rise reads like a Horatio Alger fiction story so typical of the writer. His first job in the drug business was as a clerk in a Washington Drug Store at \$7.00 a week. At 21 he was employed by Muth Brothers as a salesman. In 1940 he became associated with Gilpin as a salesman in the Washington territory. Because of his industry, keen understanding of the drug business and a sterling personality, his progress was phenomenal. Now after 16 years with Gilpin and at the age of 42, he has been elected president of the Gilpin Company.

The Testimonial Dinner was sponsored by the various retail associations of the District of Columbia. Martin M. Matthews served as chairman of the dinner committee. Some 400 friends and associates gathered from all points of the United States to do honor to Mr. Allen on this memorable occasion.

HYDROCORTISONE OINTMENT ON PRESCRIPTIONS ONLY

The Food and Drug Administration has published an order denying proposals to permit sale without prescription of ointments and lotions containing hydrocortisone and hydrocortisone, acetate.

The ruling, published in the Federal Register, summarizes the evidence for and against the proposal as well as the Food and Drug Commissioner's findings and order.

According to the Commissioner's statement, the available evidence fails to show that these drugs are safe for use without medical supervision. In particular, there is insufficient evidence to show the range in the amount of hydrocortisone that is absorbed through the skin and the clinical significance of such absorption.

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Ten pharmaceutical firms had petitioned FDA to exempt the drugs from the prescription dispensing requirement. A proposed order to this effect was published in the Federal Register on January 20, 1956. It was challenged by members of the medical and pharmaceutical professions and a public hearing was called to receive further evidence. Based on testimony from dermatologists, the Food and Drug Administration reversed its proposed decision. The present order, however, does not prejudice the right of petitioners to renew their proposal and present further scientific data.

1956 DRUG STORE VOLUME

Estimates of drug store sales for 1956 by American Druggist, Drug Topics and the U. S. Department of Commerce are indicated below. As in the past, Commerce estimates are more conservative than those developed by the American

SPRING REGIONAL MEETING
of the
MARYLAND PHARMACEUTICAL ASSOCIATION
with the
EASTERN SHORE PHARMACEUTICAL ASSOCIATION
at the
TALBOT COUNTRY CLUB
EASTON, MARYLAND
THURSDAY, APRIL 11, 1957

The Hospitality of the Eastern Shore Awaits you
At The Talbot Country Club

An Interesting Day Has Been Arranged For Your Pleasure

Schedule:

- 1:00 P.M.—Luncheon
 - 2:30 P.M.—Business Meeting Program
 - 2:30 P.M.—LAMP A Meeting and Activities
 - 6:30 P.M.—Dinner a la Eastern Shore
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Support Your Association—Make Plans to Attend Now.
Definite Reservations Must Be Made To Provide Ample
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MAIL ENCLOSED CARD BY FRIDAY, APRIL 5th

ROUTE FROM BALTIMORE: Cross the Bay Bridge—Follow Route 50 to Easton Follow Washington Street Thru Easton—Turn Right on Oxford Road (at traffic signal)—Cross Peach Blossom Creek—Turn Right Short Distance After Crossing Bridge at sign marked "Country Club."

Druggist or Topics. There is, however, every indication that 1956 volume topped 1955 by over 10% and that 1957 will continue the record growth.

American Druggist

Independent	\$4,782,000,000
Chain	\$1,130,000,000
Total	\$5,912,000,000
% Increase v. 1955	11.5%
% Chain sales to Total ..	19.1%

Drug Topics

Independent	\$4,578,000,000
Chain	\$1,272,000,000
Total	\$5,850,000,000
% Increase v. 1955	11.4%
% Chain sales to Total ..	21.7%

U.S. Dept. Commerce

Independent	not available
Chain	not available
Total	\$5,775,000,000
% Increase v. 1955	10.4%
% Chain sales to Total ..	not available

Both Topics and American Druggist estimate bigger increases last year for independents than chains. According to Topics, independent volume rose 12.5% over 1955 compared with a 7.8% gain for chains. American Druggist reported a 12.8% increase for independents and a 6.2% gain for chains.

—NWDA Newsletter

AUDIT OF PHARMACEUTICAL SERVICE IN HOSPITALS

A study designed to determine how pharmacy service is being provided to patients in the nation's hospitals is now under way. Hospital pharmacists themselves have shown the growing problems in providing a total pharmacy service and have pointed out the need for a study of this type. This need is the result of not only increased utilization of hospital facilities but also the continuing increase in the number and extent of use of drugs over the past decade. These factors alone have had a tremendous effect on the handling of drugs for hospital patients.

This is the first comprehensive, national study of pharmaceutical service in hospitals undertaken in the United States. It is being carried out under a grant from the U. S. Public Health Service by the Division of Hospital Pharmacy of the American Pharmaceutical Association and the American Society of Hospital Pharmacists. Members of the Society and the 45 affiliated chapters throughout the country will be called on for cooperation and full support. The study also has the endorsement of national hospital associations.

This study is being carried out to obtain useful data, such as the type of services and functions available and the facilities, space and personnel needed to perform these activities in hospitals of various sizes and types.

To obtain this information and fulfill the objectives of the study, the investigators will (1) examine present methods of pharmaceutical practice and service in hospitals; (2) outline the elements of pharmaceutical service which will promote better patient care; (3) determine how these elements of service may be more effectively performed for the benefit of the patient, the medical and allied staffs, and the hospital; (4) consider the education and training desirable for hospital pharmacists to enable them to perform these elements of service; and (5) recommend a plan of action for the implementation of the findings of the Survey.

The collection of data on hospital pharmacy practice will involve the use of mail questionnaires, personal interviews and case studies. The scientifically selected sample comprises 3,500 hospitals, sub-divided according to size and type of service. This method will provide statistical data for these different sizes and types of hospitals, as well as for all hospitals in general.

The need for improving the quality and expanding the scope of pharmaceutical service in the nation's small hospitals is being given particular attention. The fact that this group makes up more than half of the hospitals in

Flashbulb Time is still here

Flashbulbs have developed into big business in the retail drug store throughout the whole year. But during the season of partying and indoor activity which is so frequent during the Winter months, the sale of flashbulbs is stepped up considerably. In fact there are thousands of amateur photographers who use flashbulbs every day or night in this era of modern photography.

Therefore, the important thing to do is to let customers know that **your** retail drug store has adequate stocks of all sizes of flashbulbs. This can be done by mass displays of flashbulbs, displays in or near the Baby Department, and of course, flashbulbs should be stocked in the Photo and Camera Department if you have such a department.

The growing popularity of flash cameras the year round, and more particularly as gifts at Christmas, brings a strong sales spurt during January, February and March in photo flashbulbs. Even on such occasions as Weddings, Birthdays, Anniversaries, Club Meetings, Graduation and other Social Functions, the flash Camera is always in evidence. So not only flashbulbs are required, but this interesting pastime brings you sales of film, batteries, viewers, cameras, and then eventually the finishing of the roll is brought back to your store. Thus this lucrative business can frequently be increased if proper displays are made consistently.

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the United States points up the importance of studying the particular problems facing the small hospital regarding pharmacy service.

Successful completion of the Survey of Pharmaceutical Service in Hospitals will provide factual data which will serve as a basis for improving the quality and expanding the scope of pharmaceutical service to patients. It will also help to establish standards of procedure in keeping with modern hospital practice and enable better economic planning in the integration of pharmaceutical service with hospital administration and professional services in general.

The Survey is being carried out under the direction of Dr. Don E. Francke, Chief Pharmacist at University Hospital, Ann Arbor, Michigan, in cooperation with the Survey Research Center at the University of Michigan. Mr. Clifton J. Latiolais, formerly Chief Pharmacist at Strong Memorial Hospital in Rochester, New York, is Assistant Program Director.

INCREASE IN HOSPITAL BEDS

The number of general hospital beds in the United States increased by 200 percent from 1909 to 1955, and now there are 4.2 beds for every 1,000 persons in the nation, Health Information Foundation reported. In 1909 the ratio was 2.5 beds per 1,000 persons.

In the December issue of its monthly statistical bulletin, *Progress in Health Services*, the Foundation points out that "general hospital facilities are coming ever closer to the 4.5 per 1,000 ratio traditionally considered a standard measure of need."

In 1940, according to the bulletin, 19 states were below the national average of 3.5 beds per 1,000 population, and 39 states were under the accepted standard of 4.5. Last year, 21 states were below the national average of 4.2 and 29 under the 4.5 ratio.

"What would seem to be of greater significance, however is that in 1940, 14 states had less than 3 general hospital beds per 1,000 population (3 states had less than 2 beds per 1,000), but by 1955, none of the states had less than 3 beds per 1,000 population," the bulletin says.

The Mountain States, with an average of 4.9 beds for every 1,000 persons, rank above both the nationwide and standard ratios, the bulletin reports, and "stand in striking contrast" to the East South Central States where the ratio is only 3.2. Utah and Mississippi have the fewest hospital beds—3.1 per 1,000 population.

Differences in bed-population ratios, the Foundation reports, are related to degree of urbanization, per capita income and community development. By counties, for example, the number of beds in general hospitals and nursing homes tends to increase in accordance with per capita income.

In an editorial comment in the December bulletin, George Bugbee, HIF president, says the increase in beds and in bed-population ratios "does not mean that bed distribution problems are virtually solved."

"There are still many American communities with too few hospital beds and some without hospital facilities," Mr. Bugbee said. "Moreover, even communities matching the national bed-population ratio of 4.2 beds per 1,000 are not exempt from the continual self-evaluation of bed needs.

"If anything, this difficult self-evaluation is becoming increasingly complex. With a growing population; a larger group of people in the upper age grades who require more days of hospital care per year; an increased use of hospitals by physicians in providing modern medical care to persons of all ages and a concomitant decrease in the duration of many acute illnesses, to mention only a few factors, there is cause for thoughtful planning ahead in all of our hospitals."



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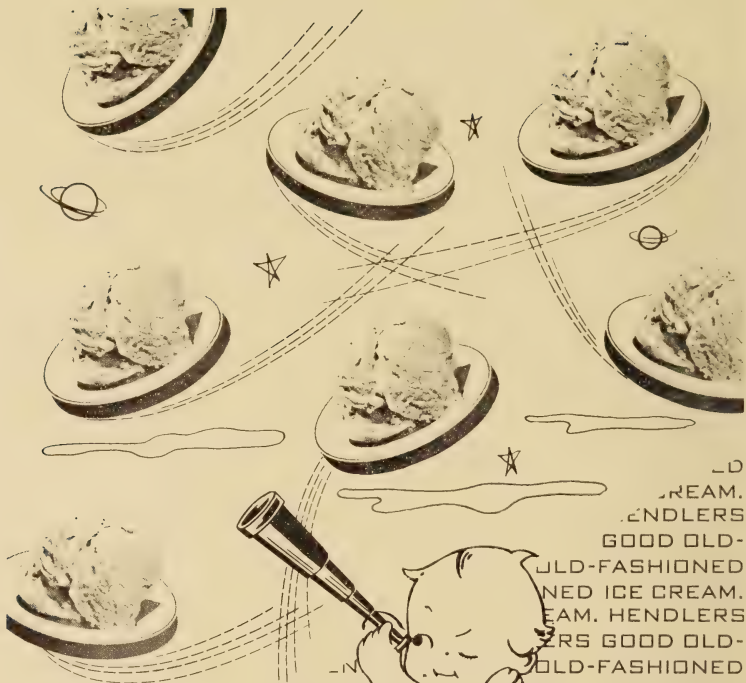
Dosage: Three or four tablets or one packet, three or four times a day.

Supplied—tablets in bottles of fifty—granules in boxes of twelve, one gram packets.

1. Siver, Robert H.: *Current Medical Digest*, Vol. XXI, No. 9, September 1954.
2. McGivney, John: *Texas State Journal of Medicine*, Vol. 51, No. 1, January 1955.



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PRACTICAL
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VOLUME XXXII

MARCH, 1957

No. 6

75th

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at GALEN HALL

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JUNE 24, 25, 26, 27, 1957

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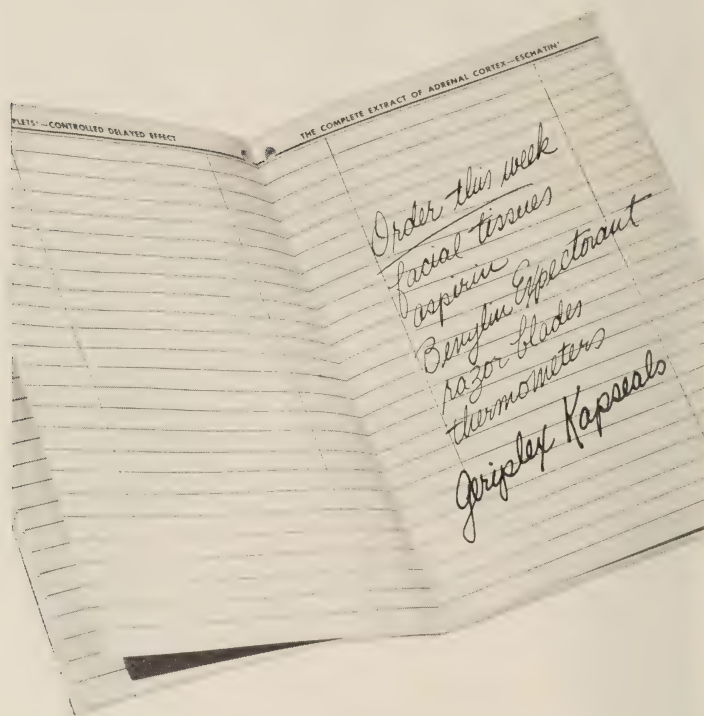
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The Maryland Pharmacist

MARYLAND PHARMACEUTICAL ASSOCIATION

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No. 6

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... Editorial ...

SERVICES RENDERED

Retail Pharmacy, because of its very nature, renders a more complete service to the community than any other profession or commercial enterprise. There is none other that serves as many hours on a seven day basis. There is none other that carries so many items essential to the health of the community. And surely, there is none other that renders many non-profitable services.

Retail Pharmacy, on the other hand, is the recipient of many services rendered. By availing himself of these services the pharmacist assures himself of being alertly competitive and making progress.

The drug wholesaler, for instance, plays an important role as the chief liaison between the manufacturer and the retailer. The drug wholesaler too renders a more complete service to the drug industry than any other type of supplier. He stocks thousands of items for the convenience of the retailer which involves a tremendous dollar investment. Many are stocked at loss risk. The wholesaler's telephone and delivery service is unique. He has more will-call activity than other types of wholesalers. His sales force is constantly being schooled to render merchandising assistance consistent with the times. Above all, the drug wholesaler supports all worthwhile pharmaceutical endeavors through the various representative organizations. Indeed, the drug wholesaler renders an invaluable service to retail pharmacy.

The same can be repeated for the pharmaceutical manufacturer. They have poured millions of dollars into research to make this a better world to live in as far as health is concerned. Through their efforts and perseverance many death claiming diseases have been conquered. Relentlessly the

great pharmaceutical laboratories are seeking cures for those diseases of man still unconquered. Through their research people have become health conscious. This has resulted in an era of Pharmacy that is bringing unequaled professional recognition and prestige to retail pharmacy. Indeed, you may well say that the corner "drug store" has been revolutionized into the corner "professional pharmacy."

The medical representative has played no small part in this metamorphosis. Usually with a college education as a background, he is further schooled by the company he represents. Equipped with this training he sets forth to indoctrinate the medical, dental and pharmaceutical profession with the fruits of laborious and costly research. He must be careful to help rather than to offend. Diplomacy must be his greatest virtue in the face of many difficult circumstances. He too renders an invaluable service to retail Pharmacy.

Of course, there are many others. We all know the modern pharmacy carries many lines identified with health, be they sundries, nutritional or otherwise. The people that represent these lines are just as important as those mentioned above. They render a real service.

Much is to be gained by recognizing the importance of the aforementioned services rendered. Each sales representative is an expert in his own respective field. His story is an education in itself. By giving him an attentive courteous ear you are keeping abreast of the times that ordinarily would consume hours of reading and studying.

The drug business is big business. If you want to participate and share in its phenomenal growth, avail yourself of the services rendered by your suppliers and their representatives. It is good helpful service, and it is free.



Is your Stock in Step with

Robins PROMOTION

so that prescriptions may be filled promptly?

THESE PRODUCTS are being detailed in your area THIS MONTH

*Symptomatic
Relief of
Colds*

PHENAPHEN® PLUS (Phenaphen with Antihistamine and Nasal Decongestant)

Promotional emphasis on this new Phenaphen formulation will mean increased Rx's also on Phenaphen and Phenaphen with Codeine.

*Safe
Antirheumatic*

PABALATE®-HC (Pabalate with Hydrocortisone)

Maximum safety and economy in steroid therapy. No buffering required . . . enteric coating assures exceptional tolerance. Robins representatives also detailing Pabalate and Pabalate-Sodium Free.

*Cough
Management*

ROBITUSSIN® ROBITUSSIN® A-C (Robitussin with Antihistamine and Codeine)

"Significantly superior" Rx cough preparation, with documented efficacy. Taste good, too.

*Digestive
Enzyme
Supplement*

ENTOZYME®

Prescribed in digestive and metabolic disturbances, psoriasis, diabetes mellitus.

*Weight
Control*

AMBAR TABLETS and EXTENTABS

Methamphetamine and phenobarbital . . . to help curb excessive appetite, without jitters.



...why not check **NOW!**

A. H. ROBINS CO., INC., RICHMOND 20, VIRGINIA

Ethical Pharmaceuticals of Merit since 1878

PRESIDENT'S MESSAGE

Dear Fellow Pharmacists:

This year marks an historic milestone in the history of the Maryland Pharmaceutical Association—it is our 75th Diamond Jubilee Anniversary.

Seventy-five years ago a small group of leading pharmacists of our State met and organized the Maryland Pharmaceutical Association. In the Articles of Incorporation adopted in 1889, the following purpose was set forth: "We do certify, that the said corporation, so formed, is a corporation for the purpose of bringing together the reputable Pharmacists, Chemists and Druggists of the State, that they by thorough organization and united effort advance the Science of Pharmacy, promote scientific research, and in the interest of the public, strive to have enacted just, stringent laws, to prevent the adulteration of food and medicines, and to confine the compounding and sales of medicines to regularly educated Pharmacists." Although the practice of pharmacy has changed per se, the purpose as quoted above has not changed one iota these many years.

The 75th Convention of our Association to be held at Galen Hall, Wernersville, Pennsylvania, June 24, 25, 26, 27, 1957 shall . . . "bring together Pharmacists, Chemists and Druggists of the State . . ." to review the accomplishments of Pharmacy during the past 75 years. An excellent program is being arranged to present these accomplishments from every viewpoint: organizational, educational, professional, scientific and from a commercial or business viewpoint.

This will be the Convention of Conventions. Under the able chairmanship of Norman Levin and his fine committees, no stone is being left unturned to make this a memorable occasion. Extensive preparations are being made for your ultimate comfort and pleasure. Last year's convention at Galen Hall was the best we have ever had, we are looking forward to a repeat performance with improvements and events befitting our Diamond Jubilee.

An outstanding feature of the Convention is the distribution of a Souvenir Program encompassing historical data on state and national Pharmacy. The Program will contain a list of the Active Members of the Association. Those who have not paid 1957 dues are urged to do so by May 15th so that their names may be included in the Program. The Program will be sent to every pharmacy in Maryland as a memento.

Convention forms and other information have been mailed. If you have not received it please contact me or Chairman Levin. It is extremely important to make an early reservation.

Remember, this is your Convention. It can not be a success without your presence and participation.

Sincerely,

FRANK J. MACEK,


President

Serve your customers
the finest—

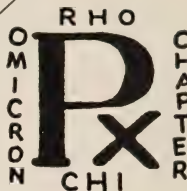


American Hostess
Ice Cream

A
MEADOW
GOLD
Ice-Cream Product
and-m-m-mighty good!



COMPOUNDER'S
COLUMN

RHO
MICRON CHAPTER
Rx

By FRANK R. MILIO and ROBERT J. KOKOSKI
Junior Instructors, School of Pharmacy University of Maryland

This prescription has been submitted by Oakdale Pharmacy of Catonsville, Md.

R Papaverine HCl	gr ii
Phenobarbital Sodium	gr ii
Elixir Butisol Sodium	$\bar{3}$ ss
Essence of Caroid, qs	$\bar{3}$ ii

Following the normal method of compounding a solution; e. g., dissolving the salts separately in the vehicle and then combining the solutions, a precipitate is formed which remains dispersed for a while, gradually separates, but is easily dispersed again upon shaking.

The production of a suspension like this introduces doubt regarding the therapeutic efficiency of the mixture and/or the possibility of measuring inaccurate doses of potent alkaloidal substances.

The formation of the precipitate is the result of combining an alkaloidal salt with substances having an alkaline pH. Papaverine hydrochloride solution has a pH of about 4, while the pH of a solution of phenobarbital sodium is about 9.3 and that of Butisol Sodium Elixir is 9.5. Having an acid pH of 4, Essence of Caroid is compatible with papaverine HCl.

Several combinations were prepared and their pH measurement taken to determine which contribute to the

formation of the cloudy precipitate. A solution of phenobarbital sodium in Butisol Sodium Elixir maintains a pH of about 9.5 and is incompatible with papaverine HCl. A combination of Butisol Sodium Elixir and Essence of Caroid produces a pH of 7.7 and also is incompatible with the alkaloidal salt. When phenobarbital sodium is added to this combination of elixir and essence, the pH is raised slightly. Upon the addition of papaverine HCl, the cloudy mixture formed has a pH of 7.8.

It was found that when plain phenobarbital, rather than the sodium salt, was combined with Butisol Sodium Elixir and Essence of Caroid in the proportion prescribed, a solution was produced that had an acidic pH of 5.4. This solution is acidic enough to dissolve the acid salt, papaverine HCl. The vehicles contain enough alcohol to keep the phenobarbital in solution.

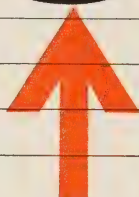
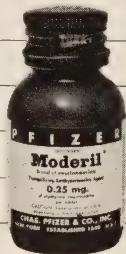
In order to dispense a pharmaceutically acceptable product, the phenobarbital sodium should be replaced with phenobarbital. This is dissolved in a few drops of alcohol prior to the addition of the Butisol Sodium Elixir and Essence of Caroid. Papaverine hydrochloride is readily dissolved in this solution. It can be pointed out that Essence of Caroid is a solution of digestive enzymes obtained from Carica Papaya and is active in acid, alkaline,

(Continued on page 495)

growing fast!

\$120,000,000

**ANTIHYPERTENSIVE-
TRANQUILIZER MARKET**



the new alkaloid of rauwolfia . . .
more and more physicians are switching to new


MODERIL TABLETS

<i>Supplied</i>	<i>Product No.</i>	<i>Suggested Price to Pharmacy</i>
0.25 mg., oval, scored, yellow bottles of 100	2818	\$ 4.72
bottles of 500	2820	21.63
0.5 mg., oval, scored, salmon bottles of 100	2822	6.60

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BRAND OF RESCINNAMINE

Preferred rauwolfia therapy for hypertension and tension, better tolerated in long- and short-term treatment. Moderil means big repeat Rx business for you! Stock now! *Trademark

Pfizer Laboratories, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y. 

**At Barnes Drugs
in Chicago, they're proving
IT PAYS TO FIGHT BACK!**

"Vitamin sales in our store were good in '54 and even better in '55. But last year we zoomed 667% — nearly *eight times* the '55 gross!

"We did it by taking advantage of the solid working materials supplied by Squibb and other reputable pharmaceutical manufacturers:

1. The finest ethical products.
2. National advertising selling the drugstore as Vitamin Headquarters.
3. Squibb's free, effective vitamin education program.

"We added newspaper advertising of our own



ere in Chicago and some really attractive store
nd window displays.

With this combination of weapons we are *fight-*
ing back to insure Barnes its rightful place in the
community as Vitamin Headquarters.

We are effectively meeting the challenge of
door-to-door and mail order vitamin salesmen.
and we're proving it *pays* to fight back!"

Harold L. Mozwecz

HAROLD L. MOZWECZ
Barnes Drugs

SQUIBB *quality... the priceless ingredient*

. CONTRIBUTIONS .

TEN COMMANDMENTS FOR THE SAFE HANDLING OF DRUGS IN THE HOME

Maryland Pharmaceutical Association
Radio Broadcast—Station WFBR

Sunday, March 3, 1957

Joseph Cohen, Executive Secretary

March is much more than a mere month of the year. It is a strategic point from which we look back and from which we look ahead. Truly when winter goes, spring can't be far behind.

March has been much maligned and highly praised. The one, because March is often a cold, blustery month, and the other, because it is the harbinger of spring. These two concepts of March are beautifully expressed in verse. William Cullen Bryant put it this way:

"The stormy March is come at last
With wind, and cloud, and changing
skies;

I hear the rushing of the blast
That through the snowy valley flies."

But, to Helen Hunt Jackson, March meant something much more pleasing, much more appealing:

"Ah, March! we know thou art
Kind hearted, spite of ugly looks and
threats
And out of sight, art
Nursing April's violets."

But let us leave the poetic March to the poets, because to us it suggests more practical, more day to day matters.

The fact that March is both winter and spring, suggests to us, as pharmacists, that it is a good time for the housewife to give a good look to the household medicine cabinet.

March is generally looked upon as a month in which the incidence of disease runs quite high. Its cold, blustery winds seem to bring colds, coughs,

and similar illnesses along with them. Indeed, it is well to bear in mind that March can, and often does, pack a nasty wallop, and thus we must do all we can to be ready for what it hands out.

So, first of all, go over your medicine cabinet, and see how well or how badly it is geared to the cough and cold season. As pharmacists, we know that the medicine cabinet should be a most useful household asset.

If it is kept carefully supplied with household medicines and sick room supplies, it will come in mighty handy when illness strikes or some emergency develops. Keeping the medicine cabinet on a well prepared basis at all times is a thoughtful, helpful thing to do.

Just to assist you in putting your medicine cabinet in good working shape, let us suggest that you be sure the following drugs, medicines, and related items are included: Aspirin tablets, bicarbonate of soda, aromatic spirit of ammonia; a safe mild laxative, a dependable antiseptic, mouth wash, eye wash, nose drops, milk of magnesia, a household vitamin preparation, ointment for burns.

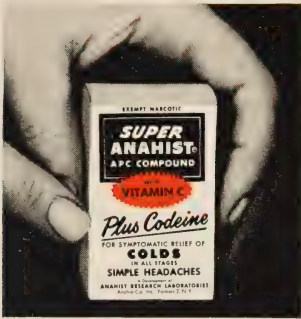
And, by all means include among your household medical needs the following: A good fever thermometer. No household can be truthfully said to be well managed which does not have readily available a good fever thermometer. It is also prudent to have a good rectal thermometer, particularly if there are young children in the family.

You will note that a good thermometer is emphasized, as nothing is more dangerous to sound care of illness than a fever thermometer which is not accurate and thoroughly reliable. Your favorite pharmacist will be pleased to advise you with respect to this essential sick room need.

Also include a hot water bottle and an enema bag. These may prove utterly

NEW! SUPER ANAHIST® PLUS CODEINE

For sale over the counter without a Prescription
in Drug Stores only



The finest Cold Tablet formula available for sale over the counter

SUPER ANAHIST Plus Codeine NEW EXCLUSIVE FORMULA

Each tablet contains . . .

Codeine Phosphate 2.0 mgs. (Warning: May be habit forming)—most effective common ingredient for stopping coughs.

Thonzylamine Hydrochloride 25 mg.—best-known antihistamine to check early cold symptoms, sneezing, watering eyes and many other histamine effects.

Ascorbic Acid (Vitamin C) 20 mg.—important in helping to maintain resistance at its optimum level.

Aspirin 3½ gr.—**Phenacetin** 1½ gr.—most widely-used drugs for the home relief of pain; more effective, as combined, than if taken separately.

Caffeine ½ gr.—a recognized protection against depressive effects of colds and other suffering.

We quote from—

“The Pharmacological Basis of Therapeutics —Second Edition—Page 250”

“Small amounts of codeine (2 Mgm) will decrease the frequency of coughing without altering significantly the respiratory minute volume. Coughing should not be unnecessarily depressed, especially if bronchial secretion is profuse, because drainages will then be insufficient and complications may ensue.”

In short, we give the retail druggist a Therapeutically effective Cold Tablet with Codeine which can be freely dispensed over the counter without a prescription.

You Participate Personally in Anahist Pharmacy Scholarship Award in Your Own State

Anahist Company guarantees to donate 25¢ for every half dozen *Super Anahist plus Codeine* purchased by the Retail Drug Trade (we anticipate a sale of 250,000 dozen, which would provide a fund of \$125,000) to an Anahist Pharmacy Scholarship Fund to send some worthy boy or girl to Pharmacy School for one year, or to assist some Pharmacy Student now in school, at the discretion of the Dean of the Pharmacy School he or she is now attending.

It is intended that each state will partic-

ipate to “whatever *percentage* of the total accumulated fund was contributed by that State to the fund”.

It is our intention to make the distribution of the fund as flexible as possible, so that students can be attracted to Pharmacy, or assisted when they need it, without a lot of restrictions.

The exact method of distribution of the fund to each State has not been worked out at this writing, but this pledge by the Anahist Company is all Pharmacy needs.

This Anahist Pharmacy plan starts with shipments of Super Anahist plus Codeine about December 1, 1956 and Anahist guarantees to keep it in effect at least until December 1, 1957.

SEE YOUR WHOLESALE DRUG SALESMAN FOR DETAILS

invaluable when their use is required for home medical purposes.

And, by all means keep on hand absorbent cotton, bandages, adhesive plaster for those little scratches and injuries which seem so much a part of daily household routine.

Now, the drug products listed, and also the suggestions with respect to sick room supplies, are given in an advisory capacity. You probably know from past experience what you most require in your medicine cabinet, and can keep it supplied properly.

However, because the products kept available in the cabinet are important to good home medical care, let us suggest that you discuss the matter with your physician and your pharmacist. You can depend upon their suggestions and recommendations.

And now we want to discuss with you one phase of your management of the household medicine cabinet which we, as pharmacists, deal with every day.

Just to emphasize the points we wish to make, let's give them a designating number. (1) Be sure that all drug products are clearly and legibly labeled. Discard every bottle or container which bears a smeared, smudgy or indistinct label, as all such labels are a source of real danger to you and the members of your household. (2) Never take or administer a drug product without first noting the label just to be sure that the medicine is the one you meant to take.

(3) Never take a drug from your medicine cabinet at night without first turning on the light, just to make certain that you have the desired medicine. It should not be necessary to call attention to such a matter but, as pharmacists, we know that failing to turn on the light in such instances has taken a heavy toll of human life. (4) Note the cautions and warnings which the label bears, if any. These are required by law to appear on the label when the nature and uses of the med-

icine call for these prudent cautions for safe and proper use.

(5) Keep all your drug products which are poisonous or dangerous, segregated from those which are safe and harmless when used according to directions. Following out this prudent procedure will prevent needless accidents in the misuse of home medication. (6) Follow the directions on the label when taking medicines. They are given for your safety. If the directions call for a teaspoonful three times a day, do what the directions direct and no more.

(7) Keep all drugs and medicines always out of the reach of young children. Make this a rigid, unbreakable rule. Every year, hundreds of young children are fatally injured because of the carelessness and negligence of the older members of the family letting drug products lay around on tables, chairs, or other places where they come in reach of eager little hands. By way of emphasis and repetition, be extremely careful in your household handling of drug products so that your children cannot get hold of them and mistake them for candy, as has happened many hundreds of times over the years.

(8) Throw away the remnants of prescriptions now cluttering up your medicine cabinet. It is never safe to use them after they become old and outdated, for the simple reason that they may have undergone changes which make them quite unlike the medicine your doctor prescribed.

(9) Never pass on to a friend the medicine your doctor prescribed which was intended for you alone. Your friend's illness may have no relation whatever to yours, and letting him or her use your prescription might well turn out to be disastrous. Your prescription was written and filled for you, for the treatment of your illness, and not for any other person or any other purpose.

(10) Be sure that your medicine cabinet is kept clean, orderly, well arranged, and that it conforms at all

times to your best housekeeping standards. It plays so important a part in your household health and medical care as to merit and receive your most thoughtful attention.

We think you might well refer to these ten points as the ten commandments for the safe and careful handling of drug products in the home. The significance of each of these points has been impressed upon us, as pharmacists, time and time again.

While, by way of repetition, it should not be necessary to emphasize the vital part which the label plays in the safe use of drug products, we know that, as a matter of fact, there is a tendency upon the part of people to gloss over label statements. As a result, the label, which is directly intended for the protection of the consumer, becomes largely unimportant.

This statement really becomes amazing when we realize that the Federal government maintains an agency known as the Food and Drug Administration, the major function of which is to assure that drug products are properly labeled.

Indeed, one of the specific requirements of the Food, Drug, and Cosmetic Act is that drug products used directly by the consumer shall bear adequate directions for use.

It is because such directions must be adequate within the meaning of the law that many drug products bear warning or cautions. Among the more familiar of these are, "Consult your physician if the pain persists"; "Do not take more than four doses within a 24 hour period.", and others of similar character. These warnings are regarded by the Food and Drug Administration as having a vital bearing upon the safe use of the drug involved, but here, too, the warning statement serves no useful purpose unless it is noted on the label and carefully followed in the use of the product.

Getting back to the ten commandment idea, it should be the purpose of

CALTONE



A Soothing LOTION

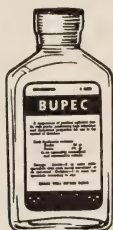
For Minor Skin
Irritations

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

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An Effective DIARRHEA MIXTURE

1 Doz. 4 oz. \$3.50

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1 Doz. 8 oz. \$5.40

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BYE-BUG



A Fine INSECT Repellent

ODORLESS—
GREASELESS

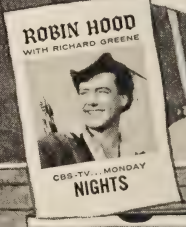
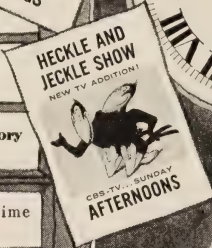
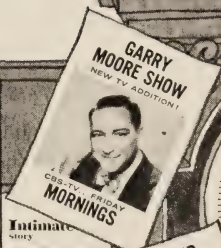
1 Doz. 2 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.59

The National
Pharmaceutical Mfg. Co.

BALTIMORE, MD.



YOUR NEW BABY	McCall's	Intimate
Household	Baby Post	LIFE
Baby Care Manual	THE AMERICAN BABY	True Story
Town Journal	JOURNAL	Baby Time
Farm Journal	baby talk	modern baby
woman's day	Congratulations	Parents*
LOOK	TRUE ROMANCE	PROGRESSIVE FARMER



Johnson & Johnson
advertising works for you . . .

MORNING, NOON AND NIGHT!



Week After Week . . . Month After Month!
Never before such big-volume advertising
— promoting the whole Johnson & Johnson
line. Over 3 billion sales impressions—
millions in your own area!

Now—5 top-rate national TV shows,
plus 40 top-read national magazines, *plus*
local advertising in newspapers, on radio
and TV—all working 'round the clock to
pre-sell more and more Johnson & Johnson
products *for you!*

Make it all pay off big for you in '57!
STOCK, DISPLAY and PROMOTE the
entire Johnson & Johnson line regularly.

Johnson & Johnson

*The most trusted name in surgical dressings
and baby products*

every housewife to see that the medicine cabinet is kept clean and orderly, and that its contents are properly arranged. By "properly arranged" we again emphasize that dangerous or highly potent drug products should be kept separated from those regarded generally as harmless, as this would tend to safeguard the family against carelessly using a dangerous product when a harmless one was really intended.

The mere mention of this procedure is enough to show the common sense behind it but, even so, it is drastically and constantly disregarded in many households.

In connection with all such matters, the following is a splendid household rule: "Always take time to be safe." The commandment against leaving drug products on tables, chairs, and other places within the reach of children merits being stated and restated many times. This subject has been uppermost in the minds of pharmacists for many, many years, and many indeed have been the public warnings with respect to it.

Even so, year after year, hundreds of children are fatally injured, simply because the grown-ups in the family seem unable to grasp the downright urgency of keeping drug products safely out of reach of young children.

In connection with this whole general subject, let it be emphasized that virtually without exception, every drug product which you can obtain from your pharmacy is properly labeled. It is sure to bear adequate directions for use; it is sure to bear every warning and caution which its nature requires.

The manufacturer, in cooperation with the Food and Drug Administration, has gone to great pains to assure that the statement on the label of his product conforms fully with the strict requirements of the Food, Drug, and Cosmetic Act. In other words, the label

bears all the information required to assure you that it may be safely used for the purpose intended when its directions are carefully and consistently followed.

But here you come in. Read the label, follow the label, and observe, if you will, our ten commandments for the safe use of drug products in the home.

This broadcast, which comes to you each month through the courtesy of Station WFBR, has been brought to you by the Maryland Pharmaceutical Association. We hope that you will make it a habit to listen to them regularly.

Thank you.

BUSINESS DECISIONS THAT AFFECT YOUR TAX RETURN

This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants, and checked for technical accuracy by the Internal Revenue Service.

Long-range tax planning in today's business world of high tax rates is no longer "big business foolishness". Last-minute tax worrying with no year-around tax thinking can result in the loss of sizeable savings for small and medium-sized businesses when it comes time to file a tax return.

For example, assume that last summer you were forced to replace your air conditioner. You shopped around and found you could either sell your old unit to a private party for \$500, or a dealer in town would give you a trade-in allowance of \$500 on it. That seemed like six-of-one-half-a-dozen-of-another to you; so without thinking—or worrying—about tax matters you traded in the old air conditioner.

To prove how such a seemingly simple business decision such as this can



WHY TRY TO DO IT ALL YOURSELF?

One of the most rewarding tasks in operating a drugstore is protecting your neighbors' health and happiness. One of the major headaches is fighting encroaching competition from non-drug outlets. > > > Unlike the "one-man band," it isn't necessary to carry on this crusade single-handed. Every quality manufacturer is ready to help you wage your battle for recognition as a specialist for all family health needs. > > You wield a most effective weapon . . . it is the unique personal rela-

tionship your customers get from you and your staff.

> > > By featuring brand name products, you foster better customer relations and re-emphasize the importance of your drugstore as the community "health center." Trojans have been a key name in drugstores for more than a quarter of a century. They are the only complete foil line and offer you complete profit protection and product protection. Your TROJAN salesman will tell you . . . in black and white . . . how you can win this battle.

TROJANS



Y O U N G S R U B B E R C O R P O R A T I O N

affect how much tax you will have to pay, let's assume further the air conditioner which you traded had originally cost \$2500 and that you had taken \$1000 in depreciation on it. This meant its cost for tax purposes was \$1500, and you were going to "lose" \$1000 whether you accepted the dealer's trade-in allowance of \$500 or sold to the private party for \$500.

So far still six-of-one-half-a-dozen-of-another, but now since you elected to trade-in your old air conditioner, let's see how you can claim a deduction on a tax return for your \$1000 loss. The answer is simple. You can't. All you can do is add the amount of the loss to the cost of your new unit, and eventually receive tax credit for your loss in the form of slightly higher depreciation deductions.

On the other hand, if you had made a bona fide sale of your old unit to the private party and a separate purchase of a new unit from a dealer, you would have established a \$1000 loss which could be claimed as a loss deduction on a tax return and used to offset regular income.

It is not always true, of course, that a loss deduction on the tax return is worth two in the bush of depreciation, but a general rule to consider when you are trying to decide whether it would be more advantageous taxwise for you to sell or trade-in an asset is: sell "loss" property to obtain a deduction, and trade "profit" property to avoid the tax which must be paid on any profit realized from the sale of an asset.

You may find that you have sold yourself into a capital gains tax or traded yourself out of a loss deduction if you have not figured your depreciated costs correctly. This is a matter you should discuss with a certified public accountant. Not only can he verify the accuracy of your mathematical computations, but he can also explain the advantages and disadvantages of the various methods used to compute de-

preciation. It could be that the method you used or are using is not the one most suited to your business needs from a tax standpoint.

For example, if you asked a CPA whether you should use the straight-line or declining balance method to depreciate your new air conditioner, one of the first questions he might ask you would be: what are your cash requirements and what are your profits likely to be? If you are thinking of expanding and need additional cash within the next few years, he might recommend that you use the "new" declining balance method to compute depreciation.

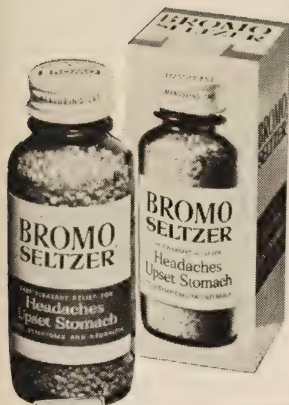
The declining balance method "speeds up" or increases depreciation rates. This starts the chain reaction to your objective of retaining cash in the business, because when you increase depreciation rates you also increase allowable depreciation deductions on your tax return. The amount you may write-off the first year is twice what it would be if you used the straight-line method; so by applying a \$1000 instead of \$500 depreciation deduction against your regular income, you are going to reduce your taxes, and cash that does not have to be paid out in federal taxes can be retained in the business for expansion purposes.

It seems all good things eventually come to an end, however, and while in the first year the declining balance depreciation rate may be double that of the straight-line, this differential diminishes in succeeding years until declining balance deductions are even less than they would be under the straight-line method. This is why it is important that you consider current and future earnings before you select a depreciation method.

For example, if your current earnings are low, or if you are putting in a new line of merchandise and the results of this expansion will take a few years to show in your earnings, it might be more

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"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

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One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

advantageous taxwise for you to use the straight-line method of computing depreciation.

The straight-line method does not "speed up" depreciation deductions. It spreads them out equally over the estimated useful life of the asset; so when you use a straight-line method you are saving, in a sense, for a rainy day. When your earnings improve or increase, you will have more substantial depreciation deductions to apply against those earnings. There usually is no point in increasing a loss or reducing low earnings by claiming additional depreciation deductions when you do not need them.

A point to remember when you are trying to decide whether to buy new or used equipment is that second-hand equipment *must* be depreciated by the straight-line method. This tax factor should be considered, because loss of the opportunity to use the declining balance method with its rapid write-off feature may cancel any immediate savings effected by the purchase of used equipment.

The matter may have been decided and forgotten many years ago, but a basic question businessmen should consider from time to time—and one which has many tax implications—is whether to do business as a proprietorship, partnership or corporation. There may be personal or professional factors that force the selection and maintenance of a non-corporate form of organization, but depending on the earnings of the business and the amount of those earnings you may need to withdraw, there are certain tax advantages to be gained by incorporating a new or expanding company.

Since proprietorship and partnership income is taxed at individual rates, which range anywhere from 20 percent to 91 percent, and corporation earnings are taxed at corporate rates of 30 percent on the first \$25,000 earned during the year and 52 percent on the excess,

it might appear that if you have relatively low income the proprietorship-partnership rates are lower. However, you must also consider that the corporate tax carries with it the privilege of deducting a reasonable salary paid to an employee-owner. The employee-owner has to pay a personal tax on his salary, of course, but if he were not incorporated, he would have to pay a personal tax on all the money earned by the business.

If the retained earnings of the company are taxed at a corporate rate which is lower than what the personal tax rate would be, the employee-owner would benefit by having additional funds available in the corporation for expansion purposes. These funds may be accumulated in a corporation up to \$60,000 without further tax penalties, and even higher if the corporation can prove a need for them.

These advantages—while they may cut your current tax bill and increase working capital for expansion needs—can be lost if you have jumped into a corporation without first reviewing your own long-range cash requirements. If you are continually forced to withdraw money from the corporate earnings to pay personal expenses, you will have to withdraw these funds in the form of dividends. That means the corporation will have to pay tax on the earnings you are withdrawing as dividends, and you will have to pay tax on the dividends received. The "double tax" on earnings and dividends can nullify any tax advantage from incorporation when earnings must be withdrawn immediately as dividends.

Many businessmen seek professional advice about tax matters as they do professional assistance with their golf game—when the slice has become almost unbearable. You can save tax dollars by realizing that business decisions made in the fall affect the amount of tax you must pay in the spring. Practice year-around tax thinking, and consult a

certified public accountant when you are in doubt as to the tax effect of even the most routine business decision.

COMPOUNDER'S COLUMN

(Continued from page 480)

and neutral media. Therefore the resultant pH of 5.2 is acceptable.

If the prescriber insists on the use of phenobarbital sodium, then two separate prescriptions can be suggested; one containing papaverine HCl with Essence of Caroid, and the other phenobarbital sodium with Butisol Sodium Elixir. Solutions of phenobarbital sodium however are not very stable.

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A HAZARD OF THE PRESENT DAY

Alex M. Mayer

In this era of speed, we can correctly say that we are living in an age of fast talking, fast walking, fast driving, fast eating and correspondingly, there are many people who are looking for the "fast dollar". As I see it, the fast dollar is a tax free dollar.

The predominant manner of obtaining this fast money is by means of an award for bodily injuries for which a responsible person can be held negligent. The pharmacist is an ideal target for these manipulators.

Scarcely anyone would think of driving an automobile down the street without proper liability insurance coverage. As Pharmacists, most of you realize that there is a potential danger of liability arising from the sale of products and filling of prescriptions in your store, and have protected yourselves with Druggists Liability Insurance.

Many do not realize that the most important sentence in the druggists liability policy is found in small print and states that the coverage does NOT apply when the claim results from "willful violation of any Municipal, State or Federal Law". This exception means, as an example, that if a legendary product is sold without a prescription, any claim resulting from that sale would not be covered by the insurance policy, and that all expenses of defense, court costs and court awards would be sustained by the pharmacist. Since a store owner is responsible for the acts of his employees, careful attention should be given to this matter.

There are two principal temptations involved in selling products in a pharmacy. The most prevalent is doing a person a favor and being a good fellow. Don't think that only strangers are involved in litigations. I know of many claims, some of which are and some are

not covered by insurance, in which friends and good customers are on opposite sides in the court room.

The other principal temptation is monetary gain. Think then of the potential legal liability hazard involved in selling a legendary product over the counter to a "friend" or for gain, and compare it to the size of the personal injury awards of today.

The pharmacist protects himself by carrying large insurance programs, by placing jimmy-proof locks and burglar alarms on his doors and windows, installing fire extinguishers. Buy the cheapest protection of all and be careful about obeying the rules and regulations regarding the sale of pharmaceuticals.

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School of Pharmacy, University of Maryland, News

ALUMNI ASSOCIATION, SCHOOL OF PHARMACY, UNIVERSITY OF MARYLAND

The annual entertainment and Valentine dance of the Alumni Association of the School of Pharmacy of the University of Maryland was held in the ballroom of the Emerson Hotel, Baltimore, on Thursday evening, February 14, 1957.

Outside rain and snow made for a disagreeable drive to the hotel, but in the ballroom was happiness, good fellowship, and an enjoyable evening for over 500 persons who attended, including 100 students and their ladies or escorts, faculty members, graduate students, invited guests and 300 members of the Alumni Association.

President Norman J. Levin welcomed the group in attendance. H. Nelson Warfield, First Vice-President, was General Chairman of the committees, and presented the following entertainers of the evening:

Frank Whitmore, as Master of Ceremonies, who is soloist with the Baltimore Symphony Orchestra, and who has appeared in three Broadway show hits; Elaine Lee, pianist and organizer of young people who show unusual talent in show business; Winnie Sanders in a balancing act; Jeane Steele, "Miss Maryland 1957" vocal selections; Beverly Ann Welch, with marimba and xylophone; and JoJo Vitale, Baltimore's Little Master Showman.

The Souvenir Program was of particular interest, as it represented not only many hours of work of the members of the Program Committee, but several thousand dollars for carrying on the work of the Association, this money representing donations for advertisements from manufacturers, wholesalers, retailers, associated organizations and friends. Solomon Wiener was Chairman of this committee, and George Stiffman, Co-Chairman.

The money received from the Souvenir Program will be used for student aid and scholarships. Scholarships are provided by the Association for two first-year students, the scholarships including full amount of tuition, books, etc. for the year. The Alumni Association has also donated \$400.00 annually for student aid to the upper classes, which is matched by a corresponding amount from the American Foundation for Pharmaceutical Education.

The Alumni Association is also extremely interested in the work of the Student Recruitment Committee. The members of this committee visit high schools, upon invitation, and present Pharmacy as a profession, explaining entrance requirements, curriculum, and other advantages of graduation from the School of Pharmacy of the University of Maryland. The following are members of this committee:

H. Nelson Warfield, Chairman, Alexander J. Ogrinz, Gordon Mouat, Norman J. Levin, Victor Morgenroth, Samuel I. Raichlen, and Dean Noel E. Foss.

Delicious ice cream from Hendler was served following the presentation of the program. Dancing to the music of Stan Bridge's Orchestra was enjoyed by students and alumni—young and older—until one o'clock.

Prizes donated by the following were drawn by the holders of the lucky tickets: H. B. Gilpin, through Mr. William Harrison; Brockway Glass, through Arthur H. All; and Owens-Illinois Glass, through Elmer Biles.

James P. Cragg, Jr. was Chairman of the Entertainment Committee; Sam A. Goldstein was Chairman of the Place and Arrangement Committee; Jerome Stiffman was Chairman of the Publicity Committee; Irving Cohen was Chairman of the Ticket Committee and had the cooperation of alumni and students

in securing a large and appreciative attendance. President Norman J. Levin was pleased and proud of the accomplishments of the chairmen and the many members of the different committees.

Plans are already being made for the entertainment of the 1957 graduates of the School in June.

FACULTY NEWS

In a recent issue of **Drug Standards**, an article appeared on the assay of Phenolated Calamine Lotion, USP XV. Dr. Benjamin Allen, Associate Professor of Pharmacy, and Mr. Robert Kokoski, Junior Instructor in Pharmacognosy, were the authors and research workers who made the study. They concluded that a bromination method could be used to assay directly the phenol in Calamine Lotion. They also suggested that an official assay should be included for Phenolated Calamine Lotion in the USP.

A method for the stabilization of Sulfadiazine Sodium Injection was presented at the American Association for the Advancement of Science last December by Dr. John Autian, Assistant Professor of Pharmacy. This paper was cited in a recent article in **Science** and also in the **Journal of the Drug and Cosmetic Industry**. Dr. Autian conducted this research for the Armed Forces Medical Procurement Agency. Further research work is now being conducted by Dr. Autian and Mr. Charles Swartz, graduate student, to elucidate the mechanism of the degradation of sulfadiazine sodium in injections.

Dr. John Autian has been appointed by Dr. Justin L. Powers, Director of Revision of the National Formulary, as a member of the National Formulary Advisory Panel. Dr. Autian's duties will be to advise on problems of a pharmaceutical nature which will arise with the revision of NF X.

Mr. John Sciarra, Instructor in Pharmacy, delivered a lecture on aerosols in

medicinal products at a joint meeting of the Baltimore Branch and the Student Branch of the American Pharmaceutical Association on Thursday, February 21, 1957, at the Kelly Memorial Building.

Dr. Donald E. Shay, Professor of Bacteriology, has been elected Treasurer of the Maryland Biological Society.

NEW FACULTY MEMBER

Mr. Bernard S. Melnicove, LL.B. has been appointed Visiting Lecturer in Pharmacy Administration. He is teaching "Jurisprudence" to seniors this semester. Mr. Melnicove received his LL.B. at the University of Baltimore. He has been the attorney for the Baltimore Retail Druggists' Association for five years and is also the attorney for the Maryland Pharmaceutical Association. Mr. Melnicove is a former state senator from the fourth district of Baltimore City.

SCHOOL HAS DISTINGUISHED GUEST LECTURERS

Dr. B. Olive Cole, professor emeritus, gave a very interesting lecture on the history of the School of Pharmacy on February 11th to the Freshman class in "Pharmacy Orientation."

Mr. Frank Balassone, Chief, Drug Control, Maryland State Department of Health, and Secretary of the State Board of Pharmacy, was a guest lecturer in "Pharmacy Orientation" on March 4th. He outlined the responsibilities of pharmacy students and pharmacists in regards to the practice of pharmacy.

In the past eight years, the proportion of the nation's total medical expenses met by voluntary health insurance has increased three times as fast as the proportion of Americans holding such insurance, according to Health Information Foundation.

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T. A. M. P. A. TATTLE

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 George M. Brandt
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 Maurice B. Brager

Volume 15

MARCH, 1957

No. 10

MEETING

The regular monthly luncheon meeting was held at the Stafford Hotel, Saturday, March 2nd.

Mr. Sanford Kotzen, Director of Franklin Square Hospital was the guest speaker. Mr. Kotzen's talk was most informative.

Announcements were made about the 75th Annual Convention of the Maryland Pharmaceutical Association with the Ladies and Travelers Auxiliaries. The Convention will be held at Galen Hall, June 24, 25, 26, 27, 1957.

TAMPA will put on a Show on the second night of the Convention. Since this is the Diamond Jubilee Convention, we are anxious to make our Show outstanding. We need talent good or bad. Please contact George Teass as soon as possible if you are interested in performing in the Show.

Our meetings have been good and well attended. Why don't you make the next one?

SPRING FLING FOR POOPED PEDDLERS

In the spring a young man's fancy lightly turns to thoughts of love
 A lady's heart will differ; she will think of hats and gloves.

There is one question shared by both,
 and a basic thing is that—
 Shall he wear his tattersall and she her
 Easter hat?

This time of year is joyous and
 jubilation is the theme
 So why not make a date with us to
 come and blow off steam?

If you wonder what it's all about—
 T.A.M.P.A.'s having a dance
 With free prizes and good music we'll
 keep you in a trance.

A real good time with lots of fun and
 people you will like
 Is what our chairman guarantees right
 thru the entire night.

With setups free and snacks you see
 you'll get a real full belly
 It's going to be done up just right
 because it's run by Kelly.

Corsages are in order but we'll give 'em
 to you free
 So bring your best gal, or your wife—
 or both, we'd like to see.

The date is May the 4th—a Saturday
 night—O.K.?
 So mark it on your calendar and plan
 to come and stay.

We'll see you at the Hotel Stafford for
T.A.M.P.A.'s LADIES' DANCE
So hurry up and get a ticket, please
don't lose the chance.

This crowd will be so full of pep;
everyone will be there .
The time will be from 9 until . . . the
music by Jack Scherr.

It's time to say, "Don't forget—The
Stafford at 9 on May the 4th
\$3.50 per ticket—Bring your friends and
yourself, of course."

There'll be a fragrance of Spring from
corsages that smell
Oh, yes—I forgot—BYOL.

The American people spent more than
\$11.8 billion for personal health services
during 1956, Health Information
Foundation reports. More than 25 per-
cent of this sum, or almost \$3 billion,
was covered by voluntary health in-
surance.

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**HEARD BY 722,775 PEOPLE WEEKLY**

Cash in on WINSTONS' increased traffic . . . stock extra cartons  
and stack 'em near your cash register.

Tell them you saw it in "The Maryland Pharmacist"

# 59.1%

of all  
ice cream  
purchases  
are

## IMPULSE SALES

. . . thanks to wide awake  
Point-of-Sale Promotion, Abbotts  
and Jane Logan Dealers enjoy a  
man-sized portion of this business.

*Are You Getting Your Share?*



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

## -: NEWS ITEMS :-

### THE A.Ph.A. CONVENTION

A record number of the nation's 110,000 registered pharmacists are expected to converge on the Hotel Statler, New York, for the 104th annual meeting of the American Pharmaceutical Association, April 28 through May 3.

According to Dr. Robert P. Fischelis, Secretary of the nation's oldest pharmaceutical association, advance registration from pharmacists licensed to practice in the 55,000 U. S. retail pharmacies and many of the 7,000 hospitals as well as representatives from many of the 1,300 drug manufacturers, 75 accredited colleges of pharmacy, wholesalers, Government health agencies, military services, and local, state and national pharmaceutical associations indicates that the convention will be the largest in the Association's 105 year history.

Six affiliated organizations representing specialized segments of the pharmacy profession will meet concurrently. These include the American Association of Colleges of Pharmacy, the American College of Apothecaries, the American Institute of the History of Pharmacy, the American Society of Hospital Pharmacists, the National Association of Boards of Pharmacy, and the National Conference of State Pharmaceutical Secretaries.

In addition to the programs on pharmaceutical education, retail and hospital practice, history, licensure and state pharmaceutical activities, it is expected that the convention will be addressed by Averell Harriman, Governor of New York, and Dr. Howard Rusk, Associate Editor of the New York TIMES and Chairman of the Health Resources Advisory Committee of the Office of Health Mobilization.

This year, Dr. Fischelis said, the convention returns for the seventh time to New York where the first national meeting of pharmacists took place in

1851, the event which led to the formation of the Association in the following year. Among its other activities in its 105 years history, the Association has published the National Formulary since 1888, one of the two official drug compendia in the United States.

### 1957-58 BLUE BOOK LISTS 172,340 PRODUCTS

The largest AMERICAN DRUGGIST BLUE BOOK ever published—containing 712 pages loaded with 74,829 price changes—is being mailed to every retail pharmacy in America. The BLUE BOOK lists a total of 172,340 products.

The new edition is printed in the same easy-to-read BLUE BOOK type which is so very popular with pharmacists throughout the nation.

Complete descriptions — including composition, action, uses, dosage, and packaging — of nearly 1,400 different products are published in the new BLUE BOOK. This represents a record number, making the BLUE BOOK a vital addition to the pharmacist's file of reference data.

The 1957-58 BLUE BOOK also includes reference articles on the following topics: ways to beat non-drug outlet competition . . . first aid items for the medicine cabinet . . . excise tax data . . . Latin words and phrases . . . Rx accessory data . . . space saving ideas for Rx lab . . . immunologic procedures for animals. In addition, over 7,200 manufacturers are included in an alphabetical index at the back of the book.

A free copy of the BLUE BOOK was mailed on February 25th to every retail pharmacy in America. Additional copies sell at \$8.00 each . . . the same as last year . . . despite increased publication costs. Send check or money order to AMERICAN DRUGGIST BLUE BOOK, 250 West 55th Street, New York 19, N.Y.

# Convention Feature

A Souvenir Program marking the 75th Diamond Jubilee Anniversary of the Maryland Pharmaceutical Association will be distributed at the 1957 Convention commemorating this milestone occasion. The Program will be mailed to all the pharmacies in Maryland following the Convention.

The Souvenir Program will contain historical Association data, the Convention program and other information that will make it a treasured memento befitting the occasion.

It will also contain a list of the members of the Maryland Pharmaceutical Association for the year 1957 who have paid Association dues by May 15th, 1957.

If you have not paid your dues, you are urged to do so at once so that you may become a permanent record on the occasion of our 75th Anniversary celebration.




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*Ever Outgrows the Need for*

**MILK**



**MU lberry 5-3800**



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The Gilpin man who calls on you has been selected for his trustworthiness as well as his ability. Ask his advice about your merchandise . . . he'll help you stock items that will sell quickly, please your customers and bring worthwhile profits.

Order from him in complete  
confidence.

## THE HENRY B. GILPIN CO.

*Full Line Full Service Wholesale Drug House • Established 1845*

**MURdock 6-8400**

## LAMPA LADIES MODEL HATS AT LUNCHEON



Left to Right: Mesdames George Brandt, Norman Levin, Milton Friedman, Anthony Padussis, Arnold Dickman, Edward Pfeifer and William Harrison.

## LAMPA LUNCHEON MEETING

A very delightful afternoon was enjoyed by 100 of our L.A.M.P.A. members at the Park Plaza Hotel on Wednesday, February 27th. Those who attended agreed that the program and luncheon was a very successful affair.

The president, Mrs. H. Nelson Warfield, welcomed the ladies. Mrs. Charles Austin served as our charming and witty mistress of ceremonies, describing each hat as it was being modelled, in her inimitable style. The entire entertainment committee deserves "orchids" for their fine co-operation. I would like to personally thank Mrs. Sol. Wiener for her capable "behind the scenes" assistance, without which our program would not have reached the perfection that it did.

Orchids also to Mrs. George Stiffman who handled our reservations in her usual smooth fashion. Our arrangements team, consisting of Mrs. Frank Macek and Mrs. Alexander Ogrinz, created a spring atmosphere with their candles and daffodils placed so expertly. Mrs. Frank Block handled the publicity.

The beautiful L.A.M.P.A. members who modelled hats by Jaysan of Charles Street, were as follows: Mesdames George Brandt, Norman Levin, Milton Friedman, A. G. Padussis Arnold Dickman, Edward Pfeifer, William Harrison.

To all of these ladies who helped to make our L.A.M.P.A. afternoon such a glowing success, I would like to say, my heartfelt thanks.

Mrs. Morris L. Cooper Chairman.

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### **The Important Big Four in Merchandising**

When you embark on your interior modernization plans, there are four very basic principles to remember. You **must** have all four to be sure your effort is directed the proper way.

Strangely enough, in these changing times, none of these points is entirely new. And a great deal of success in many stores today is due to the maximum importance of all four necessary factors.

1. Your merchandise is best displayed between 30 inches and five feet. More sales are made in this area. This applies to self-selection merchandise and "control" merchandise .
2. Products that are well known to the public should be displayed in this area.
3. Do not obstruct your customers from getting at merchandise they wish to buy.
4. Be sure that there is plenty of light right on the merchandise itself.

---

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**PRESIDENT'S MESSAGE**  
**BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacists:

Spring is in the air! It is good to see green things come to life again. It is good to see the "Little Leaguers" take our national pastime—baseball—with an air of serious importance; and our "Big Leaguers", the Baltimore Orioles, prepare for opening day and an improved successful season.

Also at this time of year, when a young man's fancy lightly turns to love, we in Pharmacy must turn to things that portend conditions consistent with the season of the year. Not necessarily love, but necessary nevertheless, to keep the flame of business alive . . .

For instance, this is a good time to take down those shopworn Winter displays and bring a touch of Spring and Summer into being. It is time to display and merchandise sunglasses, cameras and film, picnic and outing accessories and suntan preparations. This is the time of the year when deodorants, fragrances and many other personal articles increase in popularity. And do not forget first-aid supplies and Poison Ivy remedies.

Remember, the right merchandise attractively displayed is half sold; and by using self-selection methods of merchandising—may be entirely sold.

Special attention should be given to a fresh coat of paint, rearrangement of display fixtures and perhaps a new fixture or two to freshen up and give a "New Look" to your Pharmacy. These improvements invariably increase business. They are not necessarily expensive. A visit to a modern establishment employing new methods will suggest improvements applicable to all operations, large or small.

Yes, Springtime is Cleanup-time. Pharmacy is a health profession ministering to the welfare of the community. In order to perform its function properly, it should reflect cleanliness and orderliness at all times.

A routine program of cleanliness should be maintained. Such a program serves as a silent salesman and good will builder. It will reflect in additional sales.

VICTOR H. MORGENROTH, JR.,  
President

**DRIVE FOR ISRAEL SCHOOL OF  
PHARMACY**

Confidence in eventual permanent settlement of Israel's political difficulties was indicated with announcement of a nation-wide drive to raise \$1,000,000 to build a school of pharmacy at the Hebrew University of Jerusalem.

The drive was announced by Dr. Ivor Griffith, president and dean of the Philadelphia College of Pharmacy and Science, who will be chairman of the campaign. Griffith is a past president of the American Pharmaceutical Association.

The school of pharmacy will be part of the new Hebrew University, now



“... and  
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**SERVICE**”



Are you interested . . . in reducing an overgrown inventory? . . . in increasing turnover rate? . . . in having new prescription items readily available? These aims are easy to accomplish when you use our competent, economical *service*. Although we stock literally thousands of fresh, new drug-store commodities, *service* is what we really have to offer. Buy what you need . . . as you need it . . . from us.

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under construction at Givath Ram, in the Jewish sector of Jerusalem, to replace previous quarters located on Mount Scopus, in what is now Arab territory and under blockade for nine years. Students at the university include a number of Arabs.

Assisting Griffith in the organizational effort are Hyman C. Bogash, secretary of the Philadelphia Association of Retail Druggists; Abraham Rothman of New York, president of Rho Pi Phi, an international pharmaceutical fraternity; Dr. Joshua Kolberg, president of the Israeli Pharmaceutical Association who is now in the United States to assist in the drive; I. M. Ostrum, of Philadelphia, former president of Alpha Zeta Omega Fraternity and a director of American Friends of the Hebrew University; and Leopold E. Helfand, Philadelphia pharmacist.

Griffith said that he shortly will appoint regional officials from throughout the United States to direct local efforts on the drive. They will be representative of major firms in the drug industry, civic, social and other groups. Griffith plans to visit Israel in the near future, he said.

Griffith in accepting chairmanship of the fund drive said:

"Pharmacy and its benefits of mercy and aid know no barriers of religion or geography. When a need exists, we must answer the call."

The Hebrew University, since its founding 31 years ago, has become recognized as one of the outstanding institutions of learning in the Middle East. When the campus on Mount Scopus was lost in 1948, the 870 students and 190 teachers set up makeshift classrooms in homes and other buildings within the Jewish sector. Today there are more than 3,500 students, 300 research workers, 500 teachers and six faculties.

Eventually they will all be accommodated in new university structures.

