

TEACHING

the History & Social Aspects of Pharmacy

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An online newsletter of the American Institute of the History of Pharmacy. Copies are available as well at the Institute website of www.aihp.org.

Welcome to the fifth issue of Teaching the History and Social Aspects of Pharmacy. This newsletter is issued twice a year (Autumn and Spring) in an electronic format and distributed via email from a list managed by Greg Higby, Executive Director of the American Institute of the History of Pharmacy (please contact Greg at: ghigby@mhub.facstaff.wisc.edu to be placed on the mailing list). The Newsletter also is posted on AIHP's website (www.aihp.org).

This issue presents the second of Anne Marie Lane's ongoing column on *Remedies from Rare Books*. In this second column, Anne Marie focuses on beer for health purposes through the ages. I believe readers will find her second column as informative and enjoyable as the first one. The first article presents course materials on placebos, a growing area of interest and study that is very unappreciated by pharmacy students and faculty. There also are a few announcements.

I eagerly await your comments and suggestions for improving the newsletter, and most importantly, your contributions. The success of this newsletter depends on dedicated and involved readers, especially those of you who have something to say about history and the social sciences in pharmacy. Please contribute your ideas and experiences for the benefit of others and Enjoy!

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SPECIAL ISSUE

The World of the Italian Apothecary



The next issue of *Teaching the History and Social Aspects of Pharmacy* will be published during Spring of 2004. The **deadline** for submitting items, announcements, and materials for that issue is **15 March 2004**. Please submit materials electronically in **MS Word** to: Mike Montagne at mmontagne@mcp.edu (Mass. College of Pharmacy & HS, 179 Longwood Ave., Boston MA 02115; phone: 617-732-2995; fax: 617-732-2236).

Educational Bibliography

On Placebos: Teaching the Social Aspects of Drug Effects

Consider the following example of what has been called the “non-pharmacological aspect” of drug effects. “The placebo effect is powerless” claims recent research (Hrobjartsson and Gotzsche, 2001), though comments by clinical researchers, health practitioners, and drug consumers are one of disbelief, as they know that *drug effects are not necessarily the same as drug action* (Bailar, 2001; Lennard, 1970; Montagne, 1997). Placebos are in the news again as people wrestle with the concept of what they are all about. Much of the recent focus on placebo effects as a “real” phenomenon (not those who consider that such effects do not even exist) has a biological basis. There is hope that a part of the brain or a gene or something biological will explain placebo effects, but that view is very naïve.

Placebos and placebo effects represent drug-use situations in which non-pharmacological (or social and cultural) factors are influential in determining the occurrence of specific drug or placebo effects. Non-pharmacological factors, particularly those with a social or cultural basis, are studied only occasionally, cross-referenced infrequently, taught rarely, and perhaps are not even well known enough to engage scholars or health professionals in discussions. The need to consider non-pharmacological factors as determinants of drug effects has been discussed on occasion (Fisher, 1970; Schou, 1988), but there is a great deal of confusion about and not much attention given to what the term means and what these factors are.

Researchers and clinicians debate the value, ethics, and even existence of the placebo phenomenon. A vacuum is being created as far as being able to understand and explain unexpected, unique, ineffable, even non-physiological changes that users experience after they ingest a placebo or an active drug. In place of this lack of understanding (or appreciation or conceptual framework) of what occurs when people describe placebo effects, a total re-orientation to the phenomenon of not only placebo effects, but also what constitutes drug effects, will be necessary. The new focus should be on those social and cultural factors (just like the

biopharmaceutical factors) that can influence the occurrence of effects. Examples of important and well-studied social-cultural variables include: 1) knowledge, which can be formed from prior experiences, information, instructions, or suggestions, along with expectations (these variables and others taken together are often called the user’s “set”); 2) setting, situation, or context of use; 3) the Law of Initial Value, which describes the impact of initial body states and mood prior to ingestion of a substance; 4) the notion that drug administration may elicit introspection (and thus a search for meaning) on the part of the drug user; 5) attribution of drug effects to the drug taken; 6) the availability of terms or definitions for interpreting and labeling the changes or effects that are perceived and given meaning; and 7) a variety of cultural variables, such as ritual and ethnicity. Most prior research results point to the user’s set and setting as the primary variables involved in affecting drug taking experiences.

