

PUBLISHED BY

The Journal of Biocommunication, Inc.

Nancy Hurtgen (Business Manager)
220 Southwind Lane
Hillsborough, NC 27278
Phone: 919-245-0908 Fax: 919-245-0906
JBCoffice@aol.com
<http://www.jbiocommunication.org>

INCORPORATING THE

Journal of Biological Photography

IN ASSOCIATION WITH

Association of Biomedical Communications Directors (ABCD)

c/o James C. Huff
University of Colorado Health Science Center
4200 E. Ninth Ave Box A066
Denver CO 80262
303-315-7144
jim.huff@uchsc.edu
<http://www.abcdirectors.org/index.htm>

Association of Medical Illustrators (AMI)

P.O. Box 1897
Lawrence, KS 66044 U.S.A.
Phone: 866-393-4AMI Fax: 785-843-1274
hq@ami.org
<http://www.ami.org>

Australian Institute of Medical and Biological Illustration (AIMBI)

c/o Julie Murray
Director, Medici Graphics
St Vincent's Hospital Sydney
230 Barcom Ave
NSW 2010
Australia
(612) 838-22168
jmurray@stvincents.com.au
<http://www.aimbi.org.au>

BioCommunications Association (BCA)

220 Southwind Lane
Hillsborough, NC 27278
(919) 245-0906 phone/fax
office@bca.org
<http://www.bca.org>

Health Sciences Communications Association (HeSCA)

c/o Eastern Business Service
39 Wedgewood Drive, Suite A
Jewett City, CT 06351
(860) 376-8150 Fax (860) 376-6621
<http://www.hesca.org>

Direct editorial communications to the respective Association Editors:

ABCD Editor: Manny Bekier, Biomedical Communications,
SUNY Downstate Medical Center, 450 Clarkson Avenue, Box 18,
Brooklyn, NY 11203, (718) 270-7551

AIMBI Editor: Julie Murray, Medici Graphics, St. Vincent's Hospital,
Victoria St., Darlinghurst NSW AU, 2010, (02) 8382 2168

AMI Co-Editor: Gary Lees, Art as Applied to Medicine,
Johns Hopkins School of Medicine, 1830 E. Monument, St.
Suite 7000, Baltimore, MD 21093, (410) 955-3213

AMI Co-Editor: Mark Lefkowitz, Biomedical Visuals,
132 Oak Hill Dr., Sharon, MA, 02067, (781) 784-5293

BCA Editor: Mark Marzolf, Media Services,
Shriners Hospitals for Children, Fairfax Road at Virginia Street,
Salt Lake City, UT 84103, (801) 536-3750

HeSCA Editor: Lori Klein, Reference Department,
National Library of Medicine, 8600 Rockville Pike,
Bethesda, MD 20894, (301) 435-4891

FEATURES

- 47 Selling the Cure: Images of Health and Disease in
Early American Patent Medicine Advertisements
*Michael Torbenson, MD, and
Norman Barker, MS, RBP*
- 54 Images of Evolution
Camillia Matuk, MS
- 62 Expanding Researchers' Understanding of Effective
Corporate Identity Design for Company Spin Outs
*José A. Cabrera, Kim Hoggatt-Krumwiede,
Lewis Calver, and Harold Garner*
- 68 Ranice W. Crosby: A Tribute to Fifty Years
of Teaching (Part II)
John Cody, MD

Journal Management Board: Gary Schnitz, Chairman (The Indiana Hand Center), Bob Turner (The Scripps Research Institute), Connie Johansen (National Geospatial Intelligence Agency), Gary Lees (Johns Hopkins School of Medicine), Lee Potts (Merck Research Laboratories), Manny Bekier (SUNY Downstate Medical Center), Gillian Duncan (Graphica Medica), Julie Murray (Medici Graphics, NSW Australia)

Managing Editor: Joe Ogradnick, Entomology, NYS Ag. Experiment Station,
Communications Services, NYSAES, 632 W. North Street, Geneva, NY 14456, (315) 787-2324