#### **DR. OLSEN HONORED BY PHILADELPHIA COLLEGE**

Dr. Paul Olsen, a member of the Faculty of the Philadelphia College of Pharmacy and Science for 35 years, was the honored guest at the Mid-Winter Alumni Reunion Dinner at that College on February 23rd.

Speakers at the dinner who described Dr. Olsen's varied professional and civic activities included Associate Dean Linwood F. Tice for the College Faculty; Alumni President Edmund H. MacLaughlin; Dean Arthur G. Zupko of the Brooklyn College of Pharmacy with which Dr. Olsen will be associated in the fall; Mr. Benjamin A. Smith for Eli Lilly and Company; Mr. Charles H. Parton for the New York Kiwanis Club; and Mr. Harrison S. Fraker for Topics Publishing Company.

Dr. Ivor Griffith, President of the College, was toastmaster at the dinner.

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#### **HARRY C. ZEISIG HONORED**

At the annual Founders' Day Convocation of the Philadelphia College of Pharmacy and Science, February 21st, Harry C. Zeisig of Milford, Delaware, Secretary of the Delaware Board of Pharmacy and Secretary-Treasurer of the Delaware Pharmaceutical Society, received the honorary degree of Master in Pharmacy. Mr. Zeisig, who graduated from the College in 1907, was cited because of his organizational work in pharmacy, not only currently in the State of Delaware but before that in the city of Philadelphia.

Dr. Ivor Griffith, President of the College, officiated at the ceremony, and the principal speaker was Dr. Raymon M. Kistler, President of Beaver College.

---

Voluntary health insurance now pays more than 25 percent of the total expenses for all personal health services incurred by both insured and uninsured persons in this country, Health Information Foundation reports.

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### CANCER STUDY

Cooperation between industry and government on an accelerated program to find a chemotherapeutic agent which would be effective against cancer received the endorsement of the pharmaceutical industry, according to the Health News Institute.

In a formal resolution, the American Drug Manufacturers' Association urged its member companies to cooperate with the National Institutes of Health and the Cancer Chemotherapy National Service Center in a massive screening program to discover possible anti-tumor activity of new substances developed in the drug industry and other research laboratories.

This joint program involves testing chemicals, drugs, antibiotic filtrates and similar substances against three types of mouse tumors in accordance with standard procedures set by the National Service Center. The program represents a departure in theory to the basic research approach which is aimed at discovering the biological mechanism, or cause, of cancer, which has formed the bulk of cancer research in the past.

The National Service Center, which serves as the operational unit for the nationwide research program of the National Cancer Institute, the American Cancer Society and the Damon Runyon Fund, has already negotiated for testing of about 8,000 synthetic agents and 17,000 antibiotic filtrates. These substances, which represent a variety of both old and new preparations, are available only from the private companies synthesizing or preparing them. The Center hopes to be able, with industry cooperation, to test as many as 50,000 new and old substances a year for possible anti-tumor activity.

Six consulting laboratories are now under contract to the National Service Center. Industry participation will expand the screening facilities for testing, evaluating and further exploring promising chemical, biological and pharmacological leads against mouse

tumors. The activity sought is one which would cause a tumor to stop growing, or even to waste away.

Under the joint program, cooperation by the pharmaceutical industry can take several courses: individual companies may establish laboratories to screen compounds at their own expense, as some have already under-

## CANCER'S SEVEN DANGER SIGNALS

- 1 Unusual bleeding or discharge
- 2 A lump or thickening in the breast or elsewhere
- 3 A sore that does not heal
- 4 Persistent change in bowel or bladder habits
- 5 Persistent hoarseness or cough
- 6 Persistent indigestion or difficulty in swallowing
- 7 Change in a wart or mole

None of these symptoms necessarily means that you have cancer but any one of them should send you to your doctor! Cancer is usually curable when detected and treated early.

**REMEMBER THE DANGER SIGNALS!  
FIGHT CANCER WITH A CHECKUP  
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taken to do; some companies may carry out the work under government contracts which would cover all or part of the expense; they may send their materials for testing to one of the six consulting laboratories now under contract with the National Service Center; or they may contract with other firms to test their compounds.

The fiscal 1957 budget of the National Institutes of Health earmarks \$4,500,000 for expenditure with non-government laboratories for the screening of potential anti-cancer agents.

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## 629 MILLION PRESCRIPTIONS WRITTEN IN 1956

### Medimetric Institute Figures Show 9 Per Cent Increase Over 1955

The total number of prescriptions dispensed by retail drug establishments in the U. S. increased by nine per cent in 1956, the Medimetric Institute disclosed. The New York research agency, which maintains a permanent panel of almost 1,000 reporting drugstores, put the total for 1956 at 629 million, against 577 million in 1955. Since drug prices rose in 1956, the proportionate increase in dollar volume was somewhat greater, the Institute points out.

### Tranquilizers and Hormones Show Greatest Gains

More than half the total increase is accounted for in the tranquilizer and hormone fields. Notable gains were also scored by blood pressure drugs. Most of these today contain Indian snake-root (*Rauwolfia serpentina*) extracts that likewise have tranquilizing effects, and the Institute estimates that about one in every five such prescriptions is written primarily for that purpose. Other categories showing above-average increases are stimulants (largely containing amphetamine), antihistamines and antibiotics. These six categories preempt more than 80 per cent of the total increase.

Contrary to a widely held impression, tranquilizer drugs, while showing phenomenal gains, were still outranked more than two to one by antibiotics, which account for more than ten per cent of the total in 1956. Systemic analgesics, sedatives and hypnotics, hormones, and vitamins are also well ahead of the tranquilizers.

### Continued but Slower Tranquilizer Increase Indicated for 1957

Tranquilizer drugs, the Medimetric Institute believes, have not yet reached their peak. Present indications are that they will run well ahead of the field

in 1957, perhaps reaching a total of more than 40 million prescriptions. The increase of over 200 per cent experienced in 1956, however, will almost certainly not be equaled.

As in 1955, the broad-spectrum antibiotic Achromycin (Lederle) was the single drug most frequently prescribed, unless Equanil (Wyeth) and Miltown (Wallace), identical tranquilizing drugs marketed under different trade names, are counted as a single item. All in all, the ten leaders included four tranquilizing preparations in 1956, against two in 1955.

### Sedatives, Vitamins Hold Volume

The total population increase in 1956 is estimated at 1.5 per cent, but at both ends of the life span—young children and the aged, both of whom are heavy drug consumers—the increase was somewhat greater. Measured against this benchmark, a number of drug categories in the prescription field barely managed to hold their own in 1956. This was true of sedatives and hypnotics, vitamins, and sulfa drugs and other antibacterials (excluding antibiotics). Chief losers were hematinics and nutritional supplements (excluding vitamins) though the declines shown did not exceed ten per cent.

In the past, Medimetric figures on prescription volume have been somewhat higher than those from Government and other industry sources. The Institute emphasizes, however, that its findings are based on highly refined statistical "probability sampling," the only method for which margins of error can be given with authority. Careful controls indicate mathematical odds of nine to one that the 1956 figures of the Medimetric Institute are off by less than five per cent either way.

### Outlook for 1957

The Institute views the outlook for the prescription market in 1957 with cautious optimism. Assuming that general business conditions will continue

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at their present level, the flattening of the growth curve for tranquilizing drugs may nevertheless be reflected in a proportional overall increase somewhat lower than in the past year, perhaps as low as five per cent. The effects of the increasingly competitive situation in the major drug categories are uncertain, but the introduction of new drugs of dramatic effectiveness is likely to shift the figure upward, even though full impact is usually not felt for many months. A 1957 volume of 700 million prescriptions is not beyond the realm of possibility.

---

#### MATURE ATTITUDE HELPS FIGHT DISEASE

April, as designated by the President and Congress, is "Cancer Control Month," a time when it behooves all responsible citizens to reassess their attitudes toward a unique social-medical problem. Unique, because cancer, more than any other disease, requires individual knowledge and action if it is to be combatted successfully.

Most of us know by now that cancer has the best chance of cure when detected and treated early. Thus, the American Cancer Society recommends that all adults go to a doctor for a medical checkup once a year even though they may be feeling in the best of health. Silly, you say? Not for those in apparently good health who are harboring unsuspected and undetected cancer, curable cancer, from which they are going to die—if they don't seek medical attention in time.

We can all fight cancer by adopting a mature attitude toward periodic health examinations. We can also fight it by contributing to the American Cancer Society's April fund-raising drive for \$30,000,000—funds vitally needed to support the Society's year-round programs in research, education and service to patients.

"Fight cancer with a checkup and a check."

#### PROFESSIONAL RELATIONS COMMITTEES MEET

Joint meeting of the Maryland Pharmaceutical Association and the Professional Relations Committee was held at the Kelly Memorial Bldg. on Wednesday, February 27th.

Present were Tim Cragg, Aaron Libowitz, Alfred I. Aaronson, John F. Neutze, Steve Provenza, Milton A. Friedman, Hy Lebson, and Joseph Cohen, secretary.

Discussion was held on preparing professional displays for the coming Maryland Dental Association convention and the meeting of the Medical & Chirurgical Faculty of Md. Also plans were discussed for the professional Baltimore Retail Druggists' Association window displays for the year 1957.

---

#### TODAY'S MOTHER GETS BETTER MATERNITY CARE AT LESS COST

Having a baby is not only safer for both mother and child now than it was 25 years ago but, measured in equal dollars, it is also about 18 percent less expensive, Health Information Foundation disclosed.

In a detailed report on maternity costs for medical care in its monthly statistical bulletin, *Progress in Health Services*, the Foundation reported that in the 1928-31 period, the average total cost for a hospitalized obstetric patient was \$160—or, in terms of present-day dollars, \$258. Today the average total cost is \$213—an average decrease of \$45 per case, or 18 percent.

Hospital costs for maternity care have dropped about 10 percent since 1930, or more than 25 percent when the cost of special nursing service is included (such service is almost never necessary today). Twenty-five years ago the average hospital charge for a maternity patient was \$64, or \$102 when inflationary factors are added. Today's average is \$92.

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Physicians' fees for obstetrical care have increased slightly, by about 9 percent, since 1930. But this is a small increase, says the Foundation, because the average mother-to-be now gets more prenatal care than ever before, and an increasing amount of obstetric service is being provided by specialists with added years of professional training.

The figures cited for today's maternity care costs came from a nationwide survey of family medical costs conducted under a Foundation grant by the National Opinion Research Center of the University of Chicago. Figures for the 1928-31 period came from a survey by the Committee on the Costs of Medical Care.

The Foundation also reported that more babies than ever before are being born in hospitals and that more live births are being attended by physicians. In 1935, 63 percent of the babies were born in places other than hospitals, and 13 percent of all births were unattended by doctors. In 1956, almost 95 percent of all babies born in this country were delivered in hospitals, and 97 percent of all registered births were attended by doctors.

The Foundation commented that use of medical services for maternity care varies widely among American families according to education and income. Among mothers with some college training, 90 percent see a doctor at least once during the first three months of pregnancy. Among mothers with only eight or less years of schooling, only 40 percent do so.

Families with incomes of less than \$3,000 a year spend an average of \$112 on maternity services, while those with incomes of \$5,000 or more spend an average of \$276. In families with incomes of \$5,000 or more, 80 percent of the expectant mothers have seven or more consultations with their doctors during pregnancy. In the under-\$3,000 families, one out of every seven mothers does not see a doctor at all during her

pregnancy, while fully two-thirds have fewer than seven prenatal visits.

Lower maternity costs mean much more than dollars saved for the young family, says Foundation President George Bugbee: They are also a reflection of our whole medical care economy, and they provide a new opportunity for examining criticism of the costs of medical care.

"Since 1930, advances in medicine—perhaps most dramatically illustrated in drug discoveries—have lengthened life, have extended the number of years over which the average person needs medical care and have introduced many new medical and hospital procedures that require costly equipment and highly trained personnel. This progress has changed public attitudes toward medical care. Americans use health services far more frequently than in the past, and have developed concern about the necessary personal expenditures . . .

"Progress has not allayed all public criticism that medical costs, like the costs of other necessities, are perhaps higher than they should be. Yet there is little basis for such criticism; the facts speak for themselves."

According to Health Information Foundation, the average American incurred total charges of \$71.50 for medical care and services in 1956. In the same year, the average person covered by voluntary health insurance received benefits of \$27.

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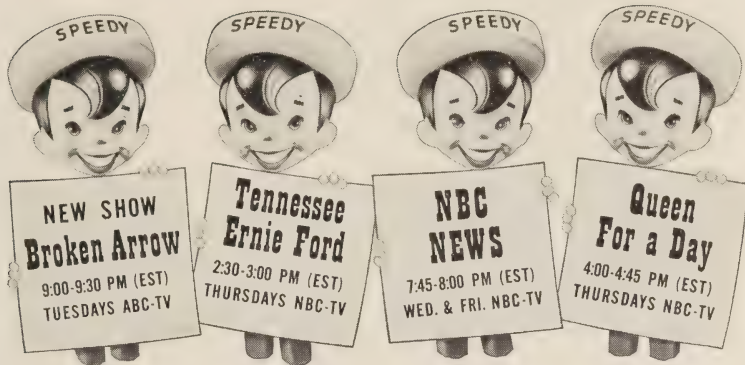
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# The Maryland



# Pharmacist

PRACTICAL  
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VOLUME XXXII

APRIL, 1957

No. 7



See Page 568

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Baltimore 1, Md.

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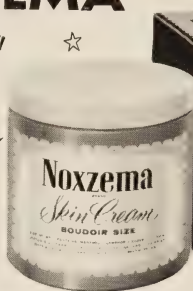
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- 120 RCA "WAYFARER" PORTABLE TV SETS
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- 349 AMELIA EARHART 3-PIECE LUGGAGE SETS

*Everybody has to buy a jar to enter! Be sure you have enough  
to last through the rush!*

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YOUR CUSTOMERS' "BEST BUY" IN THE  
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Help keep the vitamin business where it belongs. Tell your customers the vitamin story and promote those products with years of research and quality control to back them up. Promote 'Multicebrin,' the multiple vitamin which only you can sell.

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QUALITY/RESEARCH/INTEGRITY

**a sound  
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for expanding  
sales**

**each Capsule contains:**

*vitamins:*

|                                                |              |
|------------------------------------------------|--------------|
| Vitamin B <sub>12</sub> crystalline . . .      | 5 mcg.       |
| Vitamin B <sub>2</sub> (C) (riboflavin) 10 mg. |              |
| Vitamin B <sub>4</sub> . . . . .               | . 2 mg.      |
| Vitamin B <sub>1</sub> mononitrate . . .       | 10 mg.       |
| Nicotinamide<br>(niacinamide) . . . . .        | 100 mg.      |
| Vitamin C (ascorbic acid) 150 mg.              |              |
| Vitamin A . . . . .                            | 25,000 units |
| Vitamin D . . . . .                            | 1,000 units  |
| Vitamin E . . . . .                            | . 5 I.U.     |

*minerals (as inorganic salts):*

|                      |           |
|----------------------|-----------|
| Iodine . . . . .     | 0.15 mg.  |
| Manganese . . . . .  | 1.0 mg.   |
| Cobalt . . . . .     | 0.1 mg.   |
| Potassium . . . . .  | 100 mg.   |
| Molybdenum . . . . . | 0.2 mg.   |
| Iron . . . . .       | 15.0 mg.  |
| Copper . . . . .     | 1.0 mg.   |
| Zinc . . . . .       | 1.5 mg.   |
| Magnesium . . . . .  | 6.0 mg.   |
| Calcium . . . . .    | 105.0 mg. |
| Phosphorus . . . . . | 80.0 mg.  |

available: MYADEC Capsules are supplied in bottles of 30, 100, 250, and 1,000.



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# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

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## ... Editorial ...

### WELCOME TO THE FOLD

We extend sincere and enthusiastic congratulations to the 1957 graduating class in Pharmacy U. S. A. This goes particularly to the graduates in the Maryland area, especially to the graduates of our own University of Maryland, School of Pharmacy.

We say "sincere" because we mean it just that way. The study of Pharmacy is not a snap by any means. The courses are scientific, technical and difficult to master, requiring above the average intelligence. It has taken many hours of serious study to obtain your purpose. You had to be sincere to achieve the point of completion and subsequent graduation. You deserve much credit for your accomplishment, therefore in recognition of it, we are sincere in our felicitation.

We say "enthusiastic" because we are genuinely glad to have you join the profession of Pharmacy. It offers many immediate and gratifying opportunities at above the average remuneration for a recent college graduate.

Pharmacy is a broad spectrum profession. It offers a line of endeavor suitable to any personality or temperament. Although 85% of Pharmacy graduates enter the retail field, there are other opportunities that may be pursued such as: laboratory work, research, detailing, wholesaling, education and writing. Many Pharmacy graduates have achieved positions of high esteem. Indeed, opportunities in Pharmacy are unlimited.

Pharmacy in Maryland is rich in tradition. Those who have served before us have laid a sound and solid foundation of professional prestige and pride

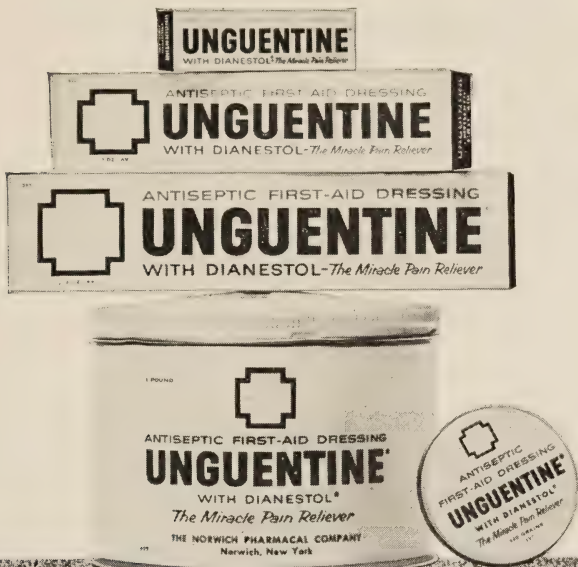
that has served as a blueprint through a century of progress. This has been made possible by many individual and collective unselfish efforts. Practicing, educational and enforcement Pharmacy has worked well together toward this end.

By enforcement Pharmacy, we mean our Maryland State Board of Pharmacy and the Division of Drug Control of the Maryland State Department of Health. These two agencies are responsible for the control of drugs and the practice of Pharmacy. They have done a commendable job in safeguarding the health and welfare of the community as well as establishing and protecting the ethical practice of Pharmacy in a fair and equitable fashion.

Representing organized Pharmacy in Maryland, you are invited to join and participate in Association activity. You will find in it an opportunity to continue your education, meet with your fellow pharmacists to exchange ideas and keep abreast of the pharmaceutical times generally in a congenial atmosphere.

Remember too, the facilities of the Maryland Pharmaceutical Association and the Baltimore Retail Druggists' Association are available to you through their central offices at the Kelly Memorial Building. If you need employment guidance or desire information on Pharmacy, it may be obtained as a professional service through the Association.

Pharmacy welcomes you to take your place. You enter it as an honored profession, enjoying high lay and professional esteem. May you have unlimited success in your chosen field of endeavor.



**YOU NEED ALL THE SIZES  
TO GET ALL THE SALES!**

No First-Aid Section is complete  
without all 5 sizes of  
**UNGUENTINE®** Antiseptic First-Aid Dressing



"I always buy the 15¢ size—  
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in the medicine cabinet and  
one in the car glove com-  
partment."

"I buy the 75¢ size. I find  
it's just the right size for our  
family of four."



"I buy the 2-oz. size. Our  
family 'roughs it' a lot, and  
Unguentine is wonderful for  
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"In the factory dispensary we  
use the 1-lb. jar. Unguentine  
helps heal so many minor  
skin injuries we use a lot of it."



**THE NORWICH PHARMACAL COMPANY, Norwich, New York**

Tell them you saw it in "The Maryland Pharmacist"

## PRESIDENT'S MESSAGE

---

Dear Fellow Pharmacists:

Secretary Cohen and I spent March 13th and 14th on the Eastern Shore. We visited pharmacists in Denton, Centreville, Stevensville, Easton, St. Michaels and Sherwood. It is unfortunate we did not have the time to visit all of the stores on the Shore. However, I am planning to make another trip during the month of May at which time I shall make an effort to visit the remaining pharmacies.

On our visits to these pharmacies, we were particularly impressed by the orderliness of the stores. We found they maintained a professional air and yet merchandised in a fashion consistent with the times. The merchandise was clean, well arranged and price-marked. The personnel were well groomed and extremely courteous. We noted particularly that all of the pharmacies visited were well stocked and had sufficient personnel. We left the Eastern Shore with a gratifying feeling. I am happy, and I am sure I also speak for Secretary Cohen, that we had an opportunity to visit with them.

On the evening of March 13th, we were the guests of the Eastern Shore Pharmaceutical Association at the Tidewater Inn in Easton. The meeting was well attended and we were courteously received. The topic of discussion was the need for a good organization. I would like to say that our Secretary gave a wonderfully inspiring talk on the subject. He outlined the aims and projects of the national, state and local pharmaceutical associations and stressed the necessity of support and participation in view of today's highly competitive market. A question and answer period followed Secretary Cohen's address. The high degree of interest was indeed inspiring and encouraging.

In closing, I am taking this opportunity to invite the pharmacists of the Eastern Shore to attend the 75th Diamond Jubilee Convention of the MPA. Not only will they learn more about their State Association, but they will learn more about Pharmacy, as well as having an enjoyable time.

Sincerely,

FRANK J. MACEK,  
President

---

---

**REGISTER NOW!**

**The Convention of Conventions**

**GALEN HALL**

**JUNE 24 - 25 - 26 - 27, 1957**

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In TRAL, a significant milestone has been reached in the long search for an anticholinergic which would be—

*potent enough to block hypersecretion and hypermotility in peptic ulcer*

*selective enough to avoid the side effects often resulting from unwanted anticholinergic action outside the gastrointestinal tract*

*The TRAL Patient*  
on-the-go, on-the-mend...  
unbothered by the ulcer  
...or the medicine



More than 1,000 clinical trials have shown that TRAL is not only adequate in its antisecretory-antimotility effects, but has perhaps the most highly specific postganglionic cholinergic blocking effect of any drug yet developed—At least to the degree that side effects have been strikingly fewer and milder than you would normally expect from an anticholinergic. Even when two to four times the normal dose was administered, only slight increase in incidence or severity of side reactions was noted.

The drug is supplied as Filmtab TRAL (25 mg.) and as Filmtab TRAL (25 mg.) with Phenobarbital (15 mg.), both in bottles of 100 tablets.

Abbott

## A NEW DRUG OF MARKED SELECTIVITY

for treatment of hypersecretion  
and hypermotility in

# IN PEPTIC ULCER

filmtab<sup>®</sup>

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## ... then you're not from Laredo?

"Never been to Texas in my life. I run a drug store in Atlanta, G.A."

### Why the ten-gallon hat?

"Secret compartment for spending money."

### U-m-m-m. Oil well on the side?

"Nope — a Sealtest fountain on the side, and near the rear. Pulls 'bar flies' through every department in my store."

### And you're getting rich off that?

"Doing all right. Folks keep coming back for Sealtest's *quality* ice

cream. Buy lots of other stuff, too."

### Sounds like a hot deal.

### Could you cut me in?

"Sure — I've got *my* neighborhood sewed up. Just call your local Southern Dairies salesman. He'll give you the low-down on high fountain profits."

sells  
your  
store...



## ... Fair Trade News ...

### SQUIBB CHAMPIONS FAIR TRADE

E. R. Squibb & Sons has been granted an injunction against the Dart Drug Company of Silver Springs, Maryland, as a result of legal action instituted by the company on grounds of violation of fair trade prices on Squibb vitamin products. Judge R. D. Watkins, presiding in the U. S. District Court for the district of Maryland in Baltimore, ruled against the Dart Drug Company Friday, April 5, after a series of hearings extending over a week. Several druggists from the Silver Springs area testified in Squibb's behalf during the trial.

George S. Squibb, Director of Distribution for the pharmaceutical company, stated that the suit against the Dart Drug Company is consistent with Squibb's support of practices of fair trade in the drug industry to maintain the high professional standards essential to the interest of public health.

### G. E. TO FAIR TRADE PHOTO FLASHBULBS

General Electric flashbulbs will be fair traded at the retail level effective April 20, 1957.

O. H. Young, department Marketing Manager, said the decision to fair trade was made "in the interests and wishes of the majority of more than 90,000 retailers of G-E flashbulbs and in the interests of the Photo Lamp Department in preserving the value of its trademark on flashbulbs.

"We decided to put our flashbulb line under fair trade as a result of continuing studies of market conditions including surveys of dealers which indicate their best interests and that of the consumer would best be served by fair trading our flashbulbs," Young said.

"While it was hoped that a fair margin of profit for the dealer could be achieved without utilizing fair trade

laws, this does not now seem feasible. Consequently we have decided to achieve the objectives of fair profit for the dealers and protection of General Electric's trademarks on flashbulbs through fair trade," he added.

Dealers operating in states that have effective fair trade laws received contracts to be signed and a letter explaining the department's decision. Dealers in other states were provided with a new price reference card which lists the revised suggested retail prices for G-E flashbulbs.

In its letter to dealers, the G-E Photo Lamp Department asked each dealer to help enforce its fair trade policy and to report violators.

Young said, "We expect to do our share; however, we call on each and every dealer to consider himself responsible for reporting to us any instances where G-E flashbulb fair trade prices are not being observed or where G-E flashbulbs are offered through advertisements at less than fair trade prices."

### FAIR TRADE STICKER NOTICES

APRIL, 1957

#### VICK CHEMICAL CO.—Page 99-C

| Item                              | F.T.M. |
|-----------------------------------|--------|
| Vick's Vaporub                    |        |
| Small .....                       | \$ .44 |
| Large .....                       | .89    |
| Extra Large .....                 | 1.79   |
| Vick's Va-Tro-Nol Nose Drops      |        |
| Small .....                       | \$ .47 |
| Large .....                       | .75    |
| Vick's Mild Va-Tro-Nol Nose Drops |        |
| Small .....                       | .47    |
| Vick's Inhaler .....              | .39    |
| Vick's Medi-Trating Cough Syrup   |        |
| Regular .....                     | .63    |

#### SCHIEFFELIN & CO.—Page 85-B

|               |         |
|---------------|---------|
| Estivin ..... | \$ 1.50 |
|---------------|---------|



### THERE'S ANOTHER NEW ARRIVAL IN TOWN

It's a tiny tot... whose parents are your market for all the products you sell. Your market is an ever-changing one. Typical of this... one in every six families moves each year. < < Because of this new market there are big opportunities for you:

- to increase profit through increased sales in every department of your store
- to prove to parents the advantage of one-stop drug store shopping for the family's health needs
- to teach them by experience that "it's better to get it at the drug store"

● to further customer insistence on brand name products

● and thus to enable you to build brand consciousness for exclusive drug products

Like certain other brand names acknowledged as leaders in their fields, Trojans are the peer of any similar product. Trojans are the only complete foil line that offer you complete profit protection, complete product protection. Trojans have been an exclusive drug store product for more than a quarter century.

# TROJANS



Y O U N G S R U B B E R C O R P O R A T I O N

Tell them you saw it in "The Maryland Pharmacist"

**NOXZEMA CHEMICAL COMPANY—**

Page 69

| Item                     | F.T.M. |
|--------------------------|--------|
| Nozain Cream—1¼-oz. tube | \$ .75 |
| Nozain Cream—2½-oz. tube | 1.25   |

**MALTBIE LABORATORIES DIVISION  
WALLACE & TIERNAN, INC.—**

Page 53-B

| Item                         | F.T.M. |
|------------------------------|--------|
| Desenex Ointment—1 oz. ....  | \$ .90 |
| Desenex Ointment—16 oz. .... | 9.00   |
| Desenex Powder—1½ oz. ....   | .90    |
| Desenex Powder—16 oz. ....   | 7.20   |
| Desenex Solution—2 oz. ....  | .90    |
| Desenex Solution—16 oz. .... | 4.50   |
| Desenex Night & Day—6-2s ..  | 10.80  |

**BAYBANK PHARMACEUTICALS,  
INC.—Page 77**

| Item                                                 | F.T.M.  |
|------------------------------------------------------|---------|
| Pineoleum                                            |         |
| Atomizer Set—1 fl. oz. &<br>atomizer .....           | \$ 2.49 |
| Liquid—3 1-3 fl. oz. bottle ..                       | 1.49    |
| Liquid—1 fl. oz. Dropper<br>Bottle .....             | .89     |
| Liquid w-Ephedrine—1 fl. oz.<br>Dropper Bottle ..... | .89     |

**DESITIN CHEMICAL CO.—**

Page 23-F

| Item                                      | F.T.M. |
|-------------------------------------------|--------|
| Desitin Powder—2½ oz.<br>(New Size) ..... | .75    |

**NOREX LABORATORIES, INC.—**

Page 23-H

| Item                | F.T.M. |
|---------------------|--------|
| Amitone— 24's ..... | \$ .49 |
| Amitone—100's ..... | 1.49   |

**CARTER PRODUCTS, INC.—Page 28-A**

| Item                                              | F.T.M. |
|---------------------------------------------------|--------|
| Arrid Cream Deodorant—<br>medium—(new size) ..... | \$ .25 |
| Arrid Men's Spray—large—<br>(new item) .....      | .59    |
| Colonaid—large (new item) ..                      | .98    |

**ORTHO PHARMACEUTICAL CORP.—**

Page 69-B

| Correction                   | F.T.M.  |
|------------------------------|---------|
| Perceptin w-applicator ..... | \$ 2.25 |

**HAROLD F. RITCHIE, INC.—**

Page 81-E

| Item                      | F.T.M. |
|---------------------------|--------|
| Brylcream—6 oz. jar ..... | \$ .83 |

**CHARLES H. PHILLIPS CO. DIV.****STERLING DRUG—Page 76-C**

| Item                                           | F.T.M. |
|------------------------------------------------|--------|
| Energine Cleaning Fluid—<br>Inflam.—Pint ..... | \$ .59 |
| Energine Lighter Fluid—4-oz.                   | .25    |
| Energine Shoe White—Cream—<br>3 oz. ....       | .25    |
| Energine Shoe White—Liquid<br>5 oz. ....       | .25    |

**BLOCK DRUG COMPANY, INC.—**

Page 4-B

| Item                                          | F.T.M. |
|-----------------------------------------------|--------|
| Corega Denture Adhesive—<br>small ..          | \$ .39 |
| Wernet's Denture Powder—<br>small .....       | .37    |
| Wernet Plate Brush .....                      | .69    |
| Py-Co-Pay Toothbrushes—<br>Nylon—Adult ..     | .69    |
| Py-Co-Pay Toothbrushes—<br>Nylon—Junior ..... | .35    |

**THE TONI CO.—Page 95-E**

| Item                                            | F.T.M. |
|-------------------------------------------------|--------|
| Toni White Rain Shampoo—<br>1½ oz. bottle ..... | \$ .35 |

**COLGATE-PALMOLIVE COMPANY—**

Page 17

| Item                                                | F.T.M. |
|-----------------------------------------------------|--------|
| Vaseline White Petroleum<br>Jelly—1 lb. ....        | \$ .69 |
| Vaseline Cream Hair Tonic—<br>4 oz. 2 bottles ..... | .79    |

The above prices will be in effect until July 1, 1957.

*Mr. Independent Retail Pharmacist:-*

You cannot afford

**Not to belong**

to the

**Baltimore Retail Druggists and  
Maryland Pharmaceutical Associations**

Where there's Unity — There's strength.

If you are not a member — Why not?

Join your Fellow Pharmacists and assist  
in their endeavors.

---

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901 Curtain Ave.

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*Wholesale Cooperative Druggists*

OWNED & CONTROLLED BY INDEPENDENT DRUGGISTS

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New forms of insurance coverage now available offer increased protection, simplicity of handling plus premium savings.

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Recognized from coast to coast for their exceptional quality, delicious flavor and tempting variety, Schrafft's Chocolates enjoy an ever-increasing demand from the candy-loving public.

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## . CONTRIBUTIONS .

### YOUR HEALTH IS REALLY UP TO YOU

Maryland Pharmaceutical Association  
Radio Broadcast—Station WFBR

Sunday, April 7, 1957

Charles E. Spigelmirre

The news that our goal for virtually eliminating polio is within reach is one of the heartwarming facts of these times. All of us must be thrilled with the knowledge that the medical conquest of this ancient and dreaded scourge is within the sight of final victory. Indeed, the victorious climax has come so suddenly that, frankly, many of us have not been able to grasp the monumental truth that the complete medical control of polio is, to use a familiar saying, "just around the corner."

And what a glorious day that will be when we will no longer have occasion to see children and other persons doing their best to get along on crutches, their limbs supported by braces—many of them struggling to keep alive through the device of an iron lung.

Indeed, the thought that these tragic results may soon be a thing of the past is overpowering because when this does come to pass, it will mark the fruition of years and years of painstaking scientific research and the answer to prayer of a thankful and apprehensive people.

But here we must interject a note of disappointment because, in spite of all the progress we have made, and that final victory is in sight, people have to be urged to make use of the Salk polio vaccine, which makes final victory possible. It seems strange that the medical profession, press, civic groups, and other professional groups are exerting themselves to make the public aware of their responsibility in this highly urgent matter and to induce or cajole them into meeting this responsibility.

Indeed, as evidence of this strange manifestation of public psychology, the Baltimore Sun recently devoted its lead editorial to what is properly called, "Salk Shot Bargain". We are including this editorial in this broadcast, simply because it emphasizes the very points we are trying to drive home in this broadcast. The editorial reads as follows:

"People look for bargains in food, clothes, automobiles and other miscellaneous goods. Now they are offered a bargain that will give them an immunity from polio.

"Today marks the opening of Polio V Days, which will continue from now to April 15. It is a period that has been set aside by the health authorities throughout the whole of Maryland for the purpose of inoculating with Salk vaccine as large a part as possible of the population between the susceptible ages of 3 months and 40 years, and getting it done in time to obtain immunity before the summer polio season.

"The health authorities believe that if a large proportion of the population is immunized at this time eradication of the disease can be greatly speeded up. Thereafter Salk inoculations can be made routine, like vaccination against smallpox and diphtheria inoculation.

"That is why doctors, nurses and hospitals have been enlisted as volunteers in the campaign to give the shots. And, in order to attract those who should be inoculated, the shots are being offered at reduced rates in all cases, and in some cases at no cost at all.

"But, like all bargains, this one is for a limited time only. The reduced rates are to hold only during the campaign. Now, therefore, is the time to act. No telling when there will be such a bargain again."

Again, by way of emphasis, it is being predicted by persons most qualified to



# DEPEND

*on our*

# SALESMAN

The Gilpin man who calls on you has been selected for his trustworthiness as well as his ability. Ask his advice about your merchandise . . . he'll help you stock items that will sell quickly, please your customers and bring worthwhile profits.

Order from him in complete confidence.

## THE HENRY B. GILPIN CO.

*Full Line Full Service Wholesale Drug House • Established 1845*

**MURdock 6-8400**

express an authoritative opinion on the subject that if government, industry, medicine, pharmacy, and all other health care groups and civic agencies bent their total efforts toward inducing every person under forty years of age to have themselves immunized against polio, this disease could be made as rare as smallpox.

This should be our unbending objective because, just so long as we leave any avenues open, there will be outbreaks of polio. Polio vaccine, of itself, will not eliminate the disease. This will come about only when the vaccine is properly and effectively used. This is a public obligation of the most importance, and it is one which our sense of civic obligation should see is earnestly, promptly, and fully met.

But, while we are discussing the polio immunization problem, it will be well for us to recognize that a mere statement of the problem carries with it lessons which we could follow. First of all, we need to become more fully health-conscious so that we may be informed with respect to what we can do to improve the health of ourselves and the public at large so that from this informed attitude effective action programs can be devised and followed.

We emphasize this point, because the gratifying improvement which has taken place in the overall health care field within your memory has not been accidental. It is the result of medical progress, productive scientific research, better drugs and medicines, and an understanding upon the part of the public of those rules and procedures which have collectively been so highly beneficial throughout the entire health care field.

A distinguished public health administrator once said that public health is largely a matter of what the public is willing to pay. In other words, if the public is willing to pay for good public health administration, able public health administrators, and pay in the

invaluable coin of public appreciation and understanding, the rate of public health progress will never slow down.

As pharmacist, we are tremendously impressed with the great advances made in the field of drugs and medicines. While much of this is reported in the press, and over radio and television, and in the mass consumer publications, they do not tell the entire story.

It is a fundamental fact that our manufacturing drug industry is, in every sense, a research-minded industry, and in practically every one of our leading manufacturing plants, research laboratories are maintained which would be a credit to the best of our universities. They are manned by eminent research workers who are constantly seeking better drugs and medicines so that your physician may have at his disposal the very latest and most dependable drug products within the ability of modern science to provide.

This fact should be very encouraging to you, as it emphasizes that standing behind your physician is a far-flung empire of scientific workers all engaged in giving him drug products which will make him more effective in the treatment of disease.

One effect of this scientific concept is that it has made obsolete hundreds, indeed thousands of drug products within the past few years. There is, among the medical profession, the concept "this is the drug of choice" which means that when a drug product deserves that rating, it practically supercedes that of less therapeutic properties.

It can, therefore, be said that modern medicine relies upon modern medicines, a thought which motivates the scientific research workers in the manufacturing pharmacy field.

As pharmacists, we were thrilled to learn a short while ago that the miracle drug, penicillin, had been synthesized. By this is meant that the product can be prepared in the laboratories without



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# Sweetheart SANITARY WRAPPED Straws

Protecting your customers' health is your duty. Sweetheart Sanitary Wrapped Drinking Straws afford this necessary protection and your customers will show their appreciation through increased patronization. No extra charge for your "Personalized" advertising imprinted on wrappers.

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Sign of  
"A Thoughtful Store"

**MARYLAND PAPER PRODUCTS COMPANY**  
1100 South Eutaw Street . . . . Baltimore, Md.

any reference whatever to the mold from which it has previously been derived. This is a monumental scientific achievement, and dramatic evidence of the progressive attitude which prevails throughout the field of drugs and pharmaceutical research.

Before a product can be synthesized, the chemist must understand its molecular make-up, and must picture in his own mind the inner structure of a product which he arrives at by reasoning through certain scientific conclusions. He then proceeds to build, as it were, the product, the innermost structure of which he has come to know and understand.

While it is not known now whether the process for making penicillin strictly by laboratory methods will cost less than that made by the fermentation method, there is at least the prospect that the cost of this drug may, in time, be brought still lower.

The big fact, however, associated with the laboratory method of producing penicillin is that it will doubtless be possible to synthesize many species of penicillin which were not heretofore available. It may well be that from this laboratory achievement, many variations of penicillin, as now understood, may be available with still greater benefits to medicine and to medical care as a direct result.

We refer to this new development with respect to penicillin merely to emphasize the tremendous activities of the scientific research workers in the field of drugs and medicines. Indeed, it may be said that this activity is characteristic of the field as a whole.

As pharmacists, we are tremendously concerned with all such matters, because the products which result from the research activities in our field always find a place in our prescription departments. You, perhaps, never have thought of it in this way, but the prescription department of your favorite

pharmacy is the place in which is to be found all of the drug products which are created by our research-minded pharmaceutical industry and which experience has shown to constitute the physician's major weapon in his fight against disease.

The organization of a prescription department is both complex and challenging. It is complex in that the pharmacist must have his stock of drugs and medicines so arranged that they are instantly available when called for by you when you present a prescription to be filled.

This matter of arrangement is a serious one, because in the prescription department of your favorite drug store there are literally thousands of drug products with which your pharmacist must be fully informed. These include the basic products themselves, together with an almost infinite variety of dosage forms suitable for your use when your physician so decides.

The matter of inventory control in the prescription department is one which requires constant attention, and the utmost care. Some drug products come with an expiration date, which means that they should not be used beyond the dates specified. This applies to insulin, vaccines, and many other important therapeutic substances.

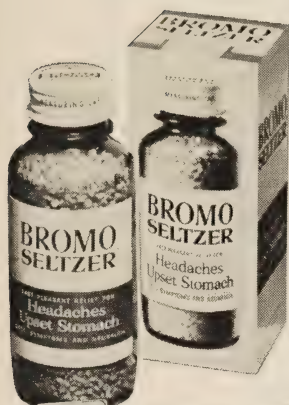
Your pharmacist is fully aware of this, and he keeps a watchful eye on those sections of his prescription department in which the drugs bearing the expiration date are kept. He makes it his business to see to it that no such drug is supplied on prescription when the expiration date has passed.

The organization of the prescription department is a challenge to pharmacists, because it requires them to keep abreast of progress in the field of drugs and medicines, to know the latest achievements of scientific research in the field, and to be certain that they have available to physicians and to you the very latest drug products as they are

# Double Appeal to bring

# Double Demand for BROMO-SELTZER

*New sales, new profits for  
druggists, as famous headache remedy  
invades field of upset stomach!*



1.

## Bromo-Seltzer for UPSET STOMACH!

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

## Bromo-Seltzer for HEADACHES!

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

## TWO BIG TV SHOWS!

### Your Hit Parade

One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

### Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

made available through the drug industry.

The prescription department is properly referred to as the heart of the drug store, and it might also be characterized as the very heart of professional pharmaceutical service. Not only is it the place where the great achievements of modern therapeutic research become available, it is also the place where the pharmacist brings to bear upon his day-to-day duties those principles which constitute the very basis of professional practice.

But the pharmacist's professional services are not limited to his professional practices. They are involved in his handling and distribution of a wide variety of drugs and medicines, sick room supplies, first aid materials, and many other products essential to the treatment of illness in the home.

We urge you to note your pharmacist's Certificate of Registration, as in every store where you find it displayed, it is your guarantee that the pharmacy is conducted by a person who has met the educational and legislative requirements which the Maryland legislature itself has laid down for your safety and protection.

The Maryland Pharmaceutical Association under whose auspices this broadcast is given, is deeply appreciative of the privilege of coming into your homes and discussing various developments in the health care field which we know are of interest to you.

Thank you.

#### LILLY AND POLIO VACCINE

Eli Lilly and Company announced that more than 100 million doses of its polio vaccine have been released.

The 100 millionth dose was part of a lot of 1,027,341 cc. of Lilly polio vaccine released April 17. A second lot of more than 1 million doses was released the same day.

The exact total of Lilly polio vaccine released to date is 101,473,306 cc.

## CALTONE



### A Soothing LOTION

For Minor Skin  
Irritations

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$69

## BUPEC



### An Effective DIARRHEA MIXTURE

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$59

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### A Fine INSECT Repellent

ODORLESS—  
GREASELESS

1 Doz. 2 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$59

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Pharmaceutical Mfg. Co.

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Ice Cream



A  
MEADOW  
GOLD  
Ice-Cream Product  
and-m-m-mighty good!



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CHOCOLATES FOR EVERY OCCASION



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BEECH-NUT Gum  
as a result of spot  
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listeners weekly  
all year 'round

Stock and display  
BEECH-NUT Gum  
It's sure to sell

Tell them you saw it in "The Maryland Pharmacist"

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CHI

CHAPTER

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

|   |                     |          |
|---|---------------------|----------|
| R | Burow's Solution    | 15.0 ml. |
|   | Aquaphor            | 15.0 Gm. |
|   | Zinc Oxide Ointment |          |
|   | qs.                 | 60.0 Gm. |

Although there are no incompatibilities in this prescription, it is presented for a discussion on water absorbable bases.

Most pharmacists know that Aquaphor is an ointment base supplied by Duke Laboratories, Inc., which will absorb water or aqueous solutions. It contains a group of alcohols and esters of cholesterol in aliphatic hydrocarbons and will absorb about 7 times its own weight of water.

The prototype of this type product, with which most pharmacists are familiar, is lanolin. Lanolin consists largely of cholesterol and their esters and is capable of absorbing twice its weight of water.

The U.S.P. XV includes a formula for Hydrophilic Petrolatum which contains cholesterol and a petrolatum base.

These three ointment bases are similar in their pharmaceutical properties except that lanolin has a disadvantage in that it is easily susceptible to rancidity and usually has an unpleasant odor.

A study of Hydrophilic Petrolatum brings up the subject of differentiating

between hydrophilic and hydrophobic. A substance should be classified with these terms in *two* ways. First, on its ability to absorb water and second on its property of being washable or miscible with water to all extremes. Aquaphor, lanolin, and Hydrophilic Petrolatum are hydrophilic to the extent that they will absorb water, but since they remain greasy and are not washable with water, they can also be classified as hydrophobic. The use of these terms without qualifying statements can be misleading.

In compounding this prescription, the incorporation of the Burow's Solution into the Aquaphor is most easily accomplished by stirring the aqueous solution into melted Aquaphor. The melting can be achieved by the use of a simple hot, not necessarily boiling, water bath. The water used in the bath can be replaced by hot water from the proper faucet at the sink in the prescription laboratory.

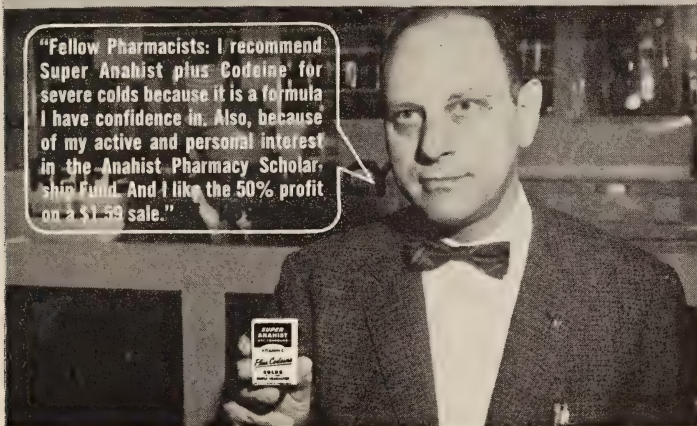
Attempts to mechanically mix them in a cold state on a pill tile with a spatula will produce difficulty. Some of the Burow's Solution may even splash or drain off of the tile. Even using a mortar and pestle would be better, but the melting procedure is the quickest and easiest.

The Zinc Oxide Ointment can be mechanically mixed with the mixture of Burow's Solution and Aquaphor while warm or after cooling.

**Each time you buy Super Anahist Plus Codeine,  
you contribute to this fund in your state.**

*Active Contributor*  
to  
**ANAHIST'S**  
*Pharmacy Scholarship*  
*Fund*  
1957

"Fellow Pharmacists: I recommend Super Anahist plus Codeine for severe colds because it is a formula I have confidence in. Also, because of my active and personal interest in the Anahist Pharmacy Scholarship Fund. And I like the 50% profit on a \$1.59 sale."




1. **50% Profit** when you purchase only one dozen
2. Can only be sold in drug stores
3. 50¢ on each dozen purchased is contributed **In Your Name** to the Anahist Scholarship Fund for your state

Ask your Drug Wholesaler for details



tomorrow's sulfa  
is here today!

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Sulfamethoxypyridazine Laderie

**KYNEX IS THE SULFA DOCTORS HAVE BEEN WAITING FOR...**

**AN ENTIRELY NEW, READILY SOLUBLE, SINGLE SULFONAMIDE EXHIBITING**

**KYNEX HAS AN UNBEATABLE LIST OF CLINICAL ADVANTAGES...**

- **LOW DOSAGE**—  
only 2 tablets per day
- **UNUSUAL SOLUBILITY**—  
prompt absorption, high diffusion  
and penetration
- **PROLONGED ACTION**—  
therapeutic blood levels within the hour,  
blood concentration peaks for more than 24 hours
- **EFFECTIVENESS**—  
particularly efficient in resistant urinary  
tract infections
- **OPTIMAL CONVENIENCE AND ACCEPTANCE  
TO PATIENTS**—  
only 2 tablets per day



**cuts dosage 75%**

**EXCELLENT ANTIBACTERIAL ACTION AT RADICALLY REDUCED DOSAGE!**

**THERE'S A MAXIMUM ADVERTISING-DETAILING EFFORT ON KYNEX TO THE MEDICAL PROFESSION!**

**DON'T MISS OUT ON KYNEX!  
STOCK RIGHT NOW!**

**BOTTLE OF 24 TABLETS . . . \$2.46, price to retailer**

**BOTTLE OF 100 TABLETS . . \$8.82, price to retailer**

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\*Reg. U. S. Pat. Off.



# T. A. M. P. A. TATTLE

## OFFICERS OF THE TRAVELER'S AUXILIARY MARYLAND PHARMACEUTICAL ASSOCIATION 1956-57

Honorary President—JACK LEVIN  
 President—LAURANCE A. RORAPAUGH  
 First Vice President—GEORGE S. TEASS  
 Second Vice President—JOSEPH L. MUTH  
 Third Vice President—ALBERT HEYDEMANN  
 Secretary-Treasurer—EMORY G. HELM  
 Assistant Secretary—ELVIN E. BEARD

Board members for one year  
 Norbert H. Zeller  
 Edwin M. Kabernagel, Jr.  
 John C. Cornmesser.  
 Board members for two years  
 George H. Hoddinott, Jr.  
 H. Sheeler Read  
 Richard R. Crane.  
 Board members for three years  
 Robert B. Kettlewell  
 James A. Allen  
 Caryl E. Hendrickson  
 Bernard Ulman, Jr., Chairman.

## MARYLAND PHARMACIST COMMITTEE

D. B. Young, Chairman  
 James A. Allen  
 George M. Brandt  
 E. M. Kabernagel, Jr.  
 Maurice B. Brager

Volume 15

APRIL, 1957

No. 11

### MEETING

TAMPA held its regular meeting at the Stafford Hotel, Saturday, April 6, 1957, at 12.30 P. M., and as is the custom the day was observed as our annual celebration of Past Presidents' day—and at which time we did honors to those men who have contributed so much time and effort in the past to make the organization what it is today.

Action on the following applications for membership was taken: John F. Gillen, representing Kimberly Clark Corp.; Robert Tobias, representing S. F. Whitman Co.; Boris M. Harrison, representing Overbrook Egg Nog Co.; Fred L. Lake, III., representing Bauer & Black; Irvin Libov, representing I. & L. Candy Co.; Gilbert Kohlhafer, representing H. B. Gilpin Co.; Joseph B. Herron, representing Johnson & Johnson; Harry A. Kunkel, Jr., representing J. B. Williams Co.

Mr. George H. Hoddinott, Jr., was Honor Guest for the day.

### UPJOHN PROMOTES BAUMGARDNER

Kalamazoo, Mich.—John E. Baumgardner was promoted from sales contractor of the Washington, D. C. branch to sales supervisor of the Baltimore district of The Upjohn Company accord-

ing to an announcement by W. F. Allen, director of marketing.

Mr. Baumgardner joined Upjohn in September, 1949, and has worked territories in Baltimore, York, Pa., and Washington, D. C. A graduate of the University of Maryland, he became sales contractor in April, 1956.

### McCREADY APPOINTED TO SALES STAFF OF IVES-CAMERON

Edward H. McCready, Baltimore, Maryland, has been appointed to the sales staff of Ives-Cameron Company.

McCready, who was formerly associated with Branch Motor Express Company in Baltimore, will have his headquarters with Ives-Cameron in Baltimore.

### HOWARD C. JOHANSON

The Board of Directors of The Henry B. Gilpin Company elected Mr. Howard C. Johanson Vice-President in addition to the office he holds as Treasurer. Mr. Johanson began with the 112-year-old firm in August, 1909. He was elected Secretary in 1934, a Director and Treasurer in 1948.

With wholesale drug houses in Baltimore, Norfolk and Washington, the Gilpin firm is one of the Nation's largest wholesale drug companies.

**DIAL**

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**FOR PROMPT, COURTEOUS SERVICE**

**MUTH BROTHERS & COMPANY**

**23 S. CHARLES STREET**

**BALTIMORE 3, MD.**

Established 1837

**ADD**  
**TO YOUR CIGAR DEPARTMENT**  
**AND SCORE A HIT . . .**

**America's Favorite Cigars**  
**EL PRODUCTO**  
**KING EDWARD**  
**IGNACIO HAYA GOLD LABEL**

KEEP THESE FINE CIGARS IN YOUR LINE-UP

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DISTRIBUTORS

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**"Every Line"  
the Best of its kind**

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- Davol Rubber Goods
- Ace Hard Rubber Combs
- Ajax Hard Rubber Combs
- Devilbiss Atomizers
- General Electric Clocks
- Lacross Manicure Implements
- Millers Forge Manicure Implements
- Jones Enamelware
- Gillette, Gem, Razors and Blades
- Eaton High Grade Stationery
- Becton Dickinson Products
- Kotex, Kleenex, Modess, Yes
- Tampax
- Doeskin Products
- Brockway Glassware
- American Thermos Bottles
- Sheiks-Ramses
- Trojans

**Miller Drug Sundry Co.**  
105 W. Redwood Street  
Baltimore 1, Maryland

**Compliments of**

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OF  
WINE AND SPIRIT  
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**McDOWELL, PYLE & CO., INC.**

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**BALTIMORE 1, MD.**



## -: NEWS ITEMS :-

### ARE PRESCRIPTIONS TOO HIGH?

Intense competition between drug companies has resulted in drugs which are the biggest health bargain the public has ever enjoyed, President Ernest H. Volwiler of Abbott Laboratories said.

The drug company president, speaking at a dinner to celebrate the opening of Abbott's new Florida distribution center, declared that "the pharmaceutical industry is as highly competitive as any that can be named."

"This severe competition," he said, "forces the industry to do almost as much research to achieve cheaper production and marketing as it does to develop new and better products.

"As a result, prescriptions probably represent the biggest health bargain the public has ever enjoyed. Collectively, they buy better medical care at neighborhood pharmacies than at any time in history."

Dr. Volwiler cited figures from the Bureau of Labor Statistics to show that the cost of home furnishings and clothing has increased almost twice as much since 1934-1939 as has the cost of medical care.

"The most recent figures show," Dr. Volwiler said, "that the annual per capita expenditure for drugs was \$10.12 as compared to \$55 for alcoholic beverages, \$32 for tobacco and \$ 18 for the repair, maintenance and parking of automobiles.

"For two decades, the percentage of disposable income spent for medical care—including drugs—has varied only slightly from a consistent 4 per cent. Part of the price of a prescription helps pay for the research which discovered and developed the drug and for the continuing search for new ones."

As a result of improved medical care and nutrition, Dr. Volwiler said, people in the United States may confidently

expect to live longer than ever before. In 1900 a man's life expectancy at birth was only 47 years. Now it is 68 years. In 1900, a woman's life expectancy was 49 and now it is 74.

"A man of 60 now has a life expectancy of 16 years," Dr. Volwiler said, "and a woman of 60 has an expectancy of over 19 years."

### PRINCE GEORGES-MONTGOMERY COUNTY ASSOCIATION INSTALL NEW OFFICERS

At an Installation Dinner held at the Hotel 2400 in Washington recently, the following officers were installed of the Prince Georges-Montgomery County Pharmaceutical Association: James A. Parker, President; A. W. Braden, First Vice-President; S. J. Latona, Second Vice-President; Herman I. Taetle, Third Vice-President; A. M. Lawson, Fourth Vice-President; Robert Sinker, Secretary, and Lester Brunnett, Treasurer. New Board members are: Harold Goldfeder, Alvin Fainberg and Joseph Brenner.

### NARCOTICS TO BE LABELED IN A-B-X CLASSIFICATION

The Federal Bureau of Narcotics has asked that manufacturers begin labeling narcotics in one of three classes by July 1, 1957. The classes will be designed A, B and X and the label would bear a large overprint of the letter designating the class into which the preparation falls.

Class A Narcotics would be those that are under complete narcotic control and can be sold only on a written prescription.

Class B Narcotics would be those that may be sold on oral prescriptions.

Class X would be exempt narcotics.

Merck has already announced that they are now labeling their narcotics in compliance with this request.

**UNIVERSITY OF MARYLAND  
SCHOOL OF PHARMACY ALUMNI ASSOCIATION  
ANNUAL BANQUET AND DANCE**

**Emerson Hotel Ballroom**

**Thursday, June 6, 1957 - 6:30 P.M.**

**In Honor of the 1957 School of Pharmacy Graduating Class**

Help Us Welcome Them to the Profession of Pharmacy

---

See Sam Portney for Class Reunion Arrangements  
See Irv Cohen or Your Drug Wholesaler for Banquet Tickets

Arrange a Party For An Enjoyable Evening

Tickets: \$6.00 per person

**750 ATTEND BANQUET OF THE BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

The Forty-first Annual Banquet and Dance was held by the Baltimore Retail Druggists' Association at the Lord Baltimore Hotel on March 21st. The Banquet set both attendance and enthusiasm records.

The record crowd of 750 revelled to the music of Tony Pastor. Valuable prizes were distributed to the members of the Association. The charming ladies received useful favors as a memento of the occasion.

Among the distinguished guests were: C. Lyman Schueler, vice-president of the City Council and representing Mayor D'Alesandro who was absent from the city; Judge Simon E. Sobeloff, U. S. Circuit Court of Appeals; Dr. Wilson H. Elkins, president, University of Maryland; Dr. Perry F. Prather, director, Maryland State Department of Health; Dr. Francis J. Geraghty, president, Baltimore City Medical Society and Dr. Douglas A. Browning, president, Baltimore City Dental Society.

On our front cover are shown, left to right, Victor H. Morgenroth, Jr., president, Baltimore Retail Druggists' Association; Alexander J. Ogrinz, Jr., Chairman of the Banquet Committee and Bernard S. Melnicove, special assistant to the Attorney General, who served as Toastmaster.

---

**ACUTE SHORTAGE OF PHARMACISTS  
ACROSS THE NATION**

That a shortage of pharmacists exists in all states was clearly indicated in a survey of State Pharmaceutical Association Secretaries conducted by George Frates, Washington Representative of the National Association Retail

Druggists, for presentation to the Labor Department as a basis of argument for Selective Service Deferment. Each State Pharmaceutical Association Secretary was asked a series of questions pertinent to the present supply of pharmacists available—if the 1956 graduating class sufficed the needs of his state and,



Are You  
**SATISFIED**  
 With Your  
**ICE CREAM SALES?**

Do you have adequate refrigerated cabinet display facilities?  
 Are the Brands you now stock recognized for their outstanding quality and value?  
 Are you receiving merchandizing and advertising assistance from your supplier?  
 If the answer to any of these questions is "no" your next move is to—



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2030 Harford Road, Baltimore • S. Capitol and E St. S.E., Washington

**- Vitalis adds "zip" to your sales -**

as a result of spot announcements  
 heard by 111,600 listeners weekly  
 over MORNING IN MARYLAND

*stock . . . stack . . . recommend*  
 VITALIS to your customers



DIAL 1300

—if graduating classes, based on current enrollment within his state, would meet manpower needs in the next three years. In addition to the present shortage of pharmacists reported existing in each state, all but three State secretaries reported that, based on current enrollments within their states, they do not anticipate an adequate supply over the next three years. The necessity for additional and more effective recruitment programs by the profession and all branches of the pharmaceutical industry is very graphically pointed up in the NARD Survey. The time is now — the need imperative.

#### AZO AIDS ISRAELI PHARMACY SCHOOL

The sum of \$50,000 has already been pledged by members of Alpha Zeta Omega, national pharmaceutical fraternity, to the Hebrew University of Jerusalem toward construction of a school of pharmacy, it was announced at a regional convention of the fraternity.

Elder H. Stein, of Pittsburgh, national chairman of the fraternity's fund-raising effort, presented pledges totaling \$50,000 to Dr. Joshua Kohlberg, president of the Israeli Pharmaceutical Association, who is about to return to Israel after helping organize the U. S. drive. In all, the fraternity has agreed to raise \$100,000 toward the \$1,000,000 needed for the school of pharmacy. The national chairman of the overall drive for \$1,000,000 is Dr. Ivor Griffith, president and dean of the Philadelphia College of Pharmacy and Science and past president of the American Pharmaceutical Association.

Kohlberg, in accepting the pledges at the meeting at Laurel-in-the-Pines, said he was certain that current political problems in Israel will end shortly and "we can proceed in the way of betterment and knowledge and improvement for all."

I. M. Ostrum of Philadelphia, a director of American Friends of the Hebrew

University, reported "inspiring progress" being made on construction of new quarters to replace the university's former headquarters on Mt. Scopus, access to which has been cut off by Jordan since 1948.

#### MARCH PHARMACY CHANGES

The following are changes in pharmacies of the State during March:

##### Pharmacies Opened:

Read Drug & Chemical Company, 4035 Northpoint Road, Baltimore 22.

Gabriel E. Katz & Leon Rosenberg, Props., Hollywood Drugs, 9925 Rhode Island Avenue, College Park.

Peoples Service Drug Stores, 11000 Viers Mill Road, Rockville.

Peoples Service Drug Stores, West Seventh Street and Biggs Avenue, Frederick.

Louis Rose, Prop., Tower Pharmacy, 9101 Liberty Road, Randallstown.

Selig S. Hertz, Prop., Hertz Pharmacy, 6309 Kenwood Avenue, Raspeburg, Baltimore 6.

Basil P. Johns, Prop., Marion Pharmacy, Marion Station.

##### Pharmacies Closed:

Raymond H. Federman, Prop., Community Drugs, 5731 Tuxedo Road, Tuxedo.

Spetzler Drugs, George Fink, Prop., 123 W. Baltimore Street.

Owen R. Stagmer, Sr., Prop., E. R. Stagmer & Son, 813 Frederick Rd., Catonsville.

##### Change of Ownership:

Kinnamon's Pharmacy, 105 S. Baltimore Avenue, Ocean City. Sold to: Edward H. & Philip E. Fisher, Fisher's Pharmacy.

Gwynn Oak Pharmacy, 5500 Gwynn Oak Avenue. Sold to: Harold D. Mondell (formerly owned by David Weiner).

Flom's Poplar Drug Store, 2245 East Fayette Street, Baltimore 31. Sold to: Herman M. Kling (formerly owned by Mrs. Rose Flom).



**ORDER FROM YOUR  
JOBBER—NOW**

**Rid-itch  
ANTISEPTIC  
FOR ATHLETE'S FOOT**

A Scientific Preparation for  
RINGWORM INFECTION  
OF THE TOES & FEET  
NON-GREASY

●  
WILL NOT STAIN

2 FLUID OUNCES  
EXTERNAL USE ONLY

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**GET ON  
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Smart Druggists are switching to

**Baltimore's first  
COLOR FILM LABORATORY**  
(Kodak approved)

**GILT EDGE  
PHOTO SERVICE**

You too can develop more business

Call

**ALBERT HEYDEMANN**  
PLaza 2-3431

For fast-quality service at  
regular prices

**COLOR—BLACK & WHITE**

*Our Local Drug Merchandisers Are*

**AT YOUR SERVICE**

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## BALTIMORE PHARMACY WEEK WINNERS



Aaron Libowitz, second from right, Chairman, Professional Relations Committee, presents cups to winners of Baltimore Retail Druggists' Association novice Pharmacy Week Window Display Contest. First, second and third prizes from right to left: Andrew T. Cavacos, Cavacos Pharmacy; Leon P. Levin, Joppa Rexall Pharmacy; Hyman Lebson, Hunting Ridge Pharmacy. Seated is Victor H. Morgenroth, Jr., President of the Association.

The presentations were made at the Annual Banquet of the BRDA at the Lord Baltimore Hotel.

**In sorrow the thoughts of your  
friends blend with yours.**

#### JULIUS GREIF

Julius Greif died suddenly at his home on March 29, 1957. He was 48 years old.

Mr. Greif conducted a retail pharmacy at Monroe and Mosher Streets. He was a graduate of the School of Pharmacy, University of Maryland, class of 1929. He was a member of the Baltimore Retail Druggists' Association and the Maryland Pharmaceutical Association. Mr. Greif was also active in fraternal organizations.

We express our heartfelt sympathy

to his wife, Minna, and three children who survive him.

#### WALTER HERSEY

Walter Hersey died on March 21, 1957.

Mr. Hersey, originally from Philadelphia, was a representative of the H. K. Mulford Company and then Sharp and Dohme when the two firms merged.

A registered pharmacist, he worked in retail pharmacy upon his retirement from Sharp and Dohme.

Mr. Hersey was a charter member of TAMPA and a member of the Wedgewood Club. At the time of his death he was an Honorary Member of both organizations.

Mr. Hersey left no survivors. May his soul rest in everlasting peace.

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**PRESIDENT'S MESSAGE**  
**BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacist:

"E Pluribus Unum." We all know, of course, this means "united we stand". This statement appears on the coin of our nation as a constant reminder of our unity and resulting strength. This doctrine is good to live by, not only as a nation, but also in the home, in business, in organization, in fact, in everything that stands for right and success.

The Baltimore Retail Druggists' Association stands for everything that is right in this profession of ours—Pharmacy. Therefore, there should not be any hesitation whatsoever in joining, nor reluctance in supporting its programs. To let the other fellow carry the load is not fair to him nor to the one who shirks his responsibility.

The Baltimore Retail Druggists' Association carries on an overall constructive program. It is impossible to segregate its services so that the non-member does not benefit. I speak in particular about legislation to protect the best interests of the profession, efforts to reduce taxes, liaison between the City Health Department and pharmacy on such matters as Medical Care prescriptions, Fair Trade and many other life or death services for the well-being of pharmacy.