The popularity of the placebo concept is extending outside of health care and drug use to encompass a variety of additional uses and meanings, most of which have little or nothing to do with placebo agents, effects, or anything about drugs. Some recent examples include: Gary Russell’s book *Placebo Effect* (General Distribution Services, 1998) which is based on the BBC “Dr. Who” series; Jeanne Beaumont’s book *Placebo Effects: Poems* (W.W. Norton, 1997); Ron Hale’s *Tossing Placebos Off the Gazebo* (Williams Publ., 2001); and Isabel Wright’s *Mr. Placebo* (Oberon Books, 2003) which is a novel about individuals who are involved as human subjects in clinical drug trials.

Student and practicing pharmacists are, unfortunately, very uninformed about placebos, placebo effects, and more importantly, the social and cultural factors that can influence placebo or drug effects. An attached reading list is a good place to start, and hopefully, this information can be of use to instructors and students in increasing awareness about this very interesting area of study.

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Special Column

REMEDIES FROM RARE BOOKS II

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In this issue, we will look at selected examples of the ways people have used beer for health purposes through the ages. Certainly, old remedy books also include wine and other alcoholic beverages—to the extent that one column is not sufficient for that fuller discussion. Instead, we will focus on beer, a brewed, fermented, undistilled drink. Most beer is made from malted barley, which is high in carbohydrates, and contains some protein, calcium, phosphorus, and small amounts of B vitamins.¹

The ancient background: Mesopotamia and Egypt

Approximately 8,000 to 10,000 years ago, during the Neolithic period, people in the Near East started cultivating cereal crops from wild grains. Through the following thousands of years of domestication, wheat and barley proved to be remarkably versatile in nourishing the growing populations: both were used to make food (bread) and drink (beer). In ancient Egypt, as well as in Mesopotamia, bread and beer became diet staples.

As an example of their fundamental relationship, an account of an Egyptian brewery² describes loaves of bread being formed and heated, then crumbled up into vats of water to become the fermenting mash that would become beer. One can well imagine that the beer was appreciated for its alcoholic content and its refreshing qualities (particularly in the desert heat). What might be surprising, however, is that beer has also been used through time for medical purposes: for men, women, and even children. It was usually taken internally with other ingredients, but was sometimes applied externally.



The University of Pennsylvania has a Sumerian cuneiform tablet (from ca. 2,250 B.C.E.) in its collections that is thought to contain the world's oldest medical text.³ Two of the twelve prescriptions follow:

-Pour strong beer over some resin; heat over a fire. Combine this liquid with river bitumen oil and let the sick man drink it.

-Sift and knead together: turtle shell, sprouting naga plant, salt and mustard. Wash the patient's sore with good quality beer and water. Scrub the sore spot with all the kneaded mixture; after scrubbing, rub the spot with vegetable oil and cover it with pulverized fir.

In the first case, it may well be that beer was used to make medicinal drinks more palatable.⁴ In the second case, they are using it as a cleansing agent (perhaps even as an antiseptic?).

The *Papyrus Ebers* (from ca. 1,552 B.C.E) at the British Museum is described as the most complete account of medicine in ancient Egypt.⁵ Both sweet and bitter beers and beer froth are listed among the various ingredients. For example, the berries of the ricinus (caster oil) tree chewed with beer were said **to relieve constipation**; a mixture of kadet plant twigs, grapes, honey, u'an berries, and sweet beer was used for **too much urine (diabetes)**; and figs, sebestens, grapes, yeast, frankincense, cumin, u'an berries, wine, goosegrease and sweet beer was recommended as **a tonic**.