Editorial Review Board: Scott Barrows (Medical Art Associates) • Janis Brown (University of Southern California) • Susan G. Deihl (Virginia Commonwealth University) • Zina Deretsky (National Science Foundation) • Marc Dryer (University of Toronto) • Gillian Duncan (Graphica Medica) • Brian Dunham (Children's Hospital of Philadelphia) • Craig Gosling (Indiana University) • Christine Gralapp (Fairfax, CA) • Carol Asimow Gray (UCLA Medical Center) • Jamie Guth (World Health Organization) • Kenneth Heyman (Immersion Medical) • Tom Hurtgen (Duke Clinical Research Institute) • Dale Kennedy (VA Medical Center - Albuquerque, NM) • Lori J. Klein (National Library of Medicine) • Dale Knorr (Naval Medical Center, San Diego, CA) • Gregory Lucier (University of Calgary) • Patrick Lynch (Yale University) • Ken Michaels (National Cancer Institute) • Steven Moon (Ohio State University) • Darisse Paquette (Tufts-New England Medical Center) • Stephen Pendry (Mary Greeley Medical Center) • Michael Peres (Rochester Institute of Technology) • James Perkins (Rochester Institute of Technology) • David Rini (Johns Hopkins School of Medicine) • Sue Seif (Seif & Associates) • Bobb Sleezer (Christiana Care Health Services) • Keith Stenehjem (Mayville State University) • Bob Turner (The Scripps Research Institute) • Judy Tyler (National Student Nurses Association) • Linda Warren (Austin, Texas) • Linda Wilson-Powells (University of Toronto)

Business Manager: Nancy Hurtgen (Hillsborough, NC)

Webmaster and Production Group: Michael Getz (Illumina Interactive, Boston, MA)

With the release of JBC 33-3 (our 13th electronic Journal), we have reached a publishing landmark of sorts, as this particular issue represents our own JBC “Lucky 13.”

Just for some background, “triskaidekaphobia” is name associated with the fear of the number 13. The word triskaidekaphobia comes from the Greek word ‘tris’ meaning ‘three’, ‘kai’ meaning ‘and’, ‘deka’ meaning ‘ten’, and of course, the noun ‘phobia’ meaning ‘fear.’ While some airlines have no 13th row on their planes, and most hotel chains do not list a 13th floor, the JBC is proud of this numerical milestone. We are wholeheartedly embracing this 13th electronic issue that offers four academic articles, a Viewpoint, and a Book Review. In addition we have assembled a 54 piece Gallery and a 54 image Showcase.

Our Journal’s 33-3 Gallery features the award-winning medical and scientific illustrations, 3D models, animations, and fine art from the Association of Medical Illustrator’s 2007 annual meeting, which was held in Bozeman, Montana. Be sure to check out these creative and artistic images, as well as the other award winning media.

We have four articles for you in JBC 33-3, including “Selling the Cure: Images of Health and Disease in Early American Patent Medicine Advertisements” written by Michael Torbenson, M.D. and Norman Barker, M.S., R.B.P. This article reviews the history of classic patent medicine advertising in early America. These early tonics and elixirs were marketed heavily, and the creation of printed labels and posters were some of the earliest examples of marketing and image branding by these early pharmaceutical manufacturers.

We also feature an article entitled “Images of Evolution” written by Camillia Matuk. The author states that the theory of evolution is recognized as one of the great unifying principles of science, but that it continues to be widely misunderstood and contested by the public. Through an analysis of a selection of images about evolution from a range of historical and social contexts, this article discusses how the creation of illustrations and the meaning viewers make of them are often influenced by bodily experiences, by ancient philosophies of the natural world, and by the iconic power of images.

“Expanding Researchers’ Understanding of Effective Corporate Identity Design for Company Spin Outs,” written by José A. Cabrera, Kim Hoggatt-Krumwiede, Lewis Calver, and Harold Garner, examines effective visual re-branding that occurs following corporate mergers and spin-outs. The article looks at corporate identity designs, and reviews their effectiveness in describing the new organizational entities and the products or services offered to the marketplace.

We also include Part II of the wonderful article celebrating the remarkable life, legacy, and teaching of medical illustrator Ranice W. Crosby. The article entitled, “Ranice Crosby: A Tribute to Fifty Years of Teaching, Part II,” was written by John Cody, M.D. Part I of the article appeared in JBC issue 33-2. A Showcase of Ranice Crosby’s medical and scientific illustrations accompanies Dr. Cody’s article.

Finally, my JBC Viewpoint offers some of my personal thoughts about professional partnerships.

So, welcome to issue 33-3, and feel free to look around.



Gary Schnitz, CMI, FAMI
Chair, JBC Management Board
gschnitz@indianahandcenter.com