It is costly to maintain some semblance of efficiency in the BRDA. In that respect, I must add that we are fortunate in having an above the average Association. The \$64,000 question, however, is how long can this excellent service be maintained without the wholehearted financial support of the rank-and-file pharmacists in the Baltimore area?

If you avail yourself directly or indirectly of the services of the Association, you are under a moral obligation to pay dues. If you have not paid, may we have yours? It's only \$10.00. Remember, "in unity there is strength".

Sincerely,

VICTOR H. MORGENROTH JR.,  
President

**PHARMACY RECRUITMENT**

"Shall I Study Pharmacy," third edition of authoritative career brochure of the American Association of Colleges of Pharmacy is now available.

Professor R. A. Deno, Chairman of the AACP Committee on Recruitment Aids, recently summarized developments in recruitment for pharmacy for the Directors of the American Foundation

for Pharmaceutical Education. The Foundation is co-sponsor of a number of recruitment aids made available since the fall of 1953.

150,000 copies of "Shall I Study Pharmacy?" have been sent to teachers, counsellors, and students in high schools throughout the country.

More than 250,000 smaller brochures, reprints of addresses on careers in

pharmacy by W. Paul Briggs, Secretary of the Foundation, have been distributed through cooperation of McKesson and Robbins, Incorporated, and the National Association of Chain Drug Stores.

And more than 800,000 copies of the New York Life Insurance Company reprint of an interview with Dr. Briggs, "Should You Be a Pharmacist?" have been distributed. This interview first appeared as an advertisement in three popular nationally distributed magazines.

Two career films "Design for Life" and "Time for Tomorrow" have been shown in high schools and on television since last fall to audiences estimated at 50,000 and at 5,000,000 respectively.

A "Pharmacy-Study Portfolio" of eight recruitment aids and with suggestions for use by practicing pharmacists is the latest addition to releases of the College Association and the Foundation.

Dr. Deno stated that these two organizations have spent over \$125,000 on this

program during the past three years plus, and estimated an equal or larger sum had been devoted by others to ancillary projects during this period.

More than a quarter million dollars, then, has recently been devoted to quality recruitment for pharmacy. The program is being vigorously continued, and merits complete support from all segments of pharmacy—most especially from the practicing pharmacist.

Information on sources of the several recruitment aids is available from the Secretary of the AACP: Dr. G. L. Webster, College of Pharmacy, University of Illinois, 833 S. Woods St., Chicago 12.

#### "STEERING COMMITTEE" MEETS WITH ARMED FORCES SECRETARY & SURGEONS GENERAL

The "Steering Committee" of the Committee on Status of Pharmacists in Government Service met in Washington, D. C., on March 11th and 12th, for the purpose of conferring with the Assist-

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ant Secretary of Defense for Health and Medical and with the Surgeons General of the Army (Silas B. Hays), Navy (Bartholomew W. Hogan) and Air Force (Dan C. Ogle). The purpose of the meeting was to review the progress and decisions of the Armed Forces relative to the Resolutions passed in recent conventions of the AACP, APhA, NABP and NARD, which dealt with utilization and commissioning of pharmacists drafted into the Armed Forces, inter-service transfer of pharmacists to relieve service shortages, 'pharmacy-technician' schools and expanded career opportunities for pharmacists, including star or flag rank.

The "Steering Committee" is composed of Messrs. Pierre Smith, AACP; Milton Skolaut, APhA; Francis Balassone, NABP, and George Frates, NARD, with Royce Franzoni, Chairman. Mr. Arthur Einbeck substituted for Mr. Frates, who was committed to Congressional activities on behalf of Pharmacy and could not be present. Dr. Robert P. Fischelis, Secretary, APhA, accompanied committee members in their series of meetings with the Surgeons General, on Monday (11th) and with Dr. Frank B. Berry, Assistant Secretary of Defense, Health and Medical, on Tuesday (12th). Also present at the respective meetings were the Chiefs of Medical Service Corps: Colonel Bernard Abel (Army), Captain Willard Calkins (Navy) and Colonel Phillip Fleetwood (Air Force) and Department of Defense staff members concerned with legal and manpower affairs.

Details of the meetings will be reported in the Report of the Committee on Status of Pharmacists in Government Service which will be given to the AACP, APhA and NABP conventions in New York City, next month.

Highlights of the discussions were:

1. The Army reports progress in the manning of hospital and dispensary pharmacies by graduate pharmacists, either commissioned officers or enlisted

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personnel, and a gradual elimination, by attribution, of service-trained 'pharmacy-technicians' who had previously handled the dispensing.

2. Both the Navy and the Air Force are continuing and will continue their 'pharmacy-technician' schools and training programs. Both services reiterated a basic difference from the Army system of providing pharmacists in that the Navy and Air-Force are volunteer services requiring three and four year enlistments, respectively; and as such, do not get a sufficient number of pharmacists (who are subject to Universal Military Training and can discharge their obligation by two years in the Army) volunteering to meet their needs.

3. While not definitely rejected by the Department of Defense, the possibilities of inter-service transfers were questioned because of administrative difficulties and curtailed availability to

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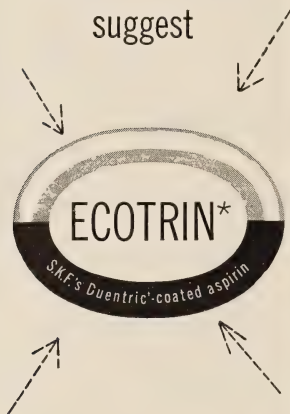
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the Navy and Air-Force of pharmacists who were obligated to serve only two years under Selective Service.

4. The Defense Department and the three services were again reminded of their obligation to provide the same high quality of pharmaceutical service to members of the Armed Forces and their dependents as is required by law in the civilian world and that the scope of pharmaceutical activities within the services will certainly increase because of the 'Medi-care' program recently established for service dependents.

5. In both the Army and the Air Force, the officer strengths of their Medical Service Corps is sufficiently great in numbers that general officers could be justified. Neither service indicated any imminent plans to 'make' officers in the MSC in that rank the Army pointing out further that the law establishing the Medical Service Corps had a specific limitation upon the grade of the Chief of Corps to that of Colonel.

6. The Steering Committee has decided to seek corrective legislation which will remove this limitation. Appropriate legislation has been drafted and negotiations are now being made to have this legislation introduced during the current sessions of Congress.

#### DISAPPOINTING COURT DECISIONS

(An editorial by Robert P. Fischelis in the April, 1957 issue of the Practical Pharmacy Edition of the Journal of the American Pharmaceutical Association)

The recent court decisions in Minnesota and New Jersey in which judges have had to determine whether certain drugs should be saleable without the supervision of registered pharmacists are disappointing to those who believe that public protection beyond label warnings are essential in the distribution of all drugs.



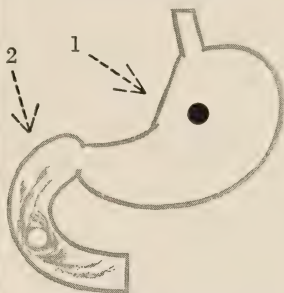
When a judge after hearing all of the evidence declares that "there is no casual relationship between the ingestion of excessive amounts, or the improper use, of the products under examination and the manner in which they are purchased or the place where the purchase is made" one must stop and give thought to the effectiveness of current education on what constitutes protection of the public health.

And when the same judge states that "it matters not whether the drug or medicine is purchased in a drugstore or in a corner grocery; the fact is that, when the purchaser walks out of the store, all control over the drug or medicine passes from the seller and from that time on the responsibility for proper usage lies entirely with the purchaser," one must wonder why the testimony presented evidently left him unimpressed with the importance of the registered pharmacist's legal function.

The judges have overlooked entirely that the purchaser needs information which will enable him to discharge his "responsibility for proper usage." This is something he cannot acquire from the reading of a label. He can obtain it only from the source of supply, if the person at the source of supply is competent to provide the information. Such competent persons are not to be found in filling stations, grocery stores, and supermarkets.

We understand that these cases will be appealed. Perhaps the higher courts will consider the facts in all of their important implications. The future of pharmacy depends greatly on whether there is to be general public acceptance of these judicial opinions emanating from the lower courts. Recognition of the registered pharmacist's essential function in the distribution of drugs should be of just as much importance to the proprietary medicine industry as it is to the profession of pharmacy.

## how 'ECOTRIN' (S.K.F.'s Duentric<sup>†</sup>-coated aspirin) prevents aspirin-induced gastric upset



Ecotrin's 'Duentric' coating remains intact in the stomach (1), but disintegrates almost immediately in the small intestine (2), assuring full aspirin effect without gastric irritation. Particularly useful in rheumatic disease where high doses of aspirin are often routine.



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**CONGRATULATIONS!**

Sara and Bill Rossberg announce the birth of a son, William Charles, Jr., on February 27th. Best wishes to the proud parents on their first-born.

**SURVEY SHOWS WHO PURCHASED DRUG AND COSMETIC PRODUCTS**

The relative importance of the male and female shopper in the purchase of drug and cosmetic products is revealed in the latest findings in a series of studies on U. S. markets being conducted by Look Magazine.

Based on shopping activity in a two-week period, the findings show such purchasing patterns as these: While females predominate as purchasers of general drugs and toiletries such as toothpaste and powder, toilet soap and headache remedies, almost one-third of the purchasers are male; and while most of the purchasers of primarily-masculine products such as razor blades, shaving soap and hair tonics, oils or creams are males, more than one-third are females.

Even on uniquely feminine items, there are surprising numbers of male purchasers. For instance, over one-sixth of the purchasers of home permanents, face cream, face powder or rouge are males—as are one-fifth of the purchasers of shampoos, deodorants and hand lotions. Of all the people 10 years of age or older who purchase hair sprays tints, rinses or wave sets, 9% are males—as are 12% of the lipstick purchasers.

The LOOK surveys of U. S. markets—of which the drug and cosmetic findings are a part—are conducted for LOOK by Alfred Politz Research, Inc., one of the nation's leading research organizations. Information on drug and cosmetic buying is based on purchases respondents said they made within two weeks prior to interviewing.

The findings provide drug manufacturers and their agencies with purchasing data on the following drug and cos-

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metic products: shampoos; deodorants; hand lotions; home permanents; face creams, face powders or rouge; lipstick; hair sprays, tints, rinses or wave sets; tooth pastes or powders; toilet soaps; headache remedies; hair tonics, oils or creams; razor blades; and shaving soaps, creams or lotions.

The survey material shows how many people in the United States 10 years of age and over purchased any of these products within the two-week period prior to interviewing in September, 1956, and how many were males and how many were females; what age group the purchasers were in; their annual household income; and their employment status. The material also shows what geographic region the purchasers live in; whether they live in a metropolitan or non-metropolitan area; and whether there are children under 10 in their household.

All findings are based on personal interviews conducted among individuals

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in private households in the continental United States. Interviews were made on a multi-stage area probability sample basis, which assures a statistically accurate sampling of people from all

walks of life and from all sections of the country.

The following chart gives percentage break-downs, by sex, of purchasers of various drug and cosmetics products:

#### PURCHASERS OF VARIOUS DRUG AND COSTMETICS PRODUCTS IN TWO WEEKS

| Product                                       | % of Purchasers |        |
|-----------------------------------------------|-----------------|--------|
|                                               | Male            | Female |
| Shampoo . . . . .                             | 20%             | 80%    |
| Deodorant . . . . .                           | 21%             | 79%    |
| Hand Lotion . . . . .                         | 21%             | 79%    |
| Home Permanent . . . . .                      | 17%             | 83%    |
| Face cream, powder or rouge . . . . .         | 16%             | 84%    |
| Lipstick . . . . .                            | 12%             | 88%    |
| Hair spray, tint, rinse or wave set . . . . . | 9%              | 91%    |
| Toothpaste or powder . . . . .                | 33%             | 67%    |
| Toilet soap . . . . .                         | 29%             | 71%    |
| Headache remedy . . . . .                     | 30%             | 70%    |
| Hair tonic, oil or cream . . . . .            | 55%             | 45%    |
| Razor Blades . . . . .                        | 61%             | 39%    |
| Shaving soap, cream or lotion . . . . .       | 62%             | 38%    |

Source: LOOK Magazine series of surveys on U. S. Markets.



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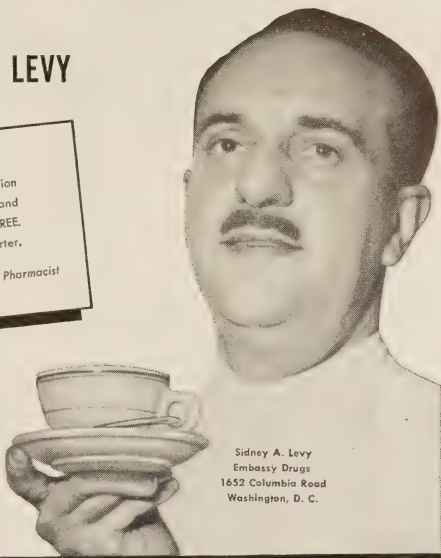
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TREXINEST Tablets help restore the normal balance between certain hormones, the lack of which Malleson<sup>3</sup> suggests may cause menopausal disorders.

*1. Rezek, G. H.: Personal Communication; 2. Hannon, T. R.: Personal Communication; 3. Malleson J.: The Lancet, July 1953.*

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# The Maryland



# Pharmacist

PRACTICAL  
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VOLUME XXXII

MAY, 1957

No. 8

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**JUNE 24, 25, 26, 27, 1957**

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**JOSEPH COHEN, Editor**



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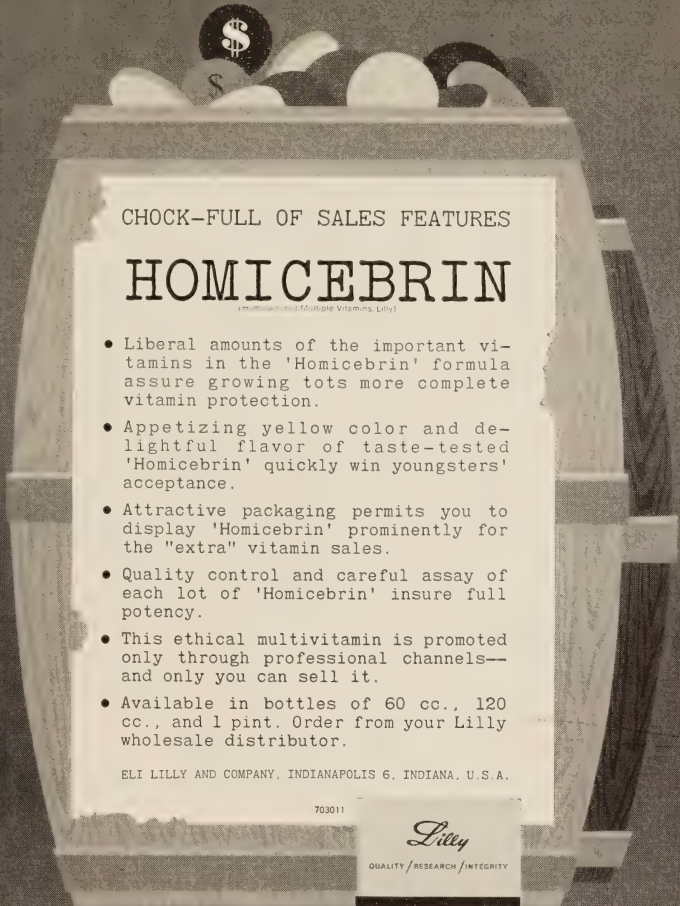
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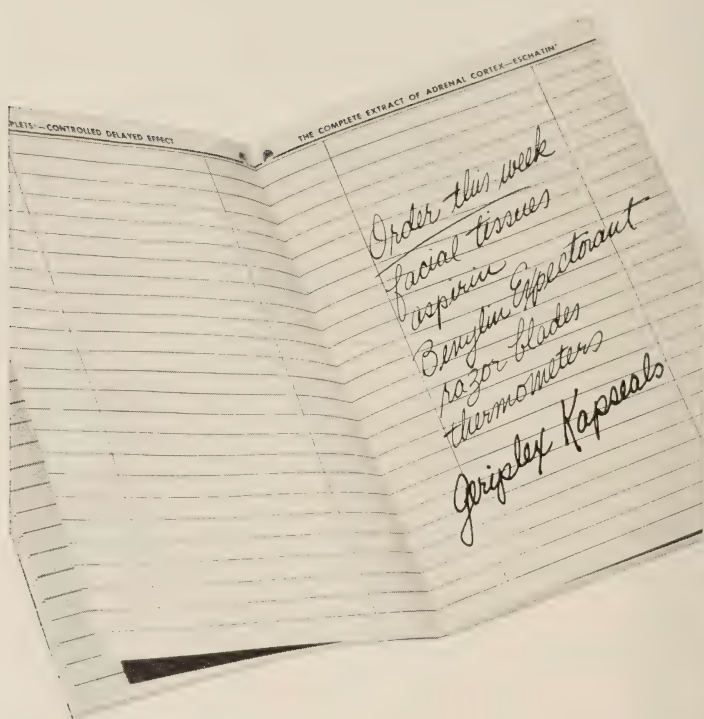
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# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

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Saratoga 7-0746

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MAY, 1957

No. 8

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LLOYD N. RICHARDSON—Ex-Officio

### OFFICERS BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

President—VICTOR H. MORGENROTH, JR.  
First Vice-President—ALEXANDER J. OGRINZ, JR.  
Second Vice-President—HERMAN B. DRUKMAN  
Third Vice-President—GREGORY W. A. LEYKO  
Fourth Vice-President—SAM A. GOLDSTEIN  
Executive Secretary—JOSEPH COHEN  
Secretary Emeritus—MELVILLE STRASBURGER  
Treasurer—CHARLES E. SPIGELMIRE  
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so that prescriptions may be filled promptly?

THESE PRODUCTS are being detailed in your area THIS MONTH

*Antispasmodic-  
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## **DONNATAL**® Tablets • Extentabs Capsules • Elixir

Dependable, safe, clinically proven. Prescribed by more physicians than any other antispasmodic.

*Therapeutic  
B Complex with  
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"Saturation dosage" of essential B complex factors with 250 mg. ascorbic acid. Ethically promoted.

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## **DONNAGESIC EXTENTABS**®

Extended action tablets of codeine with Donnatal. 10-12 hr. pain relief on single dosage. 2 strengths.

*Digestive  
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Prescribed in digestive and metabolic disturbances; psoriasis; with special diet in diabetes mellitus.

*Antacid-  
Demulcent*

## **ROBALATE**® Tablets • Liquid

Dihydroxy aluminum aminoacetate in a choice of exceptionally palatable forms.



... why not check **NOW!**

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*Ethical Pharmaceuticals of Merit since 1878*

## ... Editorial ...

### THE DIAMOND JUBILEE CONVENTION

The Maryland Pharmaceutical Association is celebrating its 75th Anniversary. A historical milestone that all Maryland pharmacy should view with profound pride. The occasion will take place at Galen Hall, Wernersville, Pennsylvania, June 24, 25, 26, 27, 1957. Our friends, the Travelers and Ladies Auxiliaries of the Maryland Pharmaceutical Association, are joining us to make this event a memorable one never to be forgotten.

You will find in this Maryland Pharmacist a preview of the Convention program. It does not go into detail because the features of the Convention are extensive and space does not permit explicit detail. Then, too, there will be many surprises befitting the occasion that we do not wish to disclose at this time. There are some features, however, that we do want to acquaint you with in anticipation of the Convention of Conventions.

The highlight of the Convention will be a historical review of Pharmacy. This will cover an era of 75 years—the age of the Maryland Pharmaceutical Association. It will touch on people, places and things. It will be reminiscent and nostalgic. It will present the progress of Pharmacy in all its facets—professional, scientific, educational and economic. It will cover Pharmacy from an age of nostrums to an age of specifics. It will depict the role Pharmacy and pharmacists have played in the complex cycle of life. This presentation will be made by: Dr. B. Olive Cole, Professor Emeritus, School of Pharmacy, University of Maryland; Dr. Robert L. Swain, Editor, Drug Topics and Drug Trade News; and Dr. Theodore G. Klumpp, President, Winthrop Laboratories.

Realizing the importance of the pre-

scription department and the subsequent pricing of prescriptions, a prescription survey has been conducted in our area for the past year under the auspices of the Abbott Laboratories with the cooperation of the Baltimore Retail Druggists' Association and the School of Pharmacy. Mr. David D. Stiles, Director of Market Development, Abbott Laboratories, will make known the findings of the survey at the Convention. This should be of interest to all pharmacists.

Another Convention feature is the contribution of a color television set by WBAL and WBAL-TV. This valuable prize will be drawn at the close of the Convention. All dues paid members of the Maryland Pharmaceutical Association and the Travelers Auxiliary, attending the Convention, are eligible for this valuable prize.

Pharmacy has been confronted with many important problems during the past year. By attending the Convention you will learn what has transpired, what decisions have been made and what has been accomplished. You will have an opportunity to participate and to voice your opinions.

You will note that our speaking program has been limited. An overall program has been adopted to devote adequate time to review, to knowledge and to planning for the future. The Association has made the program compact but has sacrificed nothing that is important. Provision has been made for much leisure time—after the first day, there will be no afternoon business sessions.

The Maryland Pharmaceutical Association invites you and yours to attend this once-in-a-lifetime 75th Diamond Jubilee Convention.

## PRESIDENT'S MESSAGE

---

Dear Fellow Pharmacists:

The time is fast approaching for the 75th Annual Convention of the Maryland Pharmaceutical Association. What a Convention this is going to be!

Last year was our first year at Galen Hall. The management extended itself to such an extent for our comfort and pleasure that we are going back to celebrate our 75th anniversary there. I am sure that if you join us, you shall have no regrets. It will indeed be worth your while from every standpoint.

Our Association has had a most active year. We have had three successful Regional meetings—Frederick, Silver Spring and Easton—and now, this most wonderful Convention.

When I took office as president, little did I realize the extent of work involved and the services rendered to the pharmacists of our state by the Association. I have become enlightened, and I must add, I have enjoyed every moment of it. Our problems would increase ten-fold without the Maryland Pharmaceutical Association. I am grateful for the opportunity afforded me to observe these activities first hand as your president.

With this in mind, I urge you to attend this Convention of Conventions. The Convention Committee under the able General Chairmanship of Norman J. Levin, has arranged one of the finest Convention programs of all times. Norman did such an outstanding job as Chairman last year, he was drafted to serve as Chairman again this year.

You will find at Galen Hall every facility for your ultimate pleasure. Both the speaking and entertainment programs have been meticulously planned down to the minutest detail. The activities of Pharmacy in our state and elsewhere will be reviewed through the committee reports that will be rendered. All of these arrangements have been made for your edification and enjoyment. We need you to complete the Show. Join us! See what the Association and Pharmacy means to you.

I am looking forward to personally greeting you at the convention.

Sincerely,

FRANK J. MACEK,  
President

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**GAY NINETIES COSTUME CONTEST**

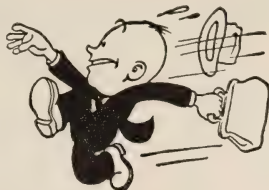
**GALEN HALL**

**TUESDAY, JUNE 25, 1957**

**PRIZES**

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**EVERYBODY'S COMING**

**RESERVATIONS ARE POURING IN**

**FOR THE**

*75th Diamond Jubilee Convention*

**MARYLAND PHARMACEUTICAL ASSOCIATION**

held in conjunction with

**T.A.M.P.A. and L.A.M.P.A.**

at

**GALEN HALL**

**WERNERSVILLE - PENNSYLVANIA**

**JUNE 24, 25, 26, and 27, 1957**

DO WE HAVE YOUR RESERVATION?

**DO NOT DELAY—SEND IT TODAY!!!**

**MARYLAND PHARMACEUTICAL ASSOCIATION**

**CONVENTION HOUSING COMMITTEE**

**650 WEST LOMBARD STREET**

**BALTIMORE 1, MARYLAND**

### A MESSAGE FROM THE GENERAL CHAIRMAN OF THE CONVENTION

Convention plans have progressed according to schedule. Cooperation has been superb. This, coupled with the fact that this will make a return trip to Galen Hall as the site of our 75th Diamond Jubilee Convention, has made my task a pleasure.

By the time you read this message the Convention of the Maryland Pharmaceutical Association will be well "on the road". Only one last detail remains—YOU.

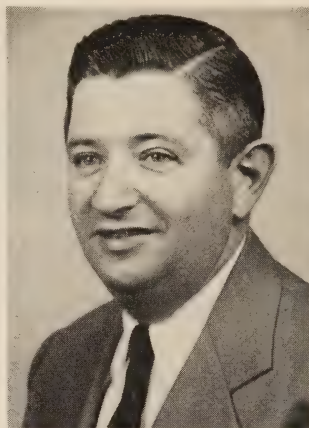
Hotel reservation and advance registration forms have been mailed to every pharmacy in Maryland and to every member of TAMPA. If you have not received it let us know and we shall get it to you pronto. Most important is to mail them back to us promptly with your check covering **REGISTRATION FEES ONLY**. This will prevent inconvenience at the hotel desk as no rooms will be assigned unless you register first. If by some chance you will find it necessary to cancel, the registration fee shall be refunded. You lose nothing, but you do save time and inconvenience through advance registration.

Because last year's Convention was such an outstanding success, we chose Galen Hall again for our 75th Convention. We are celebrating a milestone in the history of the Maryland Pharmaceutical Association. An excellent program has been planned to commemorate the occasion.

Galen Hall, one of the country's finest mountain resorts, is only 97 miles from Baltimore—about 2½ hours comfortable driving over good roads.

Galen Hall offers many fine facilities for a successful Convention. Thirty-six new rooms have been added. Rooms have been refurbished and re-decorated—some are air-conditioned. The dining room, ballroom and meeting rooms are air-conditioned.

Recreational facilities are also tops. At the Forest Glades Pool, with its broad terraces enlivened with bright



NORMAN J. LEVIN

beach umbrellas and contour chairs, you'll find the complete answer to your quest for aquatic action. Pool-side entertainment has been arranged by George Teass, TAMPA's Chairman of the Entertainment Committee.

Other features filling a diamond-studded program will include: golf, badminton, tennis, a ballgame between the Pill Rollers versus the Pill Peddlers and other sports contests. Evening entertainment will include: 1956 Convention Review; Champagne Hour Dance Contest; The Gay Nineties Review; All-Star Floor Show; Fashion Show; and Dancing every nite. And there will be many surprises, too numerous to mention here.

The business and speaking program has been well planned. To hear them and the reports of the officers and committees of the Association will reflect favorably in the successful operation of your pharmacy and in the performance of your duties, if you are employed.

As General Chairman of the Convention I want to express my appreciation to my Co-Chairman, Sam Portney, and



---

Serve your customers  
the finest—



A hand is shown holding a rectangular sign with a black border. The sign contains the text 'American Hostess Ice Cream' in a stylized, serif font. The sign is tilted slightly to the right. The hand is positioned on the right side of the sign, with the fingers gripping the edge.

American Hostess  
Ice Cream



A decorative, ornate frame with scrollwork and flourishes. Inside the frame, the text reads 'A MEADOW GOLD Ice-Cream Product and-m-m-mighty good!'.

A  
MEADOW  
GOLD  
Ice-Cream Product  
and-m-m-mighty good!

all the chairmen and members of the various committees for their efforts and a job well done. This includes the Travelers and Ladies Auxiliaries, who play an important role in our Conventions.

Again I want to remind you to send in your reservation for the Convention of Conventions—the MPA Diamond Jubilee Convention.

NORMAN J. LEVIN,  
General Chairman.

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#### T.A.M.P.A. CONVENTION MESSAGE

Dear Members of T.A.M.P.A.:

At the approach of the 75th Annual Convention of the Maryland Pharmaceutical Association and our own 41st Meeting, I would like to give you a little preview on the course of events.

It has been my pleasure to have visited Galen Hall recently. From what I have observed and considering the program planned, I am reasonably sure that the members of T.A.M.P.A. are in for a real good time.

Our committee examined the facilities and accommodations. Rooms have been added and improvements have been made for your convenience and comfort.

T.A.M.P.A. will have a Show this year. It will be the entertainment feature for Tuesday night of the Convention—at the pool, weather permitting.

George Teass, Entertainment Chairman and his fine committee, will keep you busy every minute of the day and night with a varied and unusual entertainment program.

Of course, as you well know, all is not fun. We will have our annual business meeting and election of officers on Thursday morning of the Convention. This is our Convention too. All the members of the Travelers should interest themselves in the mechanics of their organization by attending the Annual Meeting.



LAURANCE A. RORAPOUGH

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To the Maryland Pharmaceutical Association the Travelers extend best wishes for a successful and enjoyable 75th Anniversary and pledge the wholehearted support of T.A.M.P.A. toward this end.

I am looking forward to seeing you at Galen Hall.

Cordially,

LAURANCE A. RORAPOUGH,  
President.

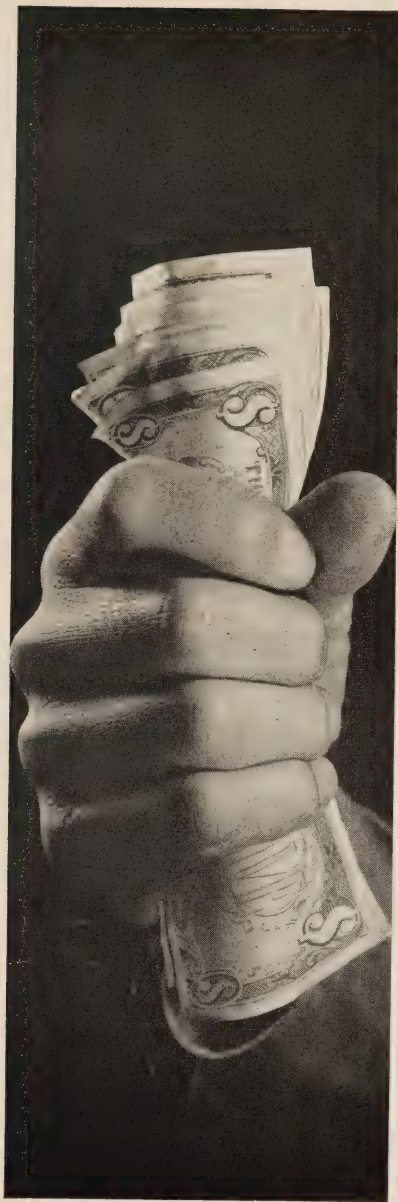
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#### A MESSAGE FROM THE PRESIDENT OF L.A.M.P.A.

Dear Members of L.A.M.P.A.:

The Ladies Auxiliary is proud to join the Maryland Pharmaceutical Association in celebrating its 75th Anniversary.

In just a few weeks we will be on our way to Galen Hall, popular mountain



GOODS ALL SOLD  
*Lilly*  
HERE WELL BOUGHT

# Fist full of money

The best way to have a fist full of money is to have a store full of customers, and the best way to keep a store full of customers is to have what they want . . . when they want it. Let us help you maintain clean, fresh stocks so that you will never be "just out" to customers. Order from us in accordance with your current needs. Our stock is complete and comprehensive—our service fast and sure. Send your orders to us for competent handling and delivery.

WE ARE A *Lilly* DISTRIBUTOR

**LOEWY DRUG COMPANY**

Baltimore, Maryland



OLIVE WARFIELD

Elsewhere in this Maryland Pharmacist is listed the complete program of Convention activities. Get your reservations in early and let's make this the best Convention we have ever had.

I am looking forward to seeing all you LAMPA gals at Galen Hall.

Cordially,

OLIVE WARFIELD,  
President

**PRESIDENT'S MESSAGE  
RETAIL DRUGGISTS' ASSOCIATION  
BALTIMORE**

Dear Fellow Pharmacists:

There are many pharmaceutical subjects that I could discuss with you in this May message to you. I know none however, that is more opportune than the forthcoming Convention of the Maryland Pharmaceutical Association.

It is a *fait accompli* that the members of the Baltimore Retail Druggists' Association have been staunch supporters

resort in the Pennsylvania - Dutch country.

This will mark the fourth Convention, as well as Anniversary, of the Ladies Auxiliary. My, we are really growing-up girls!

Lee Cooper, Chairman of the Entertainment Committee and her committee, have been working for weeks on a program for your ultimate pleasure.

The annual meeting of the Ladies Auxiliary will be held on Wednesday morning of the Convention. It will be followed by the annual L.A.M.P.A. Convention Luncheon and a surprise professional Fashion Show with the men invited as guests (if they behave themselves).

Above all please remember, this Convention will be different than all others. It will provide fun and relaxation. So have an honest-to-goodness family pow-wow and plan to join us for a never-to-be-forgotten four day vacation.



VICTOR H. MORGENROTH, JR.

# **FOR DRUG FIXTURES THAT SELL DRUGS**

## **BERNHEIM - SIEGEL CORPORATION**

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**PHILADELPHIA 44, PENNSYLVANIA**

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**BALTIMORE - WASHINGTON - NORFOLK**



of the Maryland Pharmaceutical Association these many years. I must add, the relationship between the two Associations has been most cordial and one of consistent cooperation in striving for the betterment of Pharmacy. This is indeed noteworthy.

It is befitting therefore, that on behalf of the Baltimore Retail Druggists' Association, I extend warm and hearty congratulations to the Maryland Pharmaceutical Association on the occasion of its 75th Anniversary.

Members of the Baltimore Retail Druggists' Association are urged to join in the festivities commemorating this landmark in the rich history of the MPA. The celebration will take place at the 75th Annual Convention of the MPA to be held at Galen Hall, June 24, 25, 26, 27, 1957.

I have been informed by reliable sources, that no stone has been left unturned to make this the best Convention ever. Thinking back to last year's Convention this is hardly believable. Those of you who attended last year's Convention at Galen Hall can attest to that.

Both the speaking and entertainment programs have been planned to surpass all others. Study the program—make your reservation—and join your friends and associates for an enlightening and relaxing four days.

I'll be there and I'll be looking for you. Please don't disappoint me.

Sincerely,

VICTOR H. MORGENROTH JR.,  
President



STRONGER THAN EVER!

**NO ONE**

*Ever Outgrows the Need for*

**MILK**



**MU lberry 5-3800**

## Our Convention Speakers . . .

*Commemorating the Diamond Jubilee Convention of the Maryland Pharmaceutical Association—A Historical Presentation Covering 75 Years of Progress In Pharmacy will be made at Galen Hall on the morning of Wednesday, June 26. The speakers are:*

DR. B. OLIVE COLE

DR. THEODORE G. KLUMPP

DR. ROBERT L. SWAIN

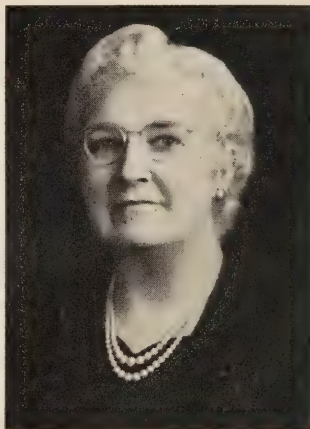
### DR. B. OLIVE COLE

Dr Cole has spent most of her life educating pharmacists.

She received her early education at the Baltimore Business College. After a short interim of employment by Sharp and Dohme, she entered the School of Pharmacy of the University of Maryland and graduated with a Doctor of Pharmacy degree and became a registered pharmacist. Dr. Cole is also a graduate of the University of Maryland Law School and a member of the Bar.

Besides serving as secretary of the School of Pharmacy for many years, Dr. Cole was Associate Professor of Botany and Materia Medica, and Professor of Pharmacy Administration. Upon the death of Dean DuMez, she served as Acting Dean of the School of Pharmacy.

She is a life member of the American Pharmaceutical Association; charter member of Omicron Chapter of Rho Chi and Epsilon Chapter Lamda Kappa Sigma Society. She holds membership in many other pharmaceutical and civic organizations.



Dr. Cole was honored in 1948 by the Alumni Association of the School of Pharmacy with the presentation of a portrait. In 1953 she was awarded the Honored Alumnus Award by the Alumni Association for outstanding achievement.

She was made Professor Emeritus upon her retirement from the Faculty of the School of Pharmacy.

**DR. THEODORE G. KLUMPP**

Dr. Klumpp is President of Winthrop Laboratories.

He received his Bachelor of Science degree from Princeton, Magna cum laude and is a graduate of the Harvard School of Medicine. Dr. Klumpp has an imposing medical background that would take pages to review.

He has served and still serves as chairman and executive officer of many scientific, professional, governmental and civic societies and organizations. To name a few: American Pharmaceutical Manufacturers Association; American Drug Manufacturers Association; National Pharmaceutical Council; American Institute of the History of Pharmacy; United States Pharmacopeia; World Medical Association.

Dr. Klumpp is a member and fellow of many medical, pharmaceutical and scientific societies including: American Pharmaceutical Association; American College of Physicians; American Med-



ical Association; American Association for the advancement of Science.

He is the first recipient of the Special Award for Distinguished Service from the American Pharmaceutical Manufacturers Association.



*Editor, Drug Topics and  
Drug Trade News*

**DR. ROBERT L. SWAIN**

A graduate registered pharmacist and member of the bar. Served on the Board of Pharmacy of Maryland for twenty years.

Over the years he has been Chairman of the N.A.R.D. Committee on State and National Fair Trade Legislation, former President of the A. Ph. A. and former President of the Maryland Pharmaceutical Association.

He has been awarded one of the highest honors in pharmacy, the Remington Medal.

Dr. Swain is a member of the Council on Pharmaceutical Education, the Council of the American Pharmaceutical Association, the National Association of Boards of Pharmacy, and the American Foundation for Pharmaceutical Education.

*David D. Stiles will present "The Maryland Prescription Survey."*

#### DAVID D. STILES

David D. Stiles, Director of Market Development, began his career with Abbott Laboratories 42 years ago. After 31 years in the Sales Department, he left the position of Associate Director of Sales to organize the market research activities of this company.

He now operates the first and probably the largest continuous national prescription survey that has ever been attempted, studying approximately 300,000 prescriptions gathered from 23 different areas in the United States every year. This is done through the cooperation of 23 colleges of pharmacy and about 300 pharmacies.

The results of these surveys are made available to colleges of pharmacy to aid them in modernizing some of their disciplines and also for presentation to various groups of pharmacists so that many of the problems confronting the druggist today may be resolved through this vast amount of factual information.

During the past four years Mr. Stiles has averaged about 75 talks per year to pharmacy groups discussing prescription trends, prices and public relations.



Mr. Stiles was chairman of the Advisory Committee of the University of Illinois College of Pharmacy in 1954, concluding his fifth year on this committee.

He was elected an honorary member of the Phi Delta Chi Fraternity last year.

---

#### COCA-COLA ADDS TAKE-HOME SIZE

One of the oldest bottling organizations in the Coca-Cola family, the Coca-Cola Bottling Company of Baltimore, will be making history again here with the introduction of still another size bottle for Coca-Cola—this time the 12-ounce, king-size package.

Production of the king-size bottle of Coke in the Baltimore area is another effort, Charles Gee, president of the Coca-Cola Bottling Company of Baltimore, said, to place another convenient package for home consumption "within an arm's reach of desire" for the customer. It was just about a year ago that

a second size, the 26-ounce, family-size one, was brought to this city to provide a package for group servings.

Neither the king nor the family size bottles for Coca-Cola are intended to replace the regular 6½-ounce bottle.

Introduction of the king-size package in this area is another example of innovations that the Coca-Cola Bottling Company of Baltimore has made in growing with the community since 1905, Mr. Gee said. This company was also the first to place on the market the six and twelve-bottle cartons for take-home consumption, and to use the electronic method of quality control on the bottling line.



Pass  
the  
word  
along...

# “large?”



and get extra profit on Coke  
with food just for the asking!

**ADD**  
**TO YOUR CIGAR DEPARTMENT**  
**AND SCORE A HIT . . .**

**America's Favorite Cigars**

**EL PRODUCTO**

**KING EDWARD**

**IGNACIO HAYA GOLD LABEL**

KEEP THESE FINE CIGARS IN YOUR LINE-UP

**Daniel Loughran Company, Inc.**

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the Best of its kind***

Dr. West's Toothbrushes  
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 Millers Forge Manicure Implements  
 Jones Enamelware  
 Gillette, Gem, Razors and Blades  
 Eaton High Grade Stationery  
 Becton Dickinson Products  
 Kotex, Kleenex, Modess, Yes  
 Tampax  
 Doeskin Products  
 Brockway Glassware  
 American Thermos Bottles  
 Sheiks-Ramses  
 Trojans

**Miller Drug Sundry Co.**  
 105 W. Redwood Street  
 Baltimore 1, Maryland

***Compliments of***

**MARYLAND  
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**BALTIMORE 1, MD.**

## ... Fair Trade News ...

### ASSOCIATION NATIONAL WHOLESALE DRUGGISTS

Re: SENATE 11 & HR 11

The comments which have appeared in the Drug Press regarding the position of the NWDA with reference to S 11 and HR 11 have caused the Association to re-examine the facts that were originally presented to it.

The Bulletin originally directed to NWDA members was not intended to be a statement of official Association position—but since that was the impression gained, it is now the desire of the Association that its position be clearly defined for the information and guidance of both wholesalers and retail druggists.

A number of eminent counsel, who are thoroughly familiar with such legislation and who have done work in the Drug industry in support of the Robinson-Patman Act, have given the Association quite a different interpretation from what had been presented to it originally.

In effect, the NWDA has been advised that the bill will strengthen the Robinson-Patman Act and thus help all small business, which of course includes the Druggists served by the members of the NWDA.

In the original examination of the Bill, the feeling was expressed in some quarters—that the freight provision of the Bill would be injurious to both retailers and wholesalers. Re-examination of the legislation does not support such a conclusion.

All members of the NWDA are equally interested in assisting their retail friends, and the desire to be of service is not confined to any one segment of the Wholesale group.

It is not necessary to remind the Drug industry that both the NWDA as an Association, and its members individually, gave whole-hearted support to the Robinson-Patman Act and all

legislation that has been of help to small business and to our retail customers.

Thus, it will be noted that the NWDA members continue the long established, and well understood policy of fostering—in all legal and proper manner—such programs which would influence favorably the economic health and welfare of their customers—the retail druggists.

### MERRELL PRICE LIST

The Wm. S. Merrell Company has distributed its new revised 1957 Sales Catalog to members of the drug trade and hospitals.

New features of the catalog include alphabetical product arrangement, new format and easier-to-read new bold type face.

Additional features include revised Fair Trade Schedule A to "Suggested List Price," which gives full 40% mark-up, in states where such laws are in effect. Fair Trade minimums on certain products are also listed in the catalog.

### FAIR TRADE STICKER NOTICES

#### HAROLD F. RITCHIE, INC.—

Page 81-E

| Item             | F.T.M. |
|------------------|--------|
| Eno—Medium ..... | \$ .75 |
| Eno—Large .....  | 1.25   |

#### COLGATE-PALMOLIVE COMPANY

Page 17

|                                             |        |
|---------------------------------------------|--------|
| Valcream—Giant (4-oz.) .....                | \$ .59 |
| Valcream—Large (1 $\frac{3}{4}$ -oz.) ..... | .39    |

**For A Limited Time Only Prices Below Will Prevail.**

|                                                                         |        |
|-------------------------------------------------------------------------|--------|
| Lustre-Creme Shampoo<br>(\$2.00 size) .....                             | \$1.59 |
| 1 Bottle Lustre-Creme Lotion<br>Shampoo—Economy Size—<br>(12-oz.) ..... | 1.19   |





## . CONTRIBUTIONS .

### YOUR HEALTH—A TEAMWORK OBLIGATION

Maryland Pharmaceutical Association  
Radic Broadcast—Station WFBR

Sunday, May 5, 1957

Charles E. Spigelmirre

Let it be said time and again that we are a health-minded people. We are interested in those developments in the health care field which mean better health for all people everywhere. And, the scientific improvement in health care matters generally can be ascribed in no small degree to the enlightened attitude of the public with respect to health care subjects.

Indeed, in a sense, it can be said that our great concern over our individual health and public health is one of the optimistic indications of our times. In spite of the fact that we are living in a period of serious international tensions, with an international crisis breaking out with alarming frequency, and with the threat of atomic war hanging over the entire world, nevertheless, every issue of the daily papers will carry headlines dealing with some aspects or phase of health care.

These news stories will cover a wide range of health care matters, and to you who are interested in keeping up with this picture as a matter of daily responsibility, we would urge you to note these headline stories carefully. If you will keep up with them as they come along, it will really afford you an up-to-date course in public health matters. In fact, we know of no other way for the general public to keep in step with health care progress except by following the day to day news developments in the health care field. This will be inspiring, educational, and informational in a very constructive sense.

The more we know of what is going on in the expanding field of health care matters, the more health conscious we

are bound to be, and the more enlightened we are bound to be with respect to this vital subject.

Pharmaceutically speaking, that area of health care of most concern to pharmacists, consists of three totally indispensable factors. These are, the manufacturing drug industry, the medical profession, and the pharmaceutical profession. It would make no difference as to the order in which these are listed, as all three are essential to overall good medical care, and neither could adequately function without the scientific and professional aid and cooperation of the others.

The manufacturing pharmaceutical industry is in every sense of the word a public health industry. Not only does it maintain manufacturing facilities for the production of the drugs and medicines used by **your** physician in his practice, but it also maintains highly efficient research laboratories. These are manned by eminent research scientists in the many complex sciences underlying the production, standardization, and control of prescription drug products.

These research laboratories are splendid examples of scientific institutions the sole purpose of which is to make available to physicians ever better drugs and medicines. These research investigations involve chemistry, pharmacology, microbiology, and a number of other scientific fields which have a direct bearing upon therapeutic research.

As pharmacists, we have often wished that it would be possible for the great American public to get an intimate view of the manufacturing drug industry as from it they would gain more solid assurance that the industry is dedicated to public health in a far-sighted and wholehearted manner.

It would be particularly advantageous if the public could get a close-up of the research activities which, in all truth, constitute the very foundation

of the industry itself. Here there would be seen men in white utilizing the most modern scientific equipment and apparatus, studying step by step every aspect of research involved in the discovery of modern prescription medication.

To see these men at work would be such an inspiring experience that all would have a finer, a more evaluating appreciation of the part the manufacturing drug industry plays in the conservation of health and in the treatment of disease.

Just recently, a statement appeared in the Sunday edition of the **New York Times** by a well known drug manufacturer in which he portrays in very pleasing language the part the manufacturer, the physician, and the pharmacist play in the health care field. This is a most impressive article, and we are including it in this broadcast because it emphasizes very graphically the thought we are discussing here. We are sure you will be interested, as it is written in a very captivating style:

"An invisible but all-important ingredient of modern drugs is the unseen teamwork of doctors, pharmacists, manufacturers and researchers whose interlocking skills bring a needed medicine to the patient's bedside. We look at a drug tablet, a seemingly simple thing, without seeing in it the collective minds of indispensable members of the health team who made it, tested it, stocked it and put it at our service.

"First, of course, the physician must diagnose illness and decide upon treatment. Even after deciding upon a particular drug, he still faces critical decisions. What form is best—*injection, oral tablets or capsules, suspensions, liquids?* How big a dose, how often? How long will it probably be needed? Is it compatible with other drugs the patient may be taking? Is there anything in the patient's history to rule out the use of the drug?

"Many other factors are weighed by the doctor before he injects a drug or

writes a prescription. His prescription is a signed professional order to another key member of the health team, the pharmacist. It states the drug or ingredients, quantity, dosage size, and directions for use by one patient, and one alone, whose special needs and condition have been diagnosed.

"The pharmacist, a close professional partner of the physician, fills the prescription with hairbreadth accuracy, drawing on skills acquired through years of specialized training and experience. He checks with the doctor if there are any uncertainties, records the prescription carefully and transcribes to a label the physician's exact directions to his patient. A drugstore or hospital pharmacy stocks several thousand drug items; some must be refrigerated, others stored in special ways to insure potency and freshness at all times. Almost anywhere in the United States, thanks to the pharmacist, a prescription drug is no more than an hour away from the patient.

"Some prescriptions are compounded by the pharmacist from separate ingredients, while others call for 'ready-made' drugs prepared by manufacturers. The pharmaceutical manufacturers employ thousands of scientists to seek better drugs and thousands of specialists who carry out elaborate chemical controls to insure purity, uniformity and standardized potency of every dose. Public welfare is further safeguarded by Federal agencies which clear the introduction of new drugs and enforce standards and regulatory laws.

"Into the tiny capsule that one day may save your life are blended the skills and knowledge of tens of thousands of men and women—the nation's health team."

I am sure you are impressed with the contributions which the various members of the health team make to health care progress. This is, in every sense, a team-work operation, and it is because the team works as a team that you of the public have such a well integrated

and completely dependable system of health and medical care.

It calls for no effort on the part of anyone to make you feel fully appreciative of the services rendered by your physician. Not only is he well trained and thoroughly familiar with modern drugs and medicines, but he can be counted upon to prescribe for his patients those modern drug products which, by the consensus of medical opinion, are the drugs of choice.

This is an interesting term, as it shows that the members of the medical profession are highly selective in the drug products they prescribe. Experience throughout the medical field has shown with remarkable accuracy the drug products which are the best suited to the treatment of any disease. These become known as "drugs of choice" and their use is based upon the wide experience of the members of the medical profession.

As pharmacists, we know quite well the attitudes, the points of view, the motivating principles, the fundamental philosophy of physicians, and the more we see of them, the more we are convinced that the medical care phase of our health is in the most capable hands.

As pharmacists, too, we are rather proud of the part played. We have already referred to the research activities of the drug industry and of the magnificent manufacturing facilities used in modern prescription medication, but these would be of little avail if the drug products made were not readily available.

Stated another way, if a drug is not available it cannot be used, and if it cannot be used, it might as well be non-existent. It is because we, as pharmacists, know that availability is a prime essential in the use of drugs and medicines in the treatment of disease that we make it our responsibility to have our prescription departments stocked with the latest drug products so that they may be available to physicians with the least possible delay.

We know that it is through our prescription service that the latest achievements of research in pharmacy reach the public. It has been said that the prescription department is the point of contact between therapeutic research and the public. Indeed, one great scientist once remarked that in no other industry did the very latest research achievements become so quickly translated into products for the benefit of the public.

This is true, because the distributional organization of the drug industry is such that the most recent drugs and medicines are to be found in every nook and corner of the country within an amazingly short period of time.

You hear every now and then of some new drug product being rushed to some ill person by plane or by police escort. These are dramatic events which, no doubt, stir warm admiration for those members of the health care team who go to such extremes to supply life-saving medication.

But, the prescription department of your favorite pharmacy has constantly available all of the dramatically effective modern prescription products, and these are supplied hour by hour, day by day, with little display of fanfare, but with constant devotion to the health care needs of the community.

Our prescription departments have been referred to as the neighborhood health service stations, and when their real role in the health care field is properly understood, it would seem that they have richly earned this commendation.

We want to thank you for the opportunity of presenting to you some facts, some opinions, and some points of view with respect to health and medical care which we are sure you have found of interest.

Medical care progress demands the team-work of many callings. It requires cooperation of a sensitive yet very practical character. It calls for a sense of devotion to the public interest

and a high concept of professional responsibility.

We emphasize these basic factors so that your confidence in the integrity and dependability of the health care team is fully justified.

Interwoven with this broadcast is the fact that the health care field is a most newsworthy field, and that developments of the utmost significance are coming along in what really amounts to a routine matter.

So much intensive research study is being given to so many different diseases that the onward march of progress really can be compared to a parade. Throughout the entire field, there is the feeling that tremendous discoveries are being made with respect to the causation of disease, and this is accompanied by the conviction that as this knowledge advances, newer and better drug products will be available to the medical profession.

Throughout all areas of the research aspects of medical care, the teamwork idea is becoming more and more prominent, as it is teamwork such as we have discussed here that justifies our optimistic belief that while superb progress has been made in the drug and pharmaceutical phases of medical care, still greater progress is assured. Indeed, newer and better drugs are the very definite objectives of the research scientists now engaged in this field, and this promises better health for more people everywhere.

Thank you.

In the past 56 years mortality from tuberculosis has declined from 199 to 8 per 100,000 population, according to Health Information Foundation. While this is remarkable progress, the Foundation notes, tuberculosis is still a great health problem, with 100,000 new cases reported in the United States in 1955.

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**MONDAY, JUNE 24—First Session—Hunt Room**

- 2:00 P. M. Convention Call to Order—President Frank J. Macek
- Opening Remarks—President Macek
- Communications
- Committee Reports
- Treasurer's Report
- Adjournment
- Secretary's Report
- Announcements

**ENTERTAINMENT FEATURES:**

- 8:30 P. M. Showing of 1956 Convention Film
- 10:00 P. M. Champagne Hour Dance Contest—Prizes  
The Penny Davis Dancers
- 11:00 P. M. Refreshments
- 11:00 P. M. Dancing 'til 1:00 A. M.  
Entertainment in the Colonnades Ballroom

**TUESDAY, JUNE 25—Second Session—Colonnades Ballroom**

- 9:30 A. M. Call to Order, President Frank J. Macek
- Early Bird Attendance Prize
- Invocation
- Address of President Macek
- Address—David D. Stiles, Director of Market Development,  
Abbott Laboratories—"The Prescription Survey"
- Report of the Board of Pharmacy—Dr. Francis S. Balassone, Secretary of the  
Board and Chief, Division of Drug Control, Maryland State Dept. of Health
- Announcements
- Attendance Prize Drawing
- Adjournment

**ENTERTAINMENT FEATURES:**

- 2:00 P. M. Water Show at the Pool
- 3:00 P. M. Professional Dance Instruction at the Pool
- Water Sport Contests—Prizes
- Field Sport Contests—Prizes
- 7:30 P. M. Gay Nineties Old Fashioned Chicken Barbecue Party at the Pool  
or Dinner in the Dining Room
- 9:00 P. M. TAMPA Gay Nineties Review
- Costume Contest—Prizes
- 10:00 P. M. Surprise Entertainment
- 11:00 P. M. Refreshments
- 11:00 P. M. Dancing 'til 1:00 A. M.
- In Case of Inclement Weather—Entertainment will be held in the Colonnades Ballroom



# Convention

## PHARMACEUTICAL ASSOCIATION

### Men's and Ladies' Auxiliaries

ANNAPOLIS, MARYLAND—JUNE 24, 25, 26, 27, 1957

#### WEDNESDAY, JUNE 26—Third Session

- 9:30 A. M. Call to Order—President Frank J. Macek  
Presiding—First Vice President George M. Schmidt  
Early Bird Attendance Prize  
Report on the School of Pharmacy, University of Maryland—  
Dr. Noel E. Foss, Dean
- 10:30 A.M. Diamond Jubilee Historical Presentation:  
**Dr. B. Olive Cole**, Professor Emeritus, School of Pharmacy, University of Maryland, "75 Years of Maryland Pharmacy."  
**Dr. Robert L. Swain**, Editor, Drug Topics & Drug Trade News, "Pharmacy in Retrospect and in the Years Ahead."  
**Dr. Theodore G. Klumpp**, President, Winthrop Laboratories, "75 Years of Scientific Progress."  
Announcements Attendance Prize Drawing  
Adjournment

#### ENTERTAINMENT FEATURES:

- 11:00 A. M. LAMPA Annual Meeting—Hunt Room  
1:00 P. M. LAMPA Luncheon—Dining Room  
2:00 P. M. Fashion Show and Entertainment—Dining Room  
3:00 P. M. Softball Game—Pill Rollers vs. Pill Peddlers  
10:00 P. M. Dancing 'til 1:00 A. M.  
11:00 P. M. New York Floor Show

#### THURSDAY, JUNE 27—Fourth Session

- 9:30 A. M. Call to Order—President Frank J. Macek  
Communications  
Report of the Nominating Committee  
Election of Officers and Members of the Executive Committee  
Election of Three Nominees for Appointment of One to the State Board of Pharmacy  
Report of the Committee on Resolutions  
Old Business Announcements  
New Business Attendance Prize Drawing  
Adjournment of the Convention
- 10:30 A. M. Travelers Auxiliary Meeting—Hunt Room  
2:30 P. M. Meeting of MPA Officers and Executive Committee—Conference Room

#### ENTERTAINMENT FEATURES:

- 6:00 P. M. Social Hour—Friendship of Hendlers and Borden  
7:00 P. M. Annual Banquet and Dance  
Pharmacy Week Awards  
Installation of Officers  
12:30 A. M. Farewell Party

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CHI

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

This prescription was submitted through Woodside Pharmacy, Parkville, Md.

R

|                   |        |
|-------------------|--------|
| Potassium Citrate | 3 iss  |
| Tr. Hyoscyamus    | f5 i   |
| Phenobarbital     | gr xii |
| Water, qs         | f5 vi  |

An evaluation of this prescription involves several problems; the solubility of phenobarbital, the dilution of an alcoholic tincture with an aqueous solution, and the effect of potassium citrate on a solution of phenobarbital and on the diluted tincture.

Only a small amount of phenobarbital will dissolve in the tincture, which contains 75% alcohol. Since the remaining quantity of phenobarbital is in excess of the amount that will dissolve in the water, a minimal amount of alcohol (about 2f5) must be used to dissolve the barbiturate.

This solution of phenobarbital in alcohol and tincture forms a colloidal dispersion, which gradually deposits a crystalline precipitate, when added to an aqueous solution of potassium citrate. Cloudiness and precipitation do not occur when potassium citrate is omitted.

Even if phenobarbital is left out, the tincture will cause a cloudiness when added to the potassium citrate solution, but not when added to water.

From these results, it can be concluded that the potassium citrate must have a "salting out" effect. "Salting out" is the precipitation of substances normally soluble in water when an electrolyte like potassium citrate is added. The ions of the electrolyte require water for hydration and therefore decrease the amount of water available for dissolving the non-electrolytes such as phenobarbital and constituents in the tincture.

Also, the resultant alcohol concentration of about 14% is not enough to aid in keeping these substances in solution. Increasing the alcohol content to about 28%, results in an acceptably clear product with no precipitation.

The method for compounding would be to dissolve the phenobarbital in 7.25 fluid drams of alcohol, add the tincture, then add this mixture to a solution of potassium citrate in water, and finally add enough water to make the required 6 fluid ounces.

This month's article begins the second year of this series of "Compounder's Column". The authors, on behalf of the Omicron Chapter of the Rho Chi Honorary Pharmaceutical Society, would like to express appreciation to Dean Noel E. Foss and Dr. Benjamin F. Allen of the University of Maryland, School of Pharmacy, for their cooperation and help in conducting this series.

## EVERYONE BENEFITS FROM WINDOW DISPLAY

A Show Window's duties are both highly responsible and deserving. It has to put up a brilliant front to charm the passer-by. By using his window as a medium of communication the pharmacist impresses his desire to please on the customer and wins his goodwill for the future. The Pharmacist who does utilize his window in this way is a man who looks ahead to those days when he will meet and beat the competition of those who do not realize the necessity for smart window display. He is one that knows he can never afford to relax the standard of display for his store. He is aware that Windows serve as the cheapest and most effective means of advertising by far.

A Show Window functions today as an advertising medium in different ways. Sales — Publicity — Prestige. It informs, it educates and it serves the customer.

Therefore good display:-

- (1) Publicizes the product.
- (2) Publicizes the business.
- (3) Builds up prestige.
- (4) Builds up good will of the public.
- (5) Lays the foundation for future sales, convincing the public of the advisability of buying your service and products.
- (6) Educates the public.
- (7) Familiarizes the public with the operations of your business and overcomes unfavorable prejudices.

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## School of Pharmacy, University of Maryland, News

### ALUMNI ASSOCIATION OF THE SCHOOL OF PHARMACY, UNIVERSITY OF MARYLAND ALUMNI ATTEND REUNION LUNCHEON AT A. P. H. A. CONVENTION

The convention of the American Pharmaceutical Association and allied groups was held at the Hotel Statler, New York, New York, April 28 to May 3, 1957. Many pharmacists from Maryland were in attendance, and on Wednesday, May 1, 1957, the Alumni Association of the School of Pharmacy of the University of Maryland held a luncheon in the Hotel Statler.

Graduates from all over the country observe this happy occasion by renewing friendships and also showing allegiance to their Alma Mater—The School of Pharmacy. Those in attendance included Dr. Pierre F. Smith, Professor, Rutgers University; Dr. Samuel W. Goldstein, Director of Laboratory, American Pharmaceutical Association; I. Thomas Reamer, Chief Pharmacist, Duke Hospital, Durham, North Carolina; Marvin J. Andrews, Retail Pharmacist, Frostburg, Maryland; Norman J. Levin, Retail Pharmacist and President of the Alumni Association, Baltimore; Morris L. Cooper, Retail Pharmacist, Baltimore; Paul A. Pumpian, E. R. Squibb & Sons; Major Robert H. Klotzman, Hospital Administration, U.S.A.F., Great Falls Montana; Dr. George P. Hager, Smith, Kline & French, Philadelphia, Pennsylvania; Frank Block, Retail Pharmacist; Frank J. Macek, Retail Pharmacist and President of the Maryland Pharmaceutical Association; Henry M. Golditch, Retail Pharmacist; Francis S. Balassone, Chief of Drug Control, State Department of Health and Secretary of the Maryland Board of Pharmacy; all of Baltimore.

Also in attendance were Edward Neighoff and Robert Mahoney, Students, School of Pharmacy; John J. Sciarra, Instructor, School of Pharmacy; Charles

J. Schwartz, Graduate student, School of Pharmacy; Philip J. Levine, Graduate Assistant in Pharmacy, School of Pharmacy; Myron S. Weinberg, Graduate student, School of Pharmacy; Dr. Jonah Jaffe, E. R. Squibb & Sons; Dr. William H. Hunt, E. R. Squibb & Sons; Dr. LeRoy C. Keagle, Warner-Chilcott Laboratories; Dr. L. M. Kantner, Former Chief of Drug Control, State Department of Health; Dr. Norman J. Doorenbos, Assistant Professor, School of Pharmacy; Dr. C. T. Ichniowski, Professor of Pharmacology, School of Pharmacy; all of Baltimore; John E. Garizio, Guest; Dr. Noel E. Foss, Dean of School of Pharmacy; Dr. Benjamin F. Allen, Associate Professor, School of Pharmacy; Alexander J. Ogrinz, Jr., Retail Pharmacist and member of the Maryland Board of Pharmacy, Baltimore; Dr. John M. Cross, Professor, Rutgers University, Newark, New Jersey; Dr. S. J. Greco, Assistant Dean, Creighton University, Omaha, Nebraska; Mrs. R. L. Swain of New York and Mrs. J. S. Miller, her sister, and her guest, Mrs. Alice Kazin; Dr. Warren E. Weaver, Dean School of Pharmacy, Medical College of Virginia.

Also included were Dr. Andrew J. Bartilucci, Dean College of Pharmacy, St. John's University, New York; Oscar Klioze, Research Supervisor, Charles Pfizer & Company; Daniel Pasquale, Research Pharmacist, Ciba Pharmaceutical Company, Inc., Summit, New Jersey; R. T. Sanner, Assistant Manager, Professional Relations, Parke, Davis & Company, Detroit; Dr. C. T. Jarowski, Research, Charles Pfizer & Company; William B. Baker, S. B. Penick & Company, New York; Mary W. Connelly, Hospital Pharmacist, Bon Secours, Baltimore; Mary DiGristine, Hospital Pharmacist, Lutheran Hospital, Baltimore; Amelia C. DeDominicia, Chemist, Maryland State Department of Health; B. Olive Cole, Emeritus Professor, School of Pharmacy; Stephen W. Ruth, Hospi-

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tal Pharmacist, Church Home and Hospital, Baltimore; Dr. Frank J. Slama, Professor of Pharmacognosy, School of Pharmacy; Victor H. Morgenroth, Jr., Retail Pharmacist and President of the Baltimore Retail Druggists' Association, all of Baltimore; Dr. Albert Mattocks, Professor, University of Michigan; George M. Schmidt, Retail Pharmacist, Elkton, Maryland; Joseph Cohen, Secretary and Editor of the Maryland Pharmaceutical Association; F. J. Baudelin, Flint, Eaton & Company, Guest; Dr. Richard H. Barry, Vice President Union Pharmaceutical Company; Dr. John Autian, Assistant Professor, School of Pharmacy, Maryland.

Arrangements for the luncheon were made in advance by Secretary Joseph Cohen; notice of the affair was included in the official program of the Convention and Dr. John Autian assisted in the arrangements. It was a very happy occasion for those in attendance.

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#### ALUMNI NEWS

Dr. George P. Hager, former Professor of Pharmaceutical Chemistry, will act as chairman of the Scientific Section of the American Pharmaceutical Association Meeting in New York. Lt. Jerome L. Fine and Mrs. Fine (Sue Brotman) both of the class of 1956, are living in San Antonio, Texas, where Lt. Fine is stationed in the Army. Basil P. Johns, Class of 1955, has purchased the Marion Pharmacy, at Marion Station (Eastern Shore), Maryland. Dr. Homer Lawrence and Dr. Bernard Misk are both teaching and conducting research at the University of Houston, School of Pharmacy, Houston, Texas.

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#### SCHOOL OF PHARMACY HONOR ROLL

Dr. Noel E. Foss, Dean of the School of Pharmacy has announced the Honor Roll for the first semester, 1956-57. The following students have attained the necessary "B" average for qualifying as an Honor Student.