Seventeenth-century remedies:

In the last "Remedies from Rare Books" column, Hannah Wooley's *Accomplish'd Ladies Delight* of 1685 was featured. Her chapter "Excellent Receipts in Physick and Chirurgery" contains remedies that mention both beer and ale. The difference between the two was that after hops were introduced into England in the 16th century, they were used in beer, but not ale, until the late 17th century.^{6 and 7} While the modern terms beer and ale are often used interchangeably, ale is usually considered a stronger beverage. (In the brewing process, warmer surface, or top-fermented, beers include the British ales and stouts; colder bottom-fermented beers include the German and American lagers.⁸)

-An excellent Drink for the Scurvy (p.66). Take a pound of Garden Scurvy-Grass, six handfuls of Wormwood and Elder-tops, one ounce of Caraway-seeds, and one ounce of Nutmegs, put them all together into 6 Gallons of new Ale and let them work together, and after a convenient time of working, drink of it every Morning fasting.

-For the worms in children (p.69). Take Wormseed boyled in Beer and Ale, and sweetened with Clarified Honey, and then let them drink it.

-A Medicine for an Ague (p.72). Take a quart of the best Ale, and boyl it to a pint, and let the party drink it as hot as he is able, and then let the Patient lye down upon a bed, and be covered warm, when the first fit grudges, and let a bason be ready to vomit in.

-For the wind (p.74). Take the juice of Red-fennel, and make a Posset of Ale therewith, and drink thereof. (A posset was hot milk curdled with a liquor and usually had spices and sugar added.⁹)

-An Excellent Medicine for the Dropsie (p.74). Take two Gallons of New Ale, then take Setwel, Calamus Aromaticus, and Galingale, of each two penny-worth, of Spikenard four penny-worth, stamp all together, and put them into a Bag, and hang It in the vessel, and when it is four days old drink it Morning and Evening.

-For the Rickets in Children (p.76). Take of fennel-seeds and dill-seeds, but most the last, boyl them in Beer, and strain it, and sweeten it with sugar, and let the Child drink often.

-To procure an Excellent Colour and Complexion to the Face used by the C. of S. (p.98). Take the juice of Hyssop, and drink it in a

Morning Fasting, half a dozen spoonfuls in Ale warm, it will procure an excellent Colour, is good for the Eyesight, destroyeth Worms, and is good for the stomach, Liver, and Lungs.

Gervaise Markham's *The English House-Wife Containing the inward and outward Vertues which ought to be in a Compleat Woman ...* (London: J. Streater, 1668) is another book in the Toppan Library containing such remedies—as well as a section detailing how to actually make different types of home brew (pp.181-185). Among remedies using beer and ale are the following selections:

-For the Frenzy (p.9). For Frenzy, or inflammation of the cauls of the brain, you shall cause the juyce of Beets to be with a Syringe squirted up into the patients nostrils, which will purge and cleanse his head exceedingly; and then give him to drink posset ale, in which Violet leaves and Lettuce have been boyled, and it will suddenly bring him to a very temperate mildness, and make the passion of the Frenzy forsake him.

-For a pearl in the eye (p.12-13). To make a drink to destroy any pearl or film in the eye: take a good handful of Marigold plants: and a handful of Fennel, as much of May-weed, beat them together, then strain them with a pint of beer, then put it into a pot and stop it close, that the strength may not goe out: then let the offended party drinke it thereof when he is in bed, and lye on that side on which the pearl is.

-For a Canker (p.13). For a Canker, or any sore mouth; take Chervile and beat it to a salve with old Ale and Allom water, and anoint the sore therewith and it will cure it.

-For weak eyes (p.16). Take a gallon or two of the dregs of strong Ale, and put thereto a handful or two of Cummin, and as much salt, and then distill it in a Limbeck, and the water is most precious to wash Eyes with.

-For heart sickness (p.23). Take Rosemary & Sage, of each a handful, & seeth them in white Wine or strong Ale, and then let the patient drink it lukewarm.

-For the Yellow Jaundise (p.21). Take Pimpernel and Chickweed, stamp them and strain them into posset Ale; and let the party drink thereof morning and evening.

-For the Yellow Jaundise, which is desperate, and almost past cure (p.21). Take sheeps dung new made, and put it into a cup of beer or ale and close the cup fast, and let it stand

so all night, and in the morning take a draught of the cleerest of the drink, and give it unto the sick party.

