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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 Illustrators’ 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