#### Freshman Class:

Conklin, Nancy  
Deitch, Morton  
Glick, Henry  
Goldner, Ronald  
Grebow, Martin  
Palmere, Anthony  
Petts, Mildred  
Richman, Morton  
Samonovitch, Irwin  
Scholnick, Fred  
Stank, Kenneth  
Stiffman, Jeffrey  
Tracey, Lois  
Warthen, John D., Jr.

#### Sophomore Class:

Caplan, Carl  
Chalet, Melvin  
Morton, Joseph  
Pozanek, Larry  
Saiontz, Marvin  
Spear, Murray

#### Junior Class:

Bass, Harry  
Chan, Pearl  
Clinger, William T.  
Cohen, Gerald  
Dorn, Conrad  
Esslinger, Edward  
Heinritz, Colen  
Lisse, Allan  
Oster, Herbert  
Reier, George E.  
Rodell, Michael  
St. John, Miles  
Sultan, Walter  
Tountas, Chris

#### Senior Class:

Austraw, Geraldine  
Bahr, Raymond  
Barke, Sheldon  
Barshack, Irwin  
Bronstein, Myer  
Elliott, Donald  
Goldman, Sue  
Heyman, Bernard  
Kabik, Robert  
Sherman, Miriam  
Ullman, Donald

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 President—LAURANCE A. RORAPAUGH  
 First Vice President—GEORGE S. TEASS  
 Second Vice President—JOSEPH L. MUTH  
 Third Vice President—ALBERT HEYDEMANN  
 Secretary-Treasurer—EMORY G. HELM  
 Assistant Secretary—ELVIN E. BEARD

Board members for one year  
 Norbert H. Zeller  
 Edwin M. Kabernagel, Jr.  
 John C. Cornmesser.  
 Board members for two years  
 George H. Hoddinott, Jr.  
 H. Sheeler Read  
 Richard R. Crane.  
 Board members for three years  
 Robert B. Kettlewell  
 James A. Allen  
 Caryl E. Hendrickson  
 Bernard Ulman, Jr., Chairman.

## MARYLAND PHARMACIST COMMITTEE

D. B. Young, Chairman  
 James A. Allen  
 George M. Brandt  
 E. M. Kabernagel, Jr.  
 Maurice B. Brager

Volume 15

MAY, 1957

No. 12

### T.A.M.P.A. HOLDS LADIES NIGHT DANCE

The Annual Spring Dance of the Travelers Auxiliary was held at the Stafford Hotel on May 4th. The gala occasion was enthusiastically attended.

A valuable Nicer Ice Bucket and Basket was presented to each lady as a favor. The favors were made possible through the combined efforts of the following: Calvert Drug Company; The Henry B. Gilpin Company; Hendler Creamery Company; Howard Drug Company; Loewy Drug Company; Meadow Gold Ice Cream Company; and Muth Brothers & Company.

WBAL and WBAL-TV, through their representative, smilin' Ed Kabernagel, donated an attractive portable radio which was offered as a prize and was proudly taken home by Curly Hoddinett.

Eight of the lovely ladies took home a beautiful centerpiece, a potted geranium plant, as holders of the lucky winning number at each table.

Mr. Eric Huggins donated an attractive piece of luggage which was won by Mr. Lyn Bollinger.

If you missed this wonderful party, remember next year you can come out and have fun, too. In the meantime, don't forget our Annual Meeting at the Convention on June 27th.

### GREETINGS FROM A FRIEND

Mrs. Walter L. Pierce, widow of T.A.M.P.A.'s past president extends greetings and best wishes to the members of T.A.M.P.A upon the occasion of the forthcoming Convention

Mrs. Pierce is recuperating from a recent eye operation. She resides at 2717 North Calvert Street.

Declining mortality from tuberculosis since 1900 has had its greatest impact among young adults (ages 15-44) in the peak income and childbearing years, according to Health Information Foundation. The highest mortality from this disease now occurs in the upper age grades among those over 65.



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*Full Line Full Service Wholesale Drug House • Established 1845*

**MURdock 6-8400**

## -: NEWS ITEMS :-

### VETERANS ADMINISTRATION PRESCRIPTIONS

Veterans Administration is inviting renewal of all its contracts with state pharmaceutical associations for handling outpatient prescription services under VA's home-town pharmacy program. Present contracts expire June 30, 1957.

The announcement was made by Vernon O. Trygstad, director of the pharmacy service at VA central office in Washington, D. C.

Mr. Trygstad said VA believes the need for services of retail pharmacies and cooperation of state pharmaceutical associations will continue to be of major importance in the program.

"It is most important to retain these services in all states," he said.

Dollar volume of prescriptions filled by retail pharmacies for the program in fiscal 1956 was \$2,687,693—the second highest annual volume in the 10-year history of the program, Mr. Trygstad said.

Highest annual dollar volume was \$2,709,978 for fiscal 1952, he said.

Mr. Trygstad said if the current prescription volume of retail pharmacies for the home-town program continues throughout the remainder of fiscal 1957, the dollar volume for fiscal 1957 will exceed the 1956 total.

The pharmacy program supplements VA pharmacy services in providing outpatient prescription services for veterans treated for service-connected disabilities by private physicians under VA's home-town medical care program.

Retail pharmacies in 46 states and Hawaii participate in the pharmacy program through state pharmaceutical associations.

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### DO YOU HAVE A NEW PRESCRIPTION PRODUCT SECTION?

An extensive editorial campaign launched less than a year ago by Amer-

ican Druggist magazine has resulted in over 6,000 new prescription products sections being installed in drug stores throughout the country.

According to a series of surveys conducted by the magazine, the number of pharmacies maintaining New Rx Product Sections has risen from the 4,468 mark of April 1, 1956, to 10,587 as of January 15, 1957.

Designed to aid physicians in keeping abreast of new drugs, their cost, dosage, packaging and other data, the sections display packages of new drugs in a specially identified area of the drug store's prescription department.

Fifteen per cent of the stores with the new sections reported that the number of doctors coming in has increased since the section was installed, and nearly half report Rx sales up. Of the druggists reporting increased prescription volume, 50% attribute the rise to the fact that doctors visiting the pharmacies can easily see new specialties.

---

### LET'S HELP THESE FOLKS

There are many unfortunate folks confined to Spring Grove State Hospital that need moral support. The Ladies Auxiliary with the help of the Maryland Pharmaceutical Association have undertaken a project that—if successful—will give them a lift. Your help is needed.

Because of limited funds and lack of friends and family, luxuries are not available to these unfortunates. They are in need of cosmetics and toiletries such as: lipsticks, nail polish and remover, face and body powder, rouge, hair permanents and shampoos, deodorants, etc. Bobby pins and costume jewelry are also desired.

We are asking retail and wholesale pharmacists and suppliers to accumulate these items and send them to the Kelly Memorial Building. For further



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**SATISFIED**  
 With Your  
**ICE CREAM SALES?**

Do you have adequate refrigerated cabinet display facilities?

Are the Brands you now stock recognized for their outstanding quality and value?

Are you receiving merchandising and advertising assistance from your supplier?

If the answer to any of these questions is "no" your next move is to—

**Delvale**  
 ICE CREAM<sup>®</sup>

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Is Equipped to Modernize  
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 in Your  
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With Our New Proven Display Merchandising Plan

You Will Obtain

More Profits per square foot of space in your store.

*Call our Expert*

*PLaza 2-6290*



information please contact Mrs. Frank Block, Liberty 2-3381.

#### **NON-VITAMIN-BUYING CONSUMERS OFFER HUGE MARKET POTENTIAL**

Pharmacists should aim their sales campaigns at the three out of four consumers who never buy vitamins—a huge untapped market. And druggists had better start soon, or competition will take that business away from them.

This warning came from Arthur C. Emelin, general manager of J. B. Roerig and Company, a supplier of packaged vitamin and mineral preparations. He addressed a meeting of the American Pharmaceutical Association convention at the Statler Hotel.

While druggists have boosted their vitamin business in recent years and still lead all other sellers, Mr. Emelin pointed out their rate of progress has not kept pace with gains made by non-drug outlets.

One of the best ways to garner new vitamin customers, Emelin said, is to stress personal relationships.

"If your customers feel assured of your genuine interest in their needs and problems," he told the pharmacists, "you can be sure they will bring those needs to you for discussion and for your suggestions."

Other sales-boosting methods he suggested were increased use of displays, store contacts, advertising, direct mail pieces, and package enclosures.

Discussing reasons why nutritional supplements should be on every family table, Mr. Emelin declared "the vitamin-mineral content in foods may not be what the nutrition tables say." He said recent research has shown vitamin content in oranges and tomatoes varies considerably from city to city because of differences in soil and climate.

For example, Mr. Emelin said the ratio of vitamin C in some tomatoes was found to be more than three times lower than in others. Samples ranged from 7.5 to 23.4 milligrams of the vitamin per 100 grams of edible portion.

He added that vitamin C content in sample oranges varied from 31.2 to 54.4 milligrams.

Consumers have no assurance of getting any standard quantity of minerals when they buy vegetables either. One analysis showed some tomatoes contained 1,938 times more iron and 500 times more calcium than others.

Besides this deficiency in food, many people need supplements because they eat nutrition-poor meals, Mr. Emelin declared. He cited a survey of industrial workers by the Illinois State Health Department which showed that fewer than one out of 12 workers chose adequately nutritious meals.

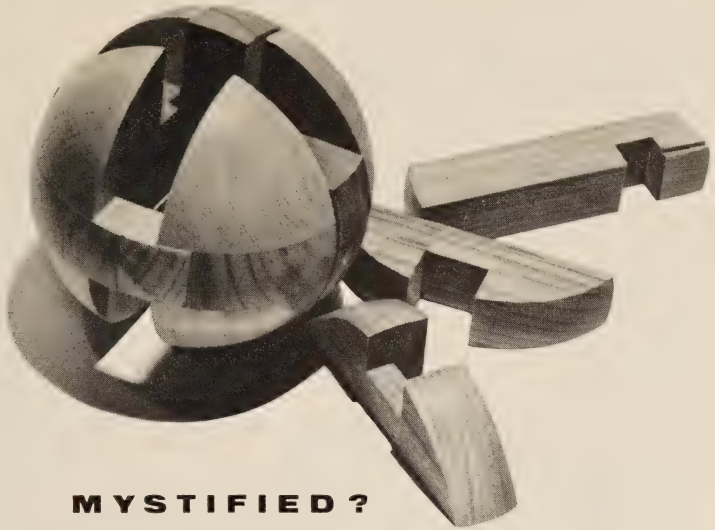
#### **LOOK'S SUMMER DRUG PROMOTION ATTRACTS 4,200 STORE TIE-INS**

A total of 4,200 drug stores throughout the country are tying in with LOOK Magazine's summer drug promotion, and of the total, 2,335 are drug chain outlet stores, representing approximately 170 chain headquarters. This is an all-time high in chain store participation for the magazine's continuing drug merchandising program, with such chains as Katz, Sun-Ray, Skillern, Owl, Marshall and Liggett's Rexall included. The remaining 1,865 participating stores are high-volume independent outlets.

More than 75% of the 4,200 tie-in stores have participated in previous LOOK drug promotions. Also taking part in this drug merchandising event are 32 national manufacturers of products sold through drug stores.

Built on the theme "BUY NOW: SUMMER'S HERE," the promotion is scheduled to kick off on June 25th, in time to provide druggists with sales-building display material just as the summer weekend and vacation season starts.

LOOK is providing participating druggists with a complete kit of display materials and sales aids, which are designed to promote a wide variety of drug store products—from prescrip-



## MYSTIFIED ?

How to keep ahead of non-professional competition is one of your more baffling puzzles. More and more pharmacists are solving this problem by capitalizing on the advantages of brand names, such as Trojans. » » Trojans are the leading brand name in prophylactics. Your customers buy Trojans, knowing no finer product exists. The Trojan name convinces them of the superior standing of your store. Because you carry Trojans, your personal interest in your customers' welfare, and your insistence on highest ethical standards, are self-evident. At the same time, Trojans—*sold in drug stores only*—give you maximum, protected profit. » » Every Trojan you sell further establishes your store as the indisputable center for all family health needs.

# TROJANS



Y O U N G S R U B B E R C O R P O R A T I O N

tion items, headache remedies and other health aids to lotions, creams, hair-care items and sundry products for special summer-time use.

As an added feature of the promotion, LOOK will again conduct a display contest, with a variety of prizes for the winning participants.

#### PHARMACY CHANGES

The following are changes in the pharmacies of the State during April:

##### Pharmacy Opened:

County Drug Store, Henry William Lawlor, Proprietor, Charles and Kent Streets, LaPlata, Maryland

##### Change of Ownership:

Crest Pharmacy, Inc., 7403 Liberty Road, Baltimore 7, J. B. Warren, President.

Richard's Pharmacy, Benjamin S. Levin, Proprietor, 6306 Eastern Avenue, Baltimore 24, Formerly Henry J. August.

#### GORDON M. CRISPENS

Gordon M. Crispens's employment as a representative of Eli Lilly and Company is announced by K. T. Boatright, manager of the Richmond District.

Crispens succeeds his brother, Warren E. Crispens, in the Portsmouth (Va.) territory, covering southeastern Virginia and northeastern North Carolina. W. E. Crispens has been transferred to Burlington, North Carolina.

A registered pharmacist in Maryland, Gordon Crispens was graduated from Southern High School in Baltimore in 1948. He received a Bachelor of Science degree from the University of Maryland School of Pharmacy in 1952.

Crispens recently completed two years of service with the United States Army. Previously he had been employed for almost three years as an assistant manager with the Read Drug and Chemical Company in Baltimore.

He is a member of the Maryland Pharmaceutical Association and Phi Delta Chi, professional pharmacy fraternity.

#### PROGRAM TO BOOST PRESCRIPTION VOLUME

A 12-point program to help pharmacists increase their prescription volume was presented by Maxwell James, Central Sales Manager, Lederle Laboratories Division, American Cyanamid Company, at the Gulf Coast Pharmaceutical Association annual convention.

Mr. James based his proposed program upon methods and operations now used by certain successful pharmacists in the Gulf Coast Area. He pointed out that prescriptions are accounting for an ever-increasing share of the retail pharmacy's annual sales volume, but that the vast majority of prescriptions are being compounded in a small number of pharmacies.

In 1939, "The 167,360,000 prescriptions that were filled by all 48,600 independents that year were divided 136,000,000 for the 8,000 independents that filled an average of 40 or more prescriptions a day and 31,360,000 prescriptions for the other 40,600 independents."

In accompanying tables, Drug Topics reported the total number of new prescriptions filled by independents in 1956 was 313,000,000. Total number of refills was 220,000,000. It was also indicated that 1,500 independents filled over 80 Rx's daily and 6,200 filled 40 to 80 Rx's daily.

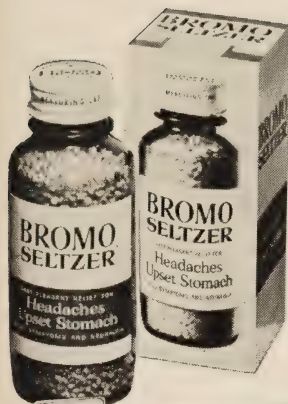
According to the survey, "The rise to an average of 10,855 prescriptions per independent drug store in 1956 carried this total to a figure that was more than three times the 1939 average. Then (1939) the per store average for the independents was 3,443."

The 1956 statistics, Drug Topics points out, show that more and more drug stores are sharing in the gains in prescription volume. In addition, these gains are spread over the entire country.

Mr. James reported members of the Lederle field force interviewed some of the more successful prescription

# Double Appeal *to bring*

## Double Demand for **BROMO-SELTZER**



*New sales, new profits for  
druggists, as famous headache remedy  
invades field of upset stomach!*

1.

### **Bromo-Seltzer for UPSET STOMACH!**

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

### **Bromo-Seltzer for HEADACHES!**

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

## **TWO BIG TV SHOWS!**

### **Your Hit Parade**

One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

### **Science Fiction Theatre**

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

specialists about their techniques in building prescription volume.

The results of these interviews were presented to the Gulf Coast group by Mr. James. Some of the more outstanding ideas were incorporated into a program for building prescription volume, as follows:

#### WHAT SUCCESSFUL PHARMACISTS DO TO INCREASE THEIR PRESCRIPTION VOLUME:

1. Eliminate fountain that clashes with professional nature of store.
2. Provide customers with lounge for use while prescriptions are being compounded.
3. Train pharmacists in proper telephone techniques in answering physician's requests for information, especially about new drugs.
4. Provide physicians with listing of names and home phone numbers of all store's pharmacists so they may call them at home for emergency service if necessary.
5. Provide directory listing names, addresses and phone numbers of all drug stores and detailmen in area.
6. Become active in community and professional activities and organizations.
7. Conduct continuous personal detail campaign with community's doctors and dentists.
8. Become acquainted and friendly with all members of the health team, including interns, residents, nurses and receptionists.
9. Send regular mailings of new drug information, abstracts of important medical journal reports to physicians and dentists.
10. Provide lounge for physicians in back of store. Stock with unlisted telephone, comfortable chairs, facilities for light refreshments, a reading rack, and information on new drug developments.

Have new product shelf easily accessible.

11. Provide customers with quick, courteous service, fast delivery and charge accounts. Prepare a booklet for customers listing their annual drug purchases for income tax purposes.

12. If you want a greater share of the fast growing prescription business, GO OUT AND ASK FOR IT in as many ingenious and tactful ways as you can devise. Then provide the type of store and the type of service which makes it certain you will keep it.

---

#### FIZZIES BY EMERSON DRUG

Fizzies—a new idea in soft drinks—will be introduced in May of this year in a number of large eastern and mid-western markets. Developed by the Emerson Drug Company of Baltimore, Fizzies are tablets which instantly make a fruit-flavored drink when dropped into a glass of water.

Emerson, now a division of the Warner-Lambert Pharmaceutical Co., is one of the oldest drug firms in the country. Introduction of this new product will mark the firm's first entry into the non-drug field.

Fizzies tablets come in four flavors—orange, grape, cherry and lemon-lime. They are packaged in foil, in units of eight of one flavor. The foil is perforated so that the tablets can be used one at a time. Suggested selling price of the eight-tablet package is 25c.

The product is especially appealing to children, because of the "fun to make" feature, and parents approve of Fizzies because they are sugar-free and will not spoil children's appetites or harm their teeth. In addition, Fizzies contain Vitamin C. Adults like, too, the fact that the tablet form eliminates the necessity of storage space for bottles, cans, pitchers, etc.



*Give Yourself a*

**PROFIT  
BREAK**

*by  
selling the*

**ADVERTISED  
LINE**



*All the Features  
you'd choose  
yourself!*

FLAVOR-IZED  
**FLARE-TOP**  
ICE CREAM CONES

TOPS with ice cream . . . TOPS in ice cream cones . . . you and your customers will "go" for Flavor-ized Flare-TOPS. If your regular wholesaler can't supply you, write or phone:

**MARYLAND BAKING COMPANY**  
1200 South Eutaw Street, Baltimore, Md.



**TO BE SURE!**



**AQUAPAC  
BLUE RIBBON**

**TIPPERS  
SAFETY TIPS**

**SEPTIPAC  
GIANTS**

**AMERICAN HYGIENIC COMPANY**

111 S. Paca Street

Saratoga 7.8328

Baltimore 1, Md.

*"If it's for your Soda Fountain—we have it"*

**TAFT, WARREN & TAFT, Inc.**

*Exclusive Distributors For*

**BLACKMAN'S FRUITS & SYRUPS**

*"America's Finest"*

**SODA FOUNTAINS & FOOD SERVICE EQUIPMENT**

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BALTIMORE-2, MD.

PLaza 2-6658, 2-6659, 2-2187

**59.1%** of all  
ice cream  
purchases  
are

## IMPULSE SALES

. . . thanks to wide awake  
Point-of-Sale Promotion, Abbotts  
and Jane Logan Dealers enjoy a  
man-sized portion of this business.

*Are You Getting Your Share?*



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

### FATHER'S DAY

FATHER'S DAY IS JUNE 16th THIS YEAR. MAKE SURE YOU'RE PREPARED!

Here's why:

Last year on Father's Day retail sales climbed to 350 million dollars—a 75 million dollar increase over 1955. This year we expect they'll hit 400 million—an additional 50 million dollar jump!

That's proof positive that Father's Day is a real selling holiday . . . proof positive that through concerted industry-wide promotion America's buying habits can be changed . . . and changed profitably . . . to benefit you!

Just listen to this:

- \* Last year the druggists of America increased their share of the retail market by 14% Retail stores were up 6%.
- \* Consumers saw drug store displays four times more often than department store displays. Displays SELL merchandise.
- \* Teenagers, "drug store cowboys", spent 68 million on Father's Day gifts. Mostly in the \$1 to \$5 category.

This year 11 million dollars will be spent on television, newspapers, etc., to promote Father's Day. Gillette alone, will spend over one million dollars to bring customers into your store.

Make sure you're prepared.

DISPLAY YOUR SHARE OF FATHER'S DAY MERCHANDISE.

GET YOUR SHARE OF THE \$350,000,000 FATHER'S DAY VOLUME.

### AMERICAN DRUGGISTS INSURANCE EXPANDS COVERAGE

This Company has now made a very substantial change in its underwriting practice and has taken on the writing

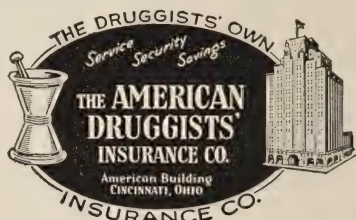
## ANNOUNCING

Casualty — Liability — Burglary

In addition

to Fire & Allied Lines

for your further protection.



Consult Our Agent

**A. M. MAYER**

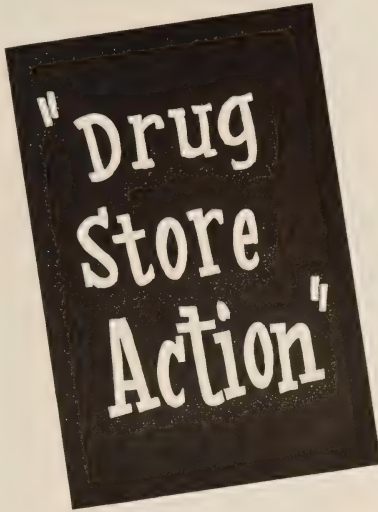
Maryland State Agent

1800 North Charles Street  
Baltimore 1, Maryland

Phone—PLaza 2-2508 Office  
MOhawk 4-3106 Home

of casualty lines of insurance for the benefit of the drug trade. For the first time in the 51 years of its history, the Company can write such insurances as Druggists Liability; Owners, Landlords and Tenants Liability; Plate Glass Insurance; Storekeepers Burglary and Theft; Comprehensive Personal Liability, and new Homeowners Policies A, B, and C, in most states. This will make it possible for the Company to provide a full line of insurance coverages for the druggist, not only on his store, but, also, on his other properties and on his home and household goods. The most modern forms of coverage are being provided in all departments.

In addition to the above, the Company has further broadened its underwriting power in the writing of fire insurance, together with the several allied lines of insurance which are written as a part of the fire insurance coverage. In practically all areas of the country a much larger fire insurance



**"DRUG STORE ACTION"**

is WBAL's  
POWERFUL COOPERATIVE  
MERCHANDISING PLAN

**WEEKLY PROGRAMS**

WBAL radio every Wednesday  
night 8:30 to 9:30 P.M.

"Drug Store Action" enlists the support of Maryland's 720 independently owned Drug Stores for approved products advertised on

**WBAL and WBAL-TV**

|                |               |
|----------------|---------------|
| 50,000 watts   | maximum power |
| dial 1090      | Channel 11    |
| NBC affiliates |               |

**SMITH, KLINE & FRENCH, INC.**

*America's Foremost Service Wholesaler*

**Ten Eleven West Butler Street**

**PHILADELPHIA**



policy is now available to take care of the rapidly increasing valuation on drug stores, buildings and dwellings. This is all part of a program to better provide all of those connected with the drug trade with their insurance requirements. The Company has served druggists exclusively for 51 years and intends to continue that practice and now insures just about half of the drug stores of the country.

In 1900 influenza and pneumonia took a toll of 80 persons per 100,000 population in the young adult ages (15 to 44), according to Health Information Foundation. By 1955 mortality from these causes had dropped to around 4 per 100,000 persons in the same age group.

**PATRONIZE  
OUR ADVERTISERS  
THEY ARE OUR FRIENDS**

**In sorrow the thoughts of your  
friends blend with yours.**

#### THOMAS ELLSWORTH RAGLAND

Dr. T. Ellsworth Ragland died on April 17, 1957, at his home in Baltimore. He was 65 years of age.

Dr. Ragland was a member of the State Board of Pharmacy for 15 years and had served as its president.

He was also a past president of the Baltimore Retail Druggists' Association and the Maryland Pharmaceutical Association.

He was graduated from the University of Maryland Pharmacy School in 1911 with a Doctor of Pharmacy degree. Dr. Ragland operated a pharmacy in Baltimore for 42 years.

We extend our sincere sympathy to his widow, Mrs. Pauline J. Ragland and his daughter, Mrs. Norman J. Ely.



# NOW!

For those who must  
restrict their  
sugar intake

*Also*

**SLIM-LINE**

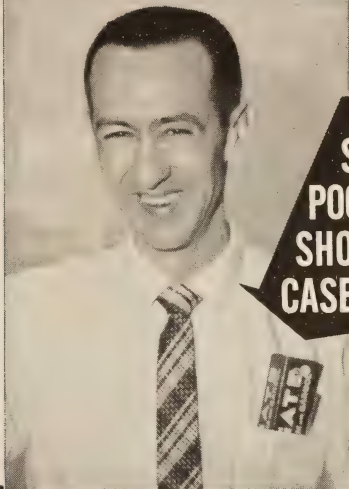
**Cherry, Orange  
and Root Beer**

Bottled and Distributed by

**Suburban Club Carbonated Beverage Co., Inc.**

**ORleans 5-0100**

# \$100 PROFIT-MAKING IDEA #2



For his  
**SHIRT  
POCKET  
SHOW-  
CASE**

## Miles salutes PHARMACIST J. W. RUSSELL

Russell Drug Store, Fullerton, Nebraska

"Each morning I select one item and place it in my shirt pocket. When customers ask why I'm carrying it there, it's my opportunity to sell them on this item. I make extra sales and people even drop in to see what item I'm carrying for the day!"

**\$50.00 TO MR. HERB BIVINS,**  
Wholesale salesman, who services Russell Drugs  
for McKesson & Robbins, Inc., Omaha, Neb.

### SEND IN YOUR "PROFIT-MAKING IDEA"

If published, we'll pay you \$100.00 and an extra \$50.00 to your wholesale salesman. Be sure to include his name and company with your "idea". All "ideas" sent in become the property of Miles Laboratories, Inc., to be used as it sees fit.

MAIL ALL "IDEAS" TO: Miles Laboratories, Inc.  
Dept. TC-5  
Elkhart, Indiana

## NEW Two-Sided Display

Makes valuable floor space  
pay big double profits!



← This side sells  
**ALKA-SELTZER®**  
BRAND



This side sells  
**BACTINE®**  
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YOUR MILES SALESMAN WILL INSTALL IT FOR YOU!



**MILES LABORATORIES, INC.**  
ELKHART, INDIANA

Partner of the retail Druggist  
for more than 70 years



If it's Borden's—  
it's GOT to be good

Elsie is your  
“cash register”  
friend.

She can do an  
ice cream job  
for you.

Will you let her?

*Borden's*  
ICE CREAM

ORleans 5-0171

for  
diarrhea

# LACTINEX<sup>®</sup>

## TABLETS & GRANULES

LACTINEX GRANULES and LACTINEX TABLETS contain a standardized viable mixed culture of *Lactobacilli acidophilus* and *bulgaricus* with the naturally-occurring metabolic enzymes produced by these organisms.

LACTINEX TABLETS—A clinically proven treatment for gastrointestinal disturbances, including diarrhea<sup>1,2,3</sup> (antibiotic induced and others) in infants and adults.

LACTINEX GRANULES—An especially designed dosage form (served on cereal, food or with milk) of this effective product for the pediatric and geriatric patient.

*Dosage:* Three or four tablets or one packet, three or four times a day.

Supplied—tablets in bottles of fifty—granules in boxes of twelve, one gram packets.

1. Siver, Robert H.: *Current Medical Digest*, Vol. XXI, No. 9, September 1954.

2. McGivney, John: *Texas State Journal of Medicine*, Vol. 51, No. 1, January 1955.

3. Frykman, Howard M.: *Minnesota Medicine*, Vol. 38, No. 1, January 1955.

**HYNSON, WESTCOTT & DUNNING, INC., Baltimore 1, Md.**



# More Sales

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# More Profit

The leading position of Hendlers Ice Cream brings EXTRA volume because of its outstanding acceptance.

So it stands to reason that when you serve Hendlers, you enjoy an important advantage.

Our PROVEN merchandising aids help you sell. Call us—ORleans 5-6000.



First name in ice cream for over a half-century



# The Maryland



PRACTICAL  
PROGRESSIVE  
PROFESSIONAL

# Pharmacist

VOLUME XXXII

JUNE, 1957

No. 9

## "The Founding of The United States Pharmacopeia"



"The First General Convention, Washington, D.C., 1820"

(Story on Page 674)

Published Monthly by the  
MARYLAND PHARMACEUTICAL ASSOCIATION

Subscription Price \$2.00 the Year

650 W. Lombard St.

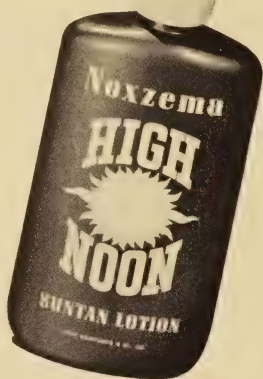


JOSEPH COHEN, Editor



Baltimore 1, Md.

# Get High Turnover -High Profits with **HIGH NOON-**



the new suntan lotion  
from the makers of  
**NOXZEMA!**

Here's the high profit-making suntan lotion you've been looking for! It's HIGH NOON—and it's new from NOXZEMA, the most famous name "under the sun."

HIGH NOON is greaseless—non-staining—and available in **two** fast-selling sizes—6 oz. and 12 oz. It's packaged in a new squeeze-squirt plastic bottle, with a flip open cap that can't get lost! So stock up today. Order HIGH NOON from your wholesaler or direct from NOXZEMA CHEMICAL COMPANY, Baltimore, Maryland.

## EXCITING INTRODUCTORY OFFER!

Your Customers Can Get Their 1st  
Bottle of New HIGH NOON FREE!

FULL DETAILS  
DISPLAYED ON  
COUNTER

MERCHANDISER—  
DEAL No. 2208

*Contains:*

2 Doz. 6 oz. bottles F.T.M. \$1.25 ea.  
3/12 Doz. 12 oz. bottles F.T.M. \$2.25 ea.

**BONUS BOTTLE**

**1** 12-oz.  
bottle

List Price **\$22.08**

**ORDER YOURS TODAY!**



'Mi-Ceb

'Mi-Cebrin'

'Mi-Cebrin'

RECOMMEND WITH CONFIDENCE

## MI-CEBRIN

(Vitamin-Mineral Supplements, Lilly)

### COMPREHENSIVE VITAMIN-MINERAL SUPPLEMENT

When your customers look to you for a vitamin recommendation, reach for a bottle of 'Mi-Cebrin.' Each potent Tablet 'Mi-Cebrin' contains eleven essential vitamins and ten minerals. Just one tablet daily prevents nearly all vitamin-mineral deficiencies.

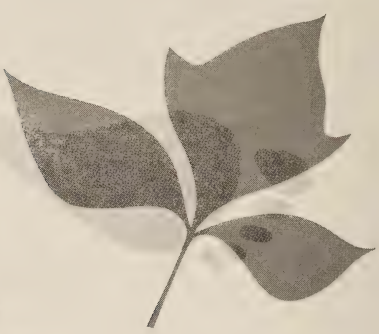

You are assured a satisfied customer and a profitable transaction.

Supplied in packages of 60, 100, 1,000, and 5,000 tablets (No. 1790).

ELI LILLY AND COMPANY  
INDIANAPOLIS 6, INDIANA, U. S. A.

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QUALITY / RESEARCH / INTEGRITY



**BEFORE  
OR AFTER  
THEY PUT  
THEIR FOOT  
IN IT...**

**ZIRADRYL<sup>®</sup>**

Bunadryl<sup>®</sup> Hydrochloride with Zirconium

CREAM · LOTION

Because it relieves itching and neutralizes plant toxins, ZIRADRYL is an ideal choice for vacationers who may be exposed to poison ivy or to poison oak. Why not anticipate their summertime needs and stock ZIRADRYL now?

ZIRADRYL Cream is supplied in 1-ounce tubes.

ZIRADRYL Lotion is supplied in 6-ounce bottles.

**PARKE, DAVIS & COMPANY**

DETROIT 32, MICHIGAN



50122

# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

Office of Publication: 650 W. Lombard Street, Baltimore-1, Md.

Saratoga 7-0746

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VOLUME XXXII

JUNE, 1957

No. 9

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NORMAN J. LEVIN—Pikesville  
LESTER R. MARTIN—Cumberland  
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### OFFICERS BALTIMORE RETAIL DRUGGISTS' ASSOCIATION

President—VICTOR H. MORGENROTH, JR.  
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Third Vice-President—GREGORY W. A. LEYKO  
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### EXECUTIVE COMMITTEE

Chairman—BERNARD CHERRY  
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Ex-Officio—FRANCIS S. BALASSONE  
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Ex-Officio—JOHN F. WANNENWETSCH



LONG,  
SUNNY SUMMER DAYS  
MEAN

**TIRED EYES**

# COLLYRIUM

MEANS FAST, STEADY TURNOVER!

PERMANENT BONUS

DEAL GIVES YOU

**UP TO 53.9%\* RETURN!**

Now's the time to really take advantage of Wyeth's year-round Collyrium bonus deal! This soothing, refreshing eye preparation is tailor-made for the harsh glare, dust and dirt of summertime!

**DISPLAY LOTION AND DROPS**

Available:

| COLLYRIUM LOTION                            | When You Buy | We Give You, FREE |
|---------------------------------------------|--------------|-------------------|
| Bottles of 4 and 7 oz.,<br>each with eyecup | 116<br>60    | 28<br>12          |
| COLLYRIUM DROPS                             |              |                   |
| Bottles of 5 fl. dr.,<br>with dropper       | 21<br>11     | 3<br>1            |

**MASS DISPLAYS BRING HIGHER VOLUME,  
BIGGER BONUS!**

Protect your profit with Wyeth products!



\*Based on minimum direct order.

**Wyeth**

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Philadelphia 1, Pa.



## ... Editorial ...

### COULD IT BE TRUE?

If you should pick up the paper and suddenly be confronted with headlines stating that all scientific progress of the past two decades were to be junked and banned you would be stunned senseless.

Just imagine the health problem without the marvelous serums, vaccines, antibiotics, chemotherapeutics and many others that have been created in our age. Typhoid, Smallpox, Pneumonia, Tuberculosis, Diphtheria and Poliomyelitis, to mention just a few of the scourges of man that have been conquered, would again return to plague us. What would happen without Insulin?

Then there are of course, many conveniences that have been created through the ingenuity of man in this wonderful atomic age. The washing machine, the power lawn mower, the television with color added, the modern kitchen with its multitude of gadgets and many many others that you or I could think of.

It is ridiculous to even think of denying the world of these cures and conveniences that have changed our very mode of living. It would be the same as turning the clock back to the days of uncertainty and witchcraft.

It is just as ridiculous to invoke archaic restrictive laws that have outlived their days of usefulness and purpose. People are living longer, better, cleaner and more orderly than ever before because of today's modern conveniences not because of yesterday's restrictive laws.

Who are we to say that you may not have these conveniences on Sunday but you may have them the rest of the week? The Sunday Blue Laws attempt to invoke that principle by denying many innocent and beneficial conveniences to which we have become accustomed in this modern age. Is it a

sin to purchase such items as a thermos bottle, shoe laces, a handkerchief, hosiery, electric light bulbs, batteries, etc., and not a sin to purchase alcoholic beverages, get a tank-full of gasoline, buy a house, cut the lawn or drive a bus? Mind you, we are not opposed to these services on Sunday, but isn't it a bit ridiculous to draw a line when the fallacy is so obvious?

The pharmacist has and continues to render an outstanding service to the community. He is primarily interested in the health needs of the public. Many of the sundry items he carries are a matter of convenience and not of profit. He feels that it is his obligation to supply demands. The consuming public sets the pattern. The pharmacist feels morally obligated to keep his pharmacy in operation day and night on a seven day basis. This he continues to do in spite of economic reward to the contrary. Why penalize him further by burdening him with restrictions?

The recent outbreak of Blue Law enforcement received very little support from the public. Public sentiment was most vociferous in condemnation rather than praise. The press made a sincere effort to stir up a controversy, even involving the clergy. Falling in their effort the press did an about face urging a "rule of the thumb" interpretation of the Sunday Blue Laws.

If we are to develop suburbia with its million dollar shopping center projects aimed solely at public convenience, it doesn't make sense to bridle that convenience. Those that are responsible for instigating the enforcement of the Blue Laws are themselves guilty of the very reason.

There is no harm in selling a clock, a pair of hose or an electric light bulb on Sunday. Let's forget about this archaic nonsense and devote our talents to realistic and important matters of the day.

## PRESIDENT'S MESSAGE

---

My Fellow Pharmacists:

With this June message to you, I complete my term as President of the Maryland Pharmaceutical Association.

This has been one of the most enjoyable and gratifying years of my life. It has been a pleasure to meet with some of you on the few trips I took to Western Maryland and the Eastern Shore; the Regional Meetings in Frederick, Easton and Silver Spring and at social functions and meetings in Baltimore. It is my misfortune that I did not have more opportunity to visit with you.

The profession of Pharmacy in Maryland is good. I am proud of the high esteem it enjoys with the public and the other professions. You should be proud also, because you are directly responsible for our reputation. We have better inter- and intra-professional relations than at any time in our history. Let's keep it that way by practicing good pharmacy and working together.

There is no doubt in my mind that this good situation has been brought about by the active constructive program of the Maryland Pharmaceutical Association. My fellow-officers and committees have been most cooperative in my support. The smooth functioning of our central office is to be commended in spite of being understaffed. Our secretary puts in more than a day's work. Believe me when I say he more than earns his salt. I am grateful indeed to him and the others for their faithful and untiring efforts in giving me a successful administration.

To those of you who are not members of the Maryland Pharmaceutical Association, I strongly urge you to join. Membership in the MPA is a gilt-edge investment — it pays handsome dividends in services.

In closing, I urge all of you to take an active part in Association work. It is enlightening, it is gratifying and it is rewarding in that it will make you a better pharmacist.

Sincerely,

FRANK J. MACEK,  
President

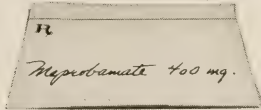
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**The July Issue of the Maryland Pharmacist  
Will Carry News of the Diamond Jubilee Convention  
of the Maryland Pharmaceutical Association**

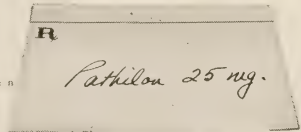
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# NEW

The most widely prescribed tranquilizer...



...has been combined with the anticholinergic noted for its low toxicity and high effectiveness...



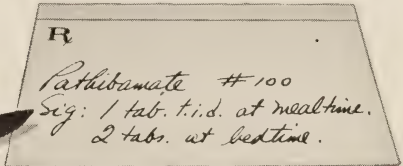
...for improved control of many gastrointestinal disorders and their "emotional overlay"

# PATHIBAMATE\*

Meprobamate with PATHILON® LEDERLE

Each tablet contains Meprobamate 400 mg. and PATHILON 25 mg.

| PACKAGES       | PRICE TO RETAILER |
|----------------|-------------------|
| Bottle of 100  | \$ 8.68           |
| Bottle of 1000 | \$82.02           |



Take a good look at this prescription. You'll be seeing lots of them soon, thanks to heavy detailing and advertising. Don't be caught short—order now.



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

\*Trademark ®Registered Trademark for Tridihexethyl Iodide Lederle

# JOHNSTON'S

CHOCOLATES FOR EVERY OCCASION



**"IT'S A GIFT"**

DISTRIBUTED BY

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119-21 S. HOWARD ST.

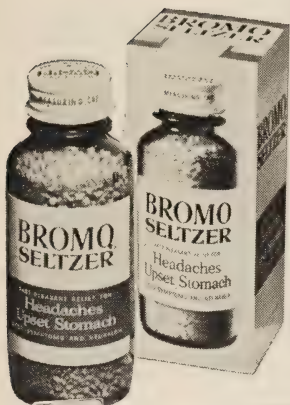
BALTIMORE 1, MD.

*YOUR CO-OPERATION APPRECAITED*



# Double Appeal *to bring*

## Double Demand for **BROMO-SELTZER**



*New sales, new profits for  
druggists, as famous headache remedy  
invades field of upset stomach!*

1.

### Bromo-Seltzer for **UPSET STOMACH!**

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

### Bromo-Seltzer for **HEADACHES!**

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

## **TWO BIG TV SHOWS!**

### Your Hit Parade

One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

### Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

## School of Pharmacy, University of Maryland, News

### CLASS OF 1937 AT REUNION MAY 9TH, 1957—BELVEDERE HOTEL



#### Top Row:

Irving Rabinowitz, Irving Silverman, David Weiner, Chester Kosakowski, Sylvan Tompakov, Frank Turner, Jerome Cermak, Charles Friedman, Edward Rutkowski, Frank Purdum, Alexander Mayer.

#### 2nd Row from Top:

Hershel Cohen, Morris Alliker, Daniel Hope, M.D., Marvin J. Andrews, Dr. Marvin Thompson, Daniel Santoni, William Seechuk, William Supik, M.D., Albert Ellerin, Frank Levay, Gordon Mouat, Felix Kaminski.

#### 3rd from Top:

Jerome Karpa, Elmer R. Kellough, Edward Sapperstein, Shirley Glickman Greenberg, Ruth Weisberg Resnick, Dr. Noel E. Foss, Benjamin Allen, Ph.D., Dr. B. Olive Cole, Sylvan Hoffman, Emma Morgenstern Frey, Ross Pierpont, M.D.

#### Bottom Row:

John F. Neutze, James R. Karns, M.D., LeRoy Dawson, Henry Merkle, Dr. Frank Slama, Israel Rosenfeld, Solomon Winn, Charles Mindell.

Missing from picture—Millard Traband, M.D. and Irving Myers.

### RE-UNION OF THE CLASS OF 1937 SCHOOL OF PHARMACY UNIVERSITY OF MARYLAND

Twenty years, to some people, is a long time, but to the Class which received the B. S. in Pharmacy in June 1937 from the School of Pharmacy, University of Maryland, 1937 seemed like the day before yesterday to the

group attending the sumptuous banquet at the Sheraton-Belvedere Hotel on May 9, 1957. The group included 37 members of the Class and five guests.

Dean Noel E. Foss spoke concerning the progress being made in the erection of the new Pharmacy building on West Lombard Street. Dr. Marvin R. Thompson, who was Honorary President of the Senior Class of 1937, and also Faculty Advisor to the Student Council

"ME...a hard  
luck guy?"



...not any more!

This coat now. Not mink, maybe, but it's good stuff. Feel it. Jane'll flip over this, for sure. Times *do* change, and so did I."

### Change from what?

"Well — I was a hard luck guy. My first drug store folded flat, because it was just a *drug* store. Second time, I added a fountain with cheap, 'high-profit' ice cream. Barely squeezed out with my shirt."



### And now?

"Mmmmmmm. Just feel this fur coat. Well, now I've got a drug store in a top spot with a *Sealtest* ice cream fountain."

### What about profits?

"By the handful! And in all departments."

### Recommend Sealtest fountains to other druggists?

"No. Why should I slip a hot tip to my competitors? All they gotta do is call the local Southern Dairies plant and get the pitch from a Sealtest salesman!"

...sells your store!

of the School, presented a speech in the form of a "Creed" as follows:

#### A CREED

"I do not choose to be a common man. It is my right to be an uncommon man—if I can. I seek opportunity—not security from others. I do not wish to be a kept citizen, humbled and dulled by the gnawing fear of having the state or my company look after me. I want to take the calculated risk; to dream and to build—to fail and to succeed. I refuse to barter incentive for dole. I prefer the challenges of life to the guaranteed existence; the thrill of fulfillment to the stale calm of Utopia. This is "grass roots" in my concept, and to achieve that, I must be firm—but kind and just.

I will not trade my freedom for beneficence, nor my dignity for an un-earned hand-out. My soul is not for sale. It is my heritage to think and to act for myself and for those in whom I believe, enjoy the benefits of my creations, and to face the world and say, **this I have done.**

—Marvin R. Thompson

-1954-

Prof. Marvin J. Andrews and Dr. Frank J. Slama brought greetings to the group, as did also Dr. B. Olive Cole. Dr. Slama, in his unique manner, gave a resume of the unusual doings of the members of the class when they were students. Mr. Morris J. Alliker prepared an article on the personalities of the class, which was presented by Elmer J. Kellough, Jr. Chester A. Kosakowski, the politician of the group, gave a somewhat serious talk on the obligations of the graduates.

Three members in attendance were Mrs. Shirley S. Glickman Greenberg, Mrs. Emma L. Morgenstern Fry and Mrs. Ruth R. Weisburg Resnick. The group also included several who are now

## EVERFRESH MAGNESIA



List Price,  
\$2.30 per doz.  
thru your jobber

The Name at  
the Top . . .

It's EVERFRESH  
and . . . The Top  
Name among qual-  
ity brands Assures  
PROFITS — Assures  
DEMANDS.

"The swing is def-  
initely toward the  
brands the public  
knows."

Fair Trade Price 30c


McCambridge & McCambridge Co.  
6400 Rhode Island Ave., Riverdale, Md.

practicing medicine and engaged in other allied pursuits.

To say that the re-union was a success, is putting it mildly, as every one was happy and sometimes nearly hilarious. To greet and note not only the physical well-being of the group, but also the splendid progress made by the Class in their professions and endeavors, was a worth-while culmination of the effort of the Re-Union Committee which follows:

#### The Reunion Committee:

Alex M. Mayer, secretary;  
Morris Alliker  
Jerome Cermak  
Hershel Cohen  
LeRoy Dawson  
Henry Merkle  
Gordon Mouat  
John Neutze  
Frank Turner



# **DEPEND** *on our* **SALESMAN**

The Gilpin man who calls on you has been selected for his trustworthiness as well as his ability. Ask his advice about your merchandise . . . he'll help you stock items that will sell quickly, please your customers and bring worthwhile profits.

Order from him in complete confidence.

## **THE HENRY B. GILPIN CO.**

*Full Line Full Service Wholesale Drug House • Established 1845*

**MURdock 6-8400**



## ... Fair Trade News ...

### FAIR TRADE JOLTED

The holding by the U. S. Circuit Court of Appeals for the Second Circuit, that a dealer in a non-fair trade state may lawfully ship fair trade merchandise into a fair trade state at cut prices, poses a serious threat to the downright survival of the fair trade cause.

Indeed, if the Supreme Court concurs in the holding, it may bring about a wholesale exodus from the ranks of fair trade manufacturers, particularly in the case of manufacturers of household appliances and other high priced consumer goods.

Such an exodus might well shatter the foundation upon which the whole fair trade structure stands. Cut price merchandising in any important consumer commodity category invites cut price merchandising in other categories. And, once this chain reaction gets under way, no one knows how far, or how fast it may go.

It is interesting to note that the holding referred to here was on a 2 to 1 basis, thus indicating a sharply divided court. This fact justifies the hope that the Supreme Court will reverse this damaging holding so that the fair trade states may enjoy the benefits of their own state laws without federal interference.

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### FAIR TRADE STICKER NOTICES

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JUNE, 1957

#### BLOCK DRUG CO., INC.—

Page 4-B

| Item                   | F.T.M. |
|------------------------|--------|
| Poloris Poultice—Large | \$.65  |

#### THE MENNEN CO.—Page 60

|                   |       |
|-------------------|-------|
| Baby Powder—9-oz. | \$.59 |
| Baby Powder—4-oz. | .33   |
| Baby Oil—5-oz.    | .53   |
| Baby Oil—2-oz.    | .33   |

#### COLGATE PALMOLIVE CO.

Page 17

| Item                           | F.T.M. |
|--------------------------------|--------|
| Colgate Cup Soap               | \$.15  |
| Palmolive Shaving Soap         | .15    |
| Colgate Shave Stick            | .60    |
| Colgate Shave Stick Refill     | .35    |
| <b>Two Limited Time Offers</b> |        |
| 2 Tubes Brisk Tooth Paste,     |        |
| Large                          | \$.47  |
| Effective until May 15, 1958.  |        |
| 1 Veto Stick Deodorant—        |        |
| .79 value                      | .59    |
| Effective until Nov. 30, 1957. |        |

#### EATON LABORATORIES—

Page 24-C

|                            |        |
|----------------------------|--------|
| Furacin Soluble Dressing—  |        |
| 56 Gm.—2-oz. tube          | \$1.84 |
| Furacin Soluble Dressing—  |        |
| 141 Gm.—5-oz. jar          | 3.67   |
| Furacin Soluble Dressing—  |        |
| 454 Gm.—1-lb. jar          | 8.80   |
| Furacin Solution—          |        |
| 59 cc.—2-oz. bottle        | 1.65   |
| Furacin Solution—          |        |
| 473 cc.—1-pt. bottle       | 7.42   |
| Tricofuron Vaginal Powder— |        |
| 15 Gm.—½-oz. Puffer bottle | 1.02   |

#### THE NORWICH PHARMACAL CO.—

Page 68

|                               |        |
|-------------------------------|--------|
| Cees—cough medicine—          |        |
| 3-oz. bottle                  | \$1.25 |
| Cascara Laxative, Aromatic—   |        |
| 2-oz.                         | .50    |
| Cascara Laxative, Aromatic—   |        |
| 3-oz.                         | .75    |
| Cascara Laxative, Aromatic—   |        |
| 6-oz.                         | 1.75   |
| Cascara Sagrada Tablets—100's | .75    |
| Thaloin Tablets—100's         | .50    |

The Fair Trade Bureau will be closed from July 20th to July 30th, 1957 due to the fact that Mrs. Walters will be on vacation. If you require any Fair Trade information please call Dr. Simon Solomon at MADison 3-9551. Thank you.

## ARE YOU MISSING SOMETHING?

New forms of insurance coverage now available offer increased protection, simplicity of handling plus premium savings.

Our representative will call on you to discuss these new policies so that you may be sure your insurance program is up-to-date.

### GREENE & ABRAHAMS CO., INC.

E. A. ROSSMANN, President

American Building

LE. 9.8834

## BOOST YOUR BUSINESS WITH SCHRAFFT'S CHOCOLATES

TOPS IN QUALITY—TOPS IN POPULARITY



Recognized from coast to coast for their exceptional quality, delicious flavor and tempting variety, Schrafft's Chocolates enjoy an ever-increasing demand from the candy-loving public.

They are backed by a continuing program of full-color advertisements in the Saturday Evening Post, plus outstanding point-of-sale display material.

It pays to feature them!

**ALLEN, SON & CO., INC.**

Phone SARatoga 7-3083

14 E. Lombard St., Baltimore



Tell them you saw it in "The Maryland Pharmacist"

**HOUBIGANT SALES CORP.—**

Page 39

| Item                         | F.T.M.      |
|------------------------------|-------------|
| Quelques Fleurs Liquid       |             |
| Skin Sachet—No. 2022         | .....\$2.00 |
| April Showers Cologne—4-oz.  | ... .79     |
| Quelques Fleurs Refreshence— |             |
| No. 2028                     | ..... 2.50  |

**JOHNSON & JOHNSON—**

Page 45

| Item                           | F.T.M.      |
|--------------------------------|-------------|
| Powder—small                   | .....\$ .19 |
| Powder—medium                  | ..... .33   |
| Powder—large                   | ..... .59   |
| Oil—small                      | ..... .33   |
| Oil—medium                     | ..... .53   |
| Lotion—small                   | ..... .33   |
| Lotion—medium                  | ..... .53   |
| Cream—small                    | ..... .33   |
| Cream—medium                   | ..... .53   |
| Gift Box                       | ..... 1.85  |
| Travel Kit                     | ..... 2.75  |
| DeLuxe Gift                    | ..... 3.25  |
| Amoply                         | ..... .35   |
| Heavy Black Plasters           | ..... .79   |
| Mustard Plasters—3's           | ..... .53   |
| Red Cross Cotton—large         | ..... .65   |
| Red Cross Cotton—extra large   | ... 1.19    |
| Cotton Tipped Applicators—12's | ... .15     |

**THE CHATTANOOGA MEDICINE CO.**

Page 14-C

| Item   | F.T.M.      |
|--------|-------------|
| Cardui | .....\$1.29 |

**SEECK & KADE, INC.—**

Page 89

| Item            | F.T.M.      |
|-----------------|-------------|
| Hertussin—4-oz. | .....\$ .69 |

**MALTBIE LABORATORIES—**

Page 53-B

Effective June 1, 1957, Maltbie Laboratories will market their present product, **DESENE PROTECTIVE POWDER**, under a new trade name, **CALDESENE MEDICATED POWDER**.

Caldesene Medicated Powder—

|       |             |
|-------|-------------|
| 2-oz. | .....\$ .89 |
|-------|-------------|

**CALTONE**



**A Soothing LOTION**

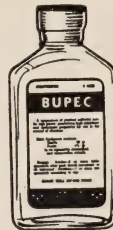
For Minor Skin Irritations

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.69

**BUPEC**



**An Effective DIARRHEA MIXTURE**

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.59

1 Doz. 8 oz. \$5.40

2 Free With Each Doz.

F.T.M. \$.89

**BYE-BUG**



**A Fine INSECT Repellent**

ODORLESS—GREASELESS

1 Doz. 2 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.59

**The National Pharmaceutical Mfg. Co.**

BALTIMORE, MD.

**DIAL**

**PLaza 2-0480**

**FOR PROMPT, COURTEOUS SERVICE**

**MUTH BROTHERS & COMPANY**

**23 S. CHARLES STREET**

**BALTIMORE 3, MD.**

Established 1837

## . CONTRIBUTIONS .

### DEVELOPMENT OF NEW DRUG TRACED

First Medicine in Sustained Release Liquid Form Took Maker 5 Years, Cost \$1.5 Million; Opens New Era in Drug Preparation

The story behind the appearance of a remarkable new drug—Sul-Spansion—is told in the current (June 10) issue of LIFE Magazine. Developed by Smith, Kline and French Laboratories of Philadelphia, the new pink medicine is unusual not because of what it does but how it does it. Sul-Spansion functions like no other liquid medicine. It is the first sustained release medicine, involving a principle that may revolutionize the future form of orally administered drugs.

The article by staff writer Robert Wallace points out that the U. S. annually spends \$1.5 billion on its prescriptions, an increase of 190% since the end of the war. At least part of this increase comes from the high cost of many of the new drugs. Is there any excuse for the high cost? LIFE says there is and offers the example of Sul-Spansion.

"Before any new drug can reach a druggist's shelves, a number of things have to happen and they may happen over a long period of time and at a considerable outlay of effort and expense and scientific ingenuity," LIFE says. "Behind every new drug there is an elaborate story."

#### Research Began in 1952

Research began on a sustained release liquid in 1952 when Smith, Kline and French succeeded in producing a coated capsule containing drug granules which dissolve at a uniform rate in the human stomach and intestines, thereby providing a prolonged, steady release of medication and taking the place of two or three conventional-spaced doses. The problem was to determine whether a liquid with the same properties could

be made and then to determine whether it would remain stable.

Such a drug was finally found in sulfaethylthiadiazole, first compounded in Germany in the 1940's but considered a relatively useless member of the sulfonamides because in earlier tests with mice it was excreted far too rapidly. Smith, Kline and French, however, tested it on men and found the excretion rate much slower. Thus, a very useful drug, "perhaps the most useful of the sulfonamides," LIFE says, was rehabilitated. It is particularly effective against bronchitis and tonsillitis, urinary infections and pneumonia.

#### New Coatings Needed

The other major difficulty lay in finding a means of applying even coating to the extremely fine and uniformly grained powder of the drug and in developing a new coating material. An indication of the complexity and importance of the overall research project is suggested by the money and effort devoted to it: during the development period a team of 22 pharmacists, pharmacologists, chemists, biochemists, physicians and microbiologists spent more than 750,000 manhours of work and ran up a laboratory bill of \$400,000. By the time the drug reached the market, the company had invested more than \$1.5 million in it.

The research was headed by a 32-year-old pharmacist, Manford Robinson, who brought that phase of the work to a successful conclusion late in 1956. A liquid was produced, full of micron-sized particles, thousands to the table-spoonful. It was certain not to divide into layers of fluid and sludge. It also achieved its main purpose of being capable of releasing medication over a 12-hour period.

According to the article, the commercial success of the new drug is



**ORDER FROM YOUR  
JOBBER—NOW**

**Rid-itch  
ANTISEPTIC  
FOR ATHLETE'S FOOT**

**A Scientific Preparation for  
RINGWORM INFECTION  
OF THE TOES & FEET  
NON-GREASY**

●  
**WILL NOT STAIN**

**2 FLUID OUNCES  
EXTERNAL USE ONLY**

Distributed By

**Thomas & Thompson Co.**

Baltimore & Light Sts.  
Baltimore, Md.

Phone SAratoga 7-2960

**GET ON  
THE BANDWAGON**

Smart Druggists are switching to  
**Baltimore's first  
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*“Service Is Our Profession”*

already assured but it will never make a vast fortune. A "bread-and-butter" drug, Sul-Spansion should sell steadily but not miraculously for a long time.

"What is truly impressive," LIFE says, "is the potential market for sustained release liquids in general. The principle can be applied to other drugs with annual sales running into the hundreds of millions. In time a majority of all prescription drugs in the U.S. may be dispensed in this form, or in capsules or tablets using the Spansule concept. This will be a great day for the ill, who will have to take their medicine only once every 12 hours, the next best thing to not having to take it at all."

#### Properties Highly Important

Sul-Spansion is also an excellent representative, LIFE points out, of the painstaking efforts taken today in the highly competitive ethical drug industry to improve drug taste, odor and color. On completion of research, the new drug was gray-white, had a bad taste and musty odor. When originally tasted by Smith, Kline and French's "taste panel" it was hastily sent back to the laboratory where a variety of flavoring materials were introduced. After each, the product had to be carefully retested to determine whether the flavoring material had caused any unexpected chemical action. Eventually, after about 15 flavors had been introduced, the taste panel was satisfied. The final roster of flavors and proportions is highly secret but the net effect is pleasant. No one flavor predominates, the whole tasting like an unrecognizable but perfectly plausible fruit candy.

After experiments with yellow, the color finally chosen for the new drug was a shade of pink, seemingly acceptable to males and females alike. It was as masculine a shade as could be found, short of red.

The final problem was a name. Memorable drug names are hard to come by. It was agreed that the name for the new drug should contain the words "Spans-

---

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Baltimore 2, Maryland**

---

ule" and "Suspension" and that there should be some preliminary word to give the whole thing a good medical ring. Eventually, after trying a half dozen preliminary words, the others were combined into Sul-Spansion and a new drug product was born.

---

**In sorrow the thoughts of your  
friends blend with yours.**

---

#### **M. JACOB ABRAMS**

It is with deep sorrow we mourn the passing of Mr. M. Jacob Abrams, President of the Meadow Gold Ice Cream Company of Baltimore.

Jack Abrams took a profound interest in pharmaceutical affairs and always supported its functions.

He was a past Honorary President of the Travelers Auxiliary. He was active in organizational and civic affairs. He was charitable.

We extend our sympathy to the members of his family and his associates in the organization he headed.

Pass  
the  
word  
along...

# “large?”



and get extra profit on Coke  
with food just for the asking!

# FOR DRUG FIXTURES THAT SELL DRUGS

## BERNHEIM - SIEGEL CORPORATION

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FOR  
FULL  
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### THE HENRY B. GILPIN COMPANY

BALTIMORE - WASHINGTON - NORFOLK

**ADD**  
**TO YOUR CIGAR DEPARTMENT**  
**AND SCORE A HIT . . .**

**America's Favorite Cigars**  
**EL PRODUCTO**  
**KING EDWARD**  
**IGNACIO HAYA GOLD LABEL**

KEEP THESE FINE CIGARS IN YOUR LINE-UP

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COMPOUNDER'S  
COLUMN



RHO  
OMICRON  
P  
CHI  
CHAPTER

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

The prescription under study this month is as follows:

Rx  
Ephedrine alkaloid gr xii  
Epinephrine hydrochloride (1:1000)  
Menthol gr v  
Glycerin,  
Distilled Water, q.s., f̄ 3 ii  
M. Sol.  
Sig: Use nasally as directed.

Unlike most free alkaloids, Ephedrine is soluble in water and thus presents no problem in the above prescription.

The epinephrine hydrochloride is very soluble in water. However, it is easily oxidized in solution forming a pink to brown color and is deteriorated by air, light, and heat. In the above the amount of this salt required is 0.90 grains. This should be obtained from a stronger stock solution or by direct weight if the powdered chemical is available.

Menthol, an alcohol obtained from diverse mint oils or prepared synthetically, is slightly soluble in water and is the basic physical incompatibility in this prescription.

Evidently, the prescriber intended the glycerin as the adjunct to overcome this solubility problem.

After the preparation has been made, a pink layer separates at the top of the liquid. It consists largely of menthol,

the color probably being produced by decomposition of the epinephrine hydrochloride.

In an attempt to solubilize the menthol, it is necessary to use from 45 to 65% of alcohol depending upon the amount of glycerin also used. Since this amount of alcohol and/or glycerin would be irritating or dehydrating to the mucous membrane, it has been suggested that the solution be made as written and filtered to remove the undissolved menthol.

Another alternate solution to the problem would be the making of a suspension using light liquid petrolatum as the vehicle rather than the glycerin water combination.

In recent years attempts have been made to solubilize essential oils and water-insoluble substances with non-ionic emulsifiers. The use of these non-ionic agents permits the reduction or total replacement of the alcohol with water and emulsifier. It should be noted that though "solubilized" oils and substances look clear, they are not in true molecular solution.

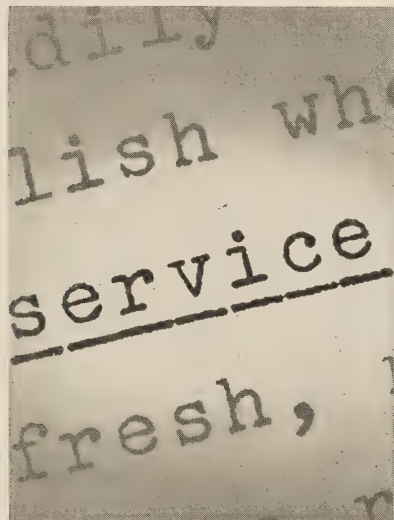
For example, in the above product, it was found that if the menthol was mixed with 9 to 10 parts by weight of Tween 20 a clear solution is produced.

Tween 20 (polyoxyethylene sorbitan monolaurate) is a nonionic surface active agent. This means that it is not ionized.

(Continued on page 670)



## “... and underline SERVICE”



Are you interested . . . in reducing an overgrown inventory? . . . in increasing turnover rate? . . . in having new prescription items readily available? These aims are easy to accomplish when you use our competent, economical *service*. Although we stock literally thousands of fresh, new drug-store commodities, *service* is what we really have to offer. Buy what you need . . . as you need it . . . from us.

WE ARE A *Lilly* DISTRIBUTOR

**LOEWY DRUG COMPANY**

Baltimore, Maryland

# ● T. A. M. P. A. TATTLE ●

## OFFICERS OF THE TRAVELER'S AUXILIARY MARYLAND PHARMACEUTICAL ASSOCIATION 1956-57

Honorary President—JACK LEVIN  
 President—LAURANCE A. RORAPAUGH  
 First Vice President—GEORGE S. TEASS  
 Second Vice President—JOSEPH L. MUTH  
 Third Vice President—ALBERT HEYDEMANN  
 Secretary-Treasurer—EMORY G. HELM  
 Assistant Secretary—ELVIN E. BEARD

Board members for one year  
 Norbert H. Zeller  
 Edwin M. Kabernagel, Jr.  
 John C. Cornmesser,  
 Board members for two years  
 George H. Hoddinott, Jr.  
 H. Sheeler Read  
 Richard R. Crane.  
 Board members for three years  
 Robert B. Kettlewell  
 James A. Allen  
 Caryl E. Hendrickson  
 Bernard Ulman, Jr., Chairman.

### MARYLAND PHARMACIST COMMITTEE

|                                    |                       |                                            |
|------------------------------------|-----------------------|--------------------------------------------|
| James A. Allen<br>George M. Brandt | D. B. Young, Chairman | E. M. Kabernagel, Jr.<br>Maurice B. Brager |
|------------------------------------|-----------------------|--------------------------------------------|

Volume 16

JUNE, 1957

No. 1

### EMORY G. HELM DAY

What could be more appropriate than to select a special day to pay tribute to Emory Helm?

Emory has been Secretary-Treasurer of TAMPA for better than a quarter of a century—twenty-eight years to be exact. During this "lifetime" of service he has been the guiding light of the Travelers organization. He has assumed more than his share of work. To the extent that he has affectionately acquired the title of "warhorse".