-For the flux (p.24). Take the Stags pizzel dried and grated, and give it in a drink, either in Beer, Ale, or Wine, and it is most soveraign for any Flux whatsoever.

-For pissing in bed (p.29). For them that cannot hold their water in the night time, take Kids hoof, and dry it, and beat it into powder, and give it to the patient to drink, either in beer or ale four or five times over.

-A generall purge for a woman in child-bed (p.32). Take two or three eggs, and they must be neither rost, nor raw, but between both, and then take butter that Salt never came in, and put into the eggs and sup them off, and eat a piece of bread to them, and drink a draught of small Ale.

-For the leprosie (p.34). To cure the leprosie take the juyce of Colworts, and mix it with Allom and strong Ale, and anoint the Leper therewith morning and evening, and it will cleanse him wonderfully, especially if he be purged first, and have some part of his corrupt blood taken away.

-For swelled Legs (p.42). Take Mallowes and seeth them in the dregs of good Ale or Milk, and make a plaister thereof, and apply it to the place swelled.

Markham has one instance in which to avoid beer. He warns:

-For hot urine (p.28). If the urine be hot and burning, the party shall rise every morning to goe drink a good draught of new Milke and Sugar mixt together, and by all means to abstain from Beer that is old, hard and tart, and from all meats and sawces which are sowr and sharp.

Captain Cook's eighteenth-century recipe for a beer that improved the health of his men:

In Volume I of Captain James Cook's *A Voyage towards the South Pole, and Round the World* (London: Printed for W. Strahan and T. Cadell, 1777), he recounts their condition after coming ashore in New Zealand (pp.99-100):

"...such as were sick and ailing when we came in, recovered daily, and the whole crew soon became strong and vigorous; which can only be attributed to the healthiness of the place and the fresh provisions it provided. The beer certainly contributed not a little. As I have already observed, we at first made it of a decoction of the spruce leaves, but finding that this alone made the beer

too astringent, we afterwards mixed with it an equal quantity of the tea plant (a name it obtained in my former voyage from our using it as tea then, as we also did now) which partly destroyed the astringency of the other, and made the beer exceedingly palatable, and esteemed by every one on board.”

He goes on to describe the process of brewing it, by adding in ingredients they had on the ship: one cake of inspissated juice of wort, a little molasses, and the grounds of beer (or he mentions yeast could be used if you have it) to start the fermentation. Captain Cook concludes, “Had I known how well this beer would have succeeded, and the great use it was of to the people, I should have come better provided.”

An early nineteenth-century cure for people—and animals too:

Hannah Glasse’s book *The Art of Cookery Made Plain and Easy* (London: printed for J. Johnson, etc., 1803) includes a chapter on the sick and a miscellaneous one with useful Medical Receipts. Among these is **Another Cure for the Bite of a Mad Dog** (p. 383, listed after “A certain Cure for the Bite of a Mad Dog,” which used lichens):

-For the bite of a mad dog, for either man or beast, take six ounces of rue clean picked and bruised, four ounces of garlic peeled and bruised, four ounces of Venice treacle, and four ounces of filed pewter, or scraped tin. Boil these in two quarts of the best ale, in a pan covered close, over a gentle fire, for the space of an hour; then strain the ingredients from the liquor. Give eight or nine spoonfuls of it warm to a man, or a woman, three mornings fasting. . . . Ten or twelve spoonfuls for a horse or a bullock; three, four, or five to a sheep, hog, or dog. This must be given within nine days after the bite: it seldom fails in man or beast. If you bind some of the ingredients on the wound, it will be so much the better.

Early twentieth-century Pabst Extract:

One of the Toppan Library’s souvenir brochures, *Buffalo Bill’s Wild West*, from ca. 1910, includes an advertisement for Pabst Blue Ribbon beer, as well as one for Pabst Extract. The promotional blurb (unpaginated) says that:

“...physicians everywhere recommend the use of Pabst Extract, the Best Tonic, a perfect food welcomed by the weakest stomach—containing all

the nutritive and digestive properties of pure, rich barley malt and the quieting and restorative qualities of choicest hops in predigested liquid form. It is the ideal spring food—giving men and women just the right energy and strength to take their part in the battle of life.”

“Pabst Extract, the Best Tonic is used all over the world to strengthen the weak and build up the over-worked: to relieve insomnia and conquer dyspepsia; to help the anaemic and turn nerve exhaustion into active, healthy vim; to encourage listless convalescence to rapid recovery; to assist nursing mothers and reinvigorate old age.”

Looking at these early twentieth century claims, one is struck by the combination of barley malt and hops being called a “perfect food” with nutritive and digestive properties. In fact, the Coe Library at the University of Wyoming has a late nineteenth-century pamphlet, *The Colorado Springs Region as a Health Resort* (Colorado Springs, CO: Chamber of Commerce, 1898, p.98), which contains an advertisement for “The Purist and Best Malt Extract” that is “A Specific for Insomnia.” Bottled by David Nicholson of St. Louis, Missouri, it is actually called “Nicholson’s Liquid Bread.” One can not help but see a connection back to those ancient Mesopotamians and Egyptians, and their early cultivation of the barley and other grains that started this long tradition of using their fermented forms to stay healthy.

References:

1. “Barley,” *Encyclopedia Britannica, 1986 (15th edition), Micropaedia; pp.900-901.*
2. *Carpenter, Rhys et al. Everyday Life in Ancient Times. Washington, D.C.: National Geographic Society, 1961; pp. 106-107.*
3. *Hamblin, Dora Jane. The First Cities, New York: Time-Life Books, 1973; p.98.*
4. *Kramer, Samuel Noah. Chapter 9 “The first pharmacopoeia,” in From the Tablets of Sumer, Indian Hills, CO: Falcon’s Wing Press, 1956; p.58.*
5. *Wooton, A.C. Chapter II, “Pharmacy in the Time of the Pharaohs,” in Chronicles of Pharmacy, Tuckahoe, N.Y: USV Pharmaceutical Corp. 1972; pp.36-45.*
6. “Ale,” *Encyclopedia Britannica, p.233*
7. “Ale” and “Beer,” *Oxford English Dictionary, 1933, (1978 reprint); pp. 212-213 and p.759*
8. “Beer,” *Encyclopedia Britannica, p.45.*
9. “Posset,” *Oxford English Dictionary, p. 1158.*

Announcements

AMERICAN PHARMACISTS WHO DO YOU CONSIDER THE MOST INFLUENTIAL?

We are developing a consensus list of the individuals who had had the most influence on pharmacy in the United States. The objectives for the project are straight forward. We are interested in identifying those individuals who have made a significant impact on the profession. We are **NOT** interested in trying to develop a ranked list of who was most important, second most, and so forth. Our intent is to use the results to develop biographical sketches of the individuals selected. These will be used for publications and other projects to build awareness of both the individuals and their accomplishments in the practice and culture of pharmacy.

Inclusion Criteria:

- Individual must be dead to be included.
- Names of live individuals will be noted but not included in the final tally.
- Must be a pharmacist or had a personal impact on pharmacy, e.g. Millis had a direct impact on pharmacy; Franklin D. Roosevelt did not.

Process:

- Develop your list of names and send them to

Dennis B. Worthen, PhD
1723 Old Farm Drive
Loveland, OH 45140
dbworthen@fuse.net

Note: We need you to identify yourself so that we can contact you with any questions or follow-up. Your responses will be collated and no one will be identified with their selections.

Thanks for your help.