The well attended luncheon was held at the Park Plaza Hotel on June 1st. Among those who paid tribute to Emory on his day were: Bernie Ulman, Jr., Don Steiner; George Brandt; Charlie Armstrong; John Crozier; Ken Love; Henry Goldscheider; Ben Hendler; and Joe Cohen, Secretary of the Baltimore Retail Druggists' Association and Maryland Pharmaceutical Association.

The next TAMPA meeting will be held at the Stafford Hotel on July 27th at which time the new officers will be installed.

Maurice Brager was the honor member for the day.

### HEALTH INFORMATION FOUNDATION

Three new directors were elected to the board of the Foundation at its annual May meeting. They are: Harry J. Loynd, president of Parke, Davis & Co.; William B. Graham, president, Baxter Laboratories, and J. H. Fitzgerald Dunning, president of Hynson, Westcott and Dunning, Inc.

### COMPOUNDER'S COLUMN

(Continued from page 668)

The methods used in preparing solubilized products of this type are important. The agent, methods of mixing, order of procedure, temperature—are all fairly specific to the type of substance.

After solution of the menthol is effected the remaining ingredients should be dissolved in the vehicle separately and then mixed together.

Naturally a change in vehicle would necessitate calling the physician. In fact it would be advantageous to communicate with him and discuss the problem presented and the various methods of overcoming it.

---

Serve your customers  
the finest—



American Hostess  
Ice Cream



A  
MEADOW  
GOLD  
Ice-Cream Product  
and-m-m-mighty good!

**TO BE SURE !**



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**TAFT, WARREN & TAFT, Inc.**

*Exclusive Distributors For*

**BLACKMAN'S FRUITS & SYRUPS**

*"America's Finest"*

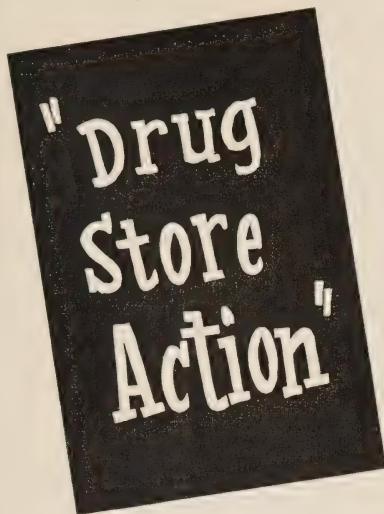
**SODA FOUNTAINS & FOOD SERVICE EQUIPMENT**

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**"DRUG STORE ACTION"**

is WBAL's  
POWERFUL COOPERATIVE  
MERCHANDISING PLAN

**WEEKLY PROGRAMS**

WBAL radio every Wednesday  
night 8:30 to 9:30 P.M.

"Drug Store Action" enlists the support of Maryland's 720 independently owned Drug Stores for approved products advertised on

**WBAL and WBAL-TV**

50,000 watts                      maximum power  
dial 1090                          Channel 11  
NBC affiliates

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156-158 Tillary Street  
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**DRUG SPECIALITIES**

Stearns and Patch Private Label Formulas  
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Neo Hist Nasal Spray—Neo Hist Capsules & Tablets  
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**I. M. (Irv.) Fischer, Jr.**  
Alhambra Apts—Lake Drive  
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Tell them you saw it in "The Maryland Pharmacist"

## NEWS ITEMS :-

### U.S.P. HISTORIC PAINTING UNVEILED

Many friends of the Pharmacopeia attended ceremonies held on May 1 at the headquarters of the United States Pharmacopeial Convention, New York City, at which an oil painting, depicting the founding of the United States Pharmacopeia and the first general U.S.P. convention of 1820, was unveiled.

Dr. Robert L. Swain, chairman of the U.S.P. Board of Trustees, presided at the ceremonies. Addresses were given by Dr. George D. Beal, a member of the Board and formerly for many years a member of the U.S.P. Committee of Revision; by Dr. Lloyd C. Miller, Director of Pharmacopeial Revision; by Dr. Albert H. Holland, Jr., Medical Director of the Food and Drug Administration; and by Robert A. Thom, the artist. Dr. Theodore G. Klumpp, vice-president of the U.S.P. Convention, unveiled the painting.

Robert A. Thom, the artist well-known for his paintings on the History of Pharmacy, was commissioned by the U.S.P. Board of Trustees to do the canvas, which measures 7½ feet by 5 feet. This painting, which hangs in the Lyman Spalding Library and Conference Room of the Pharmacopeia Building, was planned by the Board as a fitting memorial to the eleven men who had the vision more than 130 years ago to realize and fulfill the need for a single, uniform pharmacopeia for the United States.

Distributed at the ceremonies was a commemorative, 40-page brochure containing texts of the addresses and of an article by E. Fullerton Cook, former chairman of the Revision Committee, who was unable to be present. The brochure includes also a reduced-size color reproduction of the painting, and biographical sketches with vignettes of the men who participated in the 1820 convention, the biographies having been submitted by Dr. Glenn Sonnedecker,

secretary of the American Institute of the History of Pharmacy.

The painting shows the 11 physicians who constituted the first U.S.P. Convention, in session in the old Senate Chamber in the Capitol at Washington. Interested spectators, in their colonial attire, occupy the balcony. A huge chandelier with flickering candles, and also an antique heater and a partial view of a fireplace in the background, help to portray the scene of the founding to the extent that available records could be found to supply the necessary details.

The 1820 meeting was the culmination of several district meetings, at which preliminary drafts of pharmacopeias had been written; and from these drafts, the 11 delegates compiled what was to be the first national pharmacopeia for the United States. The U. S. Pharmacopeia has been in continuous existence ever since, the current revision being U.S.P. XV.

The artist located original portraits of 10 of the 11 founders, from which he painted the figures with authenticity. The problem of the missing portrait was solved by showing the eleventh member addressing the Chair, so that his face is not in view.

The painting is mounted in an antique gold frame selected as particularly suitable because it is known to be of the period during which the Pharmacopeia was founded.

---

### AN OPPORTUNITY THAT KNOCKS ONCE

Active Western Maryland pharmacy offers an opportunity to a young ambitious registered pharmacist. If you are willing to settle in Western Maryland, you have an opportunity to become part owner of a going and growing pharmacy. Call the Maryland Pharmaceutical Association for further details.

LEARN TO DO YOUR PART IN THE PREVENTION OF DISEASE

HUNTINGTON WILLIAMS, M.D., DR. P. H.  
COMMISSIONER

ROSS DAVIES, M.D., M. P. H.  
ASSISTANT COMMISSIONER

REED GAITHER  
SECRETARY



BUREAU OF HEALTH INFORMATION

JOSEPH GORDON  
DIRECTOR

BALTIMORE CITY HEALTH DEPARTMENT

May 15, 1957

Mr. Joseph Cohen  
Executive Secretary  
Baltimore Retail Druggists' Association  
650 West Lombard Street  
Baltimore 1, Maryland

Dear Mr. Cohen:

Thank you for your note of May 14, enclosing the item about the distribution of the City Health Department's new polio leaflet. Your letter and the enclosure has been routed to Dr. Huntington Williams, Commissioner of Health for his information.

It is very gratifying to us in the Health Department to have such a fine working relationship with the Baltimore Retail Druggists' Association and we are deeply grateful for the assistance you have given in the current polio campaign as well as with other community health projects.

Please extend my sincerest regards and best wishes to Mr. Spigelmire and Mr. Libowitz who have been especially helpful in planning and carrying out these programs.

Cordially yours,

Joseph Gordon,  
Director, Bureau of Health Information

JG/S

**PRESIDENT'S MESSAGE**  
**BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacists:

Summertime is vacationtime. Meeting activity of the Baltimore Retail Druggists' Association is curtailed until September.

September 8, 9, 10th we will open the Fall activities of the Association with the fifth Annual Drug and Gift Show at the Fifth Regiment Armory.

Planning and putting this Show on the road is hard work. It is done for one purpose only; to give the retail pharmacist an opportunity to buy new merchandise for the Fall and Holiday Season and to observe new sure-fire merchandising methods so that he may hold his place in the economic sun.

We must have your honest support to make the Show click. Reserve your orders for the Show. Tell your suppliers you will see them at the Drug and Gift Show for advance orders. If the pharmacists do not support our effort, the Show is a flop. By following this simple procedure, not only are you helping yourself by placing your orders at a time and place where you can observe attractive merchandise and compare values, but you are also helping the Association to obtain revenue to carry on an active program for pharmacy and for you. I appoint you as a committee of one to encourage your suppliers to take booth space at the Drug and Gift Show.

Although the meeting phase of Association activity is curtailed during the summer months, we are by no means hibernating. We are planning ahead for your benefit. We are also on the alert. The officers and committees represent you at all times.

Never hesitate to call me or the office of the Association on any pharmaceutical matter.

Have a pleasant summer.

Sincerely,

VICTOR H. MORGENROTH, Jr.  
President

**DRUG EXCHANGE OUTING**

The Annual Outing of the Baltimore Drug Exchange was held on June 4th at the Suburban Country Club. The day was not one cut out exactly for Swimming, but the golfers had a good day.

Under any condition of weather, whether hot, cold or lukewarm, the Drug Exchange Outing furnishes an

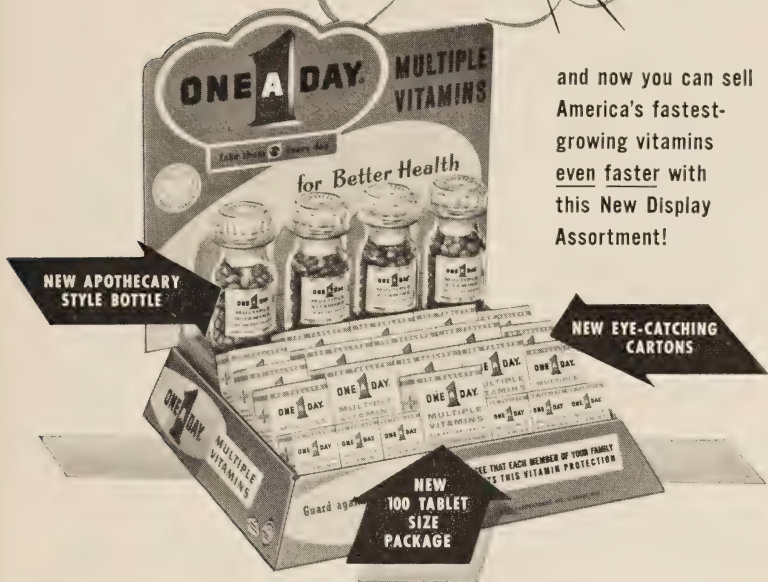
enjoyable day. The spirit of friendship and all around good fellowship warmly prevails.

The day was capped with a delicious chicken dinner, followed by the awarding of golf prizes and the drawing of other valuable prizes.

George M. S. Riepe, was the Chairman of the Entertainment Committee, and as usual, did an excellent job.

IT ALWAYS PAYS YOU MORE TO

SELL THE **HOT** ONE!



and now you can sell America's fastest-growing vitamins even faster with this New Display Assortment!

America's foremost independent research organization in the analysis of drug product sales supplies the proof. ONE-A-DAY (Brand) Multiple Vitamins are the fastest-growing in their class! And now you can sell 'em *even faster*—with this striking new display-assortment featuring the new Apothecary-style Bottle of 250 tablets, a new 100-tablet package and new eye-catching cartons in 100-, 60- and 25-tablet sizes. Get it in —spot it prominently on your counter for more sales and more profit from the "hot" one—ONE-A-DAY (Brand) Multiple Vitamins!

**ORDER ASSORTMENT  
#4960 NOW!**

FTM RETAIL . . . \$72.92  
YOUR COST . . . 43.75  
YOUR PROFIT . . . 29.17

*You can make 45.3% profit when you buy the maximum quantities!*

**MILES LABORATORIES, INC.**  
ELKHART, INDIANA

*Partner of the Retail Druggist for more than 70 Years*



### PHARMACISTS ASKED TO CO-OPERATE IN PHARMACY CENSUS

Your State Pharmaceutical Association and its members through the National Conference of State Pharmaceutical Association Secretaries are being asked to co-operate in a nationwide census of pharmacies and prescriptions during the next few weeks. It has been shown that such an up-to-date census is needed and the National Conference of State Pharmaceutical Association Secretaries is working along with Market Research Associates, Inc., in making this census.

Market Research Associates, Inc., is a firm specializing in pharmaceutical market research and it has been carefully investigated by the Secretaries Conference. It has been found to be well established and completely reliable.

Each store in Maryland is asked to co-operate in this census by filling in the return card when it is received within the next week or two.

All information supplied will be treated as confidential and will be released only as a part of the over-all census. The executives of Market Research Associates, Inc., have specifically promised that the information received will be released only by sizable groups of stores and that the information on any single store will never, under any circumstances, be made available to anyone outside of their own organization.

Participation in this census will be a contribution to the profession of pharmacy and anything which benefits the profession will benefit each individual pharmacist.

---

### ASSOCIATIONS AID RECRUITMENT PROGRAM

Through the combined effort of the Baltimore Retail Druggists' Association and the Maryland Pharmaceutical Association, a paid advertisement was

placed in the Baltimore News-Post urging parents to investigate pharmacy as a career for their sons and daughters.

The ad told briefly of the advantages pharmacy had to offer as a rewarding career. It told that there were scholarships available to meritorious students.

The response to the ad was gratifying. Inquiries were directed to the School of Pharmacy, University of Maryland. Brochures and other information were sent to the applicants.

This program has been adopted by the combined associations — Alumni, BRDA, and MPA — to fill a need for pharmacists throughout the state. Ten Freshman scholarships are now available to residents of Maryland.

The counties are urged to support the recruitment program. It is up to you to select worthy students. Encourage them to study pharmacy and apply for aid if it is needed. Only in that way can you hope to supply your own needs for replacements.

The program is offered through the University of Maryland only. Full particulars may be obtained from the Alumni Association or the Maryland Pharmaceutical Association.

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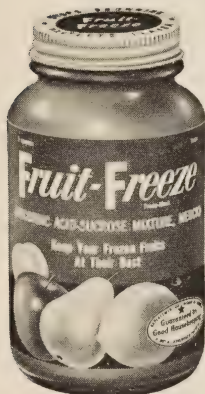
### OFFICERS PHARMACEUTICAL STATE SECRETARIES 1957-1958

New officers elected at the National Conference of State Pharmaceutical Association Secretaries during the A. Ph. A. Convention in New York, were: Cora Mae Briggs, Nebraska, President; Harold C. Kinner, 1st Vice President, District of Columbia; Samuel Silverman, 2nd Vice President, Massachusetts; Henry W. Moen, 3rd Vice President, Minnesota; William J. Dixon, Secretary-Treasurer, West Virginia. Executive Committee is composed of: Dallas L. Bruner, Iowa, Member House of Delegates; Joseph Cohen, Maryland; Mrs. Josephine Johnson, Mississippi; Cecil A. Steward, California; N. E. Henderson, Washington, Chairman.

The market is booming for...

# Fruit-Freeze®

## Look For Bigger Gains in 1957



You Benefit from 4-Way Promotional Support for FRUIT-FREEZE:

- 1 Extensive advertising.
- 2 Comprehensive sampling by freezer manufacturers (Admiral, Gibson, Norge, Whirlpool-Seeger).
- 3 Promotion to home economists and women's groups through direct sampling and national and local conventions.
- 4 Newspaper mats and point-of-purchase material are available to you free.



Carries Good Housekeeping Seal

FRUIT-FREEZE is sure to sell because it gives homemakers a simple, low-cost way to preserve fresh flavor and natural color in freezing fresh fruits and in preparing fresh-cut fruit for the table.

FRUIT-FREEZE is packed for profitable turnover in one size only—5-ounce jar, 12 jars in attractive display carton.

Your cost (1 display case—12 bottles) . . . . . **\$7.92**

Suggested selling price @ 98¢ per bottle . . . . . **11.76**

**YOUR PROFIT \$3.84**

ORDER FROM YOUR WHOLESALER TODAY



**Fruit-Freeze** — a product of **MERCK**

MERCK & CO., INC. Chemical Division RAHWAY, NEW JERSEY

© Merck & Co., Inc.

### PRESCRIPTION PHARMACY STUDY

The 1956 Operational Cost Study of Prescription Pharmacies conducted by the American College of Apothecaries was presented by Robert E. Abrams, Executive Secretary, at the Sixteenth Annual Convention of the group in New York. This year's study includes data on 95 pharmacies whose prescription volume accounted for over 50% of their total sales. This year's study represents a 38% increase in the number of pharmacies reporting and is divided into two parts. The first section, actual operating figures while the second section represents data on operating and prescription factors.

The compilation of this year's figures revealed the following:

|                            |            |
|----------------------------|------------|
| Average Sales              | \$ 165,223 |
| Prescription Sales         | 70.6%      |
| Gross Margin               | 45.8%      |
| Total Expenses             | 40.7%      |
| Net Profit (before taxes)  | 5.1%       |
| Net plus Owners Withdrawal | 13.2%      |
| Average Inventory          | \$ 25,295  |
| Number of prescriptions    | 42,880     |

An interesting sidelight of this year's report was the presentation of exact comparative data on 47 pharmacies which reported both in 1955 and 1956. This report indicated that these pharmacies showed an increase in sales of 9.9% over 1955. The facts on this report should serve as a guide and are as follows below:

The report concludes from the data tabulated the fact that the average Gross Margin of the reporting stores of 45.8% and the total expenses of 40.7% as well as the fact that a considerable amount of other sales are done at reduced margins; that in order for the prescription department to show a profit it must be operated on an overall Gross Margin of at least 55 percent.

The second part of the survey includes a group of Fellows of the American College of Apothecaries selected at random and reveals a number of interesting facts and figures concerning the part the prescription pharmacist plays in serving as a source of professional contact with the medical profession as well as some of the specialized services he renders. The following facts are based on 61 pharmacy operations (A total of 75 separate pharmacies).

These 61 operations showed a total sales volume of \$ 13,763,000 or an average of \$ 225,600 per unit. Of this volume 65% or \$ 146,200 was in prescription sales while 35% or \$ 79,400 was in other sales.

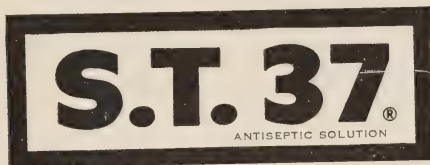
These pharmacies filled an average of 52,967 prescriptions or an average of 169 per day. The average prescription price was \$ 2.76. Of the prescriptions filled 61% were new while 39% were refills. Out of the 169 per day, 37.8% or 63 prescriptions daily were received by telephone.

Physicians called these pharmacies on an average of 10.5 times a day seek-

|                                              | 1956       | 1957       | % Change |
|----------------------------------------------|------------|------------|----------|
| Average Sales                                | \$ 182,226 | \$ 165,744 | 9.9      |
| Prescription Sales                           | 78.1%      | 78.0%      | .12      |
| Gross Margin                                 | 48.8%      | 47.1%      | 3.6      |
| Total Expense                                | 43.6%      | 42.8%      | 1.9      |
| Net Profit plus withdrawal<br>(before taxes) | 12.3%      | 11.5%      | 7.0      |
| Average Inventory                            | \$ 28,727  | \$ 27,289  | 5.3      |



**Sell 5-way-better sunburn relief**



Help your summer sales by telling customers about S.T.37 for fast relief of sunburn. It is the sunburn remedy that belongs in pharmacies. No other sunburn preparation offers all these 5 advantages:

1. **It's analgesic**—soothing to irritated skin.
2. **It's antiseptic**—contains hexylresorcinol.
3. **It's greaseless**—does not stick to clothing.
4. **It's nonstaining**—no discoloration of skin.
5. **It's harmless**—no danger if accidentally swallowed.

Stock up today on S.T.37!



**MERCK SHARP & DOHME**  
DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

whenever you  
hear complaints  
of gastric upset  
caused by aspirin,  
suggest



Ecotrin\* (S.K.F.'s Duentric'-coated aspirin) gives full aspirin effectiveness without gastric upset. Particularly useful in rheumatic disease where high doses of aspirin are often routine.

Smith, Kline & French  
Laboratories, Philadelphia

\*T.M. Reg. U.S. Pat. Off.

†Trademark

ing information on some drug product. In addition 22.4 physicians visited these pharmacies daily. The pharmacist also had to call the physician for refill authorization, to check dosage or get some other information pertaining to a prescription. In these pharmacies he did so on the average of 24.0 times a day.

Thus the pharmacist made a total of 120 daily contacts with the medical profession giving him numerous opportunities to influence prescribing habits.

|                                 |       |
|---------------------------------|-------|
| Telephoned Rx .....             | 63.1  |
| Information Calls .....         | 10.5  |
| Refill Authorization, etc. .... | 24.0  |
| Daily visits .....              | 22.4  |
|                                 | 120.0 |

Of these 61 operations 45 or 74% sent a regular mailing to an average of 233 physicians.

Out of every 100 calls to the pharmacist for information, facts on the following were requested:

- 27 about Trade Names
- 21 about Dosage
- 20 about Indications & Use
- 10 about Dosage Forms
- 7 about Generic Names
- 6 about Side Effects
- 4 about Prices
- 1 about Antidotes
- 4 about Other things

In what ways do these pharmacies influence prescribing habits?

- .. Detailing of physicians
- .. Constant and up-to-date information
- .. Comparative information on drugs
- .. Discouraging of prescribing of products of questionable manufacture
- .. Offer specially compounded formulas
- .. Pointing out duplications in products
- .. Weekly new product cards
- .. Invite physicians to pharmacy and detail within the prescription department



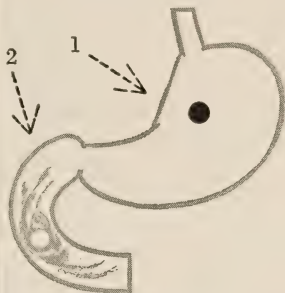
.. Give active support to those manufacturers who support pharmacy

What specialized services are offered by these pharmacies?

- .. Complete stock
- .. Reference Library
- .. Literature file
- .. Subscriptions of latest scientific publications
- .. Regular bulletins
- .. Detailing of physicians
- .. Ophthalmic Department
- .. 24 hour emergency service
- .. Physician reading lounge
- .. Autoclaving services
- .. Special laboratory stains
- .. Weekly new product cards
- .. Poison control index
- .. Institutional Newspaper Advertising
- .. Have only pharmacists answer telephones
- .. Serve as depots for City and state Health Departments
- .. Always explain prescription directions to patients
- .. Rental of hospital equipment
- .. Make every effort to stock or procure the unusual
- .. Rapid and complete delivery service
- .. Special formula tableting
- .. Radiophone in delivery cars
- .. Oxygen service
- .. Personal calls
- .. Hearing aid department
- .. Trained Orthopedic appliance technician
- .. Aerosol equipment on loan
- .. Automatic answering device on emergency
- .. Ph testing equipment
- .. Hypo allergenic cosmetics

The entire study with all observations will be printed and copies will be available free to all pharmacists by simply writing to the American College of Apothecaries, Hamilton Court Hotel, 39th & Chestnut Street, Philadelphia, Pennsylvania.

how 'ECOTRIN' (S.K.F.'s Duentric†-coated aspirin) prevents aspirin-induced gastric upset



Ecotrin's 'Duentric' coating remains intact in the stomach (1), but disintegrates almost immediately in the small intestine (2), assuring full aspirin effect without gastric irritation. Particularly useful in rheumatic disease where high doses of aspirin are often routine.



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†Trademark

**REGULATION GOVERNING PRACTICAL  
PHARMACY EXPERIENCE ACQUIRED  
SUBSEQUENT TO GRADUATION FROM  
A COLLEGE OF PHARMACY**

F. S. Balassone, Secretary,  
Maryland Board of Pharmacy

Effective January 1, 1957, every applicant for registration as a pharmacist in this State, who meets the requirements as set forth in Section 248 of Article 43 of the Annotated Code of Maryland, shall be given a written examination in the theoretical subjects.

Successfully passing an examination in the theoretical subjects confers no privileges upon an applicant in connection with the practice of pharmacy.

No applicant shall be examined in practical pharmacy and laboratory work until he or she has had one year of practical pharmacy experience, four months of which have been acquired, subsequent to graduation in a school or college of pharmacy, in a drug store or pharmacy approved by the Maryland Board of Pharmacy for such purpose.

No credit for practical pharmacy experience will be allowed for working in a drug store or pharmacy prior to attendance as a regular student in a school or college of pharmacy.

Rules applicable to above regulation—

1. Definitions.

(a) The program to acquire the final four months of practical pharmacy experience shall be known as Practical Pharmacy Experience Acquired Subsequent to Graduation.

(b) A pharmacy approved to provide post-graduate practical experience shall be known as a Pharmacy Approved for Training of Pharmacists.

(c) A pharmacy graduate employed in a Pharmacy Approved for Training of Pharmacists for the purpose of acquiring practical experience shall be known as a Pharmacy Pre-Registrant.

(d) A pharmacist employed in a Pharmacy Approved for the Training of Pharmacists shall be known as a

Pre-Registrant Preceptor. Every Preceptor must have been registered for, at least, five (5) years, the last year of which must have been in the active practice of pharmacy.

2. The owner and responsible pharmacists in a pharmacy approved for Training of Pharmacists must signify their willingness to cooperate with the Maryland Board of Pharmacy in developing this Practical Pharmacy Experience Acquired Subsequent to Graduation. They shall report to the Board of Pharmacy from time to time, as requested by the Board, on the progress and aptitude of any Pharmacy Pre-Registrant under their supervision. They shall also certify to the satisfactory completion of the Pre-Registrant's training on the form supplied by the Maryland Board of Pharmacy.

3. Each Pre-Registrant shall be under the direct supervision of a Pharmacy Pre-Registrant Preceptor, and it shall be the Preceptor's responsibility that the training of the Pre-Registrant is completed and he shall complete the certification form. A Preceptor shall not be responsible for more than one Pre-Registrant at any given time.

4. In the management of a Pharmacy Approved for Training of Pharmacists, the emphasis shall be on activities connected with the distribution of articles and services pertaining to medical care, including prescriptions, drugs, medicines, medical supplies and materials.

5. A Pharmacy Approved for Training of Pharmacists, as well as the pharmacists in its employ who will act as Preceptors, shall have a clear record with respect to observance of all federal, state, and municipal laws and ordinances.

6. The total number of prescriptions compounded, including renewals, in a Pharmacy Approved for Training of Pharmacists, shall be, at least, equal to the mean number of prescriptions compounded per year in the pharmacies in the city or county in which it is located as ascertained from the latest



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Progress is the law of business. There's only one direction you can afford to go... FORWARD! By selling only brand name products, alert pharmacists consistently advance their position as community health leaders. >> In prophylactics, Trojans are the quality brand name leader. To your customers, Trojans mean product perfection. Their quality sym-

bolizes the superiority of your store. Besides offering you an exceptional margin of protected profit, every Trojan you sell solidifies customer confidence in your store, in your fine merchandise, in your professional standing. > Trojans, sold in pharmacies only for over a quarter century, help make your store the unquestionable source of all family health needs.

# TROJANS



Y O U N G S   R U B B E R   C O R P O R A T I O N

figures available in the Maryland Board of Pharmacy's office. However, no pharmacy shall be approved if the volume is less than 5,000 prescriptions per year, unless any extenuating situation warrants deviation from this figure in the judgment and discretion of the Board.

7. The minimum practical experience requirement shall be four months with not less than forty-eight (48) hours of actual service per week. Proportional credit shall be given if a lesser number of hours is worked per week, but no credit shall be given for any time in excess of forty-eight (48) hours per week. It shall be incumbent upon both the Preceptor and Pharmacy Pre-Registrant to keep an accurate record of time spent by the Pre-Registrant in acquiring practical experience.

8. Credit toward the Pharmacy Pre-Registrant's practical experience shall be given for work in a hospital pharmacy on the following basis:

(a) Hospital pharmacy shall have an out-patient department.

(b) Hospital pharmacy shall be registered with the Board of Pharmacy.

(c) A registered pharmacist shall be in charge at all times.

9. The Pharmacy Pre-Registrant shall notify the Maryland Board of Pharmacy not later than five (5) days after beginning his term of practical experience. At that time, he shall supply the name and address of the Pharmacy Approved for Training of Pharmacists in which he is employed as well as his tentative work schedule. In the event it shall become necessary to change his place of employment, the Pharmacy Pre-Registrant shall so notify the Board not later than five (5) days after such a change.

10. It is expected that the Pharmacy Pre-Registrant will keep abreast of developments in pharmacy during this experience period by the following means:

(a) Reading current issues of pharmaceutical journals.

(b) Reading and studying literature relating to new pharmaceutical preparations and procedures.

(c) Attending meetings of pharmaceutical associations where professional subjects are discussed.

(d) Personally dispensing and making record of sale of poisons.

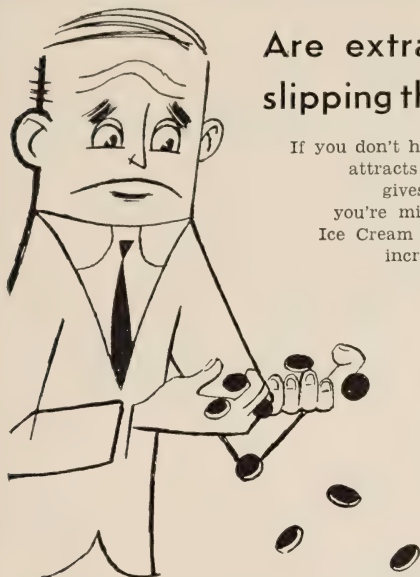
(e) Personally dispensing and making record of sale of exempt narcotic preparations.

(f) Familiarizing himself with a narcotic inventory relative to federal regulations, and preparing, at least, one form for filing with the Internal Revenue Bureau for purposes of obtaining narcotic order forms.

(g) Under the supervision of a registered pharmacist, he must fill and properly record the following prescriptions:

1. Regular narcotic prescription.
2. Exempt narcotic prescription.
3. Telephoned in narcotic prescription.
4. Legend drug prescription.
5. Refilled legend drug prescription.

Conclusion: The Maryland Board of Pharmacy believes that this practical pharmacy experience is a most important and valuable part of the educational training of a pharmacist, and thereby feels that the Preceptor should take great pride in assisting a Pharmacy Pre-Registrant in the completion of his pharmaceutical education. Knowing that you are in full agreement with the Board of Pharmacy with regard to this practical experience, the Board feels confident that it can depend on you to make this four months' training as valuable as possible. The Preceptor must bear in mind that the law of this State requires that a registered pharmacist must be in charge of any pharmacy open to the public and that a Pharmacy Pre-Registrant is not a registered pharmacist.



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If you don't have an ice cream in your store that attracts customers . . . creates traffic . . . gives you additional business . . . then you're missing out on extra profits. Delvale Ice Cream is producing increased sales for an increasing number of dealers . . . it can for you, too. Ask us about it.

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Tell them you saw it in "The Maryland Pharmacist"

### ORINASE NOW AVAILABLE TO MEDICAL PROFESSION

Orinase, the long-awaited drug which can be taken by mouth in tablet form and thus eliminate the need for insulin injections in a majority of diabetics, is now available to the medical profession. Orinase can be purchased only upon prescription by a physician.

Dr. E. Gifford Upjohn, president of The Upjohn Company, which developed Orinase in the United States, said the drug, known chemically as a sulfonylurea—a distant chemical cousin of the sulfa drugs—has been under intense and prolonged clinical study and trial in this country since November, 1955. Approximately 18,000 of the nation's estimated 1,600,000 diabetics have been given the drug during this period of careful evaluation with no serious adverse side effects. Approximately 1000 of these, he added, have been taking Orinase daily for periods of a year and longer.

Investigators are agreed, Dr. Upjohn declared, that Orinase is effective in controlling blood sugar levels in mild to moderate cases of diabetes, particularly in those 40 years of age and older who require 40 units of insulin a day or less.

Dr. Henry Dolger, chief of the Diabetes Clinic, Mt. Sinai Hospital, New York, who reported results of clinical trials on a group of 700 patients at a conference held last February at the New York Academy of Sciences, stated:

"Orinase's success in the juvenile group is so rare it can be considered zero. But in the age group between 20 and 40 years, it will be successful in one out of three patients; and in the age group from 40 years on, it will be successful in four out of five patients."

Dr. Alexander Marble reported at the same meeting that in clinical studies with Orinase in 420 selected patients at the Joslin Clinic, Boston, Mass., sixty-four per cent had achieved

good or fair control of high blood sugars and loss of sugar in the urine. Un-toward clinical effects were encountered in less than one per cent of these patients.

Dr. Upjohn cautioned against indiscriminate use of the drug, pointing out that it should only be used under the supervision of a physician, and noted that it is not indicated and should not be used in juvenile diabetics, in those who are prone to acidosis, or those who have the unstable form of the disease or suffer from other complications.

"For these diabetics," he said, "we can hold out only the hope that the wave of research in carbohydrate metabolism stimulated by the discovery of Orinase and similar agents may in time solve the mystery of this ancient disease and lead to the development of even more effective drugs.

"We are proud," he continued, "of the contribution of Upjohn research in making available Orinase, which has been described by some investigators as 'the most important advance in the therapy of diabetes since the discovery of insulin 36 years ago.'

"Our sense of pride, however, is tempered by an equally deep sense of responsibility to the public, to the medical profession and our own reputation for integrity in the manufacture and distribution of fine pharmaceuticals.

"To all diabetics, we say: The ultimate decision on whether Orinase can be of value to you can be made by only one man—your physician. He, and only he, is able to evaluate the severity of the disease and the advisability of Orinase therapy."

Authorities estimate that there are some 1,600,000 diabetics in the United States; an estimated 55,000 new cases are found each year. The great majority of diabetics, some think as many as 70 to 75%, are in the 40 and over age group.

Although Orinase is a chemical cousin of the sulfa drugs, it has no antibac-

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## AT THE FOUNTAIN—

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Butter Sandwiches in America!

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terial action and its daily use leads to no serious side effects. Known generically as tolbutamide, it was discovered in Germany in the laboratories of Farbwerke Hoechst in 1954 and has been available in some areas in Europe since September, 1956, and in Canada since April 15, 1957.

### DRUG STORE CHANGES

#### DRUG STORES OPENED

Home Pharmacy, Louis Ross, Pres., 86 Baltimore St., Cumberland.

Talbottown Pharmacy, Inc., Thomas M. Payne, Talbottown Shopping Center, Easton.

Kay Cee Drugs, Irving Goldberg, 197 Shangri-La Drive, Lexington Park.

#### DRUG STORES CLOSED

Gleiman's Keyworth Pharmacy (Theodore Gleiman) 3900 Reisterstown Rd., Balto. 15.

Sherry's Pharmacy (Donald Rosen) Hammonds Ferry & Nursery Rd., Lintthicum Heights.

Lee's Pharmacy (Claud D. Lee) 35 E. Dover Street, Easton.

#### CHANGED OWNERSHIP

Payson Pharmacy (David Karlin) 255 N. Payson St., 23, to Alvin Siegel.

Waltz Bros. Pharmacy (Julius Greif) 1831 W. Mosher St., 17, to William Ratkovitz.

### BORDEN'S SOUTH-EAST DISTRICT WINS SAFETY AWARD

The south-east district of The Borden Company was the only district among those employing less than 1500 people, to receive the company-wide safe workers award at the annual Borden Company safety round table. It was presented at Chicago by Mr. F. T. McGowan, safety director of The Borden Company, and accepted by Mr. Charles Brown, local Borden representative. Baltimore is headquarters of the south-east district. Awards were based on safety performance during the past three years.

### DETERIORATED PARALDEHYDE DANGEROUS

Paraldehyde is subject to deterioration and conversion to a dangerous concentration of acetic acid, warns the federal Food and Drug Administration. Recently the F.D.A. investigated a death caused by the administration of paraldehyde which because of long storage in a partially filled bottle had converted to acetic acid. The death was attributed to acetic acid poisoning.

The Pharmacopoeia monograph for paraldehyde says: "Preserve Paraldehyde in well-filled, tight, light-resistant containers which hold not more than 120 Gm., preferably at a temperature not above 30°."

Health professions and the public rely upon the pharmacist's knowledge and care in preserving and dispensing drugs. He, therefore, should be alert to warnings, cautions, packaging and storage labeling on all drugs.

This has a particular significance at present because many drugs are now infrequently prescribed and druggists may have old stocks in their possession in partially filled containers, which, like paraldehyde, are susceptible to oxidation or deterioration when exposed to air.

N.A.R.D. Journal

### SQUIBB COMIC BOOK TO HELP SALES

A fun and play comic book, "The Junior Medics of America," with a dual purpose—to entertain children and to broaden their understanding of the health team's place in their daily lives—is being distributed through drugstores by E. R. Squibb & Sons. Thirty-six gaily colored pages contain puzzles, games, stories, cut-outs and things to make, all directed toward sharpening the children's image of what the medical and allied professions do and what they are like. Costs to the pharmacist of copies of "Junior Medic" are covered by purchases of Squibb products.



## *We Salute You*

### *The Graduating Class of 1957*

Congratulations on your graduation and our best wishes for your future.

Throughout the years Pharmacy has striven for and attained a position of equality among kindred professions. You, the graduates are entering a service with an established standing. Your future depends on the manner in which you accept the responsibility of that position.

The major problems confronting the pharmacist will be to keep abreast of advancing pharmaceutical practice.

With an active association and cooperation within the profession we may hope for continued advancement.

---

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*The  
Sign of  
"A Thoughtful Store"*

### HOW IS YOUR HEART?

More Americans than ever before are now living long enough to die from heart disease.

This point is made in a statistical report on heart disease published by Health Information Foundation in its bulletin, **Progress in Health Services**.

Disorders of the heart, blood vessels and related organs, the Foundation pointed out, caused over 850,000 deaths last year—more than half the total number of deaths in this country. In 1925 these diseases caused only about one-third of all deaths, and in 1900, only one-fifth.

In a sense, said Foundation President George Bugbee, the increasing prominence of heart disorders "is a reflection of medical progress. With many once-feared infectious diseases now under control, more Americans are living to any age where they are more likely to become subject to heart disease and other degenerative disorders."

An estimated five million Americans have heart disease, and another five million suffer from related disorders such as high blood pressure (hypertension), hardening of the arteries (arteriosclerosis), cerebral hemorrhage, rheumatic fever and chronic nephritis (kidney disease).

"Substantial progress," the Foundation said, "has been made against premature death from many forms of heart disease, notably conditions of infectious origin—rheumatic and syphilitic heart disease, subacute bacterial endocarditis, etc. Surgery, drugs and special diets have been effective in certain cases of hypertension. But coronary heart disease remains a major unsolved problem."

Deaths from heart diseases alone have increased 60 percent since 1900 and now account for 360 fatalities per 100,000 population, or nearly two-fifths of all deaths. More than ever, heart disease has become an affliction of old age,

the Foundation said. About 70 percent of all deaths from this cause occur after the age of 65.

Although disability from heart disease is apparently more prevalent among women, it causes more deaths among men. In fact, 75 percent more men than women died from heart disease in 1955, as opposed to 15 percent more in 1900. The disparity is highest between the ages of 35 and 49.

One frequently-stated explanation for this puzzling trend, HIF reported, is that "men are thought to be particularly subject and perhaps particularly vulnerable to strains and pressures of modern life, factors presumed to be important in causing the disease."

Commenting on current efforts to discover a preventive or cure for heart disease, Mr. Bugbee stated: "Coronary heart disease apparently flourishes where living conditions are highest, diets richest and psychological pressures heaviest—in other words, in the type of environment that seems to typify modern America . . . ."

"The complexity of heart disease, the many disorders to which it is related, the long-term investigations needed before it can be better understood—all show that the road ahead may be a long one . . . The Public should realize that even more funds are needed for added research in this field."

The public has another role as well, he added. The American Heart Association, he said advises that "some forms of heart disease can be prevented and a few can be cured. Almost all cases can be helped by proper treatment, especially if started at an early stage."

Mr. Bugbee concluded: "Thus, while the public support of group activities for research and for better medical and hospital care is vital, each person has an individual responsibility to use present medical knowledge in his own behalf—not only when illness strikes, but in time of apparent good health as well."

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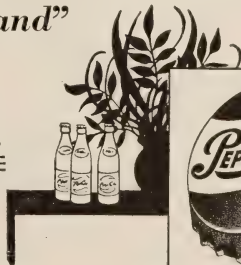
*More and more of your  
customers are saying,*

# "Pepsi, Please!"

*Are you "stocked for  
this demand"*



PEPSI - COLA  
BOTTLING CO.  
OF BALTIMORE



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**SALES UP IN AREA**

Wholesale drug and sundries sales in March continued the upward trend over March 1956. All geographic divisions of the country showed increases over March a year ago, with the largest gain in the Middle Atlantic and South Atlantic regions, 12%. Sales for the first quarter of this year were up 7% over sales for the first quarter of the previous year, with the largest first quarter increase showing in the West North Central region. These figures are from the U. S. Department of Commerce Wholesale Trade report.

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**B. R. D. A.**  
**DRUG & GIFT SHOW**  
**FIFTH REGIMENT ARMORY**  
**SEPT. 8, 9 & 10, 1957**

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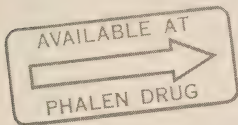
**MAKE A GOOD CASE FOR PHARMACY AS A CAREER**

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Phalen Park Pharmacy, 1058 East Maryland, St. Paul, Minn.

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I have gained many new customers who have noticed these ads."

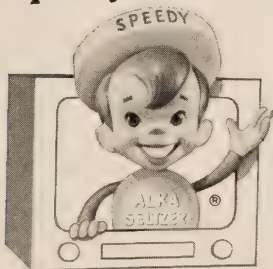
\$50.00 to Mr. Howard Engfer, wholesale salesman who services Phalen Park Pharmacy for McKesson & Robbins, St. Paul, Minn.

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Combine the naturally occurring Equine estrogens and the new Uterine Relaxing Hormone, Lutrexin (H.W.&D. brand of lututrin)—simulating the occurrence of these hormones in nature.

TREXINEST produces prompt relief of symptoms associated with the menopausal syndrome.<sup>1</sup>

TREXINEST is more effective than either of its active components taken separately.<sup>2</sup>

TREXINEST Tablets help restore the normal balance between certain hormones, the lack of which Malleeson<sup>3</sup> suggests may cause menopausal disorders.

*1. Rezek, G. H.: Personal Communication; 2. Hannon, T. R.: Personal Communication; 3. Malleeson J.: The Lancet, July 1953.*

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# The Maryland



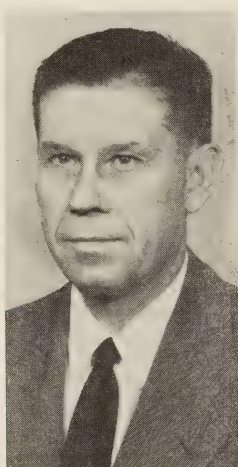
# Pharmacist

PRACTICAL  
PROGRESSIVE  
PROFESSIONAL

VOLUME XXXII

JULY, 1957

No. 10



GEORGE M. SCHMIDT, *President*  
MARYLAND PHARMACEUTICAL ASSOCIATION  
1957-58

*(Meet the President on page 730)*

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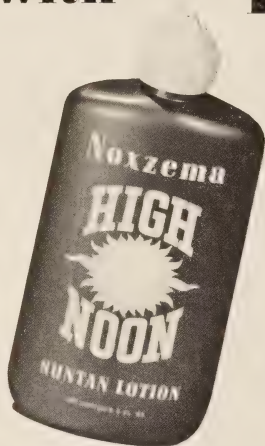


JOSEPH COHEN, Editor



Baltimore 1, Md.

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Here's the high profit-making suntan lotion you've been looking for! It's HIGH NOON—and it's new from NOXZEMA, the most famous name "under the sun."

HIGH NOON is greaseless—non-staining—and available in **two** fast-selling sizes—6 oz. and 12 oz. It's packaged in a new squeeze-squirt plastic bottle, with a flip open cap that can't get lost! So stock up today. Order HIGH NOON from your wholesaler or direct from NOXZEMA CHEMICAL COMPANY, Baltimore, Maryland.

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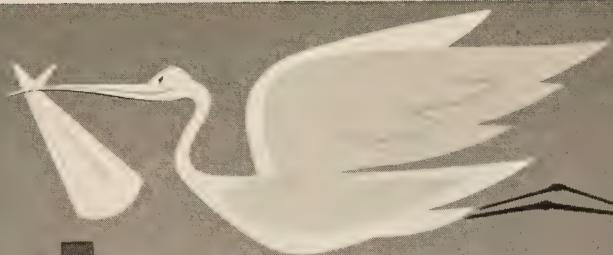
2 Doz. 6 oz. bottles F.T.M. \$1.25 ea.  
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**1** 12-oz.  
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Phosphorus-free calcium—250 mg. of available calcium (as calcium carbonate) in each pulvule

Intrinsic factor for optimal absorption of vitamin B<sub>12</sub>

High vitamin B<sub>6</sub> content to supply the increased need for this vitamin during pregnancy

Liberal amounts of folic acid, iron, and all other recognized vitamin factors

Permits the preferred three-a-day dosage schedule

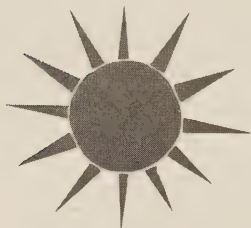
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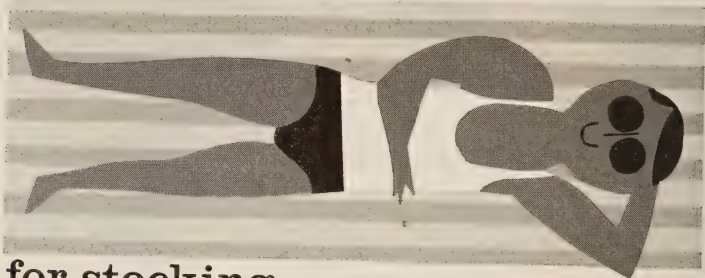
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CALADRYL is in season throughout the sunny side of the year because mild sunburn, insect bites, and prickly heat are rapidly relieved by its soothing antipruritic-antihistaminic action.

On the sunny side of the ledger, CALADRYL has won a lucrative summer market and an ever-growing prescription volume. Be sure your stock of CALADRYL is complete enough to ring up *all* the sales.

CALADRYL Lotion, 8-ounce bottle, and CALADRYL Cream, 1½-ounce tube, are pleasant to use and inconspicuous...won't rub off but wash or rinse off easily.



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# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

Office of Publication: 650 W. Lombard Street, Baltimore-1, Md.

Saratoga 7-0746

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JULY, 1957

No. 10

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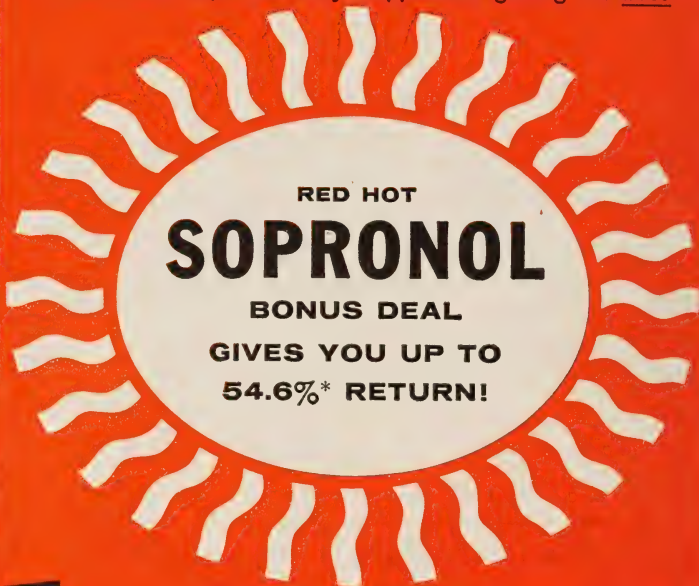
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|     |    |
|-----|----|
| 116 | 28 |
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| 21  | 3  |
| 11  | 1  |

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## ... Editorial ...

### DIAMOND JUBILEE CONVENTION

The 75th Anniversary of the Maryland Pharmaceutical Association was celebrated at Galen Hall, Wernersville, Pennsylvania, June 24, 25, 26, 27, 1957. The Convention was an outstanding success.

The Travelers and Ladies Auxiliaries joined with the parent Association to fill Galen Hall to capacity. The attendance numbered 375, of which pharmacists and their families accounted for more than half. We are proud of this high attendance especially with regard to the pharmacists, many of whom were of the younger generation. It denotes an eagerness to meet with your fellowman, not only in pleasure, which of course is important, but also to deliberate and to help to resolve the problems of the drug industry. This type of support makes for strong organization and good intra-professional relations. It is healthy and can only mean good.

The planned program was excellent. It reflected serious and thoughtful planning. The Convention Committee is to be commended for a job well done.

The highlight of the program was an historical presentation of the Maryland Pharmaceutical Association since its organization in 1872. It was tied-in with medical and pharmaceutical progress during the 75 year period of the Maryland Pharmaceutical Association's existence. One hundred and seventy were present to hear the presentation given by Dr. B. Olive Cole; Dr. Robert L. Swain and Dr. Theodore G. Klumpp.

A souvenir program was distributed at the Convention Banquet and subsequently mailed to the pharmacies of Maryland, stating among other things, the entire historical presentation. You are urged to read the contents of the souvenir program which was made possible through the generosity of the advertisers listed in the program.

Another feature of the speaking pro-

gram was the disclosure of prescription prices in the Baltimore area as the result of a survey made by Mr. David D. Stiles, Abbott Laboratories, with the assistance of the School of Pharmacy, University of Maryland. The survey proved conclusively that there is a definite need for the adoption of a suggested prescription pricing schedule.

Considerable time was devoted to the business of the Association and the problems confronting pharmacy. This is reflected in the resolutions adopted covering every facet of the profession. These included: merchandising; super-market competition; pharmaceutical sampling; proper labeling, the handling of drugs by pharmacists only; objection to federal regulation of barbiturates and amphetamines. Also, control of drugs to industrial plants; support of fair trade; appreciation of retailers to those manufacturers enforcing their fair trade contracts; objection to trading stamps. Also, urging the Proprietary Association to end controversy with retail pharmacy, asking Maryland Congressman to support move to transfer collection of excise tax from retailer to manufacturer; urging pharmacists to give more attention to their prescription departments; cleanliness and orderliness; ethics; prescription blank advertising; support of Equality of Opportunity legislation; commending the Health News Institute for its public relations program. The resolutions shall be printed in the proceedings Number of the Maryland Pharmacist. Your attention is directed toward them for further consideration.

All was not work at the Convention. The entertainment program was replete with pleasure for all—young and old alike. Every minute of the day and night was occupied with some activity or another.

If you were not there, we sincerely hope you can make the next one.

## PRESIDENT'S MESSAGE

---

Dear Fellow Pharmacists:

I want to express my sincere thanks to the members of the Maryland Pharmaceutical Association for your confidence in me as demonstrated by the selection of me as your President for the year 1957-1958. I will do everything in my power to justify this confidence.

I am most grateful for the offers of help which have been extended to me, many from my predecessors in this office. I will have need for this proffered help, and will avail myself of it at every opportunity.

Many plans for the betterment of our Association, and pharmacy as a whole, are in the making. With the committees soon to be appointed, and the help of the other officers of the Association, I hope we can continue the excellent work already begun, as well as make something of a contribution of our own.

In our 75th Anniversary year, it is gratifying to look back at the Association's record of accomplishment. It behooves us now to look forward to our 100th Anniversary with the hope that at that time, because of continued accomplishment and advancement, the record will be just as gratifying. I am confident of this result if we continue to work together.

Our 75th Convention at Galen Hall had the largest registration of any convention in our history. It was a success in every way, and I want to congratulate Frank Macek and his committees on what was probably the best convention we have ever had.

Sincerely,

GEORGE M. SCHMIDT,  
President

---

### PHARMACY CHANGES

#### Pharmacies Opened:

Drug Fair, Milton L. Elsberg, Pres.,  
4862 Indian Head Road, Oxon Hill,  
Maryland.

Read Drug & Chemical Company,  
1066 Maiden Choice Lane, Arbutus

#### Pharmacies Closed:

Laroque Pharmacy, Lawrence R.  
Laroque, Prop., 2900 Garrison Boule-  
vard, Baltimore 16, Maryland.

Franklin Pharmacy, Harold H. &  
Joseph Mazer, Props., 426 North Greene  
Street, Baltimore 1, Maryland.

Old Point Pharmacy, James M. Barry,  
Prop., 7111 Old North Point Road, Edge-  
mere 19, Maryland.

#### Change of Ownership:

Guilford Pharmacy, Henry P. Zetlin  
& Harry Goldberg, Props., 2801 Guilford  
Avenue, Baltimore 18, Maryland. (For-  
merly owned by the late T. Ellsworth  
Ragland).

Jacksonville Pharmacy, Oscar M.  
Schapiro, Prop., Jarrettsville & Paper  
Mill Roads, Jacksonville, P. O. Phoenix,  
Maryland (Formerly owned by Mr.  
Harry S. Schapiro).



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Help your summer sales by telling customers about S.T.37 for fast relief of sunburn. It is the sunburn remedy that belongs in pharmacies. No other sunburn preparation offers all these 5 advantages:

1. **It's analgesic**—soothing to irritated skin.
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3. **It's greaseless**—does not stick to clothing.
4. **It's nonstaining**—no discoloration of skin.
5. **It's harmless**—no danger if accidentally swallowed.

Stock up today on S.T.37!



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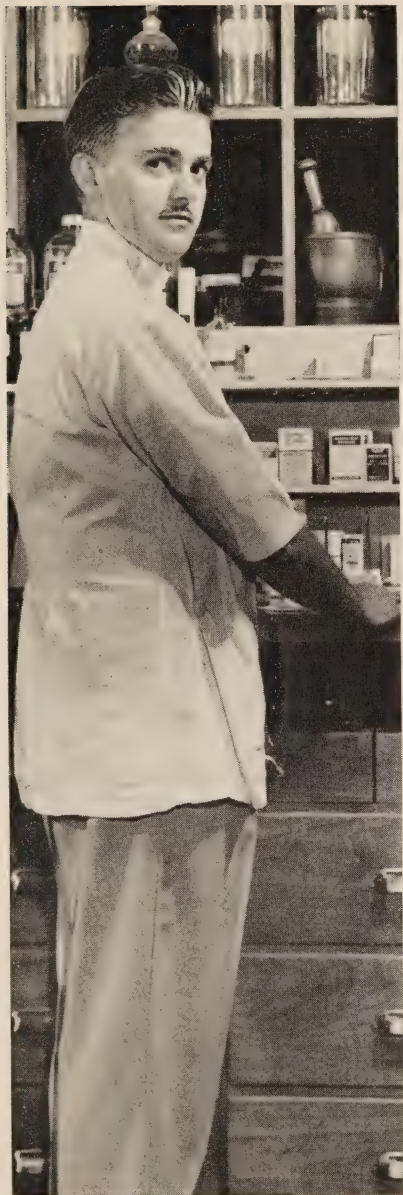
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GET THE BEST . . . . GET . . . .



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## THE MARKED MAN

You, Mr. Druggist, are a marked man.

Americans are becoming increasingly aware of the vital role you play in better community health.

We stand behind you, ready and able to supply the thousands of drug items that are essential to your professional service. Order from our comprehensive stocks. You can buy in accordance with current needs by sending your orders to us.

WE ARE A *Lilly* DISTRIBUTOR

### LOEWY DRUG COMPANY

Baltimore, Maryland

## ... Fair Trade News ...

### LILLY FAIR TRADE ACTION

Fair-trade suits filed recently by Eli Lilly and Company against three drug firms of Silver Spring, Maryland, have resulted in injunctions against two defendants. Action in the third case is pending.

The Dart Drug Corporation of Maryland, charged with consistent violations of the Maryland Fair Trade Act in connection with Lilly products, has been permanently restrained from selling Lilly products below minimum fair-trade prices. The decree for permanent injunction was granted July 3 by the Circuit Court for Montgomery County of the State of Maryland. Dart is located at 8511 Fenton Street.

Earlier, Grubb's Pharmacy, Inc., located at 11181 Viers Mill Road, had consented to a decree for temporary injunction, which was entered in the United States District Court for the District of Maryland. Grubb's was charged with violating the Maryland Fair Trade Act by giving trading stamps with Lilly products, which were sold at minimum retail resale prices.

A fair-trade suit has also been filed by Lilly against the Wheaton Pharmacy, of 11401 Georgia Avenue.

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### FAIR TRADE STICKER NOTICES

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JULY, 1957

#### MEAD JOHNSON & CO.—

Page 59

| Item                             | F.T.M. |
|----------------------------------|--------|
| Alacta—1 lb. ....                | \$1.19 |
| Casec—3 1/3oz. ....              | 1.59   |
| Casec—30oz. ....                 | 9.98   |
| Lactic Acid Milk No. 2—1 lb. ... | 1.79   |
| Lonalac—1 lb. ....               | 2.99   |
| Lonalac—4 lb. ....               | 9.67   |
| Nutramigen—1 lb. ....            | 2.19   |
| Protein Milk, Powdered—1 lb. ..  | 2.29   |
| Protenum—1 lb. ....              | 2.09   |
| Protenum—4 lb. ....              | 6.99   |
| Tri-Vi-Sol—50 cc ....            | 3.29   |

#### POTTER DRUG & CHEMICAL CORP.

Page 78-B

| Item                          | F.T.M. |
|-------------------------------|--------|
| Cuticura—Soap—Guest Size .... | \$.15  |
| Cuticura Soap—Regular Size .. | .29    |

#### MURRAY'S SUPERIOR PRODUCTS—

Page 66-C

|                               |       |
|-------------------------------|-------|
| Murray Hair Dress—Regular ... | \$.35 |
|-------------------------------|-------|

#### LEHN & FINK PRODUCTS CORPORATION—

Page 52

|                                          |       |
|------------------------------------------|-------|
| Henna-San—Large .....                    | \$.98 |
| Henna-San—Small .....                    | .59   |
| Hind's Honey & Almond Cream—Medium ..... | .54   |
| Hind's Honey & Almond Cream—Small .....  | .29   |

#### PRO-PHY-LAC-TIC BRUSH CO.—

Page 81

|                           |       |
|---------------------------|-------|
| Toothbrushes No. 300—425— |       |
| 435—800 & 88 .....        | \$.69 |

#### PERSONAL PRODUCTS CORP.—

Page 74

|                              |        |
|------------------------------|--------|
| "Jonny" Mop—Deluxe Package.. | \$1.98 |
| Modess—28's (New Size) ..... | .98    |

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**In sorrow the thoughts of your friends blend with yours.**

---

#### OWEN C. SMITH

Owen C. Smith, prominent retired pharmacist, died recently at the age of 83.

Mr. Smith graduated from the Maryland College of Pharmacy in 1895. He entered the drug business in Baltimore and owned and operated two drug stores. In 1907 he served as president of the Maryland Pharmaceutical Association.

Until his retirement 10 years ago, he operated a drug store in Chestertown where he made his home until his death.

Short selling hints which appeared in a recent periodical.

They're points that all of us know but also points that we're inclined to forget from time to time.

We honestly believe that, if you read each one with thought, they may remind you of things you've forgotten to do but things that can really help you run a more efficient business.

- (1) You're not in business to buy goods—or even to sell goods—you're in business to sell goods at a PROFIT!
- (2) If you buy more than you sell, someday you'll sink.
- (3) You can't sell what you haven't got.
- (4) The dullest part of the store business is the most profitable—re-ordering, promoting, keeping excited about the stores' sweet-hearts—the items people want.
- (5) People want to see what you have for sale—orderly—displayed—easy to buy from.
- (6) The fellow who promotes will always be ahead of the boy who stands behind the counter waiting for orders.

## **CALVERT DRUG CO.**

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BALTIMORE 18, MD.  
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*Wholesale Cooperative Druggists*

OWNED & CONTROLLED BY INDEPENDENT DRUGGISTS

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Federal Wholesale Druggists Association  
of the  
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(FWDA) First With Druggists Always.

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purchases  
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## IMPULSE SALES

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Point-of-Sale Promotion, Abbotts  
and Jane Logan Dealers enjoy a  
man-sized portion of this business.

*Are You Getting Your Share?*



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## School of Pharmacy, University of Maryland, News

### ALUMNI ASSOCIATION OF THE SCHOOL OF PHARMACY, UNIVERSITY OF MARYLAND

By B. Olive Cole, Chairman of  
Publications Committee

The annual meeting of the Alumni Association of the School of Pharmacy of the University of Maryland was held on May 16, 1957, 8.00 P. M., in the Kelly Memorial Building. Reports of the activities and accomplishments of the Association were received from all standing and special committees. The Treasurer reported finances in splendid condition. A social hour followed with the serving of an enjoyable collation.

The annual banquet and dance of the Alumni Association of the School of Pharmacy was held at the Emerson Hotel on June 6, 1957, in honor of the graduating class, with more than three hundred and fifty persons in attendance.

President Norman J. Levin welcomed the graduates, alumni and friends following the invocation by Rabbi Samuel Glassner, Rabbi of Temple Emanuel. Dr. Samuel W. Goldstein was toastmaster. Greetings from the University of Maryland were given by Mr. David L. Brigham, Executive Secretary of the General Alumni Association of the University of Maryland.

Those in attendance included the graduates receiving the B. S. in Pharmacy, M. S. and Ph. D. degrees, together with alumni from the classes of 1912, 1917, 1922, 1932, 1937 who were celebrating at tables with members of their respective classes, and there were three who graduated from the Maryland College of Pharmacy (the forerunner of the present School of Pharmacy) in 1897. They were Dr. H. A. B. Dunning, Mr. Ferdinand Ulman and Mr. Judson H. Sencindiver. The graduates of 1897 were presented with special certificates denoting graduation sixty years ago.

Dr. Lloyd N. Richardson of the Class of 1912 received the Annual Alumni Award. Dr. Richardson represents pharmacy on the State Board of Health. The presentation of the award was made by Francis S. Balassone, who extolled the activities and accomplishments of Dr. Richardson, pointing out his many contributions to the progress of pharmacy in the State. Dr. Richardson responded in his own inimitable way, and was a bit surprised when he also received the 1957 Honorary President Key.

During the evening many guests and friends were presented by the toastmaster. Dr. H. A. B. Dunning responded with remembrances of early teachers of the School and of members of the Alumni Association. In order to enjoy the festivities of the occasion with their children, thirty-five parents of the graduating class attended the banquet.

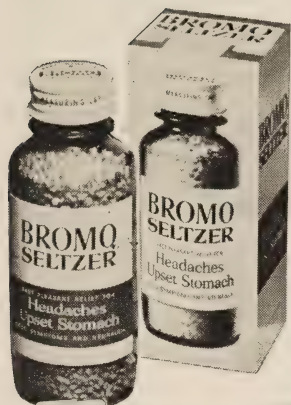
The graduates of the 1957 class who received awards and prizes for scholastic ability in the School, were presented with gifts by the Alumni Association. Mr. Donald Elliott, Jr., President of the 1957 class, thanked the Alumni Association for the assistance rendered the group during the year.

The Inter-Professional Trophy donated by the Alumni Association of the School of Pharmacy, to be retained by the Soft Ball Team of the Baltimore School winning three times, was again claimed by the Team of the School of Dentistry, as their second success in this sport.

The Orchestra of Stan Bridges provided dinner music and also music for the dance. The table flowers for the occasion—beautiful pink peonies—were donated by Hahn and Hahn in memory of Dr. Charles C. Neal, Dr. E. F. Kelly and Dr. Andrew G. DuMez. The ice cream treat was by the Borden Ice Cream Company, and the cigars by F. A. Davis & Sons.

# Double Appeal *to bring*

## Double Demand for **BROMO-SELTZER**



*New sales, new profits for  
druggists, as famous headache remedy  
invades field of upset stomach!*

1.

### Bromo-Seltzer for **UPSET STOMACH!**

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

### Bromo-Seltzer for **HEADACHES!**

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

## **TWO BIG TV SHOWS!**

### Your Hit Parade

One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

### Science Fiction Theatre

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

The retiring President, Norman J. Levin, was presented the past-President Key by H. Nelson Warfield, the President for 1957-58.

President Levin thanked the officers and committees for the splendid work done during the year, and presented the gavel to the new President, H. Nelson Warfield.

The Alumni Banquet and Dance is an annual enjoyable occasion for present and past graduates, their parents and friends.

The officers of the Alumni Association of the School of Pharmacy of the University of Maryland for 1957-58 are as follows:

**Honorary President—**

Charles S. Austin, Jr.

**President—**

H. Nelson Warfield

**First Vice-President—**

Samuel Portney

**Second Vice-President—**

Victor H. Morgenroth, Jr.