Greg Higby
American Institute of the History of Pharmacy

Dennis Worthen
Lloyd Scholar

ICIUM 2004: The Second International Conference on Improving the Use of Medicines. March 30 to April 2, 2004, Chiang Mai, Thailand

Mark your calendars now for the Second International Conference on Improving the Use of Medicines. In April 1997, researchers and policymakers from around the world gathered in Chiang Mai, Thailand for the first international conference on this topic. This conference, sponsored by a variety of international health groups, was an important and educational event. The second conference will focus on cost-effective interventions to improve the use of medicines. Registration is limited to 500 participants. Details about this conference are available at the ICIUM 2004 website: [HtmlResAnchor www.icium.org](http://www.icium.org). [This listing was obtained from the E-drug site, where it was described by Dr. John Chalker, INRUD Coordinator for Management Sciences for Health ([HtmlResAnchor www.msh.org](http://www.msh.org))].

13th International Social Pharmacy Workshop July 19-23, 2004, Msida and Sliema, Malta

The 13th International Social Pharmacy Workshop will be held in Malta from July 19-23, 2004. The Teacher's workshop will be held at the University of Malta in Msida on July 19th, while the main workshop will be held on July 20-23 at the Crown Plaza Hotel in Sliema. This event is hosted by the Malta College of Pharmacy Practice. The official language of the workshop is English. Abstracts are due March 30, 2004. For further information about all aspects of this very interesting workshop, please check their website: [HtmlResAnchor www.mcppnet.org](http://www.mcppnet.org).

Australian National Medicines Symposium, July 28-30, 2004, Brisbane, Australia

This symposium will focus on the quality use of medicines. More information can be obtained at their website: [HtmlResAnchor www.nps.org.au](http://www.nps.org.au), and then click on "Events."

Health and Medicine in North America in the Era of Lewis and Clark
November 4-6, 2004, Philadelphia, PA.

The Francis C. Wood Institute of the College of Physicians of Philadelphia is planning a major conference on medicine in the U.S. circa 1800, to be held Thursday evening through Saturday, November 4, 5, and 6, 2004. Co sponsors will include the American Philosophical Society, the Library Company of Philadelphia, and the McNeil Center for Early American Studies at the University of Pennsylvania. The conference is timed to coincide with the opening of a national touring exhibition on the Lewis and Clark expedition at Philadelphia's Academy of Natural Sciences. Another exhibit, "Only One Man Died: Medical Adventures on the Lewis and Clark Trail" is currently on display at the College of Physicians and will remain there through 2006.

For further information, contact:

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History @ FIP 2004

The history working group of the International Pharmaceutical Federation (FIP) will hold a day of events at the 2004 FIP meeting in New Orleans, Louisiana, USA. On Monday 6 September, a morning paper session will be followed by a visit to the New Orleans Pharmacy Museum in the afternoon and an evening dinner. For more information, see the FIP website (www.fip.org/neworleans/) or contact Leif Eklund (leif.eklund@swepharm.se).

37th International Congress of the History of Pharmacy 2005.

The 37th International Conference of the History of Pharmacy, "People and Places," will be held in Edinburgh from Wednesday the 22nd of June 2005 to Saturday 25th June. All the meetings will be held at the University of Edinburgh, George Square and the Conference will be formally opened at 11 am on Wednesday the 23rd by the Lord Provost of Edinburgh and representatives of Pharmacy and History research.

This meeting coincides with the 500th anniversary of the founding of the Royal College of Surgeons of Edinburgh. In addition to presentations on the history of pharmacy in Scotland and England there will be a lecture on the history of the Royal College. There will also be opportunities to visit the Museum of the Royal College of Surgeons and the 500 year exhibition.

Edinburgh, the capital of Scotland, where the new Scottish Parliament is presently being built, has many connections with the history of medicine and pharmacy. A series of pre and post conference tours are being planned which will give delegates the opportunity to see something of the highlands of Scotland as well as many of the famous buildings in and around Edinburgh. This conference gives delegates an opportunity for delegates to visit Scotland and get a flavour of the country.

For more information and booking forms please contact:-Kate McIntosh, ICHP 2005, Index Communications Meeting Services (Scotland) Ltd, 7 Summerhall Place, Edinburgh EH9 1QE Email: scotland@indexcommunications.com or telephone +44 131 667 9982

The conference is being hosted by the British Society for the History of Pharmacy. Applications will be accepted from non members of the Society and anyone interested in pharmacy history.