**Secretary—**

Frank J. Slama

**Treasurer—**

Mrs. Frank M. Budacz

**Executive Committee—**

Norman J. Levin, Chairman

Samuel A. Goldstein

James P. Cragg

Irving Cohen

B. Olive Cole, Ex-officio

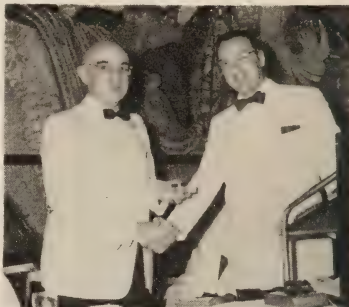
Noel E. Foss, Ex-officio

**PRESENTATION OF ALUMNI AWARD TO  
DR. LLOYD N. RICHARDSON**

by Francis S. Balassone

Work and Service—This precludes the unfolding of a life we honor tonight. May I ask forensic forgiveness to say that we younger ones and especially the graduates have here one who they may well emulate with pride and satisfaction, Dr. Lloyd N. Richardson, pharmacist, civic and public health leader.

He is many things to many people. To his father, John S. Richardson he



**DR. LLOYD N. RICHARDSON RECEIVES  
PHARMACY ALUMNI AWARD**

Photo by Al Heydemann

was the loyal son who followed in the footsteps of his father's chosen profession. To his mother, Elizabeth Kortright Richardson he was the good and devoted son. We know that Dr. Richardson's joy in receiving this award tonight is tempered with sadness that his mother missed by so short a time sharing in this honor.

To his community of Belair, Maryland, he is one of their most prominent citizens, taking an active part in civic affairs. Conducting a professional pharmacy, serving the health needs of the community has brought him immense pleasure, inasmuch as his pharmacy enjoys one of the largest prescription volumes in the State and he enjoys the respect of the sister professions, medicine and dentistry. He is a charter member of the Rotary Club, and his activity led to being selected as its president.

Since graduation from our School of Pharmacy in 1912 he has spent 45 years at the pharmacy established by his father in 1894. He has been a loyal alumnus, keenly interested in the welfare of the school and recently was chairman of the all important committee on the School of Pharmacy.

Being prominently connected with all things pharmaceutical in our fair state and having deep understanding of

**"Every Line"  
the Best of its kind**

Dr. West's Toothbrushes  
 Davol Rubber Goods  
 Ace Hard Rubber Combs  
 Ajax Hard Rubber Combs  
 Devilbiss Atomizers  
 General Electric Clocks  
 Lacross Manicure Implements  
 Millers Forge Manicure Implements  
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 Gillette, Gem, Razors and Blades  
 Eaton High Grade Stationery  
 Becton Dickinson Products  
 Kotex, Kleenex, Modess, Yes  
 Tampax  
 Doeskin Products  
 Brockway Glassware  
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 Sheiks-Ramses  
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**BALTIMORE 1, MD.**

problems facing the profession, he was appointed to the Maryland Board of Pharmacy in 1925. The fact he served well is attested that he served for 19 years, and served also as its President and represented it well by having been selected as a Vice President of District No. 2 of the National Association of the Boards of Pharmacy.

The Maryland Pharmaceutical Association selected him as its president to serve the year 1940-1941. As its presiding officer in his first message to the pharmacists of Maryland he forewarned that a uniform method of handling "dangerous drugs" be given urgent consideration by the Association. This pioneering thought led to legislation later which restricted dangerous drugs to physicians' prescriptions. I wish to paraphrase now that this experience and training for right reasoning and good judgement was a basis for sound leadership to follow.

In 1944 he resigned from the Maryland Board of Pharmacy to accept appointment on the State Board of Health of Maryland, to succeed the late Dr. E. F. Kelly. This appointment was a necessary choice — there was not another person more eminently suited for it.

As pharmacy's representative on the Board of Health he is a much valued member giving of his talent and wide experience as has been done by such prominent names as; Thomas S. Culen, Wm. H. Welch, John S. Fulton, J. I. France, E. F. Kelly, R. H. Riley and his colleagues or contemporaries Maurice C. Pincoffs, A. L. Penniman, George M. Anderson, A. Austin Pearre, Huntington Williams, Perry Prather, so that we may be the benefactors of the finest in public health service. And may I add that so wide the scope, so complete the service that we are both the model and the envy of the rest of the states in the Union.

In a complex life such as we live we find many items affecting the general public health, sanitation, nutrition, water, sewage, industrial health

and air pollution, food, medical care for the indigent, tuberculosis, mental health, hospitals, preventive medicine, public health nursing, drugs, cancer control, dental health, maternal and child care, communicable disease control, etc., are but a few of a galaxy of items the Board of Health meets and solves and we find in our medal recipient one capable, cooperative and contributing to the ultimate solution. In him you have a self reliance, combined with common sense and principled firmness which has induced him to fight for the things he thinks are right. He is one who has always held a lofty view of his profession and practiced it on its highest level.

A success in all his endeavors but one need not hazard a guess that the ultimate came when he married Geneva Dean who is a good and loyal wife, a treasure he beholds.

His personal life is linked with modesty and old world courtesy, true earmarks of an honorable man.

There is destiny that makes us brothers,

None goes his way alone,

All that we put into the lives of others,

Comes back into our own.

Dr. Richardson, as one of the 24 Past Presidents who selected you and in behalf of the Alumni Association of the School of Pharmacy, University of Maryland, I take great personal pleasure in presenting this 9th Annual Alumni Award for distinguished service to pharmacy.

---

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CHAPTER

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

A prescription which contains an ingredient insoluble in the prescribed vehicle can be handled in several ways, the method of choice being the one which most completely preserves the therapeutic intent of the prescriber and which provides the greatest degree of stability of the ingredients.

The following prescription as discussed in Remington's "Practice of Pharmacy" exemplifies the type of problem commonly encountered.

R

Potassium Iodide                   ounce i  
Phenobarbital                    grains xvi  
Thiamine HCl Elixir       qs fl oz viii  
M. Ft. Soln. Sig: dram i q 4 h.

The average elixir of thiamine does not contain sufficient alcohol to dissolve the quantity of phenobarbital specified here. Knowing the alcoholic strength of the elixir being used, it is comparatively simple to determine by proportion or alligation the amount of alcohol (95%) necessary to produce a final strength of about 27%, this being the approximate requirement in this instance. The phenobarbital should be dissolved in the alcohol and added to the elixir in which the potassium iodide has been previously dissolved. Finally, a weight of thiamine equivalent to that which is contained in the volume of elixir being replaced by alcohol should be dissolved in the finished product.

A graph is given which is useful in predicting the approximate alcoholic strength required to dissolve any quantity of phenobarbital up to twelve grains per fluid ounce of solution.

| Grains of Phenobarbital per fluid ounce of Solution | Approximate Alcoholic Concentration |
|-----------------------------------------------------|-------------------------------------|
| 1 grain                                             | 17%                                 |
| 2 grain                                             | 27%                                 |
| 3 grain                                             | 32%                                 |
| 4 grain                                             | 36%                                 |
| 5 grain                                             | 39%                                 |
| 6 grain                                             | 41%                                 |
| 7 grain                                             | 43%                                 |
| 8 grain                                             | 44%                                 |
| 9 grain                                             | 45%                                 |
| 10 grain                                            | 46%                                 |
| 11 grain                                            | 47%                                 |
| 12 grain                                            | 48%                                 |

However, in some instances, the required concentration of alcohol may be objectionable. A high concentration of alcohol precludes the use of acacia as a suspending agent since this gum is easily precipitated by alcoholic concentration above 30%.

No advantage would be gained through the use of phenobarbital sodium in place of the phenobarbital as the acidity of the elixir would split out the insoluble phenobarbital. A logical alternate might be to dispense the phenobarbital separately in tablet or capsule form.



## THE MEASURE OF YOUR SUCCESS

There are many ways to measure a successful pharmacy. Dollars and cents are just one. Try standing back and sizing it up by eye, too. Does your store not only meet but anticipate your customers' needs? Is it flexible . . . able to change with today's ever-changing social pattern? Does it offer only brand name merchandise whose trusted names in proprietary drugs and sundries bring people back to you *because yours is a pharmacy?* > > *Every Trojan you sell is a salesman for your store.* Trojans, one of the finest brand-names, establish customer confidence in you by re-affirming the high quality of your pharmacy. Sold only in pharmacies for over a quarter century. Trojans offer your customers product perfection . . . offer you profit protection. > > Trojans contribute measurably to making your pharmacy the neighborhood headquarters for all family health needs.

# TROJANS



Y O U N G S   R U B B E R   C O R P O R A T I O N

## DR. DUNNING'S MPA CONVENTION MESSAGE

My address will be very brief, less than ten minutes. Much of what I have to say was covered yesterday in the splendid addresses of our able historian, B. Olive Cole, and our nestor, Robert L. Swain. I will first mention briefly the old Maryland College of Pharmacy, the history of which has been so closely interwoven with the history of the Maryland Pharmaceutical Association.

Dr. William Simon, Dr. Charles Caspari, Dr. D. M. R. Culbreth, Dr. Daniel Base, all were professors at the Maryland College of Pharmacy before 1900 and some afterwards. They were followed by Dr. Henry P. Hynson, Dr. E. F. Kelly and Dr. A. G. DuMez, all great pharmacists, all great teachers, all great leaders. There were others who followed them and there of course will be others yet to follow. So much for the old Maryland College of Pharmacy, afterwards the University of Maryland School of Pharmacy.

I recall joining the Maryland Pharmaceutical Association in the early years of 1900. The key men in the Association at that time were, as I remember, Henry P. Hynson, William C. Powell, Louis Schulze, J. Webb Foster, J. E. Hengst, Owen C. Smith, R. E. Lee Williamson, Charlie Meyer, S. Y. Harris. They were succeeded by E. F. Kelly, Bob Swain, Leahmer Kantner, Lloyd Richardson, Melville Strasburger, Andrew Ludwig, Ellsworth Ragland, Harry Harrison, Frank Black, L. S. Williams, Nelson Diener, Jack Wannenwetsch and, last but not least, Si Solomon. These were the "Palace Guards." They were succeeded by a younger group who could well be defined as the "Young Turks." They are still active. I will not mention their names at this time. You and I know them and understand their worth. They are perhaps the best educated and best informed group in the history of the Association, and certainly the most aggressive. I neglected to say that I


knew personally some of the incorporators of the Association and had the utmost respect for them. D. M. R. Culbreth, William Mansfield, Columbus V. Emick, and J. C. Corning.

There have been, as you know, vast changes in the practices and work of the pharmaceutical associations during the last half century. The small group of apothecaries, operating about the first of the century and shortly thereafter, devoted their attention almost exclusively to the distribution of drugs, led rather quiet lives, received but small monetary returns as a result of their activities, but enjoyed a more restful, relaxed existence than is possible in the life of a pharmacist today.

It would be redundant for me to attempt to define the differences of the practices of pharmacists then as compared with now. I can only say that I believe that numerous new and complex problems to which the practicing pharmacist is being subjected, at the present time, are being dealt with intelligently and vigorously by the Maryland pharmacists, members of the Maryland Pharmaceutical Association, the Baltimore Retail Druggists' Association, and the Alumni of the School of Pharmacy of the University of Maryland, and, moreover, that the staff of the School under the leadership of Dean Foss is providing training and education not surpassed by any other schools in the United States. This is as it always has been and as it always should be.

We pharmacists of Maryland have a past of which to be justly proud and a future in which to challenge all our intelligence, courage and capabilities.

It is my hope that we pharmacists, in the struggle for survival, will continuously emphasize the professionalism of pharmaceutical practice. We must recognize our obligation to ourselves and the public welfare.



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Second Vice President—ALBERT HEYDEMANN

Third Vice President—NORBERT H. ZELLER

Secretary-Treasury—EMORY G. HELM

Assistant Secretary—JOHN C. CORNMESSER

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M. J. Timin

W. H. Harrison

## MARYLAND PHARMACIST COMMITTEE

D. B. Young, Chairman

James A. Allen

George M. Brandt

... M. Kabernagel, Jr.

Maurice B. Brager

Volume 16

JULY, 1957

No. 2

### TAMPA MESSAGE

Normally we do not consider as partners, pride and its counterpart, humility. However, I find them hand in hand.

I am proud to accept the leadership of TAMPA in its 41st year. I am humble in accepting your faith in my leadership. But no man can successfully lead without active followers. I can only be a successful leader with your help and cooperation.

Each officer you elected and each member of the Board plays the greatest part in this success.

In turn the Committee Chairmen whom I appoint, represent each of you. Keep in mind also that each of you is a committee of one, first, to keep the old members coming, and second to enroll new members through our membership chairman and his committee.

Active membership in anything is a matter of your own personal interest. Since everyone at some time or other has an idea or suggestion, please don't keep them to yourselves. Present them to an officer for discussion at the Board meetings or bring them up on the floor at our monthly meetings.

Don't forget we are a team. I am



GEORGE S. TEASS  
President, Traveler's Auxiliary  
Maryland Pharmaceutical Association

the temporary Captain. Let's make this a year to remember.

Thank You,

GEORGE S. TEASS

---

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**NEW TAMPA OFFICERS**

For your information those named below will be in charge for the coming year:

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President—

George S. Teass

First Vice-President—

Joseph L. Muth

Second Vice-President—

Albert Heydemann

Third Vice-President—

Norbert H. Zeller

Governing Body—

R. R. Crane

G. H. Hoddinott, Jr.

H. Sheeler Read

R. B. Kettlewell

J. A. Allen

E. M. Kabernagel, Jr.

C. E. Hendrickson

M. J. Timin

W. H. Harrison

Secretary-Treasurer—

Emory G. Helm

Assistant Secretary—

John C. Cornmesser

**SKF PROMOTIONS**

Carl K. Raiser, Director of Distribution for Smith, Kline & French Laboratories, has announced that Samuel M. Felton, Jr. has been appointed Assistant Manager of the Distribution Department.

Thomas Kennedy, formerly administrative assistant in SKF's Professional Service Department, replaces Mr. Felton as Trade Relations Section Head with responsibility for distribution of SKF products. Robert J. Bolger will continue to be in charge of retail relations.

Mr. Raiser also announced that John Hartwell, formerly of the Trade Relations Section of the Distribution Department, has been promoted to an Assistant Product Manager in SKF's

Medical Promotion Administration Department.

**BENJAMIN BOLINGER WINS TOP AWARD**

Benjamin Bolinger of 6413 Colesville Road, University Park, Hyattsville P. O., Maryland has been named one of the outstanding salesmen of the Lederle Laboratories Division, American Cyanamid Company. Mr. Bolinger was presented with a Gold Cup in recognition of his 1956 sales record by Mr. L. C. Duncan, general manager of Lederle. The Gold Cup was awarded at a special meeting held recently in Absecon, N. J.

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Tell them you saw it in "The Maryland Pharmacist"



# Pictorial Review of the 1957 Dia





# d Jubilee Convention . . .



## -: NEWS ITEMS :-

### MEET THE PRESIDENT

George Matthew Schmidt was elected the 74th President of the Maryland Pharmaceutical Association at its Diamond Jubilee Convention held at Galen Hall, Wernersville, Pennsylvania, June 24, 25, 26, 27, 1957.

George is a native Marylander, born in Baltimore, November 24, 1903. He attended the Baltimore City College graduating in 1922. He studied pharmacy at the University of Maryland, graduating and becoming a registered pharmacist in 1924.

George was a member of the faculty of the School of Pharmacy, University of Maryland from 1925 to 1926 as laboratory assistant in Materia Medica, Botany and Pharmacognosy. He took post graduate study at the School of Pharmacy from 1927 to 1928.

President Schmidt was employed in retail pharmacy until 1938, at which time he became a medical service representative for Sharp and Dohme with headquarters in Wilmington, Delaware. In 1944 he returned to the retail field becoming associated with Lyon's Pharmacy in Elkton. In 1945 he acquired ownership of this establishment and has operated it for the past twelve years.

George is active in civic and professional organizations. He is a member of the Elkton Chamber of Commerce. He holds membership in the National Association of Retail Druggists, American Pharmaceutical Association, Maryland Pharmaceutical Association and the Eastern Shore Pharmaceutical Association. He is a Mason and is a member of Landmark Lodge No. 127.

President Schmidt is married to the former Mildred Vinson of Glen Burnie. They make Elkton their home.

George has shown a keen and active interest in all matters pharmaceutical. He is sincere and straightforward in his opinions, shirking neither his duties nor his responsibilities.



MRS. FRANK BLOCK  
President, Ladies' Auxiliary  
Maryland Pharmaceutical Association

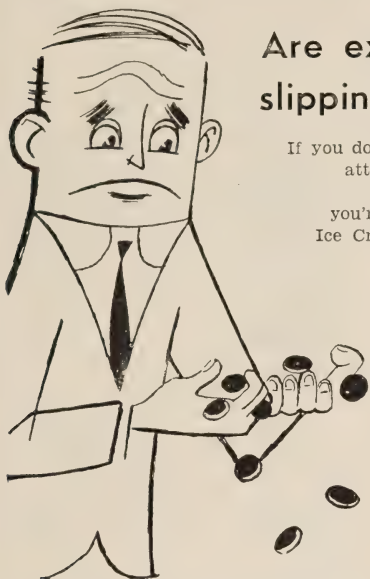
### LAMP A MESSAGE

Dear Members of Lampa:—

Thank you for the confidence you have shown in electing me your President. I consider it an honor and will do my utmost to carry out my duties and obligations to the best of my ability.

The officers and board members elected this year are as follows:

- President—  
Mrs. Frank Block
- First Vice President—  
Mrs. Morris L. Cooper
- Second Vice President—  
Mrs. Alexander J. Ogrinz, Jr.
- Third Vice President—  
Mrs. A. G. Padussis
- Recording Secretary—  
Mrs. Felix Kaminski
- Corresponding Secretary—  
Mrs. Albert Rosenfeld
- Treasurer—  
Mrs. Joseph Cohen



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## Membership Chairman—

Mrs. C. Edward Pfeifer

## Chairman of Board—

Mrs. H. Nelson Warfield

## Board Members—

Mrs. Wm. A. Cooley

Mrs. A. W. Braden

Mrs. Eli Fedder

Mrs. Frank Macek

Mrs. Gordon Moutat

Mrs. David Newman

Mrs. Stephen J. Provenza

Mrs. George M. Schmidt

Mrs. George J. Stiffman

## Ex-Officio

Mrs. Charles S. Austin, Jr.

Mrs. Solomon Weiner

The past convention meeting was Lampa's fifth. We are happy to announce that we are in an anniversary year of our own. Many thanks to Mannie Wagner, who four years ago saw the need for a Ladies Auxiliary. The purpose of this organization was to promote and foster a better understanding and friendship among the women associated with pharmacy, through their husbands or some member of the family. To assist the Maryland Pharmaceutical Association in arranging entertainment for the ladies at the Annual Convention and Regional meetings. To assist the above organization in its endeavors. I sincerely feel that we have been successful so far, and only with the help and co-operation of each and every member can we look forward to another outstanding year.

May the coming year be a healthier and happier one for all. Enjoy your summer to its fullest and come back in the fall with bigger and better ideas for LAMPA.

Cordially,  
EVA. H. BLOCK

**EUROPEAN TRAVELLER**

A communication received from past president of the Maryland Pharmaceutical Association, Milton J. Fitzsimmons, Patapsco Pharmacy, Ellicott City, tells us that he is enjoying his tour of Europe. He sends his regards to all from Ireland.

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## OFFICERS ELECT—MARYLAND PHARMACEUTICAL ASSOCIATION—1957-1958



Bottom Row From Left: Gordon A. Mouat, 2nd Vice President; Simon Solomon, Honorary President; George M. Schmidt, President; Frank Block, 1st Vice President; Harold M. Goldfeder, 3rd Vice President.

Second Row: Joseph Cohen, Executive Secretary; John F. Wannewetsch, Treasurer; Frank J. Macek, Chairman Executive Committee; Norman J. Levin, Executive Committee.

Third Row: Melville Strasburger, Secretary Emeritus; Hyman Davidov, James A. I. Parker, Victor H. Morgenroth, Jr., Executive Committee.

Fourth, Fifth & Sixth Row: Charles E. Spigelmire, W. A. Braden, William A. Cooley, Walter Albrecht, Noel E. Foss, Lloyd N. Richardson, Francis S. Balassone and Charles S. Austin, Jr., Executive Committee.

Members of the Executive Committee not shown are: Halcolm S. Bailey, Howard E. Cooper, William Y. Kitchin, Arthur C. Harbaugh, Victor G. Mercer, James W. Truitt, Jr., Solomon Weiner, Donald O. Fedder.

Photo by Al Heydemann

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**PRESIDENT'S MESSAGE**  
**BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacists:

The Diamond Jubilee Convention of the Maryland Pharmaceutical Association was a terrific success. I shall long remember the historical presentation. It made me feel real proud to be a pharmacist, particularly of Maryland vintage. I was particularly proud, too, to see so many of the members of the Baltimore Retail Druggists' Association in attendance at the Convention. That is as it should be.

I wish to take this opportunity to congratulate President George M. Schmidt upon his election to office. That goes for all the other officers of the Maryland Pharmaceutical Association as well. Good luck. The BRDA stands by ready to help in all endeavors for the good and welfare of pharmacy.

Our Secretary, Joseph Cohen, has been appointed to the Mayor's Committee for Decency. Let's back him up by cleaning our magazine racks of all questionable literature. If in doubt—don't display or sell the publication.

We as pharmacists are entrusted with the health and well-being of the community. This applies to mind as well as body. Obscene magazines affect both.

Mr. Melvin Trosch of the Maryland News Company informed the Association at an open City Council committee meeting that you have the privilege of ordering only those magazines you wish delivered to your pharmacy and returning any, immediately, that you do not want or did not order. For the sake of decency please exercise that right.

Also remember, you are legally responsible if you sell this "marginal" literature to minors under 18 years of age. **You are subject to arrest.** Don't take any chances.

Be a **GOOD NEIGHBOR** by helping to keep your community clean of obscene and salacious magazines.

Sincerely,

VICTOR H. MORGENROTH, JR.,  
President

**COURT ENJOINS DRUG FIRM FROM  
SUGGESTING SUBSTITUTIONS**

The U. S. Court of Appeals for the 2nd Circuit, New York, enjoined a manufacturer from suggesting to druggists that its products could be substituted for those of The Upjohn Company when the latter are prescribed by physicians.

This decision, by a three judge court,

reversed the trial court in the case of Upjohn vs. David Schwartz doing business as Bryant Pharmaceutical Corp., New York.

In describing the substitution, the court said: "In ordinary commercial affairs 'substitution by deception' is wrongful, but when in the healing art there is substitution by deception, greed may reach the grade of malice."

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Tell them you saw it in "The Maryland Pharmacist"

## TO THE PHARMACISTS OF MARYLAND

Dr. H. A. B. Dunning

I recently made an extremely limited investigation as to whether or not the retail pharmacists of the City of Baltimore were prepared to furnish antidotes for poisons, especially those listed in the A. Ph. A. Manual No. 101, entitled "Suggested Antidotes." You will recall that a copy of this pamphlet was furnished each pharmacist who is a member of the American Pharmaceutical Association.

None of the few pharmacists whom I contacted seemed to know much about antidotes and practically no one was prepared to furnish them in case they were needed.

I learned that the "Universal Antidote" so frequently recommended in the pamphlet to which I have referred was not known and that the ingredients for its composition—Activated Charcoal, Magnesium Oxide and Tannic Acid—were not all available.

I further learned that the pharmacists whom I contacted were not prepared to furnish the numerous other antidotes which might be needed not only by the public but by the medical profession.

You can well understand that if you are not prepared to furnish these antidotes you may find yourselves in a very embarrassing position.

## LOOK MAGAZINE FEATURES DRUGS FOR FAMILY MEDICINE CHEST

A neat family medicine chest stocked with up-to-date drugs and toiletries is the subjects of a major drug feature appearing in the July 23rd issue of LOOK Magazine.

The article—entitled "Is Your Medicine Chest Up-to-Date?"—lists 27 basic drug and first-aid items for year-round use that should be found in every well-kept home medicine chest. It also includes a list of safety rules to prevent accidents in connection with medicines and drugs, and enumerates standard

summer items to be kept on hand—such as sunburn cream, poison-ivy lotion, heat-rash powder and insect-bite remedies.

For safety's sake, the magazine urges readers to give the chest a seasonal overhauling, discarding obsolete, dangerous and unnecessary items, replenishing first-aid supplies and labeling new drugs with their respective purchase dates.

## COCA-COLA FEATURES "OPERATION TRADE-UP"

For many years soda fountains standardized on a six ounce glass of carbonated beverage for a nickel. This was in keeping with the economic tempo of the times and nature of the fountain business. The old fashioned fountain was a refreshment center and meeting place.

The modern fountain is a fast food operation serving the needs of the public for both a convenient food facility and refreshment. Food and drink go together and when consumed with food, many times six ounces is not enough.

In keeping with this trend toward larger drink sizes, The Coca-Cola Company introduced a large glass for its product.

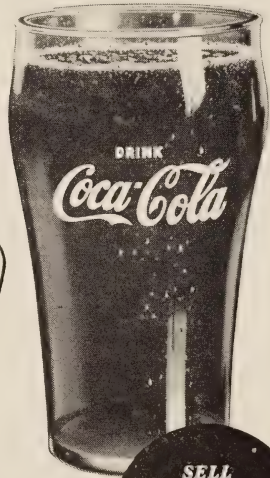
One of the nation's largest drug chains—a chain noted for its advanced merchandising ideas, was the first to run a controlled test with the new glass. On a busy weekend they instructed every fountain attendant to ask, "Large?" whenever a Coke was ordered. Sixty-five percent answered "Yes". An extra nickel went into the cash register on 65 out of every 100 sales.

Many other tests proved out just as satisfactorily. To help interested dealers to take full advantage of "Operation Trade-Up", the "Coke" people have packaged attractive kits of colorful, sales appealing advertising material which will be given free of charge to all outlets wishing to increase their sales and profits.



Pass  
the  
word  
along...

“large?”



and get extra profit on Coke  
with food just for the asking!

### ALLEGANY-GARRETT COUNTY PHARMACEUTICAL ASSOCIATION

At a recent meeting the following were elected as officers of the Western Maryland Association:

Dale Timmons, President  
Robert Tomsko, Vice-President  
Robert Nierman, Secretary-Treasurer

#### Executive Committee:

Carleton W. Hanks, Jr., Chairman  
Arthur Spano  
William Sullivan  
James MacMichaels  
Robert Keech

A membership drive was held resulting in additional members of the Association. An interesting schedule of meetings is being planned.

### TWO DISTINCT TYPES OF STORES PREDICTED FOR PHARMACY IN 1977

The year 1977 will see two distinct types of drug stores; one a specialized modern "apothecary", the other a well-balanced merchandising operation combining a prescription department with toiletries, tobacco, candy, magazines, sundries, cameras and stationery.

This was the prediction of Edward Caso, manager, eastern section, Lederle Laboratories Division, American Cyanamid Company, who spoke recently at the annual convention of the Rhode Island State Pharmaceutical Association.

Mr. Caso also pointed out that the pharmacist of 1977 will not be replaced by a machine or robot. Modern technology, even 20 years hence, would never be able to produce a machine that could take the place of the personal service dispensed by a pharmacist.

"A robot could not mirror the warmth, feeling and concern in a pharmacist's personality. Although the robot could wrap packages, fill bottles, sweep floors, even answer telephones, it could neither create ideas nor pro-

vide the human touch in everyday operations."

Viewing retail pharmacy today, Mr. Caso told the Rhode Island pharmacists that it is the Model T store that non-drug competition has been aiming at with telling success.

"This is a marginal operation, at best, and it has been the first and easiest target for the competition. The greatest inroads have been made in areas where pharmacy is still being practiced with obsolete methods. I believe that 20 years from today these stores will cease to exist."

He went on to say that if pharmacists do not take immediate remedial steps, the damage done by these Model T operators may well destroy the entire profession.

He recommended four major areas of action for individuals to safeguard the future of pharmacy. They are: "Improving as businessmen, becoming community leaders, becoming expert advisors on matters of public health, and understanding and promoting better public relations."

### THANK YOU

We would like to express our thanks to Station WBAL and the Maryland Pharmaceutical Association, for the wonderful color RCA Television Set we were fortunate enough to win at the Convention. Not only did we have a wonderful time at Galen Hall, we now have a happy permanent experience.

Sincerely,  
Mollie and Morris Alliker.

### WE ARE PROUD

A recent window exhibit at the Enoch Pratt Free Library featured magazines of every description. Representative magazines were displayed of the thousands published. The MARYLAND PHARMACIST was honored by a bull's-eye, prominent center spot.

*Now!* dependable  
**Resinol** also in  
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FOR years, Mr. Druggist, you have known Resinol in the familiar white opal jar. You have stocked and sold this ointment (containing many fine ingredients in lanolin) confident of its quick relief for itching, burning skin irritation.

NOW, by popular demand we have added another product—RESINOL GREASELESS. It contains the same fine Resinol medicants, combined in a *greaseless, stainless washable* base—and it's packaged in a handy tube.

Sell RESINOL GREASELESS this summer to take the *burn* out of *sunburn*. Cools flaming skin—helps prevent blistering—so pleasant to use. Wonderful for itching of ivy poison, insect stings, chafing, eczema.

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### W. PAUL BRIGGS TO RECEIVE 1957 REMINGTON HONOR MEDAL

Dr. W. Paul Briggs, of Washington, D. C., Secretary and Executive Director of the American Foundation for Pharmaceutical Education since 1951, has been selected by the past-presidents of the American Pharmaceutical Association to receive the 1957 award of the Remington Honor Medal.

The Remington Honor Medal is generally considered to be pharmacy's highest recognition of service to the profession, and was established by the New York Branch of the American Pharmaceutical Association in 1918 to be given annually to the individual who has done most for American pharmacy in the previous year, or whose continuing contributions to the advancement of the profession over a period of years have been most outstanding. The jury of award consists of the past-presidents of the American Pharmaceutical Association, of which, at present, there are twenty.

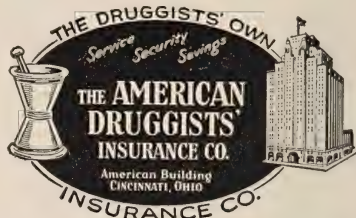
In reviewing the basis for the selection of Dr. Briggs as the 1957 Medalist, it was pointed out that he has served American pharmacy constructively in various capacities over a long period of years as an educator, administrator, author, and leader in the development of permanent financial support for the education of pharmacists.

Dr. Briggs obtained his pharmaceutical education at George Washington University in Washington, D. C., and did graduate work at the University of Maryland, leading to the degree of Master of Science. In 1947, the Philadelphia College of Pharmacy and Science conferred upon him the honorary degree of Doctor of Science, and in 1951 Temple University honored him with an LL.D. degree.

Dr. Briggs became a registered pharmacist in 1924 and operated his own retail pharmacy from 1925 to 1927. From 1927 to 1947 he served as a member of the faculty of the College of Pharmacy of George Washington Uni-

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versity. From 1932 to 1947 he was Dean of the School of Pharmacy and he has been a professional lecturer since that time. During his deanship, the School of Pharmacy enjoyed a healthy growth in numbers of students and acquired its own building. In 1954 he became the recipient of the George Washington University Citation, and in 1955 he was the recipient of the George Washington University Alumni Achievement Award.

Dr. Briggs served in the U. S. Naval Reserve from 1942 to 1945, advancing from Lieutenant to Commander during that period. In 1945 he was the recipient of the Secretary of Navy Citation. From 1946 to 1947 he was Director of the Pharmacy Division of the Veterans Administration, where he rendered signal service to the profession of pharmacy and to the government in the inauguration of the pharmacy service as a part of the "home medical care program" for war veterans. The development of pharmacy service in the Vet-

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VISIT

*FIFTH ANNUAL*

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ASSOCIATION**

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**PRIZES!**

**PRIZES!**



erans Administration has been pointed to as a model for other government pharmacy services and has had general approval of the profession.

From 1948 to 1951, Commander Briggs headed the Pharmacy Service of the Medical Service Corps of the U. S. Navy, relinquishing this post in order to become Secretary and Executive Director of the American Foundation for Pharmaceutical Education, a position which he has held ever since.

Much of the recent development of the Foundation has been due to the diligence and effective spokesmanship exercised by Dr. Briggs in behalf of building up the funds of the American Foundation for Pharmaceutical Education which are allocated to undergraduate scholarships and graduate fel-

lowships as well as to the support of such important educational projects as the work of the American Council on Pharmaceutical Education, the American Journal of Pharmaceutical Education, and the preparation of teachers for colleges of pharmacy and research workers for the drug industry.

In addition to his outstanding contributions to the development of the Foundation, Dr. Briggs also serves as Treasurer of the U. S. Pharmacopeia Board of Trustees and consultant to the Chief Medical Director of the Veterans Administration. He is frequently called upon to address important professional and interprofessional audiences where representation of pharmacy as a member of the health and medical care team is essential.



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Dr. Briggs was a member of the Committee on The Pharmaceutical Survey, and he is the author of "Briggs' Systematic Prescription Pricing Digest" and a co-author of the 1949 edition of "American Pharmacy." He has contributed numerous papers on pharmaceutical education, history, prescription pricing, student recruitment, and contemporary pharmacy, to a wide range of publications.

Dr. Briggs will be the 34th recipient of the Remington Honor Medal. The time and place for the award have not been set, and will be the subject of a later announcement.

#### PREVENT TRAVEL PROBLEMS

Summertime means travel time to millions of Americans. Improved transportation and sightseeing facilities are expected to lure 1,500,000 of us abroad this year, an increase of more than 300 per cent since 1947, the year the world began to open up to travel after World War II. This number does not include

the hundreds of thousands who are expected to visit Mexico.

The pleasure of foreign travel is not unalloyed. Visitors to foreign countries often face the possibility of contracting some form of dysentery, whether they're in some hygienically advanced country in Europe, or whether they're traveling in the underdeveloped regions of the Far East and Africa.

In Mexico, the threat is so prevalent that it has been aptly named by many of its victims as "Montezuma's Revenge."

It is not only lack of proper hygienic facilities that causes these intestinal disturbances. Change in climate or diet makes travelers especially susceptible to simple infectious diarrhea. A combination of high altitude, heavy eating and hard exercise is responsible for many upsets of the digestive system.

The wise traveler avoids drinking water that is not boiled, except in the best hotels and restaurants, where mineral water is served if there is the

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slightest chance of contamination or infection. Even in brushing the teeth, mineral water, rather than tap water, is advised. In rural areas of foreign countries it is unwise to eat leafy vegetables or fruit that does not have to be peeled to be eaten. Even in restaurants, it is safest to have all vegetables cooked. And if it is impossible or too inconvenient to have water boiled, wine is a safe substitute.

It is sometimes impossible to follow the rules and there is always the danger of infection from unexpected sources. In the past, there was very little that could be done about it. Today, thanks to medical science, most travelers take some form of medication along.

### NOBODY ASKED

If anyone should ask me (nobody has and there's no special reason why anyone should) I'd say that . . .

Before starting a drive to enforce Sunday sales laws, the police or the Attorney-General or some official ought to let merchants know what the law is. At present, no one seems to know just what may, and what may not, be legally sold on Sundays. The druggists' association has said to officials, "Tell us what we may legally do and we'll obey." But their plea was rejected.

LOUIS AZRAEL

—Baltimore News-Post.

### BIRTHS OF OUR NATION

Medical advances of the past half-century meant the difference between life and death to 300,000 of the four million babies born last year in the United States, Health Information Foundation reported.

In the March issue of Progress in Health Services, its monthly statistical bulletin, the Foundation said that 108,000 infant deaths were registered in the U. S. in 1956, a rate of 26.1 per 1,000 live births. Had the infant mortality rate of 1915 prevailed during

1956, the Foundation added, another 300,000 babies would not have lived to celebrate their first birthday.

The outlook for today's infants is especially bright once the first week of life is past. The current mortality rate for the last 51 weeks of infancy is 10 per 1,000 live births, or only one-seventh of the 1915 rate. By contrast, the Foundation pointed out, the mortality rate for the first week is 16.7 per 1,000 births, a decline of less than 50 percent in 40 years.

"Many diseases that formerly took high tolls of infants after their first week have been largely brought under control and in some cases eliminated," the Foundation said. "In general, these are the diseases associated with inadequate sanitation, poor hygiene, poverty and low standards of living. The record has been nearly as good among the digestive diseases . . . Infant deaths from respiratory diseases have declined by almost three-fifths."

Behind this saving of 300,000 lives, said the Foundation's president, George Bugbee, lie two major factors—the medical progress of the past half-century and the public's "increased willingness to take advantage of this progress." Most U. S. mothers, he said, "have amply shown" their interest in receiving good pre-natal care, in having their babies in the hospital rather than in the home, and in making sure their children get preventive medical care after birth.

Despite the good record, Mr. Bugbee added, there is room for further improvement. "It is likely," he said, "that further strides will be made in the future, but that the success of medical science will continue to depend on better understanding and liaison between hospitals and doctors on the one hand and the public on the other . . . By and large, infant mortality rates are highest among the socio-economic groups who today show the least inclination or ability to use modern medical services and modern health practices.



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## CONTRIBUTORS TO THE 1957 CONVENTION

The following firms have contributed cash and merchandise to the 75th Annual Maryland Pharmaceutical Association Convention held at Galen Hall, Wernersville, Pennsylvania, June 24, 25, 26, 27, 1957. The cash contributions were used to provide the entertainment features of the Convention. The merchandise was distributed as prizes at the meetings and various functions of the Convention. It is with grateful appreciation we acknowledge their generous contributions.

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#### PROGRESS REPORT ON RELATIONS WITH THE MEDICAL PROFESSION

Pharmacy's relations with the medical profession, as far as the joint committees of the A.M.A., A.Ph.A. and N.A.R.D. are concerned, are on a broader level of understanding and cooperation than they have ever been, according to spokesmen of these national committees which have been meeting from time to time to consider problems of mutual interest.

The adoption of the condensed version of the Principles of Medical Ethics at the recent meeting of the House of Delegates of the American Medical Association has no bearing on future relations between the A.M.A. Pharmacy Liaison Committee and the A.Ph.A.-

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Tell them you saw it in "The Maryland Pharmacist"



In this connection attention is called to the following resolution introduced by the New York State delegation which was adopted by the House of Delegates of the American Medical Association at its June meeting:

Whereas, Difference in local custom and practice make it necessary for the Principles of Professional Conduct (or Ethics) of the component state societies and associations to be more specifically defined than the Principles of Medical Ethics of the American Medical Association; therefore be it

*Resolved*, That in those states which have their own Principles of Professional Conduct (or Ethics) these Principles shall be binding upon all of the members of the state society or association providing they are not inconsistent or in conflict with the constitution and by-laws of the American Medical Association; and be it further

*Resolved*, That the enforcement of the component state association's or society's Principles of Professional Conduct (or Ethics) is a function of the state medical society or association, as the case may be.

The adoption of this resolution points to the increasing importance of the efforts of State and Local pharmaceutical associations to work very closely with their State and Local medical societies to build up and maintain mutual understanding with respect to the professional prerogatives of medicine and pharmacy.

Dr. Frank Moudry representing the N.A.R.D. and Dr. Robert P. Fischelis, Secretary of the A.Ph.A. met with Dr. George F. Lull, Secretary of the American Medical Association in Chicago on June 13 to review the current situation which led to the issuance of the foregoing statement.

It is expected that the joint committees of the A.M.A., A. Ph.A. and N.A.R.D. will hold their next meeting sometime in November.

N.A.R.D. Committee on Relations with the Medical Profession. These committees will continue to meet for the discussion of the broader problems affecting both professions and will continue to explore avenues of cooperation between the professions, in the expectation that their conclusions will provide guide lines for the professional relations policies of their respective parent organizations and state and local groups.

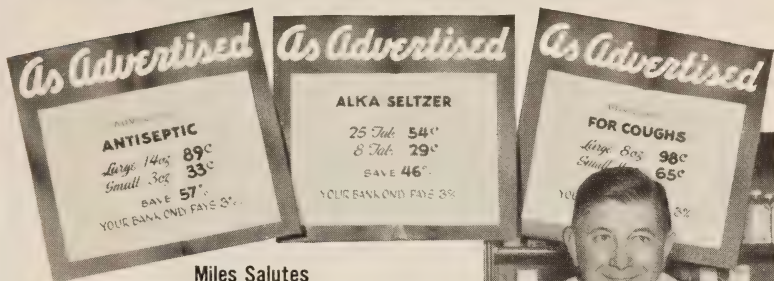
What is "in the best interests of the patient," as referred to in Section 7 of the revised Principles of Ethics will be subject to interpretation by the A.M.A.'s Judicial Council. This section reads as follows:

Section 7. In the practice of medicine a physician should limit the source of his professional income to medical services actually rendered by him, or under his supervision, to his patients. His fee should be commensurate with the services rendered and the patient's ability to pay. He should neither pay nor receive a commission for referral of patients. Drugs, remedies or appliances may be dispensed or supplied by the physician provided it is in the best interests of the patient.

Obviously, situations will arise in different localities which may result in variable interpretations. For example, it may be in the best interests of a patient in a rural state with no pharmacy available within many miles of the patient's home to have essential drugs dispensed by the attending physician, whereas such a necessity does not exist in an urban area where a patient should have the same right of free choice of pharmacist to fill his prescriptions as he has to select his physician.

It should be noted that the Joint Committees of the A.M.A. and the pharmaceutical associations have continually stressed the importance of cementing professional relations at the state and local levels.

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LACTINEX TABLETS—A clinically proven treatment for gastrointestinal disturbances, including diarrhea<sup>1,2,3</sup> (antibiotic induced and others) in infants and adults.

LACTINEX GRANULES—An especially designed dosage form (served on cereal, food or with milk) of this effective product for the pediatric and geriatric patient.

*Dosage:* Three or four tablets or one packet, three or four times a day.

Supplied—tablets in bottles of fifty—granules in boxes of twelve, one gram packets.

1. Siver, Robert H.: *Current Medical Digest*, Vol. XXI, No. 9, September 1954.

2. McGivney, John: *Texas State Journal of Medicine*, Vol. 51, No. 1, January 1955.

3. Frykman, Howard M.: *Minnesota Medicine*, Vol. 38, No. 1, January 1955.

**HYNSON, WESTCOTT & DUNNING, INC., Baltimore 1, Md.**



# You're In The Ice Cream Business

It's a GOOD business—gives you profit,  
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Of course, you want to get the MOST  
out of it.

Hendlers Ice Cream is the convincing  
answer. Call ORleans 5-6000.



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for over a half-century



# The Maryland



# Pharmacist

PRACTICAL  
PROGRESSIVE  
PROFESSIONAL

VOLUME XXXII

AUGUST, 1957

No. 11

## OPPORTUNITY

You Will Find It at the

*Fifth Annual*

## DRUG AND XMAS GIFT SHOW

FIFTH REGIMENT ARMORY

Baltimore, Maryland

SUNDAY — MONDAY — TUESDAY

SEPTEMBER 8, 9, 10, 1957

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Valuable Prizes For Registered Buyers

Published Monthly by the  
MARYLAND PHARMACEUTICAL ASSOCIATION

Subscription Price \$2.00 the Year

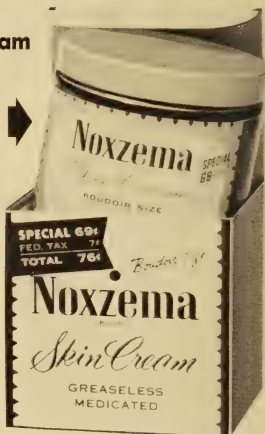
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Baltimore 1, Md.

# Get Extra FAST Profits With Noxzema's New "Dressing Table" Special

The Same Famous Cream  
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**EXTRA FAST TURNOVER  
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**1. 38% profit  
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| per doz., list price is ..... | <b>\$6.18</b>  |          |
| less .....                    | <b>16-2/3%</b> |          |
| per doz., you pay only .....  | <b>5.15</b>    |          |
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**2. BACKED BY A GREAT COAST-TO-COAST PROMOTION!**  
See it on the Perry Como TV Show! WBAL-TV Channel 11  
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**3. TERRIFIC TURNOVER!**  
Famous Noxzema is an all-purpose cream for every member  
of the family, with a happy history of heavy repeat sales.  
Count on it!

**ORDER YOURS TODAY — HURRY — OFFER IS LIMITED!**



18                      24                      30

When doctors ask . . .

"WHAT IS THE MOST POTENT  
MULTIPLE VITAMIN I CAN PRESCRIBE?"

. . . suggest

# THERACEBRIN

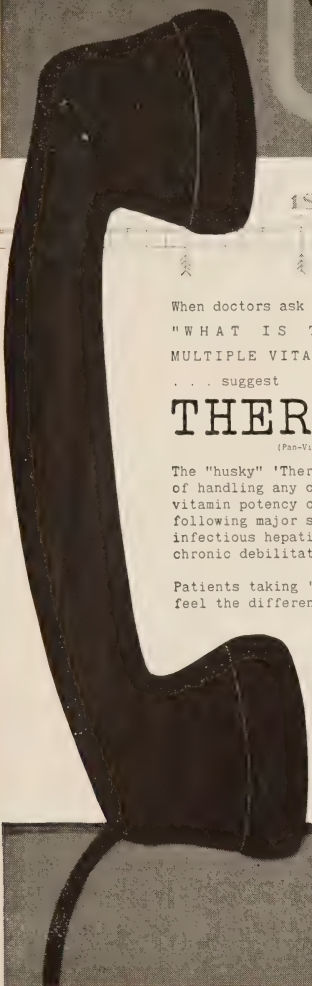
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The "husky" 'Theracebrin' formula is capable of handling any clinical situation where vitamin potency counts most...especially following major surgery and burns and in infectious hepatitis, malnutrition, and chronic debilitating diseases.

Patients taking 'Theracebrin' can actually feel the difference.

Keep well stocked with packages of 30, 100, and 500 and 5,000 bulk.

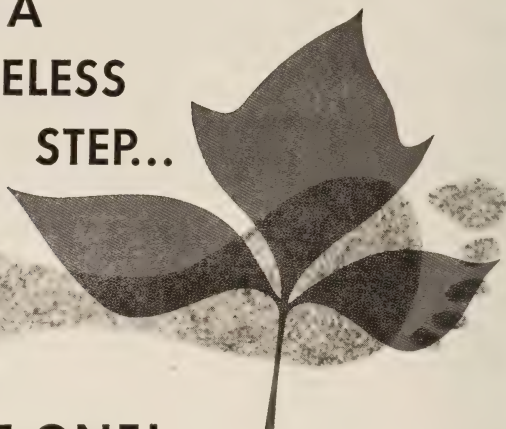
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CARELESS  
STEP...**

**A WISE ONE!**



**ZIRADRYL<sup>®</sup>**

Benadryl<sup>®</sup> Hydrochloride with Zircemium Oxide

**CREAM  
LOTION**

You know ZIRADRYL as an effective counteractant for poison ivy and for poison oak...but do you know that ZIRADRYL, rubbed on before contact with plant toxins, usually protects against itching and rash?

Why not recommend ZIRADRYL to all your vacationing customers?

ZIRADRYL Cream is supplied in 1-ounce tubes.  
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# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

Office of Publication: 650 W. Lombard Street, Baltimore-1, Md.

SARatoga 7-0746

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AUGUST, 1957

No. 11

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**ANNOUNCING**

a **NEW** prescription pace-setter,  
for control of **DIARRHEAS**

# DONNAGEL<sup>®</sup> with NEOMYCIN

Antibiotic-Adsorbent-Emollient-Antispasmodic



Addition of neomycin to ever-popular DONNAGEL assures even more certain control of virtually all diarrheas. By its comprehensive action, it —

- Suppresses bacterial causes of diarrhea
- Reduces hypermotility; binds toxins and irritating substances
- Helps to reestablish normal bowel function

You already know from experience that fast-moving DONNAGEL is a prescription pace-setter in its field. Now, with neomycin added for greater effectiveness, you can rest assured that DONNAGEL WITH NEOMYCIN will set even better prescription records. Already, intensive promotion to physicians is creating a heavy demand. Are you ready for it with ample stocks? Better check and see.

Note how the comprehensive formula of DONNAGEL WITH NEOMYCIN provides more certain control of diarrheas—and more certain prescriptions for you. Each 30 cc. (1 fl. oz.) contains:



White aromatized suspension,  
in bottles of 6 fl. oz.

**INDICATIONS:**

Diarrheas or dysentery caused by neomycin-susceptible organisms; or diarrheas not proven to be of bacterial origin, prior to definitive diagnosis. Also useful in enteritis, even if diarrhea is not present.

**ALSO AVAILABLE:**

DONNAGEL, the original formula, for use when an antibiotic is not indicated.

**Antibacterial**

Neomycin base .....210.0 mg.  
(as Neomycin Sulfate USP)

**Adsorbent-Emollient-Antacid**

Kaolin (90 gr.)..... 6.0 Gm.  
Pectin (2 gr.).....142.8 mg.  
Dihydroxyaluminum aminoacetate ..... 0.25 Gm.

**Antispasmodic**

Hyoscine sulfate .....0.1037 mg.  
Atropine sulfate .....0.0194 mg.  
Hyoscine hydrobromide .....0.0065 mg.

**Sedative**

Phenobarbital (1/4 gr.).....16.2 mg.

**A. H. ROBINS CO., INC., RICHMOND 20, VA.**

Ethical Pharmaceuticals of Merit since 1878

## ... Editorial ...

### OPPORTUNITY

Opportunity knocks again. For the fifth consecutive year the Baltimore Retail Druggists' Association will hold its annual Drug and Gift Show in Baltimore. This year's show will be held at the Fifth Regiment Armory on Sunday, Monday, and Tuesday, September 8th, 9th and 10th, from 1.00 P.M. until midnight daily.

An outstanding feature of the Show will be a fully equipped and stocked model drug store installed by the Bernheim-Siegel Corporation showing the latest in drug store equipment. In today's highly competitive market it is imperative to give attention to modern display and merchandising methods. The model drug store will afford you the opportunity to observe those methods first hand.

Other Show features will include exhibits of new and exciting gift items such as: toys, jewelry, toilet articles, cosmetics, gift wrap, candy, Xmas tree trimmings, greeting cards, novelties, sundries, smokers items and many others too numerous to list here.

There will be opportunities also, to observe basic every day business improvements encompassing every department in the drug store. This will include sales equipment, such as cash registers, fountain equipment and services, public relations and customer aids. Representatives will be present to discuss ways and means for store and business improvement.

Figures prove that Maryland is one of the boom areas of the country, this is particularly true in the greater Baltimore area. Figures also show that the drug store is regaining its position in the sales of certain categories of drug store merchandise (quoting from recent issues of Drug Topics and U.S. News and World Report). Are you getting your true share? Increased volume does not necessarily mean that you are. Alertness to trends is vitally

important. The Drug and Gift Show is a step in the right direction and well worth the time you will take to visit it.

There has been a reluctance on the part of some of the key suppliers in the drug and allied industries to participate in our Show. In this respect we need the enthusiastic support of retail pharmacy. Encouraging your own individual suppliers to participate would aid materially. Also, reserving the placing of orders at the Show and coming prepared to buy would be of valuable assistance not only to yourself but to the management of the Show as well.

The exhibitors at the Drug and Gift Show are our most loyal supporters. They are taking booth space at great expense. They in turn are deserving of your wholehearted cooperation.

Some exhibitors are contributing valuable prizes. The Baltimore Retail Druggists' Association is adding a liberal share of prizes. The total value of prizes will amount to about \$2,000.00. You must be registered at the Show as a buyer to be eligible for prizes. Family and store personnel are most welcome, but shall not be eligible for prizes.

Remember, the Drug and Gift Show is held for your benefit so that you may hold your place in the highly competitive economic sun. Support the Fifth Annual Drug and Gift Show, Fifth Regiment Armory, Sunday, Monday and Tuesday, September 8-9-10. All are welcome.

---

### HELP WANTED

**Do you like to meet people? Are you a leader? Are you an organizer? Do you like association work? Do you have a flair for writing? Do you have pharmaceutical training?**

**If you are interested in this type of activity, contact Joseph Cohen, Secretary, Maryland Pharmaceutical Association.**

## PRESIDENT'S MESSAGE

---

Dear Fellow Pharmacists:

At the Convention in June, the Maryland Pharmaceutical Association's Membership Committee was able to report only a small increase in membership. While our total is imposing, 62%, it is far from what it should be in a state which has always been a leader in the pharmaceutical profession.

The Association is dedicated to the improvement of pharmacy, and the betterment of the economic well-being of the pharmacist. It has served in this capacity for seventy-five years, and its accomplishments are a matter of record. In the Association, the pharmacist has a guardian of his interests which he can obtain in no other way. It is his union, if you like, with union dues of only about 7 cents a day!

This is an appeal to those pharmacists who have not seen fit for one reason or another to join the Association. Our goal is for 100% membership—enrollment of every drug store in Maryland. When one visualizes the impact and potential strength of an organization representing every pharmacy in the State of Maryland, this goal does not appear too ambitious.

If there are any questions you would like answered, or if you would like the work of the Association explained to you, do not hesitate to call or write me, or our Secretary, Mr. Joseph Cohen. If you prefer, either or both of us will be happy to call on you for a discussion of the matter.

Our profession, unlike the medical, legal, engineering, and other professions, is in the midst of something approaching a struggle for survival, and the help and support of every pharmacist in Maryland is imperative.

With this thought in mind, won't you let us hear from you?

Sincerely,

GEORGE M. SCHMIDT  
President

---

### DRUG STORE CHANGES FOR JULY

#### Drug Stores opened:

Drug Fair—7100 Arlington Ave.—  
Bethesda, Maryland.

#### Closed:

Sander's (R. L. Steinhelber)—Perryville, Maryland.

#### Changed Ownership:

Melvin M. Sinder to Bernard M. Prensky (known as Riggs Manor Pharmacy, 6573 Ager Road, Hyattsville, Maryland.

Carrier Drug to Sun Ray, 6822 Wisconsin Ave., Bethesda, Maryland.

---

#### Thank You WBAL

One of the nice things that happened at the Diamond Jubilee Convention of the Maryland Pharmaceutical Association was the contribution of a color RCA television by Station WBAL—WBAL-TV. Ed Kabernagel made the presentation for WBAL at the Banquet. Morris J. Alliker, Baltimore pharmacist, was the lucky winner of the set.

## building more prescriptions for you . . .

The new 12-story addition to Smith, Kline & French Laboratories, shown below, will be completed and ready for occupancy late this summer. This latest expansion by S.K.F. is part of a steady growth that for nearly 75 years has been helping to make possible greater prescription volume for American pharmacists.

Last year S.K.F. spent almost \$7,000,000 for research, representing one of the largest expenditures of its kind in the pharmaceutical industry. Increased research activities this year will build even greater prescription volume in the years to come.

This continued emphasis on research is one of several reasons why S.K.F. products currently rank second in the number of specified prescriptions written.

Smith, Kline & French Laboratories, Philadelphia



## ARE YOU MISSING SOMETHING?

New forms of insurance coverage now available offer increased protection, simplicity of handling plus premium savings.

Our representative will call on you to discuss these new policies so that you may be sure your insurance program is up-to-date.

### GREENE & ABRAHAMS CO., INC.

E. A. ROSSMANN, President

American Building

LE. 9.8834

## BOOST YOUR BUSINESS WITH SCHRAFFT'S CHOCOLATES

TOPS IN QUALITY—TOPS IN POPULARITY



Recognized from coast to coast for their exceptional quality, delicious flavor and tempting variety, Schrafft's Chocolates enjoy an ever-increasing demand from the candy-loving public.

They are backed by a continuing program of full-color advertisements in the Saturday Evening Post, plus outstanding point-of-sale display material.

It pays to feature them!

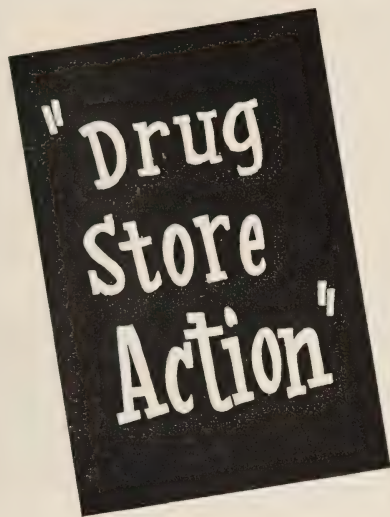
**ALLEN, SON & CO., INC.**

Phone SARatoga 7-3083

14 E. Lombard St., Baltimore





**"DRUG STORE ACTION"**

is WBAL's  
POWERFUL COOPERATIVE  
MERCHANDISING PLAN

**WEEKLY PROGRAMS**

WBAL radio every Wednesday  
night 8:30 to 9:30 P.M.

"Drug Store Action" enlists the support of Maryland's 720 independently owned Drug Stores for approved products advertised on

**WBAL and WBAL-TV**

50,000 watts                      maximum power  
dial 1090                          Channel 11  
NBC affiliates

*Accepted By Pharmaceutical Profession Since 1890*

**MANHATTAN DRUG CO.**

156-158 Tillary Street  
Brooklyn 1, N. Y.

*Manufacturers of*

**DRUG SPECIALITIES**

Stearns and Patch Private Label Formulas  
Buyers Imprint                      M-D-C Label

Neo Hist Nasal Spray—Neo Hist Capsules & Tablets  
Thiociain Lozenges—Nervtabs—Gum Jel

*Represented by*

**I. M. (Irv.) Fischer, Jr.**  
Alhambra Apts—Lake Drive  
Phone LA. 3-4624  
Baltimore 17, Md.

Tell them you saw it in "The Maryland Pharmacist"

## ... Fair Trade News ...

### MARYLAND RETAILER PAYS \$3000

An Annapolis liquor dealer, Hillard Donner, was fined \$3000 for violation of the Fair Trade Act.

An equity suit brought against Donner by Seagrams Distilleries charged him with violating an injunction against selling certain brands of whiskey below fair trade prices.

Donner and his father, or the corporation which they operate, were fined a total of \$1,750 previously on two similar charges.

### NEW YORK NEWSPAPERS HELP FAIR TRADE

The refusal of six out of seven major New York newspapers to handle the cut-rate mail-order advertising of a New York discount house for its non-fair-trade Washington, D.C. outlet has helped to block the latest threat to local retailing, despite the Circuit Court decision which made possible this attempt to evade the New York State fair trade laws.

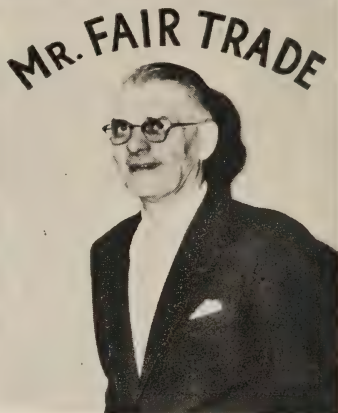
This development, with respect to the New York newspapers, seems clearly to reflect the recognition by newspapers generally that the well-being of local retailing is vital to the economic health of their community and of their own business.

To encourage the flight of retail dollars to another city would be a short-sighted policy on the part of newspapers since they would be acting against the best interests of their own important retail customers and of the prosperity of their community.

### FAIR TRADE INJUNCTION

A permanent injunction has been obtained by Eli Lilly and Company against the Wheaton Pharmacy, third of the Silver Spring (Md.) drug firms charged recently by Lilly with violations of the Maryland Fair Trade Act.

The final decree, which restrains the



SIMON SOLOMON

At the 75th Convention of the Maryland Pharmaceutical Association held at Galen Hall in June, Simon Solomon was acclaimed as "Mr. Fair Trade."

This is but a token of affection and high esteem held for one pharmacist who has devoted and dedicated a lifetime to the preservation and salvation of small business through the principle of Fair Trade.

His knowledge of Fair Trade is astounding. It is unlimited in scope. His acumen is respected by the legal profession and leaders in the drug field.

In recognition of his outstanding unselfish service and leadership to the pharmacists of Maryland, Mr. Solomon was elected Honorary President of the Maryland Pharmaceutical Association.

Wheaton Pharmacy from selling Lilly products below minimum fair-trade prices, was handed down July 25 in the United States District Court for the District of Maryland.

Injunctions were issued earlier against the Dart Drug Corporation of Maryland and Grubb's Pharmacy.

*Announcing a unique new rauwolfia derivative . . .*

# Harmony<sup>\*</sup>

*(Deserpidine, Abbott)*

combines  
the potency  
of the rauwolfias  
with  
significantly  
fewer and milder  
side effects



In two years of clinical evaluation, Harmonyl has exhibited significantly fewer and milder side effects in comparative studies with reserpine. This, while demonstrating effectiveness comparable to the most potent forms of rauwolfia.

Most significant: Harmonyl produces less physical and mental depression. And there are very few reports of the lethargy seen with many other rauwolfia preparations.

The desired degree of potency, plus

the mildness of the few side effects reported, suggests Harmonyl as a drug of choice in conditions ranging from mild anxiety to major mental illness and in hypertension.

*Supplied:* Harmonyl is available in 0.1-mg. tablets in bottles of 100 and 500 (List No. 6901); in 0.25-mg. grooved tablets in bottles of 100, 500 and 1,000 (List No. 6906); 1-mg. grooved tablets in bottles of 50 and 500 (List No. 6912).

Abbott

706176

\*TRADEMARK

### DARGAVEL CITES DATA ON PLIGHT OF SMALL BUSINESS, SAYS CONGRESS WILL BE HELD TO CAMPAIGN PLEDGES

Commenting that every bill introduced to help small business is being left to die in the 85th Congress, Dr. John W. Dargavel, Bureau chairman and executive secretary of the National Association of Retail Druggists, warns, in the current issue of the Bureau's **Fair Trade Newsletter**, of the consequences of treating small businessmen as though they were expendable and urges that members of Congress be held "to the promises they voiced in support of independent enterprise in the campaigns of 1956".

Stressing that America's small businessman is a key figure in our economy, Dr. Dargavel says the small businessman "is very much the little man who is there," with the four million small business concerns adding up to 95 per cent of all businesses operating in the U.S. today. Yet if the growing crisis is not checked, he adds, "America's small businessman will become the little man who isn't there."

The Bureau chairman urges independent druggists and other small businessmen to join in a drive to make it clear to members of Congress that "the owners of small business firms refuse to be shunted to a corner as though they are expendable." He says: "Republican and Democratic candidates alike in the national election campaigns of 1956 shouted long and loud about the desperate plight of small business firms, and they made ironclad promises to leave nothing undone to help insure the survival of independent enterprise in America." But after "the votes were counted, the majority of victorious candidates seemed to make haste to forget the pledges they made to strive in behalf of independent enterprise."

#### Says Small Business Failures Mount

Study findings show that the small businessman with his independent

stores, factories and enterprises of all sorts, provides the livelihood for one out of every three people in America, thus demonstrating that America needs the little and medium-sized businessman as well as the giants, Dr. Dargavel notes. "Yet small business, in the midst of record-breaking prosperity, is in trouble," with more failures among small businessmen taking place in 1957 so far, than in any year since 1939. He cites cautious estimates by Dun & Bradstreet that this year "over 13,000 small businesses will be wiped out—unless the present trend reverses itself."

Failures are concentrated in retailing, small manufacturing and home building, he points out, and have been going on for some time. "The U.S. Senate Small Business Committee, for example, reports that in 1956, small business per cent increase over 1955 and a post-failures totaled 12,686," representing a 16 World War II high. Retailers ranked second highest in business failures last year, with the rate of failure 18.8 per cent higher than in 1955, Dr. Dargavel continues. Another grim note is a 26 per cent decrease since 1950 in the number of new businesses opening each year.

Reasons cited for the growing threat of failure facing small business include the constantly rising costs of labor and materials, the heavy tax burden, the tight money situation making it difficult for the little man to get bank loans, and the growing trend toward mergers of little companies with big ones. "And of vital importance, there is the squeeze of cut-throat competition—such as price wars on the popular brands which constitute the independent retailer's bread and butter," Dr. Dargavel points out.

#### Rules Of Fair Competition Needed

"To prevent this destructive competition from creating chaos in the marketplace, rules of fair competition are needed," the Bureau chairman says. "In the interest of the good society,



## HEADS...UP

The keener the competition the sharper the eye you must keep on your business. >> Successful pharmacists have eyes only for brand name merchandise in every department . . . beat non-drug competition by featuring top quality drug-store-only merchandise. >> Trojans are the prophylactics they recommend, *sell* time after time after time. Both pharmacist and consumer recognize Trojan perfection—in product, packaging, diversity and service—achieved through our year-in-year-out product improvement program. >> Trojans increase traffic, step up sales, create new and repeat customers, and give you a higher margin of protected profit. Keep your store head and shoulders above non-drug competition. Trojans help make your store the only source of all family health needs.

# TROJANS



Y O U N G S   R U B B E R   C O R P O R A T I O N



the freedom of the individual to do as he pleases in the marketplace—as in any other area of life—must be limited by the common sense restraints which society itself imposes.

"The fair trade laws are rules of fair competition and fair play over the counter. Enacted by 45 state legislatures, these laws have been supported by Congress and upheld by the U.S. Supreme Court and sixteen high state courts. But today, in eleven states, courts have knocked out fair trade and new legislation is needed to give small business an opportunity to compete on fair terms with big business. As the Senate Small Business Committee says: "Independent businessmen simply are not equipped to survive the low blows of unfair competition."

Stressing that the average citizen has a stake in "keeping the small businessman from becoming a vanishing American," Dr. Dargavel warns that without small business, America "would be collection of super-giant businesses so big and so tough, that they would inevitably invite control by a super-big and super-tough government." With respect to community life, he says that "the exit of small business will leave a serious vacuum in towns and cities all over the nation—a vacuum which cannot be filled by absentee business owners." Further, the decline of small business threatens the American dream of working for yourself, he notes. "If people can see no possibility of success in their own business, America must inevitably become a nation of the many working for the few . . .

"The American people have it within their power to save small business by supporting legislation to preserve this vital part of our economy and by letting their representatives in state legislatures and in the Congress know they want action before it is too late. Only adequate laws to assure fair competition can prevent dollar power alone from dominating the economy."

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**FAIR TRADE STICKER NOTICES**


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AUGUST, 1957

**COLGATE-PALMOLIVE COMPANY—**

Page 17

| Item                          | F.T.M. |
|-------------------------------|--------|
| Palmolive Rapid-Shave Aerosol |        |
| Menthol—Giant—6¼ oz. . . . .  | \$.79  |

**THE CARLAY COMPANY—Page 13-E**

|                                                                        |        |
|------------------------------------------------------------------------|--------|
| #104 Ayds Reducing Plan Vitamin & Mineral Candy—Regular Size . . . . . | \$3.00 |
| #15 Bantron (Brand) Smoking Deterrent Tablets . . . . .                | 1.25   |
| C-10 Ayds—Chocolate Flavor & Fudge Type . . . . .                      | 3.00   |

**COREGA CHEMICAL CO.—Page 17-E**

|                              |       |
|------------------------------|-------|
| Corega Denture Cream—small.. | \$.39 |
| Corega Denture Cream—large.. | .63   |

**BLOCK DRUG CO.—Page 4-B**

|                       |       |
|-----------------------|-------|
| Rem—Regular . . . . . | \$.63 |
|-----------------------|-------|

**YOUNGS RUBBER CORPORATION—**

Page 108

|                                 |       |
|---------------------------------|-------|
| Trojans—regular—No. 200—3's     | \$.60 |
| Trojans—regular—No. 70—12's     | 1.80  |
| Trojans—regular—No. 90—36's     | 4.50  |
| Trojan-Enz—No. 100—3's . . . .  | .60   |
| Trojan-Enz—No. 170—12's . . . . | 1.80  |
| Trojan-Enz—No. 190—36's . . . . | 4.50  |
| Trojan-Enz—Lubricated—          |       |
| No. 300—3's . . . . .           | .75   |
| Trojan-Enz—Lubricated—          |       |
| No. 370—12's . . . . .          | 2.25  |
| Guardian—Receptacle-end—        |       |
| Lubricated—No. 500—3's . . . .  | 1.25  |
| Guardian—Receptacle-end—        |       |
| Lubricated—No. 570—12's . . . . | 3.75  |
| Shadow-Enz—No. 650—3's . . . .  | .35   |

**BLOCK DRUG CO., INC.—Page 4-B**

|                          |       |
|--------------------------|-------|
| Polident—Small . . . . . | \$.37 |
| Polident—Large . . . . . | .67   |

**THOMAS LEEMING & CO., INC.—**

Page 51-B

|                             |       |
|-----------------------------|-------|
| Bengay—Regular—1¼ oz. tube  | \$.89 |
| Bengay—Children—1¼ oz. tube | .89   |

| Item                             | F.T.M. |
|----------------------------------|--------|
| <b>NATIONAL BRANDS DIV.</b>      |        |
| <b>STERLING DRUG, INC.</b>       |        |
| Ironized Yeast Tabs.—60's.....   | \$.89  |
| Ironized Yeast Tabs.—120's ..... | 1.49   |
| Ironized Yeast Tabs.—240's ..... | 2.49   |

|                                 |       |
|---------------------------------|-------|
| <b>CHESEBROUGH-POND'S INC.—</b> |       |
| Page 49-A                       |       |
| Pond's Lips—Trial ..            | \$.19 |
| Pond's Cheeks—Trial .....       | .35   |
| Angel Face—Date Case ..         | .89   |

*Headquarters for*

- HOOVEN LETTERS
- ROBOTYPED LETTERS
- LYKA TYPED LETTERS
- MONOCAST LETTERS
- PRINTING
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*call*

MUIberry 5-3232, 33, 34  
SAratoga 7-5172, 73

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ADVERTISING SERVICES, INC.

306 N. GAY STREET  
Baltimore 2, Maryland

**B. R. D. A.**  
**DRUG & GIFT SHOW**

FIFTH REGIMENT ARMORY

**SEPT. 8, 9 & 10, 1957**

**TO BE SURE!**



**AQUAPAC**  
**BLUE RIBBON**

**TIPPERS**  
**SAFETY TIPS**

**SEPTIPAC**  
**GIANTS**

**AMERICAN HYGIENIC COMPANY**

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**ADD**  
**TO YOUR CIGAR DEPARTMENT**  
**AND SCORE A HIT . . .**

**America's Favorite Cigars**

**EL PRODUCTO**

**KING EDWARD**

**IGNACIO HAYA GOLD LABEL**

**KEEP THESE FINE CIGARS IN YOUR LINE-UP**

**Daniel Loughran Company, Inc.**

**DISTRIBUTORS**

**Baltimore — Hagerstown — Washington**

---

Serve your customers  
the finest—



A hand is shown holding a rectangular sign that is tilted. The sign contains the text 'American Hostess Ice Cream' in a stylized, serif font. The sign is positioned above a tub of ice cream.

American Hostess  
Ice Cream



A decorative, ornate frame contains the following text: 'A MEADOW GOLD Ice-Cream Product and-m-m-mighty good!'.

A  
MEADOW  
GOLD  
Ice-Cream Product  
and-m-m-mighty good!

## School of Pharmacy, University of Maryland, News

### NEW SCHOOL OF PHARMACY

Construction on the University of Maryland School of Pharmacy's new two-story building on the university's Baltimore campus, currently at the two-thirds mark, is scheduled to be completed by late summer of this year.

Located on Lombard St., next to the Kelly Memorial Building, between Greene and Penn Sts., the building will cost \$500,000.

Among the school's departments to be housed in the new building will be the departments of pharmacy, pharmacy administration, zoology and physiology, pharmacology, and pharmacognosy.

A portion of the present pharmacy quarters in the Pharmacy-Dental Building will be retained for the teaching of English, physics, physical chemistry, foreign languages, mathematics and speech. Additionally, the departments of chemistry and pharmaceutical chemistry will remain in the old building.

The department of pharmacy administration, two teaching laboratories, a research laboratory and a stock room for the department of pharmacy; administrative offices and faculty offices will be housed on the first floor.

On the second floor will be the departments of pharmacognosy, including a teaching laboratory, an extraction laboratory, a dark room for chemical identification, a research laboratory, a stock room; and faculty offices. Also on the same floor will be a teaching laboratory for the department of zoology and physiology, a teaching laboratory for the department of pharmacology, a research laboratory, an animal room and a stock room shared by these departments.

A water distilling room will also be located on the second floor and will be shared by all departments of the school.

The basement floor will be used for a temporary lecture room for 150 students,

facilities for manufacturing pharmaceuticals, storage, a men's locker room, a ladies' locker room and lounge, and a temporary student cafeteria which will be used until the university's Baltimore Union and Dormitory Building is erected.

The manufacturing facilities include rooms for powder mixing, tablet compressing, ointment preparation, liquid preparation, bulk chemical storage and drug testing of finished products, and a stockroom.

Pharmacy Dean Noel Foss pointed out that the new building would enable the school "to extend the pharmacy facilities to a point of providing for an increase in student enrollment from 65 to approximately 80 in each of the four years.

### PHARMACY SCHOOL RESEARCH

A research grant of \$20,255 has been awarded to the University of Maryland School of Pharmacy by the National Institute of Mental Health for a three year study of chemical substances of drugs used for treatment of mental illness, reported Dr. Noel E. Foss, Dean of the School of Pharmacy.

The grant will support a project which has been in progress for two years under the direction of Dr. Francis N. Miller, associate chemistry professor.

Concerned with a study of the now common tranquilizing drug reserpine, the purpose of the research is an attempt to determine what portion of the complex reserpine molecule is responsible for the tranquilizing action.

The work involves putting together various fragments of the molecule in accordance with a theory that only a relatively small portion of its molecular structure is necessary for its effects as a drug. It is hoped that a less complex substance may be found which will still retain the ability to produce the useful



action of reserpine without its less desirable side effects.

Dr. Miller is being assisted in the study by Mr. Myron Weinberg and Mr. Bernard Grabowski, graduate students working for their doctor of philosophy degrees in pharmaceutical chemistry.

Research completed by a faculty member of the University of Maryland School of Pharmacy is expected to save the Armed Forces Medical Procurement Agency, hospitals and physicians many thousands of dollars.

Since the development of sulphadiazine sodium as an injection for combating certain types of bacteria infection, great quantities have been thrown away because of a coloration and cloudiness that appeared in the normally clear solution after a few months to a year of storage.

Dr. John Autian, assistant professor of pharmacy, in addition to identifying the deterioration has developed a formula which will prevent the medicinal product from breaking down, thereby eliminating confusion as to the product's purity.

The study was begun at Temple University in 1954 and was continued at the University of Maryland when Dr. Autian joined the faculty in 1955.

Working with Mr. Charles Swartz, a pharmacy graduate student, Dr. Autian found that the color and cloudiness was due to an oxidation process and could be prevented if the solution could be placed within the container in nitrogen rather than air.

#### ANDREW DUMEZ HAGER

It's a boy at the Hagers!

A Son was born to Margaret and George Hager on August 13th.

He was named Andrew DuMez Hager after the late Dr. A. G. DuMez, former Dean of the School of Pharmacy, University of Maryland.

Dr. Hager is Dean of the University of Minnesota, School of Pharmacy.

The Hagers reside in Minneapolis.

## CALTONE



### A Soothing LOTION

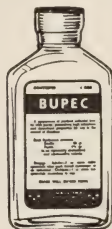
For Minor Skin  
Irritations

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.69

## BUPEC



### An Effective DIARRHEA MIXTURE

1 Doz. 4 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.59

1 Doz. 8 oz. \$5.40

2 Free With Each Doz.

F.T.M. \$.89

## BYE-BUG



### A Fine INSECT Repellent

ODORLESS—  
GREASELESS

1 Doz. 2 oz. \$3.50

2 Free With Each Doz.

F.T.M. \$.59

The National  
Pharmaceutical Mfg. Co.

BALTIMORE, MD.

**NO ONE**

*Ever Outgrows the Need for*

**MILK**

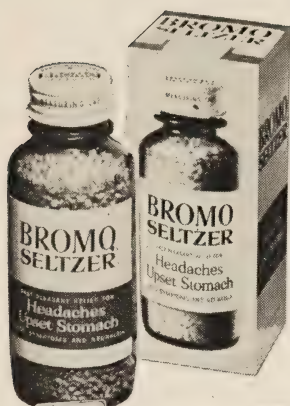
GET THE BEST . . . . GET . . . .



**MU lberry 5-3800**

# Double Appeal to bring

## Double Demand for **BROMO-SELTZER**



*New sales, new profits for  
druggists, as famous headache remedy  
invades field of upset stomach!*

1.

### **Bromo-Seltzer for UPSET STOMACH!**

Medical research shows Bromo-Seltzer, famous for headache relief, works fast for upset stomach, too! Backed by heavy advertising, this proven use of Bromo-Seltzer will bring you new sales, new profits and double your customers' demand for this highly profitable item!

2.

### **Bromo-Seltzer for HEADACHES!**

"Best for 9 out of 10 headaches" is the powerful theme behind Bromo-Seltzer's big, new campaign on headache. Backed by medical research, this compelling new advertising campaign will boost your sales, your turnover and your profits on Bromo-Seltzer!

## **TWO BIG TV SHOWS!**

### **Your Hit Parade**

One of TV's really great shows! Four big stars: Dorothy Collins, Gisele MacKenzie, Snooky Lanson, Russell Arms . . . latest song hits . . . gay dancing . . . brilliant staging! Channel 13, Baltimore, 10:30 p.m. Saturdays. Channel 4, Washington, 7 p.m. Fridays.

### **Science Fiction Theatre**

Each week star salesman Truman Bradley speaks for Bromo-Seltzer on "Science Fiction Theatre"—an intriguing half hour show that reaches deep into the realm of the unknown. Channel 11, Baltimore, Sundays at 10:30 p.m.; Channel 7, Washington, Sundays at 6:00 p.m.

COMPOUNDER'S  
COLUMN



RHO  
OMICRON  
R  
CHI  
CHAPTER

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

**R**  
Hydrocortisone tablets 20 mg.  
No. 15  
Acid Mantle Cream 30 Gm.  
Base, qs. 60 Gm.  
Sig: Apply to affected area as directed.

Prescriptions of this type have been frequently encountered by pharmacists in the Baltimore area.

Ointments for topical application containing various concentrations of hydrocortisone or hydrocortisone acetate have been prepared in several types of ointment bases. The choice of the base in the above prescription is left to the discretion of the pharmacist. Since the Acid Mantle Cream is of a vanishing cream nature, it is recommended that either a water soluble base, such as Polyethylene Glycol Ointment, U.S.P., or a vanishing cream such as Neobase or Cetaphil, be used.

Although small quantities of Hydrocortisone, U.S.P., microfine powder are available for use in ointments and other products for topical application, tablets have been utilized as specified in the above prescription.

The required number of tablets should first be pulverized and then levigated. The pharmacist is then confronted with the problem of selecting the proper levigating agent.

It has been found that water will reduce the powder to extremely fine

particles with the least difficulty. This mixture is easily incorporated into the Acid Mantle Cream and the selected base.

Glycerin and liquid petrolatum were also tried, but were found to be of no advantage over water and also entailed considerably more effort.

Glycerin could be added to the water levigation mixture as a humectant to retard the loss of water, by drying.

If the base prescribed were of an oleaginous nature, it would seem that liquid petrolatum would be the preferred levigating agent. However, it was found that the water levigation mixture can be directly incorporated into a base such as petrolatum. In this instance, if too much water were used, a minimal amount of anhydrous lanolin will absorb the excess.

#### SQUIBB'S BROWN RECEIVES AWARD

W. L. Garrity, Philadelphia regional manager for E. R. Squibb & Sons, presented a 30-year service emblem to L. P. Brown, professional service manager for the region, at a seminar in Baltimore recently. Division manager Mark Carls also took part in the presentation. A native of Waltham, Mass., Brown received his degree in pharmacy at Philadelphia College of Pharmacy and Science. He has been awarded Squibb's top honors for sales achievements, among them the Squibb-A.M.A. award.

New prescription androgen

# HALOTESTIN\*

AN ORIGINAL CONTRIBUTION OF UPJOHN RESEARCH

Latest product of Upjohn research is Halotestin (pronounced Hay-low-TEST-in)—a new synthetic male hormone that is *five times as potent* as oral methyltestosterone! As a result, physicians can now produce *parenteral* androgenic and anabolic results with *oral* therapy.

In addition to the obvious advantage over older forms of testosterone that must be injected or dissolved under the tongue, physicians appreciate the small dosage and the fact that edema and jaundice, which occasionally occur

with other androgen therapy, have not been reported with Halotestin.

They are prescribing it for its general "tonic" effect in the male climacteric, for its anabolic effect in osteoporosis, for menorrhagia, metrorrhagia, inoperable breast cancer, suppression of lactation, and a host of other conditions.

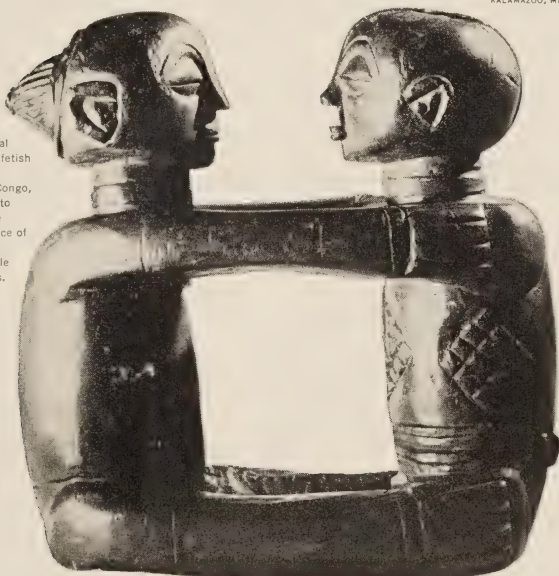
The average daily dose of Halotestin is 2 to 10 mg., depending on the individual patient and the condition being treated. It is available as scored tablets in two sizes: 2 mg. in bottles of 100, and 5 mg. in bottles of 50.

Please be sure your stock is adequate to meet the inevitable demand for this significantly better androgen, backed by the usual Upjohn promotion and detailing.

**Upjohn**

THE UPJOHN COMPANY  
KALAMAZOO, MICHIGAN

Baluba ceremonial marriage fetish from the Belgian Congo, assumed to symbolize the balance of the male and female principles.



TRADEMARK FOR FLUOMESTERONE, UPJOHN



# • T. A. M. P. A. TATTLER •

## OFFICERS OF THE TRAVELER'S AUXILIARY MARYLAND PHARMACEUTICAL ASSOCIATION 1957-58

Honorary President—JOHN W. TROST

President—GEORGE S. TEASS

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Second Vice President—ALBERT HEYDEMANN

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G. H. Hoddinott, Jr.

H. Sheeler Read

R. B. Kettlewell

J. A. Allen

E. M. Kabernagel, Jr.

C. E. Hendrickson

M. J. Timin

W. H. Harrison

## MARYLAND PHARMACIST COMMITTEE

D. B. Young, Chairman

James A. Allen

George M. Brandt

E. M. Kabernagel, Jr.

Maurice B. Brager

Volume 16

AUGUST, 1957

No. 3

### TAMPA MEETING

The Installation meeting of the Travelers was held at the Stafford Hotel on July 27th.

President Rorapaugh called on the various committees for their annual report. He complimented each chairman and committee for their activity during the year and thanked them for their cooperation in giving him a successful administration.

The Membership Committee reported that twenty-five new members had joined TAMPA during the year, Charles Duvoisin and William L. Grove were elected Honorary Members.

Past President John A. Crozier installed the new officers accompanied by the appropriate formalities and the usual tomfoolery. John C. Cornmesser was named Assistant Secretary to Emory G. Helm, Secretary-Treasurer since 1929.

Silver presentations were made to outgoing President Rorapaugh and the newly elected Honorary President, John W. Trost.

George S. Teass, in accepting the presidency, expressed his appreciation for the honor bestowed upon him and promised to uphold the fine record of TAMPA. He asked the membership to help him achieve his goal.

Al Tuvin was guest of honor for the luncheon.

The Crab Feast was announced for August 15th at Bay Ridge Beach. The next regular meeting will be held on September 7th. Let's get George off to a good start with a bang up attendance.

### SENGER'S CELEBRATE ANNIVERSARY

Mr. and Mrs. Joseph A. Senger have celebrated their twenty-fifth wedding anniversary by vacationing with their daughter, Miss Sylvia Senger, in Atlantic City, Miami and Nassau. Mr. and Mrs. Senger were recently the guests of honor at a reception given by their daughter in their honor at their home on Sefton Avenue.

Joe is a Lilly representative and a member of TAMPA.

**ORDER FROM YOUR  
JOBBER—NOW**

**Rid-itch  
ANTISEPTIC  
FOR ATHLETE'S FOOT**

A Scientific Preparation for  
**RINGWORM INFECTION  
OF THE TOES & FEET**  
NON-GREASY

●  
WILL NOT STAIN

2 FLUID OUNCES  
EXTERNAL USE ONLY

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**GET ON  
THE BANDWAGON**

Smart Druggists are switching to

**Baltimore's first  
COLOR FILM LABORATORY**  
(Kodak approved)

**GILT EDGE  
PHOTO SERVICE**

You too can develop more business

Call

**ALBERT HEYDEMANN**  
PLaza 2-3431

For fast-quality service at  
regular prices

**COLOR—BLACK & WHITE**

*"If it's for your Soda Fountain—we have it"*

**TAFT, WARREN & TAFT, Inc.**

*Exclusive Distributors For*

**BLACKMAN'S FRUITS & SYRUPS**

*"America's Finest"*

**SODA FOUNTAINS & FOOD SERVICE EQUIPMENT**

122-124 SOUTH ST.

BALTIMORE-2, MD.

PLaza 2-6658, 2-6659, 2-2187

**DIAL**

**PLaza 2-0480**

**FOR PROMPT, COURTEOUS SERVICE**

**MUTH BROTHERS & COMPANY**

**23 S. CHARLES STREET**

**BALTIMORE 3, MD.**

Established 1837

**59.1%** of all  
ice cream  
purchases  
are

## IMPULSE SALES

. . . thanks to wide awake  
Point-of-Sale Promotion, Abbotts  
and Jane Logan Dealers enjoy a  
man-sized portion of this business.

*Are You Getting Your Share?*



Abbotts Ice Cream Co., 45 S. Catherine St., Baltimore, Md.

## NEWS ITEMS :-

### N.A.R.D. CONVENTION

The world of druggdom will converge upon Minneapolis, Minnesota, during the period of October 6th through October 10th, for the 59th annual convention of the National Association of Retail Druggists.

Plans are well underway to make this convention the biggest in history, with the local host chapter and national committees cooperating to assure a memorable combination of business and pleasure for all who attend.

Many eminent individuals identified with government or business or activities of particular interest to independent retail pharmacists will address the business sessions of the convention. Senator Karl E. Mundt of North Dakota will deliver an important address before the convention. Representative Wright Patman of Texas, co-author of the Equality of Opportunity Bill, and George P. Larrick, Commissioner of the Food and Drug Administration, will also be on the program. A newcomer to the N.A.R.D. roster of speakers, G. Herbert True, Asst. Professor of Marketing at the University of Notre Dame College of Commerce, comes billed as "Mr. Creativity." He is recognized as one of the nation's most inspiring speakers for his presentation on how to double your ideas, release fresh viewpoints, and create in you a better understanding of yourself and others.

There are many reasons for nationwide interest in this convention. The growing problem of drug distribution and sale through non-drug outlets will be a main topic for discussion along with state association reports describing legislative steps being taken to assure the proper distribution of proprietary drugs.

Occupying the same post as he did at the 1951 N.A.R.D. convention, Keith K. Keller, well-known Minneapolis druggist, will again be General Arrange-

ments Chairman, to coordinate the business sessions and pleasure activities.

"The owners of retail drug stores are faced with many uncertainties which involve their economic welfare," Mr. Keller said. "These serious problems must be solved through positive national and state legislation, and the 1957 convention will serve as a meeting-ground to establish certain national policies for the N.A.R.D."

The N.A.R.D. drug show, always an event of the convention, promises to be bigger and better than ever before.

On the pleasure side of the convention, there will be five full nights of entertainment, including a colorful Ice Carnival and a host of radio, screen, and TV stars . . . For the ladies, three fabulous luncheons are planned . . . There will be prizes galore throughout the convention and drug show.

The beautiful city of Minneapolis, through its active convention bureau, promises to open its doors to all druggists from throughout the United States with a warm, friendly smile of hospitality to the visitors.

**Join the Maryland contingent. Contact the office of the Maryland Pharmaceutical Association for information.**

### 1957 NATIONAL PHARMACY WEEK, OCTOBER 6-12

The 31st annual observance of National Pharmacy Week is scheduled for the week of October 6 to 12 according to an announcement by J. Warren Lansdowne, Chairman of the Public Relations Committee of the American Pharmaceutical Association which sponsors National Pharmacy Week.

The 1957 theme for National Pharmacy Week reemphasizes the slogan, "Your Pharmacist Works for Better Community Health."

National Pharmacy Week has been organized Pharmacy's most effective public relations program. For more than



**FALL**

**REGIONAL MEETING**

**Maryland Pharmaceutical Association**

**PETER PAN INN**  
Urbana, Maryland

**Thursday, September 12, 1957**

---

Enjoy An Interesting Day At This Garden Spot  
near Frederick

---

**Lunch—1:00 P.M.**

**Interesting Discussion On Pharmaceutical Economics**

**Cocktails**

**Dinner**

---

Meeting of the Ladies Auxiliary

---

Definite Reservations Must Be Made

\$6.50 per Person for the Day

thirty years it has provided individual pharmacists with the opportunity and necessary material for calling public attention to the important role which the nation's pharmacists play in the promotion of better community health through adequate pharmaceutical service.

A window display contest will again be one of the features of the observance. Cash prizes, plaques, and certificates will be awarded at the annual A.Ph.A. convention in Los Angeles next year for outstanding displays in the four categories of competition—retail pharmacy, public exhibits, colleges and hospitals.

Every pharmacy in the nation will receive by mail a National Pharmacy Week window streamer. Accompanying the streamer will be a folder outlining the complete rules of the display and exhibit contest in all four categories of competition. Also accompanying this mailing will be a participation order form listing more than fifteen publicity aids for use by individual pharmacists and pharmaceutical associations.

The publicity aids include public addresses, radio and television scripts and spot announcements, newspaper editorials, an advertising mat and suggested proclamations for use by governors and mayors. This material is available from A.Ph.A. Headquarters at a nominal cost.

An attractive kit consisting of suggestions for public addresses, radio and television scripts and announcements, suggested proclamations for use by governors and mayors, suggested newspaper editorials and window display ideas may be obtained at a cost of \$2 for the entire kit. Individual items in the kit may be ordered at nominal cost as indicated on the participation order form which will accompany the mailing to pharmacists.

---

**PATRONIZE OUR ADVERTISERS  
THEY ARE OUR FRIENDS**

---

### **ELSIE THE BORDEN COW TO VISIT TIMONIUM FAIR**

The world's most famous living animal, Elsie the Borden Cow, is scheduled to arrive at the Timonium Fair on August 28. She will be accompanied by the most recent additions to Elsie's family—twin calves. Elsie and the twins will arrive in the most luxurious traveling accommodations ever designed for a member of the bovine family — a 45 foot tractor-trailer equipped with everything a cow and two young calves need for their comfort and health.

Although the twins (one a bull and the other a heifer), are relatively new to traveling around the country, Elsie takes these trips in her stride now. Since the famous bovine began making public appearances in 1939, she has traveled over 200,000 miles by truck, in her own private railroad car, by boat, ship, and even by plane. One flight was to Hollywood from New York to star in *The Little Men*. During this time she has been seen by over 32,000,000 people and received the keys to 137 cities and 5 states.

Her current mode of travel is a "Mobile Barn Boudoir." It opens up to form a combination bedroom-rumpus room with all the furnishings. These include a canopied bed from which Elsie greets visitors, a double play pen for the twins, a twin bassinette and a clothes line on which clothing is displayed. There is also a combination record and book library made out of pitchforks and a barrel.

While Elsie may not actually read her books or use the boudoir's telephone, it is pointed out that she has become a living personality to many people. She actually receives fan mail each day.

Timonium Fair will open for the 76th time on August 26 and will continue through September 7.



## Loewy Drug Company, Inc.

108 South Hanover St.

Baltimore 1, Md.

*Announces a New*

# Emergency Prescription Service

**FOR DRUG STORES IN THE BALTIMORE AREA**

In Addition To Your Regular Delivery Our

**EMERGENCY PRESCRIPTION SERVICE TRUCKS**

Will Leave Our Warehouse

**12:00 Noon - 3:00 P.M. and 6:00 P.M.**

**Monday Thru Friday**

FOR

- 1—No Lost Prescription Sales
- 2—Elimination Of Overstock
- 3—A Late 6 P.M. Delivery to Take  
Care of Your Night Rush Prescription Period
- 4—Increased Prescription Volume

**Phone SAratoga 7-0275**

**Ask For E. P. S. Desk**

Tell them you saw it in "The Maryland Pharmacist"

# JOHNSTON'S

CHOCOLATES FOR EVERY OCCASION



**"IT'S A GIFT"**


DISTRIBUTED BY

**F. A. DAVIS & SONS, INC.**

119-21 S. HOWARD ST.

BALTIMORE 1, MD.

*YOUR CO-OPERATION APPRECAITED*



# **DEPEND** *on our* **SALESMAN**

The Gilpin man who calls on you has been selected for his trustworthiness as well as his ability. Ask his advice about your merchandise . . . he'll help you stock items that will sell quickly, please your customers and bring worthwhile profits.

Order from him in complete  
confidence.

## **THE HENRY B. GILPIN CO.**

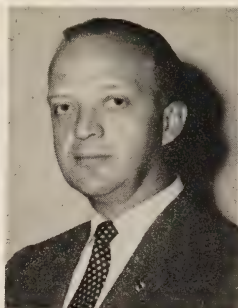
*Full Line Full Service Wholesale Drug House • Established 1845*

**MURdock 6-8400**





JOHN A. CROZIER



JOSEPH J. HUGG



C. WILSON SPILKEY

### CALVERT DRUG COMPANY PROMOTES THREE OF ITS EMPLOYEES

The Board of Directors upped John A. Crozier, General Manager, to the office of Executive Vice President and General Manager as of July 18th and at the same time named C. Wilson Spilker and Joseph J. Hugg Assistant Managers.

Mr. Crozier became associated with the Company in 1928 assuming the position of Accountant Bookkeeper. In 1931 he was appointed Assistant Manager which position he held until 1938 when he assumed the position of General Manager succeeding the late Albert E. James.

Mr. Hugg became associated with the Company in 1933 taking a position in the order and billing department. During World War II he served in the Air Corps, receiving his honorable discharge in 1945. Upon his return he assumed the position of Assistant Sundry Buyer succeeding the Sundry Buyer N. A. Dixon upon his retirement in 1946.

Mr. Spilker became associated with the Company in 1938, succeeding Mr. Crozier as Accountant Bookkeeper and later he was promoted to Assistant Buyer of Pharmaceutical and Patent Medicines. In 1951 he assumed the position of Buyer of Pharmaceuticals and Patent Medicines.

Both Mr. Hugg and Mr. Spilker will continue their present duties as buyers.

The present Officers and Directors of the Company are:

#### Officers

Charles S. Austin, Jr., President  
Harry L. Schrader, Vice President  
Frank J. Macek, Treasurer  
Frederic T. Berman, Asst. Treasurer  
J. F. Wannewetsch, Secretary

#### Directors

Simon Solomon  
Nelson G. Diener  
Lloyd N. Richardson  
J. L. Kronthal

### MCNEIL ISSUES NEW PRICE LIST

An attractive, easy-to-use new price list is available to all pharmacies from McNeil Laboratories, Inc., ethical pharmaceutical firm.

The price list conforms to the important specifications developed by pharmaceutical groups for such publications. It includes not only the prices but the formulas of all items. A total of 63 preparations is included.

The publication also describes McNeil policies and guarantees with respect to returned goods and other conditions important to pharmacists.

**OPPORTUNITY**

Visit The

*Fifth Annual*

**Baltimore Retail Druggists' Association**

**DRUG AND GIFT SHOW**

**FIFTH REGIMENT ARMORY**

Baltimore, Maryland

**SUNDAY — MONDAY — TUESDAY**

**September 8-9-10, 1957**

From 1:00 P.M. 'til Midnight Daily

**Visit The Completely Stocked Model Drug Store**

**Buy Right . . .** Place Your Orders At The Drug and Gift Show

**Sell Right . . .** Visit The Fifth Annual Drug and Gift Show

**VALUABLE PRIZES FOR REGISTERED BUYERS**

**PRESIDENT'S MESSAGE**  
**BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacists:

Greetings! I sincerely hope you and yours have had a nice summer. By the time you read this message, summer will be practically over. After the Labor Day holiday, we normally get ready for school days and the beginning of another season of the year.

The Baltimore Retail Druggists' Association too will become active as the result of plans promulgated during the summer months.

The first event will be the Fifth Annual Drug and Gift Show of the Association to be held at the Fifth Regiment Armory, September 8, 9 and 10. Elsewhere in this journal you will find detailed information on the Show. It will pay you to attend. I sincerely urge you to do so.

On September 12, we will join the Maryland Pharmaceutical Association at its Fall Regional Meeting to be held at the Peter Pan Inn, Urbana, Maryland. This is a delightful setting for a day of relaxation with our pharmacist friends and representatives of the drug industry. The ladies will enjoy it too.

The First Fall meeting of the Baltimore Retail Druggists' Association will be held at the Kelly Building on Thursday, September 19th at 9:00 P.M. This will be a banner meeting. Members of the University of Maryland School of Pharmacy Alumni Association and the Maryland Pharmaceutical Association will join us on this occasion to hear an interesting and timely symposium on Diabetes. What do you know about the various forms of Insulin or the new oral hypoglycemic agents? This meeting will give you the answers.

Also on that evening, Dean Foss will present scholarships to the nominees selected by the joint Scholarship Committee of the Alumni Association and the Maryland Pharmaceutical Association. Refreshments will be served at the conclusion of the meeting.

We are formulating plans for future interesting events.

Sincerely,

Victor H. Morgenroth, Jr.  
President

**LILLY PREPARES VACCINE  
FOR ASIATIC FLU**

Vaccine for civilian use to combat the new type of influenza which has spread throughout the Far East is being rushed to completion in Eli Lilly and Company's biological laboratories at Greenfield, Indiana. The virus is grown in embryonated chicken eggs, and millions of eggs will be used in producing the vac-

cine as rapidly as possible. Lilly cooperated with the National Institutes of Health in developing the new vaccine in less than three weeks. Production facilities at Lilly—already geared to the manufacture of other types of influenza vaccine—have been working at top speed for several weeks in a race to meet the threat of a possible outbreak of Asiatic flu in the United States.



## HOW SMART ARE YOU?

You can without doubt figure your costs . . . prices . . . profits . . . otherwise you wouldn't be in business. But are you missing out on profits you should be making because of your ice cream sales?

If you **don't** have an ice cream that attracts customers . . . creates traffic . . . adds profitable business . . . then you should let us show you how Delvale Ice Cream is producing extra sales for an increasing number of dealers. Call us about it.

**INCREASE YOUR PROFITS WITH**

**DELVALE DAIRIES, INC.**  
2030 Harford Rd.  
Baltimore 18, Md.

**DELVALE-WASHINGTON, INC.**  
S. Capital & E Streets, S.E.  
Washington 3, D. C.

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Is Equipped to Modernize  
Your Merchandising Method  
in Your  
Health & Beauty Department

With Our New Proven Display Merchandising Plan  
You Will Obtain  
More Profits per square foot of space in your store.

*Call our Expert*

*PLaza 2-6290*

**DINNER TO HONOR  
DR. DUNNING**



**DR. H. A. B. DUNNING**

All Pharmacy will join on Thursday, October 24, 1957 to honor Dr. H. A. B. Dunning on the occasion of his eightieth birthday. The dinner celebration will be held at the Sheraton Belvedere Hotel in Baltimore.

It is fitting to pay tribute to Dr. Dunning. He has been an outstanding pharmaceutical leader and benefactor. In fact, he is regarded as an elder statesman in the profession of Pharmacy.

Dr. Dunning is a past president of the Maryland Pharmaceutical Association having served in 1926. He supervised the fund raising campaign for the Kelly Memorial Building, headquarters of the Association. This achievement has inspired pharmaceutical practice in Maryland to new heights of prestige.

He led the drive for a new American Pharmaceutical Association building in Washington and continues in that direction in a campaign for funds for additional quarters to house an expanded American Pharmaceutical Association program.

A former member of the faculty of the School of Pharmacy, University of Maryland, education continues to be one of his major interests. Dr. Dunning has made substantial gifts to educational institutions.

Dr. Dunning is the recipient of the Remington Medal, Pharmacy's highest honor. He received the first University of Maryland, School of Pharmacy Alumni Medal. He holds honorary degrees from the University of Maryland, Johns Hopkins and Washington College.

Extensive plans are being made for his birthday dinner. The principal speakers will be: Dr. Robert L. Swain, Editor Drug Topics; Dr. Robert P. Fischelis, Secretary and Manager, American Pharmaceutical Association and Dr. W. Paul Briggs, Secretary and Director of the American Foundation for Pharmaceutical Education.

All pharmaceutical associations of the state are joining the Maryland Pharmaceutical Association to felicitate Dr. Dunning on his birthday. Invitations will be mailed in the very near future, please respond promptly.

## **BIRTH OF A NEW COLUMN**

**Beginning with the September Maryland Pharmacist, a PERSONALITIES COLUMN will be added as a feature.**

**The success of the column depends on you, our readers. Send us personal notes on trips, vacations, weddings, anniversaries, births and celebrations. We want news on civic and other activities of our members. Also, memos on illness and deaths.**

**This is your column—keep it alive.**



# The Burrough Bros. Mfg. Co.

Quality Pharmaceuticals Since 1863

123 Market Place, Baltimore 2, Md.

Phone: Plaza 2-6733



\*with hot or cold  
fountain drinks

AUSTIN PACKING CO., INC. • BALTIMORE 3, MARYLAND

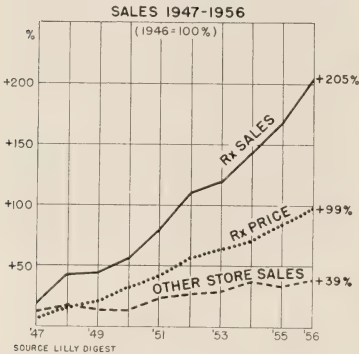
Tell them you saw it in "The Maryland Pharmacist"

### INTERESTING FACTS

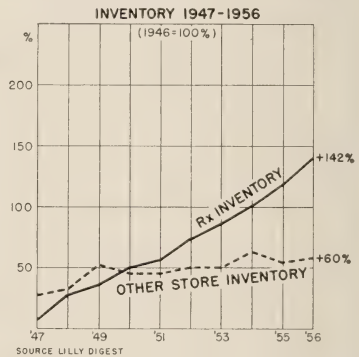
**Prescription sales up 205%: inventory up only 142%—since 1946.** Preliminary figures released by the Lilly Digest, indicate that 1956 Prescription sales were 205% ahead of the 1946 level, while prescription inventory has risen only 142% in the same period. The tremendous advance in prescription volume is only partly accounted for by a rise in the average prescription price which increased only 99% in the period. Since 1946, on the other hand, sales in other departments of the drug store have advanced only 39% compared

with a 60% jump in inventory. The accompanying charts point up two conditions existing in the drug store today: 1) competition from non-drug outlets has seriously curtailed the growth of business in the drug stores' merchandise departments, i.e., proprietaries, toiletries, sundries, tobacco, confections, magazines and fountain. 2) "duplication" of items resulting from the introduction of new products by competing manufacturers has apparently not glutted the prescription department as much as other departments of the drug store.

PERCENT INCREASE-Rx and Other Depts.



PERCENT INCREASE-Rx and Other Depts.



### THE LILLY DIGEST

The 1956 Lilly Digest marks a notable milestone in the history of the publication. It is the Silver Anniversary issue. Each year during the past quarter of a century, the Lilly Digest has been published without interruption.

During these twenty-five years, vast changes have occurred in the retail drug trade. Average sales per store have multiplied more than four times. The general level of prosperity of drug-store owners has advanced to an even greater extent.

In 1932, one of every three of the store owners included in the Lilly

Digest reported that he was unable to obtain an income that was as much as the average pay for pharmacists employed in drug stores. It will be recalled, of course, that the going rate of pay for a pharmacist employee was an appallingly low figure during that year. In 1956, the number of drug-store owners unable to obtain incomes from their stores equal to today's vastly higher prevailing rates of pay for pharmacist employees was only about one in ten.

Although these and other noteworthy changes have taken place in the characteristics of drug stores during the twenty-five years of the Lilly Digest, the original objective of this annual

**TAKE TIME TO . . .**

- THINK** ..... it is the source of power.
- PLAY** ..... it is the secret of perpetual youth.
- READ** ..... it is the fountain of wisdom.
- PRAY** ..... it is the greatest power on earth.
- LOVE AND BE LOVED** ..... it is a God given privilege.
- BE FRIENDLY** ..... it is the road to happiness.
- LAUGH** ..... it is the music of the soul.
- GIVE** ..... it is too short a day to be selfish.
- WORK** ..... it is the price of success.
- SAVE** ..... it is the foundation of your future.

---

**CALVERT DRUG CO.**

901 Curtain Ave.  
 BALTIMORE 18, MD.  
 HOplins 7-3609

*Wholesale Cooperative Druggists*

OWNED & CONTROLLED BY INDEPENDENT DRUGGISTS

Member  
 Federal Wholesale Druggists Association  
 of the  
 United States & Canada

Incorporated 1901

(FWDA) First With Druggists Always.

report to drug-store owners has remained unchanged. Now, as in the beginning, the purpose is to provide an up-to-date and reliable set of figures on prevailing margins, costs, and profits.

Such data provide a sound and useful basis for comparison of the results individual store owners are obtaining in their own stores. Thus, the figures in the Lilly Digest are a valuable diagnostic aid. They readily point out profit-destroying factors that may have cropped up in individual operations. No text or rule-of-thumb formulas have been devised which reveal what margins, costs, and profits ought to be. The only reliable guide is the actual experience of a large number of drug-store proprietors. These are the data the Lilly Digest provides.

When properly used, the Lilly Digest figures will expose any deviation from the norm. Without such information, it is conceivable that many drug-store proprietors would struggle along completely unaware of profit leaks. On the other hand, proprietors of average or high-profit stores might be unduly concerned over what erroneously is thought to be inefficient financial management.

In order to provide reliable comparative data that will be of real value, the Lilly Digest must be representative of many different kinds of drug stores. The twenty-fifth-anniversary issue is compiled from the statements of income and expense of 1,906 drug stores—the second largest number of stores ever to be represented in this annual report.

Sales in the 1,906 drug stores range from less than \$30,000 to more than \$300,000. The stores are located coast to coast and border to border. Some are in rural villages and remote locations; others are in small and medium-sized cities; and still others are in bustling shopping centers on the edge of big cities. Also included are stores in the heart of the downtown business sections of metropolitan centers.

Some of the 1,906 drug stores included in this edition of the Lilly Digest

obtained more than 75 percent of their total sales from new and refilled prescriptions. In others, the prescription volume was a much smaller part of total sales.

Exclusively prescription pharmacies and full-line drug stores, both with and without soda fountains, are represented. Thus, the Lilly Digest is indeed representative of the many different types of drug stores operating in the United States today.

The average margins, costs, and profits of all Lilly Digest drug stores are of intense interest to everyone in pharmacy. From year to year, such figures reveal trends in the financial status of the retail drug trade as a whole. However, for the individual drug-store proprietor who wishes to compare his own success or lack of success, the averages of all stores reporting are of academic interest only. Any such comparison, if it is to be of real value, must be made with drug stores that are similarly situated.

It is not logical—in fact, it would be downright misleading—for the owner of a drug store with annual sales of \$250,000, of which \$25,000 was in prescription income, to compare his operation with a drug store having sales of \$75,000 of which \$50,000 came from new and refilled prescriptions. What the owner of a \$250,000-per-year store needs to know is the prevailing margins, costs, and profits of a representative group of drug stores with total sales and prescription volume approximating his own.

The large number of stores represented makes it possible to present data on a wide variety of store types. To maintain appropriate and helpful classifications, it is necessary to keep in tune with the ever-changing conditions in the retail drug trade. Each of the five editors that the Lilly Digest has had during its twenty-five years has studiously endeavored to do this.

Thus, in its quarter century of publication, the Lilly Digest has kept abreast of trends in the industry and

Pass  
the  
word  
along...

# “large?”



and get extra profit on Coke  
with food just for the asking!



has provided a unique and valuable record of the progress of the retail drug trade in the United States.

A copy of the Lilly Digest may be obtained from your Lilly representative.

**CHARLES C. RABE LEAVES A.Ph.A.  
TO JOIN ROERIG DIVISION OF  
CHAS. PFIZER & CO., INC.**

Mr. Charles C. Rabe who has served for the past three years as Assistant to the Secretary of the American Pharmaceutical Association is leaving that position on July 19 to join the headquarters staff of J. B. Roerig Division of Chas. Pfizer & Co., Inc., in New York City.

Mr. Rabe came to the A.Ph.A. from the St. Louis College of Pharmacy where he had been teaching Pharmacy Administration.

In the three years spent at A.Ph.A. Headquarters, he devoted his major efforts to the direction of membership services and building up the Local and Student Branches of the Association. He also contributed the special articles on pharmaceutical economics published in the monthly issues of the Practical Pharmacy Edition of the Journal of the A.Ph.A.

Another major function assigned to Mr. Rabe, and which he carried on with distinction, was the promotion of National Pharmacy Week. As Secretary of the Committee on Public Relations, which is headed by J. Warren Landsdowne, Mr. Rabe carried on all of the correspondence with State and Local organizations and handled the details of the display contests and awards which have become a major factor in the annual observance of National Pharmacy Week.

Officers and members of the seventy-five A.Ph.A. Student Branches and their faculty advisors have had the benefit of Mr. Rabe's devoted interest in the development of their organizations, and much of the success of the Student Section of the A.Ph.A. is due to the advice and support which he gave without stint to the officers of this group.

**J & J TO CELEBRATE  
"EMERGENCIES DON'T WAIT WEEK"**

The eighth annual "Emergencies Don't Wait Week" campaign, sponsored by Johnson & Johnson, will be observed throughout the nation September 21 to September 28.

Last year 36 governors and more than 400 mayors supported this public service campaign by issuing "Emergencies Don't Wait Week" proclamations including those of Governor McKeldin and Mayor D'Alesandro. This year even greater public support is planned.

The campaign highlights accident prevention in the home, as well as the importance of first aid knowledge and the necessity for having a complete supply of first aid medication and surgical dressings in every home.

Particular stress will be placed this year on fire prevention and burn treatment. Along these lines, Johnson & Johnson has developed a unique home fire extinguisher which will be sold through dealers as a special premium value. The extinguisher is especially designed to provide optimum fire protection, and is non-poisonous and non-toxic. It operates with a simple push-button action.

As in previous years, the company will supply its dealers with a decorative display stand and fast selling first aid needs. In line with the fire prevention theme, this year's stand will be fire engine red. A display card will feature a cartoonized fireman pulling a hose. A new concept in point of sales packaging has been utilized in the stand. It can be set up in only three steps—zip off the packaging tape, set up the base and place the display box on the base.

A survey by the A. C. Neilsen Company of the sales results of the 1956 "Emergencies Don't Wait Week" revealed that stores participating in the campaign enjoyed a marked sales increase over comparable stores which did not participate. The stores which participated in the campaign enjoyed a 79 percentage point increase in adhesive

# **FOR DRUG FIXTURES THAT SELL DRUGS**

## **BERNHEIM - SIEGEL CORPORATION**

**401 E. PRICE STREET**

**PHILADELPHIA 44, PENNSYLVANIA**

MODERNIZE  
FOR  
FULL  
PROFIT  
POTENTIAL

**INFORMATION WITHOUT OBLIGATION**

DISTRIBUTED THRU

## **THE HENRY B. GILPIN COMPANY**

**BALTIMORE - WASHINGTON - NORFOLK**

tape sales and a 47 percentage point increase in adhesive bandage sales. The stores which did not participate in the campaign had a 6 percentage point rise in adhesive tape sales and an 8 percentage point rise in adhesive bandage sales. The participating stores had a 73 percentage point higher adhesive tape sale and a 39 percentage point higher adhesive bandage sale than their non-participating counterparts.

Retail selling for "Emergencies Don't Wait Week" starts August 30th.

#### FACTS ABOUT ACCIDENTAL POISONING

Every year, more than 200,000 victims of accidental poisoning are rushed to hospitals in the United States, according to Dr. Walter C. Alvarez, Emeritus Consultant in Medicine, Mayo Clinic. The great majority of these victims are children.

The nation's first poison control center was established in Chicago in 1953, soon after a country-wide survey by the American Academy of Pediatrics



SALUTE TO A GREAT MAN

Give Yourself a

# PROFIT BREAK

by  
selling the

## ADVERTISED LINE



### Fountain Customers Appreciate

# Sweetheart SANITARY WRAPPED Straws

Protecting your customers' health is your duty. Sweetheart Sanitary Wrapped Drinking Straws afford this necessary protection and your customers will show their appreciation through increased patronization. No extra charge for your "Personalized" advertising imprinted on wrappers.

If Your Wholesaler Can't Supply You,  
Write or Phone:

The  
Sign of  
"A Thoughtful Store"

**MARYLAND PAPER PRODUCTS COMPANY**  
1100 South Eutaw Street - - - Baltimore, Md.

had revealed a startling fact, viz: accidental poisoning is the most common pediatric medical emergency.

A committee of pediatricians discovered that more children under five years of age died from swallowing household drugs and chemicals than from such dread diseases as polio, diphtheria, scarlet fever and several others combined. All too frequently, the committee found, the label on the bottle or package of a potential poison does not tell the doctor or parent what must be known about the contents in order to treat the victim.

Federal laws require many precautions by manufacturers in labeling their drug and cosmetic products. However, despite all efforts on the part of manufacturers and the government, misuse of carefully labeled products is perhaps still the leading cause of accidental poisoning.

It is estimated that there are 250,000 potentially poisonous everyday products

sold over the counter. Realizing that this represents a problem for the physician trying to treat victims of poisoning, the poison control centers are prepared to offer information to physicians who request ingredients of specific trade products and to suggest appropriate antidotes for quick treatment. Most of the poison control centers prefer to limit their service to doctors or hospitals, though some will give information to other individuals in any bona fide emergency. At least 46 poison control centers are already in full operation. Many others are in the process of being organized. Baltimore has two—Johns Hopkins Hospital and University Hospital.

Poison Control centers usually suggest antidotes for the physician or parent to administer. Frequently, these antidotes are not readily available. However, with the poison control center information at hand, EMERGENCY PAK Poison Antidote Kit steps in with

## MCDOWELL, PYLE & CO., INC.

(Est. 1892)

Exclusive Distributor of



"THE CANDY OF EXCELLENCE"

NATIONALLY ADVERTISED

LEXINGTON 9-4987, 9-4988, 9-4989

221-23 W. PRATT ST.

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*Combined Meeting*

**Baltimore Retail Druggists' Association  
Maryland Pharmaceutical Association  
Alumni Association**

**KELLY MEMORIAL BUILDING**

**650 West Lombard Street — Baltimore, Maryland**

**Thursday, September 19, 1957—9 P.M.**

**★ STAR FEATURE ★**

Diabetes Symposium

A Refresher Course on Diabetes and its Treatment

**★ ADDED ATTRACTION ★**

Presentation of School of Pharmacy Scholarships  
by Dean Noel E. Foss

All Pharmacists and Their Ladies Are Welcome

Refreshments Will Be Served

available, ready-to-use antidotes when they can do the most good . . . right after the poison has been taken. ("The mother should be warned that she should start these first-aid procedures as soon as she discovers that her child has swallowed the drug or chemical. The most efficient first-aid can be rendered within the first few minutes after the swallowing has occurred." . . . A.M.A. Journal, Fougler, Child Poisoning, April 13, '57, P. 1347).

For people living in communities where poison control centers and/or medical aid may not be readily available, the comprehensive instruction booklet along with the general antidotes found in EMERGENCY PAK can be **life-saving!**

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#### IS THIS THE TRUTH?

(An editorial by Robert P. Fischelis in the August issue of the Practical Pharmacy Edition of the Journal of the American Pharmaceutical Association)

Congressman John Bell Williams, Chairman of the Sub-Committee on Health of the House Interstate and Foreign Commerce Committee which is now giving consideration to the Boggs Bill and related proposed legislation dealing with the regulation of barbiturates and amphetamines, asked the Food and Drug Administration to answer a number of questions regarding this proposed legislation. These questions and answers can be found in the **Congressional Record** for June 5, 1957 beginning on page A-4400.

Among other statements made by Deputy Commissioner John L. Harvey of the FDA in answering Congressman Williams' questions, he is quoted as follows: "The retail drugstore has been the source of most of the drugs obtained by persons who have abused them. Where we have been able to locate the source of diversion of drugs sold through filling stations, beer parlors, and similar

outlets, the trail has usually led back to a retail drugstore. However, in many cases where amphetamines have been sold by filling station operators, we have been unable to identify the persons who supplied the drugs to the filling station operators. We have had some cases in which doctors have been the source of supply and other cases in which drug salesmen have diverted the drugs outside proper channels of sale."

There are upward of 50,000 retail pharmacies in the United States. We would like to know from our members and readers of THIS JOURNAL if they have any evidence of unlawful dispensing of barbiturates and amphetamines by retail drug outlets in their communities.

We have our own ideas about the truthfulness of the statement made by Deputy Commissioner Harvey, but we would like each pharmacist who reads this column to take this statement to heart, and if he has **evidence** either substantiating or negating this statement to send it to us for the purpose of further investigation and use in connection with a reply to this broad accusation which is certainly damaging to the profession of pharmacy as a whole.

---

**DON'T MISS**

**FALL**

**REGIONAL MEETING**

**M. Ph. A.**

**PETER PAN INN**

**URBANA, MD.**

**THURSDAY, SEPTEMBER 12th**

**1957**

---



## "Sure I'm loaded. Gotta hot salesman!"

Works hard all day — no salary, no commission."

Products Corporation. Local plants all over the Southeast."

### Member of the family?

"No-no. Sealtest Ice Cream. So good it sells itself, you know. Fountain sales are 25 per cent of my store's total volume. Folks really go for Sealtest quality."

### And what about—

"Look, friend, I'm busy counting profits. Call up your Southern Dairies plant and put a Sealtest salesman on the griddle. One thousand, four hundred and seventeen; one thousand, four . . ."

### "Sealtest quality"?

"Sure. Low over-run. High butterfat. Pure, natural flavorings. No artificial flavors in any Southern Dairies Sealtest ice cream."

. . . sells your store!

### Who's Southern Dairies?

"A division of National Dairy



**LENTHERIC  
TAKES A GIANT "TWEED" STEP  
INTO THE  
"BIG MONEY" CONTEST CIRCLE  
WITH A  
\$60,000 CATEGORY OF PRIZES**

Lentheric — intent upon creating the widest possible consumer acceptance of its famous Tweed fragrance preparations—has embarked on a high-powered "big money" promotion . . . keynoted by a \$60,000 Tweed Contest.

The Contest, which will be introduced with a powerful 1½ page 4-color Life Magazine ad on August 12, followed by full page, 4-color Life ads on August 26th, and September 9th, offers a spectacular first prize trip for two to Paris plus a \$6,000 Mink Coat.

The winner will be flown round trip by Sabena Belgian World Airlines to Brussels. There, she and her guest will take the special "Heart of Paris" helicopter flight to the famed "City of Light", where they will spend 15 glorious days at the renowned Hotel Claridge on the Champs Elysee. What's more, the winner will be given \$500 in cash for spending money.

There will be 419 other exciting prizes including:

- 3 - \$3100 Beautiful Caloric Youngstown Carefree Gas Kitchens, with built-in appliances and cabinets.
- 1 - \$3500 Lucien Piccard Platinum-Diamond Wrist Watch with rare diamond crystal, 111 diamonds.
- 15 - \$379.95 Stromberg-Carlson Pastoral Hi-Fidelity AM-FM Radio Phonographs.
- 18 - \$229.00 Morse Push - Button Singer Dial Sewing Machines.
- 12 - \$500.00 Fred Astaire Dance Courses.
- 56 - \$79.50 Viewlex Project-o-matic Slide Projectors.
- 10 - \$600.00 Reeves Soundcraft "Plus Fifty" Long play Tapes in beauti-

ful Tape Chests with Ekotape Recorder.

PLUS  
SURPRISE GIFTS  
to the first 2,500 entries!

The contest—based on the unfinished jingle . . .

When a fragrance is perfectly right—  
You can wear it both morning and  
night.

All products marked Tweed are just  
what you need,

.....  
puts the emphasis on Lentheric's . . .

TWEED HAIR SPRAY  
TWEED BOUQUET  
TWEED BATH POWDER  
TWEED SOFT FRAGRANCE

To enter, Lentheric specifies a unique qualification. The entry blank (the official form may be obtained at the cosmetic counter or a plain piece of paper may be used) must be sprinkled or sprayed with any one of the above TWEED preparations, to be eligible for judging.

All entries must be postmarked before midnight October 31, 1957 and received by November 7, 1957.

**DISPLAY MATERIAL**

Over 3 Million Contest Entry Blanks will be distributed throughout the country, plus Floor Stand Header Cards, Window Streamers and Shelf Talkers.

Lentheric's dramatic \$60,000 TWEED CONTEST is emphatic proof that the company is wasting no time in backing up its stated policy that the force of advertising, promotion and publicity is being powerhoused into greater exposure . . . at consumer level . . . of the Lentheric fragrances.

This is a good merchandising opportunity for small retailers as well as the larger outlets.

**"Every Line"  
the Best of its kind**

Dr. West's Toothbrushes  
 Davol Rubber Goods  
 Ace Hard Rubber Combs  
 Ajax Hard Rubber Combs  
 Devilbiss Atomizers  
 General Electric Clocks  
 Lacross Manicure Implements  
 Millers Forge Manicure Implements  
 Jones Enamelware  
 Gillette, Gem, Razors and Blades  
 Eaton High Grade Stationery  
 Becton Dickinson Products  
 Kotex, Kleenex, Modess, Yes  
 Tampax  
 Doeskin Products  
 Brockway Glassware  
 American Thermos Bottles  
 Sheiks-Ramses  
 Trojans

**Miller Drug Sundry Co.**  
 105 W. Redwood Street  
 Baltimore 1, Maryland

**Compliments of**

**MARYLAND  
 INSTITUTE  
 OF  
 WINE AND SPIRIT  
 DISTRIBUTORS,  
 INC.**



**3 Reasons for  
 displaying Pepsi-Cola  
 prominently in  
 your store!**

- 1. HIGH RETURN FOR YOUR INVESTMENT**—Pepsi "turns-over" rapidly and often . . . from 39 to 50 times per year!
- 2. LOW HANDLING COST**—Pepsi driver salesmen deliver Pepsi right to your display.
- 3. EMPTIES BRING PEOPLE BACK**—You get a "captive" audience to help sell other merchandise in your store.

**Pepsi-Cola Bottling Co. of Baltimore**

LE. 9-7171



**BOARD OF PHARMACY RESULTS**

The Maryland Board of Pharmacy met at the office of the Secretary, 20 East Twenty-third Street, Baltimore, on Friday, August 16, to canvass the grades made in the examinations conducted by the Board on June 19, 20, and 21, 1957. Registration was granted to the following:

John Bernard Batdorf  
Thomas William Campbell

The following passed the theoretical examination, but registration is withheld until they have met the legal requirements for practical pharmacy experience and have passed an examination in practical pharmacy:

Arthur Murray Abrams  
Bernard Anoff  
Geraldine Leonore Austraw

Raymond Donald Bahr  
Anthony Edwin Balcerzak  
Sheldon Saul Barke  
Irwin Stanley Barshack  
Frank Kelly Bell  
Gilbert Samuel Berman  
Joseph Victor Brazius  
Richard August Butler

William Charles Chatkin

Arnold Lee Davidov  
Erwin Deitch  
Leon Patrick Dougherty

James Dolan Edwards  
Donald Brainard Elliott, Jr.

Owen James Gillicie  
Herman Glassband  
Leonard Goldberg  
Sue Carolyn Goldman  
Milton Ralph Gross

Thomas Johnson Hayman  
Carl Louis Heifetz  
Bernard Philip Heyman  
Joseph Hirt

Robert Joseph Kabik

Sidney Levenson

Arthur Irvin Levin  
Norman Lee Levin  
Ronald Alan Lubman

Robert Weldon Mahoney  
Marion Callis Manning  
Robert Victor Mercer

Wilson Edward Neighoff

Edwin Pertnoy  
Wilbur Joseph Pessagno  
Howard Pollack

Arthur Raines  
Martin Roth

Arnold Sadownick  
Robert Scher  
Richard Jay Schneider  
Sidney Bernard Seidman  
Sidney Shein

Marian Ray Sherman  
Harold H. Siegel  
Thomas Joseph Suter

Donald Allan Ullman

Frederick Henry Wagner  
Bernard Nathaniel White

The following had previously passed the theoretical examinations, and by virtue of having passed the practical pharmacy examination at this time, registration was granted to them:

Lee Dorsey Creswell  
Philip Douglas Lindeman

---

**JAMES E. ALLEN APPOINTED MEMBER  
OF DOMESTIC DISTRIBUTION COMMITTEE**

Mr. James E. Allen, President of The Henry B. Gilpin Company, wholesale druggists of Baltimore, Norfolk and Washington, has been appointed a member of the Domestic Distribution Committee of the Chamber of Commerce of the United States.

This Committee studies national problems that affect the retail, wholesale and service trades, and helps develop Chamber policies and programs to meet these problems.

# \$100 PROFIT-MAKING IDEA #5

## Miles salutes PHARMACIST A. D. FINKEL

Markus Pharmacy, 5062 Sheridan Rd., Chicago, Ill.

"We have a 'Reminder Service' available to our customers to notify them in advance of birthdays, anniversaries, and other special occasions when gifts are suitable. In advance of each date the customer is sent a "Reminder Service Card" listing appropriate gift suggestions. He can then order and we in turn deliver or mail the gift. The bill is then sent to his office."

"Since putting this service into effect we have doubled our sales in the perfume and cosmetic lines."

**\$50.00** to Harry Rubinstein and Josh Friedman, wholesale salesmen who service Markus Pharmacy for Reliable Drug Company, Chicago, Ill.

SEND IN YOUR "PROFIT-MAKING IDEA" If published by us we'll pay you \$100.00 and an extra \$50.00 to your wholesale salesman. Be sure to include his name and company with your "idea". All "ideas" sent in become the property of Miles Laboratories, Inc. to be used as it sees fit.

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## Buy ALKA-SELTZER®

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Elsie is your “Cash Register” friend. She wants to make money for you. Will you let her?

*Borden's*  
ICE CREAM

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Lutrexin is in adequate supply



for  
dysmenorrhea . . .

LUTREXIN, a naturally occurring—non-steroid—uterine relaxing factor newly isolated from the ovary.

LUTREXIN has produced favorable clinical results as reported in separate studies by Rezek, Jones and Smith, and Jones.<sup>1, 2, 3</sup>

LUTREXIN specifically relaxes uterine muscle contractions (as in the tracing above) and in many cases, LUTREXIN has been found to relieve the entire symptom complex of dysmenorrhea.

Supplied in bottles of 25 - 1000 unit tablets.

1. Rezek, G. H.: *Am. J. Obstet. Gynecol.*, Vol. 66: No. 2, 396-402, 1953.
2. Jones, Georgetta S. and Smith, Frank: *Am. J. Obstet. Gynecol.*, Vol. 67: No. 3, 628-633, 1954.
3. Jones, Scott S.: *Northwest Medicine*, Vol. 54: 1253-1254, 1955.
4. Majewski, J. T. and Jennings, T.: *Obstetrics & Gynecology*, Vol. 5: No. 5, 1955.

COMPLETE LITERATURE ON REQUEST.

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Friend-making merchandise is both pleasant and profitable, and adds to the pleasure of storekeeping.

Hendlers Ice Cream is a case in point. It makes friends for our dealers because of its uniform quality, delicious taste, constantly changing variety of flavors, its all-around excellence.

Yes—it's **friend-making.**



First name in ice cream  
for over a half-century



# The Maryland



PRACTICAL  
PROGRESSIVE  
PROFESSIONAL

# Pharmacist

VOLUME XXXII

SEPTEMBER, 1957

No. 12



DR. H. A. B. DUNNING

See Page 854

Published Monthly by the  
MARYLAND PHARMACEUTICAL ASSOCIATION

Subscription Price \$2.00 the Year

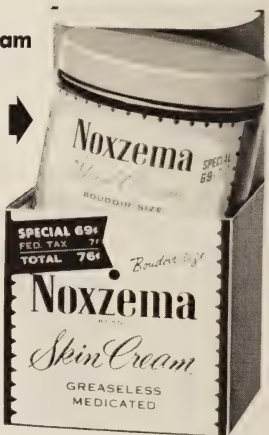
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• JOSEPH COHEN, Editor •

Baltimore 1, Md.

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**EXTRA FAST TURNOVER  
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| per doz., list price is ..... | <b>\$6.18</b>  |          |
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**2.** **BACKED BY A GREAT COAST-TO-COAST PROMOTION!**  
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Famous Noxzema is an all-purpose cream for every member  
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Today's prescription trend toward vitamin-mineral combinations is supported by sound scientific evidence. Nutritional supplements, such as those contained in 'Mi-Cebrin,' are helpful in promoting the nutritional well-being of people past forty.

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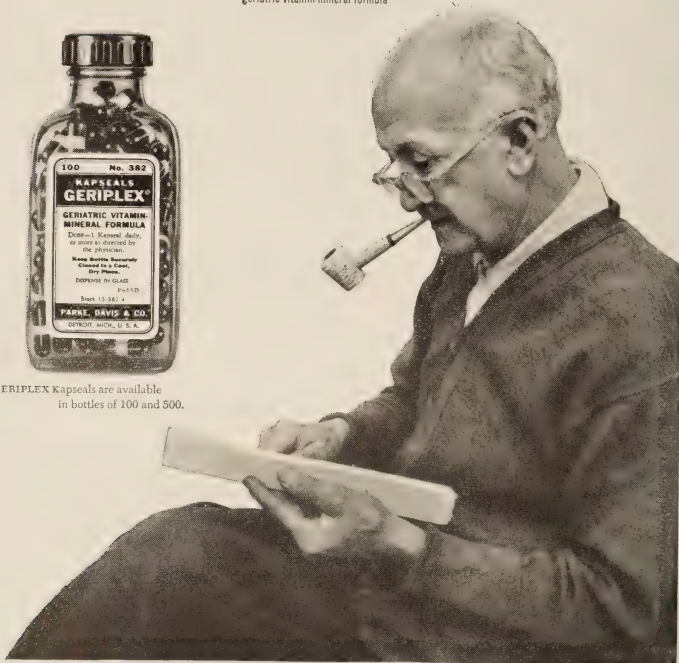
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# The Maryland Pharmacist

## MARYLAND PHARMACEUTICAL ASSOCIATION

Office of Publication: 650 W. Lombard Street, Baltimore-1, Md.

Saratoga 7-0746

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VOLUME XXXII

SEPTEMBER, 1957

No. 12

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## ... Editorial ...

### ASIAN INFLUENZA

Asian Influenza is a mild disease. Its symptoms and complications are no more serious than any other present day flu or grippe condition, which with good home medical care has an incidence of from one to five days. As we go to press it is far from being an "epidemic." It is not even in the "outbreak" classification. As of this writing, only eleven actual cases have been reported in Maryland. Then, what is all the hullabaloo about?

The United States Public Health Service in its eagerness to protect the health and welfare of the country, asked the drug industry to prepare a vaccine of the Asian Influenza Strain. Not only did they prepare a vaccine, but they went into full scale production anticipating an epidemic.

Now the race is on. Millions of cc's of vaccine are being prepared to combat an epidemic that so far, has not manifested itself. The manufacturers are not perturbed over this nor will they be disturbed if an epidemic fails to develop. With well-timed excellent press releases and mass hysteria in their favor, the influenza vaccination program has turned into one of preventative medicine.

Industry is being solicited, and is being convinced, that mass inoculation will reduce absenteeism. Little do they realize that reaction to the vaccine may create the absenteeism they are so anxious to prevent and that the vaccine is only 70% effective.

The vaccine manufacturer is not dismayed by these facts. They have a perishable commodity to sell. Competition is keen. Because time is of the essence, both pharmacy and medicine are being by-passed, for the present at least, and sales are being made direct to "the butcher, the baker, the candlestick maker."

Thus is being established a new big scale *modus operandi* of pharmaceutical distribution. No middle-man — "from manufacturer to you." Pharmacy has been plagued with such methods of distribution for sometime, but this is the first time it has reached such openly defiant proportion.

What to do? Should the Public Health Service step in and see that only essential personnel as has been defined by them, receive the vaccine? What part are the State and local health agencies taking in assuring proper distribution? Where is our national leadership at this crucial moment? Who has the answers?

In the meantime, retail pharmacy should take serious measure of the situation. It has a legitimate right to protest against this by-pass. The manufacturer should be reminded of the services rendered by pharmacy in the distribution of his products.

As the health center of the community, retail pharmacy enjoys the enviable position of disseminating information. Allay all fears of an epidemic by discussing Asian Influenza with your patrons in a factual manner. Advise them to take the usual precautions in preventing colds. Any pamphlets available should be distributed. Window and counter displays should feature cold prevention. Professional service should be the theme.

Now is the time to display and merchandise cold remedies and supplies. Such items as cold tablets and capsules, cough remedies, throat lozenges, antiseptic solutions, nasal sprays, antihistamines, rubbing alcohol and analgesics both internal and external, should be well displayed and price-marked. Laxatives and vitamins should receive prominent display. Vitamins especially should be recommended as a reliable resistance builder as a cold preventative. You render a real health service by recommending vitamins.

Accessories are also important. Emphasis should be put on thermometers, ear and rectal syringes, fountain syringes, hot water bottles, heating pads, vaporizers, tissues, sick room supplies and disinfectants.

Remember, the pharmacist is the neighborhood confidant and advisor both in health and in sickness. Render a community professional service by giving accurate information on the Asian Influenza dilemma. Advise your patrons to the best of your knowledge as a

trained pharmacist. Last but not least, you have something to sell even if it is not Asian Influenza Vaccine.

**you are invited to attend the . . .  
FOURTH PAN-AMERICAN CONGRESS  
OF PHARMACY AND BIOCHEMISTRY**

**HOTEL MAYFLOWER  
WASHINGTON D.C.  
November 3-9, 1957**



**SHE AND HER LADIES ARE MY RIGHT ARM**

## PRESIDENT'S MESSAGE

---

Dear Fellow Pharmacist:

Many of you have received notice of appointment to one or more of the standing committees of the Maryland Pharmaceutical Association, and it is to you that this Message is addressed.

The importance of these committees cannot be exaggerated. Their accomplishments are reflected in the Association's strength, and account for much of the progress made by the Association in the past.

The committee appointments have been made after careful consideration and deliberation. I urge therefore that you respond in kind. There is no unimportant committee assignment. I ask that you attend your committee meetings, and that you give full cooperation to your committee chairmen. Each committee has an ultimate objective, the attainment of which needs the help and cooperation of every member. Your individual contribution can have a definite effect on your committee Chairman's report at the end of the year.

I make this request with the knowledge that to many of you time is of the essence. To Maryland pharmacists, however, the work of this Association is important—important enough that sacrifice with respect to time for committee participation should have its own reward; and needless to say, your efforts in this connection will be of the greatest assistance to the Association and its officers in its objectives for the current year.

Sincerely,

GEORGE M. SCHMIDT,  
President

---

---

### ATLANTIC CITY CHOSEN FOR 1958 CONVENTION

The 1958 Convention of the Maryland Pharmaceutical Association and its Auxiliaries will be held in Atlantic City. The choice was made by the Executive Committee as the result of a statewide poll.

The Convention will take place at the Shelburne Hotel, June 29, 30 and July 1, 2, 1958. The Shelburne is one of the finest hotels in Atlantic City and offers the best in facilities, accommodations and cuisine.

The Convention Committee is planning a program that will give the pharmacists of Maryland and their families, a unique opportunity to combine business with pleasure at one of America's most favorable vacation resorts.

Full particulars will be publicized in the near future. In the meantime, circle the dates. Make plans now—it is not too early.

---

---



**NEW  
ANOTHER  
BORN  
LEADER  
...FROM  
LEDERLE**

**FILIBON** \*

\*TRADEMARK

PRENATAL CAPSULES **LEDERLE**

An outstanding advance over older supplements, new **FILIBON** provides four big extra selling features at no extra cost.

**NEW** *less-irritating source of iron*  
... avoids gastric upset

**NEW** *non-inhibitory intrinsic factor*  
... increases absorption of Vitamin B<sub>12</sub>

**NEW** *more comprehensive formulation*  
... includes phosphorus-free calcium,

Vitamins K and B<sub>6</sub>, and important trace elements

**NEW** *Reminder Jar* ... attractive, reusable ... appeals to doctor and patient

Full-scale promotion will focus the attention of every physician on the added advantages of new **FILIBON**. So stock up now...and stand by for prescriptions!

Filibon Jar of 100 capsules ...

**\$3.15** price to retailer

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.



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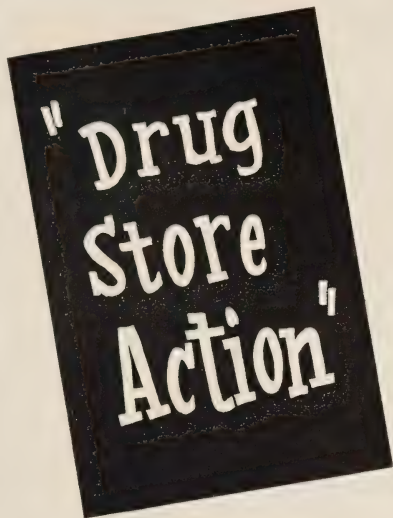
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Tell them you saw it in "The Maryland Pharmacist"

## ... Fair Trade News ...

### DART FINED FOR CONTEMPT

The Dart Drug Corporation of Maryland, which has been operating under a permanent injunction restraining it from selling products of Eli Lilly and Company below minimum fair-trade prices, has been found guilty of contempt of court for violating this injunction.

The corporation was fined \$250 for contempt of court and the president, Herbert H. Haft was fined \$250, the latter fine being suspended upon payment of costs.

Judgment against the Dart Drug Corporation was handed down in August at the circuit court for Montgomery County, Maryland.

The permanent injunction against the Dart Drug Corporation was entered July 3, 1957.

### REVLON ENFORCES FAIR TRADE

Revlon intends to maintain the prestige of its products and the full 40% profit to which all of its franchise dealers are entitled.

Recent examples of our enforcement of Fair Trade Pricing:

- A. On July 16th, the final decree was entered in the District Court of the United States, for the District of Massachusetts, against Kerr Mill Bargain Center, Inc. permanently enjoining them from selling Revlon products below minimum established retail fair trade prices.
- B. On June 14th, a final judgment was entered in Superior Court of New Jersey, Bergen County, against Modell's Shopper's World enjoining and restraining them from advertising or selling Revlon products below our established minimum fair trade prices.

### FAIR TRADE STICKER NOTICES

September, 1957

#### NATIONAL BRANDS DIV.

STERLING DRUG—Page 13

| Item                                  | F.T.M. |
|---------------------------------------|--------|
| Fletcher's Castoria—2.5 oz. ....      | \$ .43 |
| Fletcher's Castoria—5.0 oz. ....      | .69    |
| Dr. Caldwell's Laxative— 5.0 oz. .... | .55    |
| Dr. Caldwell's Laxative—12.0 oz. .... | \$1.09 |

#### G. D. SEARLE CO.—Page 88-B

|                                  |        |
|----------------------------------|--------|
| Floraquin Tabs.—24's. ....       | \$1.70 |
| Floraquin Tabs.—50's. ....       | 3.60   |
| Floraquin Powder—1 oz. ....      | 1.80   |
| Floraquin Powder—8 oz. ....      | 12.60  |
| Lobidine Syrup—Pint. ....        | 3.60   |
| Lobidine Syrup—Gal. ....         | 24.40  |
| Synasol—5 cc — Amps. — 6's. .... | 4.80   |
| Synasol—5 cc. — Amps. 25's. .... | 15.60  |
| Synasol—Vials — 60 cc. ....      | 6.50   |

#### THE NORWICH PHARMACAL CO.—

Page 68

|                                      |        |
|--------------------------------------|--------|
| Amolin Deodorant Powder—2 oz. ....   | \$ .39 |
| Amolin Deodorant Powder—4 oz. ....   | .69    |
| Amolin Deodorant Cream—.55 oz. ....  | .39    |
| Amolin Deodorant Cream—1.55 oz. .... | .69    |

The following Aspirin Consumer offers will be in effect September 1st through December 31st, 1957.

|                                    |        |
|------------------------------------|--------|
| Combo pack of 2 bottles of Aspirin |        |
| 100's. ....                        | \$ .63 |
| Combo pack of 2 bottles of Aspirin |        |
| 250's. ....                        | 1.29   |
| 2 bottles of Aspirin 500's. ....   | 1.98   |
| 1 bottle of Aspirin 500's. ....    | 1.29   |

#### EX-LAX, INC.—Page 27

|                               |        |
|-------------------------------|--------|
| Ex-Lax (chocolate)—18's. .... | \$ .37 |
| Ex-Lax (chocolate)—48's. .... | .79    |

#### LACTONA, INC.—Page 47-C

|                                  |        |
|----------------------------------|--------|
| Lactona Tooth Brushes—#12. ....  | \$ .69 |
| Lactona Tooth Brushes—#18. ....  | .69    |
| Lactona Tooth Brushes—#M39. .... | .69    |
| Lactona Tooth Brushes—#M55. .... | .69    |
| Lactona Denture Brush—#300. .... | .59    |

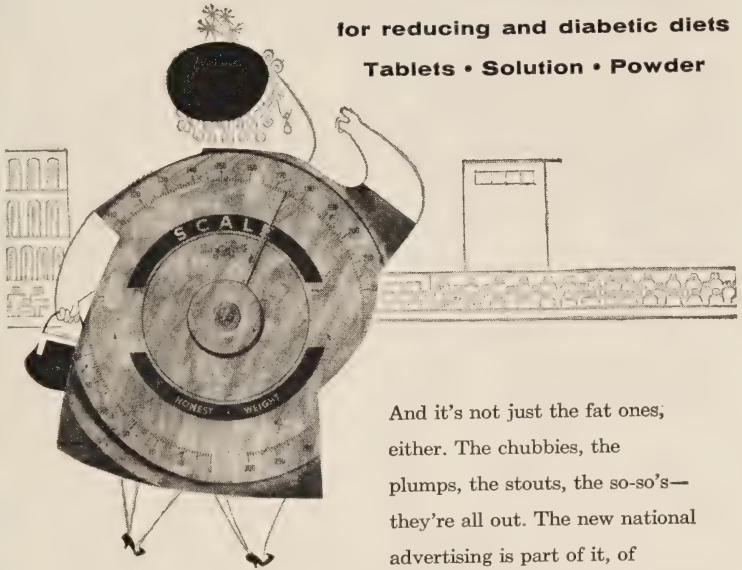
**WEIGHT WATCHERS**

ARE OUT LOOKING

FOR **Sucaryl**®

**Non-caloric sweetener  
for reducing and diabetic diets**

**Tablets • Solution • Powder**



And it's not just the fat ones; either. The chubbies, the plumps, the stouts, the so-so's—they're all out. The new national advertising is part of it, of course. But it all goes back to the product itself: *A non-caloric sweetener which actually and absolutely cannot be told from sugar in its normal use.* It's as simple as that.

Abbott

**RICHARD HUDNUT—Page 40-A**  
**NOTICE OF CLOSEOUTS**

| Item                                                      | F.T.M. |
|-----------------------------------------------------------|--------|
| 11937—Richard Hudnut Dandruff<br>Lotion .....             | \$ .39 |
| 11938—Richard Hudnut Formula<br>A-10 .....                | .39    |
| 11120—Richard Hudnut Merry<br>Traveller .....             | 1.00   |
| 11121—Richard Hudnut Merry<br>Traveller Display .....     | 12.00  |
| 11414—Richard Hudnut Sparkle-<br>in-the-Snow .....        | 1.25   |
| 21950—DuBarry Hair Kit .....                              | .79    |
| 25406—DuBarry Flatter Fill .....                          | .50    |
| 25407—DuBarry Flatter Fill Mer-<br>chandiser .....        | 9.00   |
| 25452—DuBarry Eyebrow Pencil<br>(Old Style) .....         | .29    |
| 25614—DuBarry Flatter Face 2 for                          | 1.50   |
| 25339—DuBarry Penetrating<br>Cleanser (Plastic Bottle) .. | .59    |
| 25402—DuBarry Flatter-Plus<br>(Black) .....               | 1.10   |
| 15175—Sportsman Plunge .....                              | .75    |
| 15176—Sportsman Plunge .....                              | 1.25   |

**PEARSON PHARMACAL CO., INC.—**  
 Page 72-C

|                             |        |
|-----------------------------|--------|
| Eye-Gene—purse size .....   | \$ .49 |
| Eye-Gene—home size .....    | .69    |
| Eye-Gene—economy size ..... | 1.19   |

**PERSONAL PRODUCTS CORP.—**  
 Page 74

|                               |                     |
|-------------------------------|---------------------|
| Modess—12's .....             | \$ .45—2 for \$ .89 |
| Modess—28's .....             | 1.03                |
| Modess—30's .....             | 1.12                |
| Modess—48's .....             | 1.73—2 for 3.39     |
| Modess—Tampons—<br>10's ..    | .45—2 for .89       |
| Modess—Tampons—<br>40's ..... | 1.56—2 for 3.09     |

**BRISTOL-MYERS CO.—Page 10**

|                       |        |
|-----------------------|--------|
| Minit Rub—Large ..... | \$ .79 |
|-----------------------|--------|

**NOXZEMA CHEMICAL CO.—Page 69**

|                                          |        |
|------------------------------------------|--------|
| Noxzema Skin Cream—Boudoir<br>6 oz. .... | \$ .69 |
|------------------------------------------|--------|

This special is for the Fall months

**LEVER BROS. CO\* PEPSODENT DIV.**  
 Page 73

| Item                          | F.T.M. |
|-------------------------------|--------|
| Pepsodent Paste—Family Size.. | \$.83  |
| Pepsodent Paste—Economy ..... | .69    |
| Pepsodent Paste—Giant .....   | .53    |
| Pepsodent Paste—Large .....   | .31    |

**E. R. SQUIBB & SONS—Page 94**  
**Special Offers from Sept. 1, 1957**  
**to Jan. 1, 1958**

|                                                                                                                 |        |
|-----------------------------------------------------------------------------------------------------------------|--------|
| Combination Package Containing<br>One Bottle of 100 and One Bot-<br>tle of 30 Squibb Vigran Cap-<br>sules ..... | \$2.98 |
| Combination Package Containing<br>Two Squibb Angle Toothbrush-<br>es (Synton) .....                             | .98    |

**PROCTER & GAMBLE DIST. CO.—**  
 Page 80

|                                |       |
|--------------------------------|-------|
| Gleem Tooth Paste—Family Size  | \$.83 |
| Gleem Tooth Paste—Economy ..   | .69   |
| Gleem Tooth Paste—Large .....  | .53   |
| Gleem Tooth Paste—Medium ..... | .31   |

**THE ANDREW JERGENS CO.—**  
 Page 44-A

|                              |       |
|------------------------------|-------|
| Woodbury Powder—1/2 oz. .... | \$.19 |
| Woodbury Powder—1 oz. ....   | .35   |

**PHARMACO, INC.—Page 75-C**

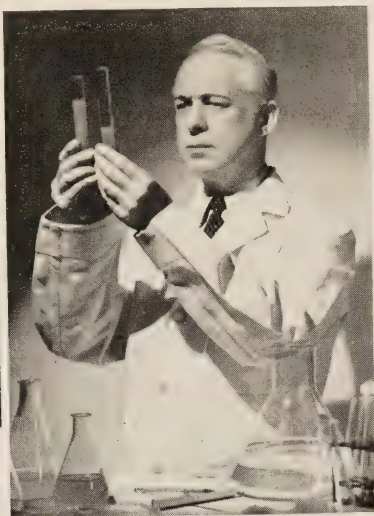
|                              |        |
|------------------------------|--------|
| Correctol—Bottle of 30 ..... | \$ .98 |
|------------------------------|--------|

**ARE YOU 100 YEARS OLD?**

On November 25th Drug Topics will publish a special Centennial Issue commemorating its hundredth year of service to pharmacy and retail pharmacists of America. In preparation for this event, Drug Topics would like to obtain the names and addresses of those pharmacies in Maryland which have been in continuous existence for the past 100 years or more. Also which pharmacies have been in the same family for the past 100 years or more.

Send this information to: Louis E. Kazin, Associate Editor, Drug Topics, 155 East 44th Street, New York 17; New York.

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And to your customers it means that even though they pay a few cents more for a package of Trojans, they know that they are continuing to receive peerless Trojan quality.

New price lists have been mailed to all pharmacists. Additional copies are available from our representatives.

### TROJANS



Y O U N G S   R U B B E R   C O R P O R A T I O N



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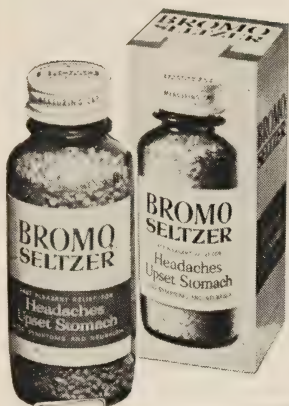
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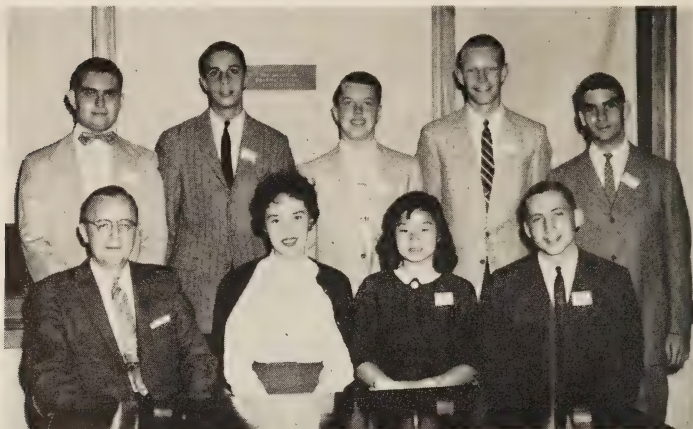
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## School of Pharmacy, University of Maryland, News



NOEL E. FOSS, DEAN of the University of Maryland School of Pharmacy poses with eight Pharmacy School scholarship winners from Baltimore. Chosen on the basis of their high scholastic standing and aptitude, these eight begin classes at the University of Maryland Monday, Sept. 23, 1957. Seated, L to R, Dean Foss, Sheila Smink, June Eng, and Leon Rosen. Those standing are, L to R, Aaron Kadish, Louis Diamond, Richard Wankel, Harvey Reisenweber, and William Tabak.

### ALUMNI ASSOCIATION OF THE SCHOOL OF PHARMACY OF THE UNIVERSITY OF MARYLAND FALL FROLIC

The Eleventh Annual Frolic of the Alumni Association of the School of Pharmacy of the University of Maryland will be held at the Alcazar, Cathedral and Madison Streets, Baltimore, Md., on November 7, 1957, 8:00 P.M.

The frolic is provided by the Alumni Association early in the first semester of the school year for entertainment of the students and also to provide for the participation of fraternities, sorority, clubs and other groups of the school in competitive entertaining skits, for which prizes are awarded.

H. Nelson Warfield is President of the Alumni Association, and the committees and groups assisting are:

Program Committee—George Stiffman, Chairman; Solomon Weiner, Co-Chairman.

Entertainment Committee—James P. Cragg, Jr., Chairman, with Frank J. Slama in charge of the preparation of the skits provided by the students.

Place and Arrangement Committee—Samuel A. Goldstein, Chairman.

Publicity Committee—Jerome Stiffman, Chairman; Charles Spigelmire, Co-Chairman.

Ticket Committee—Solomon Weiner, Chairman; Irving Cohen, Co-Chairman.

This is a very happy annual occasion for students, faculty and alumni of the School of Pharmacy.

### TEN FRESHMAN SCHOLARSHIPS AWARDED

Eight Baltimore students were formally presented full and partial scho-

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larships to the University of Maryland School of Pharmacy at a joint meeting of the pharmacy Alumni Association, the Baltimore Retail Druggists' Association, and the Maryland Pharmaceutical Association. Dean Noel E. Foss, University of Maryland School of Pharmacy, made the presentations at the meeting held in the Kelly Memorial Building, 650 West Lombard Street.

Awarded to the students on the basis of their high scholastic standing and aptitude, the scholarships were administered by the committee on scholarships of the University of Maryland School of Pharmacy in cooperation with the Maryland Pharmaceutical Association and the Alumni Association of the School of Pharmacy joint scholarship committee consisting of: Samuel I. Raichlen, Chairman; Francis S. Balassone; Joseph Cohen; B. Olive Cole; and Gordon A. Mouat.

Students receiving the scholarships were: Miss Sheila Smink; Miss June Eng; Aaron Kadish; and Harvey D. Reisenweber.

Also William Tabak; Louis Diamond; Leon Rosen; and Richard Wankel.

Miss Lois M. Lee and George W. Weaver, both of Cumberland also received scholarships but were not present to receive their awards because of previous commitments.

#### ORIENTATION — SCHOLARSHIPS

The Alumni Association of the School of Pharmacy provided the luncheon for the orientation exercises of the School of Pharmacy on September 16, 1957, for entering students and members of the faculty.

The following pharmacists participated in the orientation exercises; H. Nelson Warfield, president, and Samuel Portney, first vice-president of the Alumni Association of the School of Pharmacy; George Schmidt, president, and Joseph Cohen, executive secretary of the Maryland Pharmaceutical Association; Victor H. Morgenroth, president of the Baltimore Retail Druggists'

Association; Stephen J. Provenza, chairman of the Committee on Professional Relations; and Francis S. Balassone, Chief of the Division of Drug Control of the State Board of Health and also Secretary of the Maryland Board of Pharmacy.

The American Foundation for Pharmaceutical Education, organized in 1942, and financed by gifts from manufacturers and friends in pharmacy, provides grants for graduate fellowships and teaching fellowships in pharmacy.

The Foundation also provides a grant of \$400.00 annually to a school of pharmacy for undergraduate scholarships for qualified junior and senior students, providing the school provides a matching amount of \$400.00 for such scholarships.

For several years the Alumni Association of the School of Pharmacy has donated the matching \$400.00 for these scholarships to the School of Pharmacy of the University of Maryland. For the first semester of 1957-58 \$100.00 has been awarded to Jessie Lois Tracey, Reisterstown, Md. and \$100.00 to Larry H. Pozanek, Baltimore, Md., with the understanding that an additional \$100 will be awarded to each of these students for the second semester if a superior record during the first semester is maintained.

Two full scholarships valued at \$500.00 each in the School of Pharmacy have been provided by the Alumni Association for the session of 1957-58. The recipients were: Lois Lee, Cumberland, Md., and Aaron Kadish, Baltimore, Maryland.

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## . CONTRIBUTIONS .

### TODAY'S COST OF DRUG STORE OPERATION

Presented September 12, 1957 at the Fall Regional Meeting of the Maryland Pharmaceutical Association Peter Pan Inn, Urbana, Md.

By Paul C. Olsen

Director of Marketing Research of Drug Topics and Prof. of Pharmacy Administration at the Brooklyn College of Pharmacy of Long Island University.

In a presentation of this kind, it seems to me that an appropriate place to start is with the present day state of the retail drug trade in Maryland.

The records we have show there to be 834 drug stores in the state. Of these, 107 are units in chains of 4 or more stores each. The remaining 727 are independents, including stores operated by owners with 2 and 3 stores each.

With a few more statistics that I think are decidedly important to know about now, I can give you, I believe, an idea of the present day standing of the retail drug trade in Maryland.

Total sales of the 834 drug stores in Maryland, we have estimated, on a basis that we regard as authoritative and reliable, to have been \$111,390,000 in 1956. Of this, chains obtained \$32,410,000 or 29%, and the independents \$78,980,000 or 71%.

You will note that average sales per store for the 727 independent drug stores in Maryland last year were close to \$109,000. For the chains the per store average for the state was \$303,000.

These are figures which perhaps you will find of interest in comparing with the national averages. For the entire country in 1956, average sales of independent drug stores were \$93,000, and for the chains, \$283,000.

Thus in Maryland, the per store average sales for independents was 1/6

higher than the national average. The chains, you will see, also topped the country-wide figures. Their lead was about 7%.

Turning next to prescription volume—because that is, in fact, the heart of the drug store—we find that prescription volume last year averaged almost \$26,000 per store among the independent drug stores in Maryland. For the chains, the per store average was over \$29,000. This worked out to be over 24% of the sales of the independents and close to 10% for the chains.

Again, we have national averages with which to make a comparison of the figures for Maryland.

Among independents the country over the average prescription volume was \$26,945 per store. For the chains it was \$30,711. On a percentage basis, prescription volume amounted for the entire U. S. to 28.9% of sales last year of independent drug stores. For the chains, prescription volume made up 10.9% of their total sales in 1956.

Setting these nationwide averages for the past year alongside those cited here for Maryland, we find that the \$26,000 a store prescription volume average for Maryland independents was in almost exact conformity with the U. S. average.

Similarly, the average of over \$29,000 per store for prescription volume last year in chain drug stores was right in line with the national total of \$30,711. The percentage of chain drug store prescription volume—amounting as it did last year to less than 10% of their total sales—was just a little under their 10.9% average for the entire country.

Prescription volume here in Maryland and elsewhere is growing at a faster rate than other drug store sales. Our annual prescription survey showed an increase in 1956 over 1955 of 18.5%.

This is fortunate because there is a direct relationship between drug store prescription volume and drug store profits. The National Association of Re-

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tail Druggists along with various other groups in the drug trade sponsored a survey which brings out this fact very clearly.

In this survey every transaction that occurred in 12 carefully selected and representative drug stores over a period of an entire year was tabulated and analyzed. As a result of this tabulation and analysis it was found that prescriptions filled in these 12 stores—though accounting for only about 25% of their total sales—produced 62½% of the profits earned during the year in these stores.

When you stop to think of it, there is a sound reason for this relationship between prescription volume and the profits obtained in a drug store. When a pharmacist is filling prescriptions in a drug store he is working at his highest skill. It stands to reason therefore that the more use a pharmacist makes of this top grade skill, the greater his rewards should be as a drug store owner.

It should be a source of real pride and satisfaction to us that that is the way things are working out.

But we musn't forget that even though prescription volume, as we have noted here, amounted to over 24% of total sales in Maryland independent drug stores and to nearly 10% among the chains in the state, that still leaves 76% and 90% respectively, as front of the store volume.

Fortunately, drug stores are going ahead here, too. We recorded an advance last year for the entire U. S. of 9.2% in the non-prescription part of drug store sales.

I think this is especially important and gratifying because it is in this non-prescription part of drug store sales that there has been, as you know, the greatest onslaught from outside the drug trade.

Permit me the use of just one more set of figures to emphasize that point. In the 10-year period from 1947 through 1956, grocery store sales of toiletries and household drugs advanced from a

total in the U. S. of barely \$100,000,000 to more than \$700,000,000 last year.

Yet it was during those same 10 years that drug stores had their greatest expansion in sales—both in the prescription department and elsewhere in the store.

Why? That's worth looking into here, I believe. But before doing that, I'd like to add a further note of optimism about the present day position of the retail drug trade and its future.

Now in mid-September we find that drug store sales in Maryland and in the country over are climbing to still higher peaks. Our nationwide averages for the first 8 months of 1957 show increases in drug store sales that are upward of 6% above the corresponding months in 1956.

When we dig into the reasons for the vigor and vitality and notable success with which the retail drug trade is meeting its competitive problems on the non-R part of the store we find 3 basic causes. If you are not now taking full advantage of every one of them, I strongly urge you to do so.

First of these inherent, built-in strengths of the retail drug trade as it is conducted in the U. S. is its long standing reputation for being the first with the newest.

Right here there may be running through your mind a very pertinent thought. The thought you have that won't down may be, very well. "Yes we know all about that. Sure, drug stores were the first to introduce cleansing tissues, for instance. Now look at us! We have left only 15% of the market."

"The rest has gone to grocery stores, supermarkets, 5 and 10s, department stores, filling stations, and dear knows what else outside the retail drug trade."

"And as if that isn't enough," you may be thinking, "look at tooth paste. If there ever was a drug store item that's it. Yet today we have the strange and uncomfortable situation that tooth paste sales are now so divided that grocery

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stores and supermarkets have a whopping 50% of the market and drug stores only 28%."

Those, of course, are facts that can't be disputed. It's indeed because of those facts that I've gone into the detail I have here about the present day solid strength saleswise of retail drug stores in Maryland and elsewhere throughout the country.

Drug stores have stayed in that position because they are known to their customers to be the first with the newest. If this new item happens to be something—such as cleansing tissues—that sparks a great public fancy then we can be sure that the non-drug outlets will latch onto it. Such developments certainly aren't to our liking, but we must remember that events of that kind are usually beyond our control. The consuming public decides what it wants to buy and in what kinds of stores it will make its purchases.

A few months ago I attended a meeting of the salesmen who distribute the Hanksraft line of baby accessories. I wish I could convey to you some of the enthusiasm displayed by these salesmen when samples of new items to be added to the Hanksraft line this fall were shown to them. These salesmen quickly recognized the interest that would be shown in drug stores when these new items were brought in.

I have spoken here of the great increases that are occurring in drug store prescription volume. It is no news to you that a large part of these prescription volume gains have been in new items. In fact, it is estimated that of the prescription filled in drug stores today, upward of  $\frac{3}{4}$  couldn't have been filled 15 years ago because the ingredients called for weren't commercially available then.

And, if, as I speak in this vein, your fancy is directed to the thought that now maybe there will be a levelling off in the number of new prescription items, let me refer you to a prediction made recently by A. J. W. LeBien, an execu-

tive in the marketing department of Eli Lilly and Company.

He forecast that 10 years from now 75% of the products of the pharmaceutical industry will be items that don't even exist now.

Here again as we think together on these important matters, you may be wondering that magic will enable you to get all these new products into prescription departments that are already jam-packed.

I have some figures along those lines that may interest you. The Lilly Digest shows that between 1946 and 1956 prescription department inventories climbed from an average value per store of about \$2,500 in 1946 to approximately \$5,900 in 1956.

Other studies we have made at Drug Topics show that in those same years—1946 through 1956—most drug stores were getting along with a prescription department layout that was unchanged all through the period. It's no wonder that the feeling is widespread that prescription department inventories are overloaded.

Fortunately, the rise in prescription volume is revealed in the Lilly Digest to have been at a much faster pace than the inventory increase. As against a rise in  $\text{R}$  stock to a figure in 1956 that was about  $2\frac{1}{3}$  times the 1946 total, the prescription volume gain lifted the 1956 total to an amount that was over 3 times as big as it was in 1946.

Incidentally, the rise shown in the Lilly Digest in prescription volume is at a faster pace than the increase in the needed investment in  $\text{R}$  stock, but that didn't occur with non- $\text{R}$  stock and sales. In fact, the non- $\text{R}$  stock though in 1956 only  $1\frac{3}{4}$  times what it was in 1946 is to be compared with a sales increase in that time that was multiplied  $1\frac{1}{3}$  times.

As might be expected, with all the changes that have occurred in drug store prescription practice and those which are in prospect, the trend in average prescription prices has been upward.

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The rise which has taken place in average prescription prices reflects the replacement at an ever faster pace of long accepted but often ineffective palliatives with specifics which eradicate disease with a speed that is often spoken of as miraculous. This rise in average prescription prices reflects also the introduction of new medicines for ailments for which no successful treatment previously existed

At Drug Topics we have made annual surveys of drug store prescription volume and prescription prices for each year starting with 1939. In this period of 18 years, the nationwide average for prescription prices has risen from 91c in 1939 to \$2.49 last year.

A point that deserves particular emphasis in this connection is that this 18-year increase in average prices for drug store prescription prices which amounts to almost a 3-fold climb, is not the result of any change in the methods used in drug stores to price prescriptions. In fact, the shift which has occurred in recent years in the character of the prescriptions filled in drug stores has resulted in a sharp drop in drug store gross margin percentages on prescriptions. Twenty-five years ago when the National Drug Store Survey was conducted by the U. S. Department of Commerce in St. Louis, the gross margin percentage on prescriptions in 7 representative drug stores in that city was found to average about 70% of the price received for the prescriptions. That is a result to be expected because the preponderant part of these prescriptions were extemporaneously compounded in the stores in which they were filled. The average price received for these prescriptions was about 85c.

A similar survey was made 20 years later among 12 representative drug stores of various types that were located coast to coast. The period covered was from June 1, 1950 to May 31, 1951. The survey was conducted, as you know, under the auspices of the National Association of Retail Druggists with the ad-

vice and financial support of virtually every other element of the drug trade. Prescriptions extemporaneously compounded in the 12 stores included in this N. A. R. D. survey amounted to less than 15% of the total. Now 5 years later, the proportion is even smaller. It is now close to 5% of the total.

Interestingly, too, the average price received for these compounded prescriptions is shown in this N. A. R. D. survey to have been \$1.36, compared to \$1.83 for single ingredient and other pre-fabricated prescriptions. For the two groups combined, the average was \$1.78. In our survey at Drug Topics for 1950 we found the nation-wide average to have been \$1.67. In 1951 it was \$1.89. Thus the 12-store averages in the N. A. R. D. survey are consistent with our national results.

Also to be noted here is the fact that drug store prescription volume was found in the National Drug Store Survey to have been less than 10% of drug store sales.

In 1939 when our annual surveys began at Drug Topics, this average was up only to 11%. The N. A. R. D. survey in 1950-51 showed that prescription volume in the 12 stores included was about 25% of their total sales. This is in line with nationwide surveys at Drug Topics at the time for independent drug stores.

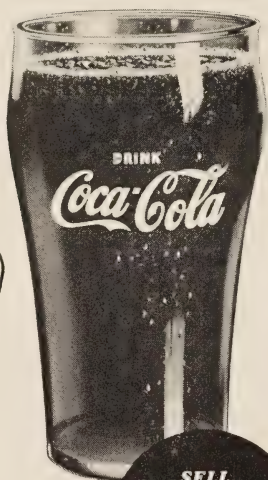
Since then these surveys show that there has been a further rise in the part of drug store sales that is made up of prescription volume. In 1956 the total we found to be 29%.

What really has happened over recent years has been therefore that compounded prescriptions of the traditional type have continued to be filled in drug stores in appreciable numbers. If, for example, 5% of the 585,920,000 prescriptions filled in 1956 were of the compounded variety, that's a total of about 30,000,000 prescriptions in this category. In 1939, of 182,100,000 prescriptions filled in drug stores, 80% or about 125,000,000 were compounded. So in that period of 18 years, the number of compounded



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prescriptions has slid off as much as 75%. It still is, though, by no means, a negligible factor. The great growth in drug store prescription volume—and in average prices for prescriptions—has come about from the appearance of new and exceedingly effective medication not previously available.

We have noted that in the National Drug Store Survey in St. Louis in 1931-32, the average price received for prescriptions was about 85c and that very nearly all these prescriptions were compounded.

We also have noted that in the N. A. R. D. Handling Cost Survey in 1950-51, the average price received for compounded prescriptions was \$1.36.

The explanation of this seeming increase in drug store prices for compounded prescriptions is to be found, it seems to me, in the fact that very nearly half (48.6%) of the compounded prescriptions in the later survey contained a manufacturer's specialty. Thus barely half (51.4%) of the compounded prescriptions in the 1950-51 survey were of the type containing only open formula ingredients. This was not an important factor in the survey in St. Louis in 1931-32.

The influence of the reduction in the proportion of compounded prescriptions to only about 14% of the total in the 1950-51 period is reflected in the gross margins obtained on prescriptions. In 1931-32 when very nearly all the prescriptions were compounded this average was about 70%. Twenty years later it is shown in the N. A. R. D. survey to be down to about less than 52%. The further decreases that have occurred since 1950-51 in the proportion of compounded prescriptions have brought this gross margin down to even a lower point. Now indications are that it is under 50%.

In further support of the contention here that there has been little or no change in recent years in drug store margins on compounded prescriptions over those that prevailed 25 years ago, it is stated on page 225 in the report

of the N. A. R. D. Handling Cost Survey for 12 stores in 1950-51 that "in the stores studied a margin of 65 to 70% was obtained on compounded prescriptions compared with 35 to 50% on dispensed prescriptions."

Turning once again to the distinctive characteristics of U. S. drug stores which are fundamental in their rise to ever-increasing public acceptance, the second of these distinctions is, in my opinion, their reputation for complete stocks. "If we don't have it, we'll get it for you," is the traditional drug store practice.

This is the direct opposite of the practice of the most vigorous of the non-drug outlet competition with which drug stores are faced. With them, if an item doesn't "sell," out it goes.

Among your customers you doubtless have some odd balls whose dentifrice preferences are distinctive. I am one of those squares. I'm well aware of the popularity, for example, of Colgate tooth paste and hold the product and its maker in high esteem.

But my dentifrice preference is for Revelation tooth powder, made now by Abe Plough in Memphis. Even if I had an inclination to patronize non-drug outlets for my dentifrice needs, I know with my likes, it would be no use. Drug stores are the only outlets likely to have the dentifrice I want.

Third, and finally among the notable distinctions of drug stores in today's competitive whirl, is the competent, interested personal service that they are prepared to supply.

I could begin the comments on this subject with references to retail pharmacists' relations with physicians and other members of the public health professions.

That, however, is a subject with which you are thoroughly familiar and a matter with which you are in daily contact in your stores.

Accordingly, I'd prefer here at this meeting to relate this personal service which is a notable characteristic in drug



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stores to a comparatively new occurrence in the retail drug trade that may develop dramatically in the lifetime of most of us here.

At the present time, throughout the entire U. S., there are about 1,500 self-service drug stores with checkout. That, of course, is less than 3% of the total now of approximately 53,600 drug stores in this country.

The present figure of 1,500 self-service drug stores with checkout, is, however, more than twice the 700 such establishments which were in existence just 5 years ago.

It's conceivable—though I don't think likely—that we shall have a development in the retail drug trade that is comparable to what has occurred with supermarkets in the retail food trade.

The 25th anniversary of the establishment of the first supermarket in the U. S. was celebrated only 2 years ago—in 1955.

During those 25 years supermarkets have grown in number and sales volume to such an extent that now 20,000 of them with average sales of \$1,000,000 a year each account for half the \$40,000,000,000 a year retail food trade. The rest of this giant business is shared by about 340,000 other grocery stores.

In shopping centers, drug stores are to be found close by these supermarkets. These drug stores are oftentimes also of the self-service type with checkout. In *Drug Trade News*—our publication for manufacturers—I reported recently on an interview with Sam Moxley, president of Haag drug stores in Indianapolis.

He cited one of his stores—a self-service operation with checkout—with 1956 sales of \$650,000. Sales in that time in the adjoining food market, he said, were \$1,600,000.

Some probing he had done in this particular situation indicated that in his checkout drug store the average sale had been boosted to 95c. The \$650,000 annual sales, therefore, represented approximately 684,000 customer visits.

This is an average of 57,000 a month.

Further investigation indicated that the average number of visits by customers to this Haag drug store was 2½ a month. The 57,000 customer visits in a month are thus shown to be from 22,800 different people.

The \$1,600,000 volume last year in the adjoining food market resulted from 320,000 customers visits, if the average sale was \$5. This is a monthly average of under 27,000. With customers' visits found to average 9 times a month, the number of different customers represented was, therefore, less than 3,000. The 22,800 total for the next door drug store was nearly 8 times as much. Customer traffic is thus a notable characteristic of modern day drug stores.

The relationship of all this to personal service in drug stores is really quite interesting, it seems to me.

Early in the development of self-service drug stores with checkout, it became evident that with the characteristic heavy customer traffic just cited, it wasn't sufficient just to sit at the cash register and wait for customers to bring their purchases there to be wrapped and paid for.

Instead, it was found that competent, interested sales people had to be stationed throughout the self-service area. The purpose they were intended to serve is indicated by the question they were instructed to ask obviously hesitant patrons: "Did you find what you are looking for?"

If competent, interested personal service has proved to be that necessary in the self-service areas of drug stores of that type, it's a requirement also in all other drug stores. It is, in fact, a drug store advantage which I'm sure is responsible for drug stores being at the forefront today in the competitive race.

It's been an honor to be included on your program and a privilege which I very much cherish. Should there be at this meeting or later on when you are back home any matters that I have



touched on that you would like to hear about in more detail, please call on me. You can be sure that any information you entrust to me I'll hold in strict confidence.

Thank you again for the opportunity to be with you in these delightful surroundings.

### PHARMACY AND PHARMACIST OR DRUGSTORE AND DRUGGIST

(An editorial by Robert P. Fischelis in the September issue of the Practical Pharmacy Edition of the Journal of the American Pharmaceutical Association)

At its last convention held in New York April 29-30 the National Association of Boards of Pharmacy passed the following resolution:

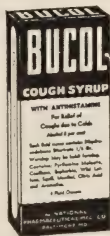
"Be it resolved that the National Association of Boards of Pharmacy, in the interest of raising the professional status of pharmacy, hereby rec-

ommends that the words 'drugstore' and 'druggist' be supplanted by 'pharmacy' and 'pharmacist' in our usage, our communications and our laws throughout the country."

No pharmacy act, as far as we know, fails to refer to individuals licensed to practice pharmacy, by the term "pharmacist." Nor do we know of any pharmacy act which does not refer to the place where pharmacy is practiced as a "pharmacy." Other terms such as "drugstore" and "druggist" may be used as definitions, or as additional terms in various state pharmacy laws, but the terms "registered pharmacist" and "registered pharmacy" are the customary designations in our pharmacy laws and regulations thereunder.

The abbreviation "R.Ph." is derived from the term "registered pharmacist" which is practically without exception the legal designation of the individual who is licensed by law to practice pharmacy under the respective state pharmacy acts.

## BE RATIONAL ALWAYS SPECIFY "NATIONAL"

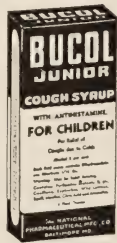


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The importance of complying with the intent of the resolution passed by the NABP lies in the fact that drugs, medicines, and poisons are being sold to a continuously increasing extent in establishments which are not licensed pharmacies, by persons who are not registered pharmacists.

From its very beginnings, the AMERICAN PHARMACEUTICAL ASSOCIATION has stressed the importance of conveying to the public the difference between the sale of drugs as merchandise and the dispensing of drugs as a professional service.

The terms "drugstore" and "druggist" have the connotation of business whereas the terms "pharmacy" and "pharmacist" definitely imply professionalism.

It seems to us that giving attention to and following out the purpose of the NABP resolution should have the unqualified support of every pharmacist.

---

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Rx

By FRANK R. MILIO and ROBERT J. KOKOSKI  
Junior Instructors, School of Pharmacy University of Maryland

Several inquiries have been made regarding the preparation of isotonic solutions.

Isotonic solutions in pharmacy are those which have the same osmotic pressure as the body fluids. Solutions that are not isotonic are either hypotonic or hypertonic.

If a hypotonic solution were placed in contact with the eye, there would be a tendency for the solvent (water) to be drawn into the eye thus causing irritation. This is due to the fact that the solution exhibits a tonicity lower than that of the eye fluids. Conversely, a hypertonic solution, such as ocean water, would cause water to be withdrawn from the eye also causing irritation.

It has been established that a 0.9% solution of sodium chloride exerts the same osmotic value as that found for human tissue fluids. This preparation is recognized in the U.S.P. as Sodium Chloride Solution and is commonly known as Normal Saline.

Numerous methods have been devised for the calculation of tonicity of solutions. They are dependent upon the physical properties related to the number of solute particles, e.g., increase in osmotic pressure, freezing point depression, etc. The various methods fall into two general categories. In one the amount of sodium chloride or some other drug to be added to the solution

to make it isotonic is calculated. In the other the amount of distilled water to be added to the pure drug prior to the addition of isotonic vehicle is determined.

For the convenience of the pharmacist, the U.S.P., XV (p. 814 - 16), has included one of the latter methods. A chart is given showing the amount of Purified Water suitable for preparing an isotonic solution of 300 mg. of drugs commonly used in ophthalmic practice.

The following prescription is given to illustrate this method:

R Pilocarpine Nitrate 2%  
Distilled Water, qs. 15 ml.  
M. Isotonic solution.

**Step 1.** Calculate the amount of drug required in the prescription in mg. (15 ml. x .02 = 0.3 Gm. = 300 mg.)

**Step 2.** From the chart, determine amount of distilled water needed to make this amount of drug isotonic. (7.0 ml. / 300 mg. drug = 7.0 ml.)

**Step 3.** Dissolve the drug in this amount of distilled water and enough normal saline to make 15 ml.

Thus, it can be seen that if distilled water alone were used as the vehicle, the resultant solution would be hypotonic. And if normal saline alone were used, the resultant solution would be hypertonic. When compounded as directed, the solution will be isotonic and least irritating to the eyes.

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It happens in a flash and the memory of it sometimes lasts forever.

It increases happiness, fosters good will and is the countersign of friends.

It is rest to the weary, daylight to the discouraged, sunshine to the sad and Nature's antidote for trouble.

Yet it cannot be bought, begged, borrowed or stolen, for it is no earthly good to any 'til it is given away.

So let's all be generous with our smiles.

---

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## MARYLAND PHARMACIST COMMITTEE

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|---------------|----------------------------|----------------|
| C. W. Spilker | George M. Brandt, Chairman | D. E. Steiner  |
| J. M. Bradley |                            | W. H. Harrison |

Volume 16

SEPTEMBER, 1957

No. 4

### TAMPA MEETING

The regular monthly luncheon meeting was held at the Stafford Hotel on Saturday, September 7th.

After the report, a film was shown: "Colts Highlights of 1956." This was an interesting football presentation thoroughly enjoyed by all.

Lynn "Scotch Tape" Bollinger, was the Guest of Honor.

Ed Muth, up and around, living the life of Riley attending crab feasts and Oriole games—Good luck, Eddie boy . . .

Lou and Dora Rockman celebrated their 25th Wedding Anniversary, August 14th. We all wish them the best and many more happy years together . . .

All members are urged to attend meetings and help make this a banner year for T.A.M.P.A., its officers and you.

### TAMPA NOTES

Mr. and Mrs. Sheeler Read and daughter spent their vacation in Ocean City, Maryland during August . . .

All of us in TAMPA wish Mrs. Theodore Niznik of Niznik's Pharmacy a speedy recovery. Mrs. Niznik recently returned home from a trip to the hospital . . .

Don Steiner—now with the Ticket Division of our Baltimore Orioles—has been spending considerable time at Wittmans, near Tilghmans, Maryland. Don says he goes there to crab and fish when the Birds are out of town. But your reporter has heard Don has other reasons for crossing the Bay Bridge. Come clean, Don . . .

### TAMPA COMMITTEES 1957-58

**Attendance**—Skip Biles, Chairman; Karl Adams, Lou Rockman.

**Custodian**—Lyn Bollinger, Chairman; Joe Costanze, Bob Tobias.

**Luncheon**—Milt Timin, Chairman; Jack Ratigan, Bill Pokorny, George Rider, Ken Mills.

**Maryland Pharmacist**—George Brandt, Chairman; Wilson Spilker, Don Steiner, Bill Harrison, Murray Bradley.

**Membership**—Rip Kettlewell, Chairman; Jimmy Allen, Larry Rorapaugh, Bill Gehring, Tom Kelly, Lance Young.

**Program**—Ed Kabernagel, Chairman; Joe Hugg, Bernie Appel, Caryl Hendrickson, Charlie Armstrong, Fred Wolff, Bernie Ulman, Jr.



**Publicity**—George Hoddinott, Chairman; Harry Kunkel, Tom Mullen.

**Welfare** — Dick Crane, Chairman; Eddie Muth, Lou Levy.

#### MARTY MATTHEWS HEADS SALES AGENCY

Martin M. Matthews is returning to the Baltimore area after an absence of fifteen years. He heads the recently formed Matthews Sales Agency with headquarters in Washington, D. C.

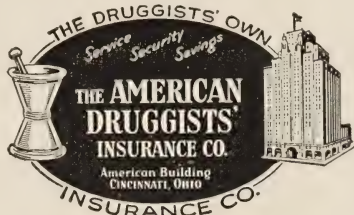
Marty will best be remembered as being associated with the Margolis Display Service in Baltimore. He has been operating his own display service in Washington since leaving Baltimore. He was a staunch supporter of TAMPA.

Through his new enterprise, Marty is looking forward to renewing many friendships that he previously enjoyed in Baltimore.

We certainly welcome Marty back in our midst. When he calls on you, give him a hearty hospitable Maryland welcome.

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**HOTEL** *Emerson*

# - Personalities -

*This is the first installment of the Personalities Column. We are grateful for the news contributions made by George M. Brandt, Chairman of the T.A.M.P.A. Maryland Pharmacist Committee. Keep this column alive by sending news items to George Brandt or the Editor of the Maryland Pharmacist.*

Seen at the Arex Club meeting, Henders On The Severn, August 7th: Marty Settler's boys, Alan and Gene . . . Morris Lindenbaum's son Midshipman Barry . . . J. Harold Grady, States Attorney and Gin Rummy expert—ask Bernie Cherry . . . Dr. Randolph Spitzberg . . . Bill Harrison . . . "Horse" Caplan . . . Nate Weinstock . . . Jerry Cohen . . . Marvin Fine . . . Erwin Greenberg.

Congratulations to the Leon Greenbergs, Lee's Pharmacy, Severna Park, on the arrival of their new son. . . . Mother and baby still with the earth people. . . . Pop Leon still up on a cloud.

Shirley Fedder, (Eli's Boss) home from the hospital . . . she says everything's O.K. . . . good luck, Shirley.

Ef Kartman had the virus (?) but O.K. now.

Is it true that "Jiggs" Newman, City Pharmacy, Havre de Grace, is selling his boat because he couldn't get his friends to buy gas for it? . . . Is it also true that the same "Jiggs" Newman is having a swimming pool built next to his home and is trying to sell memberships to his friends to pay for it?

Mr. and Mrs. Edward Maisenholder, Boyd and Fulford, Belair, spent their 30th Wedding Anniversary at the Commander Hotel in Ocean City . . . we all wish them the best for 30 more.

Hy and Emily Davidov spent three weeks in Maine and Cape Cod.

Irvington Pharmacy—"Pat" Patterson, Jack Wannewetsch, "Tim" Cragg

—won a \$25 Savings Bond in the Look Summer Drug Promotion Contest.

Michael Brandt, Jr., son of George (Youngs Rubber) now in the U. S. Marine Corps . . . home on leave . . . was a guest at the Arex Club (September) . . . hasn't lost his appetite since joining the Marines.

Sorry to note passing of Mr. Leroy Blough, father of Myron Earl Blough, pharmacist, Keech's Pharmacy, Cumberland.

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## -: NEWS ITEMS :-

### OUR FRONT COVER

The front cover of this issue of the Maryland Pharmacist carries the picture of Dr. H. A. B. Dunning as a birthday greeting on the occasion of his eightieth birthday.

A birthday celebration is being sponsored by the Maryland Pharmaceutical Association. This happy event will take place at the Sheraton-Belvedere Hotel in Baltimore on Thursday, October 24, 1957, beginning with Cocktails at 6:00 P.M. and Dinner at 7:00 P.M. The ladies are welcome to attend.

It is most fitting that we gather to do honor to Dr. Dunning, patriarch of Pharmacy, who continues to contribute so much to the profession on both a local and national level. His active interest at eighty is indeed an inspiration.

### STATE OF MARYLAND DEPARTMENT OF HEALTH

Mr. Joseph Cohen, Secretary  
Maryland Pharmaceutical Association

Dear Mr. Cohen:

We are enclosing herewith your copy of the first "Poison Control Report" which was prepared by our Home Accident Prevention Unit. The Poison Control Centers of Baltimore have been in existence since May 1, 1956. This report covers the period May 1, 1956 through April 30, 1957.

The age group concerned is from birth to 12 years. You will note medications were responsible for nearly half of the poisonings and that more than one third of all poisonings were due to medicine for internal use. Analgesics constituted the largest number. Aspirin was the medication involved in 54 of the 64 analgesic poisonings. The remaining cases involved a wide variety of items including household agents, pesticides and petroleum distillates.

Eighty per cent of all the poisoning cases were in the age group 1-5 years which clearly emphasizes the need for continued education of parents and

guardians in the safe storage of these poisonous items.

Sincerely yours,  
J. CHARLES JUDGE, Chief

### REMINGTON DINNER

The NEW YORK BRANCH of the American Pharmaceutical Association is pleased to announce that the 1957 Remington Honor Medal will be presented to Dr. W. Paul Briggs at a dinner meeting of the Branch. The Remington Dinner will be held on Monday evening, December 2, 1957 at the Hotel Roosevelt in New York City at 7 o'clock.

Dr. Briggs, Secretary and Executive Director, American Foundation for Pharmaceutical Education, has been named recipient of the Remington Honor Medal for 1957 by the Remington Medal Committee. The Committee on Arrangements is headed by Chairman Irving Rubin, Managing Editor of American Druggist and immediate past-President of the New York Branch; Dr. E. E. Leullen, Co-Chairman and Branch Secretary, and Mr. Harry Kaye, Financial Chairman and Branch Treasurer.

### AMERICAN PHARMACEUTICAL ASSOCIATION ANNOUNCES OFFICERS ELECTED TO SERVE IN 1958-59

The following officers were elected and will be installed at the annual convention in Los Angeles, California, the week of April 20, 1958:

President-Elect Louis J. Fischl, of Oakland, California; practicing pharmacist.

First Vice-President-Elect Stephen Wilson, of Detroit, Michigan; pharmaceutical educator and dean.

Second Vice-President-Elect Howell R. Jordan, of Austin, Texas; practicing pharmacist.

Members-Elect of the Council for a term of three years:

Troy C. Daniels, of San Francisco, California; pharmaceutical educator and dean.

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J. H. F. Dunning, of Baltimore, Md., manufacturing pharmacist.

John A. MacCartney, of Detroit, Michigan; manufacturing pharmacist.

The present officers of the American Pharmaceutical Association, elected by mail ballot, who will continue to function through the Los Angeles convention, April 20-25, 1958 are:

President, Joseph B. Burt, Lincoln, Nebraska.

First Vice-President, J. Warren Lansdowne, Indianapolis, Ind.

Second Vice-President, Leroy A. Weidle, Sr., St. Louis, Mo.

The Honorary President is elected by the House of Delegates annually, and the Secretary and the Treasurer are elected triennially by the House of Delegates.

#### DR. GRIFFITH TO VISIT HEBREW UNIVERSITY

Dr. Ivor Griffith, president and dean of the Philadelphia College of Pharmacy and Science, will leave for an extensive

tour of Israel, it is announced by the American Friends of Hebrew University.

Object of the tour, said Dr. Griffith, is to consult with the regents of the Hebrew University of Jerusalem on the structure and function of the new school of pharmacy to be built on the new campus at Givat Ram.

Dr. Griffith is national chairman of a campaign to raise \$1,000,000 for the school of pharmacy.

The original site of the University, founded in 1916, is on Mount Scopus within Arab territory where the beautiful university buildings have been standing idle under UN protectorship since 1947.

"Meanwhile," said Dr. Griffith, "students continue their studies in various odd buildings and makeshift quarters including garages, storerooms and attics in Jerusalem."

New buildings are now under construction on the new campus with funds received from around the world.



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The faculty, according to prominent educators in this country, is one of the finest in the world, and it includes scholars who participated in the discovery of the famed Dead Sea Scrolls and who are now studying them alongside other world famous historians.

On his return from Israel in mid-October, Dr. Griffith will be the guest of honor at a dinner scheduled for October 23 at the Bellevue-Stratford Hotel.

At the dinner Dr. Griffith will report results of his tour to the American Committee for the School of Pharmacy at the Hebrew University, of which he is national chairman.

### JEFFRIES HEADS ANAHIST SCHOLARSHIP FUND

Professor S. B. Jeffries, formerly Chairman of the Department of Pharmacy Administration of Brooklyn College of Pharmacy, has been named Director of the Anahist Research Laboratories' "Pharmacy Scholarship Fund." In accepting the position of Director of the Fund, Professor Jeffries observed, "there is certainly no more effective way of attacking the increasingly critical manpower shortage in retail Pharmacy than that of providing financial assistance to qualified young men and women who aspire to become practicing Pharmacists."

### IDEA: ADD PRESCRIPTION SYMBOL TO YOUR LABELS TO TIE IN WITH DOCTOR'S PRESCRIPTION

Pharmacists' prescription labels ordinarily carry only the word "No." to indicate where the prescription number is to be put on, either by numbering machine or typewriter. An excellent tie-in with the  $\mathcal{R}$  symbol on doctors' prescriptions can readily be achieved simply by adding " $\mathcal{R}$ " ahead of the

word "No." on your labels, as illustrated herewith.

The idea is a "natural" for all pharmacists and you can be among the first to use it by requesting the addition at the next printing of labels.

" $\mathcal{R}$ ," of course, is the symbol for "prescription." Every prescription a doctor writes begins with it. Therefore it is a logical companion for inclusion on your prepared prescriptions.

| HOURS<br>By Appointment                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                  | JOHN R. DOE, M.D.<br>PHYSICIAN AND SURGEON<br>1234 MAIN STREET<br>CENTERVILLE, U.S.A. | TELEPHONE<br>CENTER 5-6789 |           |  |                                                                |  |                         |               |                    |  |                   |        |
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| NAME <i>Mrs. Mary E. Smith</i>                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                  | DATE <i>8-1-57</i>                                                                    |                            |           |  |                                                                |  |                         |               |                    |  |                   |        |
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| REP. <u>3</u> TIMES<br>NE REP. <input type="checkbox"/>                                                                             | <table border="1"> <tr> <th colspan="2">ALL DRUGS</th> </tr> <tr> <td colspan="2">CORNER FIRST &amp; MAIN PHONE CENTER 5-8876<br/>CENTERVILLE, U.S.A.</td> </tr> <tr> <td><math>\mathcal{R}</math> No. 56789</td> <td>Dr. J. R. Doe</td> </tr> <tr> <td colspan="2">Mrs. Mary E. Smith</td> </tr> <tr> <td>Two tablets daily</td> <td>8/1/57</td> </tr> </table> |                                                                                       |                            | ALL DRUGS |  | CORNER FIRST & MAIN PHONE CENTER 5-8876<br>CENTERVILLE, U.S.A. |  | $\mathcal{R}$ No. 56789 | Dr. J. R. Doe | Mrs. Mary E. Smith |  | Two tablets daily | 8/1/57 |
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| $\mathcal{R}$ No. 56789                                                                                                             | Dr. J. R. Doe                                                                                                                                                                                                                                                                                                                                                    |                                                                                       |                            |           |  |                                                                |  |                         |               |                    |  |                   |        |
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**PRESIDENT'S MESSAGE  
BALTIMORE RETAIL DRUGGISTS' ASSOCIATION**

Dear Fellow Pharmacists:

First off, I want to thank those who attended the Drug and Gift Show held at the Fifth Regiment Armory, September 8, 9, and 10th, for your unwavering support in spite of the inclement weather. The Exhibitors and the Baltimore Retail Druggists' Association are grateful for your cooperation. It is our sincere hope you gained something constructive by attending.

Our first Fall meeting on September 19th was an exceptionally fine and well attended meeting. Dr. Charlotte Silverman of the Maryland State Department of Health gave an enlightening address on Asian Influenza followed by a question and answer period. Dean Foss of the School of Pharmacy presented Freshman Scholarships. (See picture and news story in this issue).

The cash prize worth \$100.00 was drawn, but since Irving Sowbel was not present at the meeting, the next drawing will be worth \$125.00. That opportunity will present itself at the next meeting of the B.R.D.A. on October 17th. All dues paid members are potential winners, but the member must be present at the meeting to qualify for the prize. Sorry Irv!

That brings me up to another appeal for dues. There is a small group of pharmacists in the metropolitan Baltimore area that have not paid their 1957 Association dues. Our program is well worth the \$10.00 investment. I assure you you get full value received and more. May we have your dues so that we may carry on in your behalf?

From October 6th to 10th, a delegation, including myself, will attend the National Association of Retail Druggists Convention in Minneapolis. This is a business trip. It is our intention and purpose to represent you and me in taking up the problems confronting Pharmacy now—today. I shall have a report for you when I get back.

In the meantime keep slugging and don't forget to support those who support you, including your Association.

Sincerely,

Victor H. Morgenroth, Jr.  
President

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### NEW THEORY ON POTENTIAL SUICIDES

A change in the normal sleep pattern of depressed persons which is expressed in early morning awakening, may be one prelude to a suicide attempt, according to Dr. Henry P. Laughlin, Associate Professor of Psychiatry at George Washington University Medical School.

Writing in a recent issue of "State of Mind," published by CIBA Pharmaceutical Products, Inc., Dr. Laughlin noted that some potential suicides may wake one to four hours earlier than usual, a phenomenon which may continue for several months during the course of a depression. Laughlin declared that this warning symptom may be accompanied by a "morning ebb tide" of spirits in which the patient experiences his worst difficulty, followed by an improved mental outlook in the afternoon or evening.

According to statistics, early morning seems to be the favorite time for self-destructive actions. The extremely depressed patient who undergoes the most radical emotional "lift" throughout the day is the one most likely to commit suicide, Laughlin declared.

A decreased level of interest, withdrawal and difficulty in talking about problems, were listed as other pre-suicidal danger signs in depressed patients. The patient loses interest in all kinds of things, shuns family, friends and business associates and keeps his desperate state to himself, Dr. Laughlin pointed out. He added that it is the very bottled-up person who is more likely to take his life than the man who confides in his doctor.

Noting that depression recurs frequently, Dr. Laughlin suggested that the most effective solution was to lead the patient into psychotherapy. "But even when the depressed patient can be referred," said Laughlin, "his characteristic lack of interest and his decreased ability to communicate affect the therapeutic endeavor adversely."

Statistics show that ill health is the suicide motive in 40% of the males and 20% of the females; domestic difficulties in 30% of the males and 50% of the females; while unhappy love affairs cause 4% of male suicides and 10% of female suicides. Altogether, three times as many women as men commit suicide in the United States.

Noting that suicide figures are very high despite efforts to conceal such deaths, Laughlin urged family physicians to pay greater attention to estimating the dangers when patients talk of suicide. In one population group, white males between 15 and 44 years of age, suicide ranks fifth as a cause of death, Dr. Laughlin revealed.

"Because it's easy to become discouraged in treating a depressed patient, it will help to remember that efforts to save such patients from themselves are worthwhile, for depression often strikes at the kind of person society needs most," Dr. Laughlin declared.

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### IN MEMORIUM

In sorrow we note the passing of the following and extend heartfelt sympathy to their survivors:

Edward V. Rutkowski, Rutkowski's Pharmacy, Baltimore, Md.

Paul Thomas Parrish, Ruxton Pharmacy, Ruxton, Md.

Harry R. Cohen, Formerly of Balnew Pharmacy, Turner's Station, Md.

Harvey W. Voshell, Formerly of Voshell Pharmacy, 3700 Edmondson Avenue, Baltimore, Md.

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