

During the convention many physicians visited the booth and asked questions regarding the various products, all showed a deep interest in the work that was being done. Each physician was given two booklets—one booklet giving "A Therapeutic Classification of Some of the U. S. P. X Drugs," prepared by the Board of Trustees of the United States Pharmacopœial Convention; the other booklet entitled, "Notes for the Physician" from the National Formulary prepared by the AMERICAN PHARMACEUTICAL ASSOCIATION.

The interest manifested in official products displayed and the booklets passed out, and by the great number of questions asked is sufficient evidence to prove that the physicians of our State are deeply interested in knowing more about U. S. P. and N. F. products, and it is quite certain that local medical societies are willing to coöperate with local pharmaceutical associations that will disseminate information regarding official products among their group. The time is now here for local associations to use the material furnished by the U. S. P. and N. F. Committee of the N. A. R. D. and methodically mail their U. S. P. and N. F. folders to physicians in their community, first getting the endorsement of the local medical society. Any local association that is planning such work can be assured of the coöperation of the Pennsylvania Pharmaceutical Association.

If any association is now planning work of this kind let the secretary of the State association know and he will be glad to explain how he can assist.

U. S. P. AND N. F. EXHIBIT AT VIRGINIA MEDICAL SOCIETY.

BY N. G. MILLER.

The above picture shows the exhibit of U. S. P. and N. F. preparations, at the Virginia Medical Society meeting held at Roanoke, Va., October 6, 7 and 8, 1931.



U. S. P. and N. F. exhibit at meeting of Medical Society of Virginia by Virginia Pharmaceutical Association.

The display was well received and commented upon very favorably by the physicians. They appreciated the fact that it was placed there to establish a better coöperation between

the physician and pharmacist and the bringing to their attention the U. S. P. and N. F. preparations. There were 56 eight-ounce bakelite capped bottles and 11 sixteen-ounce bottles, all neatly labeled with the imprint of The Virginia Pharmaceutical Association on each label. The high-powered lamp above caused the different colored preparations to show up most brilliantly.

Each physician was given a small booklet, published by the N. A. R. D., on some important U. S. P. and N. F. preparations.

Many questions were asked and many comparisons made between these preparations on exhibit, and others of a similar character.

It is a big step toward getting back to old-time pharmacy. Now that this work has been started, there should not be any let up, until every physician in the United States realizes that it will be to the advantage of every one concerned to prescribe only U. S. P. and N. F. preparations.

HOW THE NATIONAL DRUG STORE MERCHANDISING SURVEY WILL BENEFIT RETAIL DRUGGISTS.*

BY FRANK A. DELGADO.

Drug and Chemical Consultant, U. S. Department of Commerce.

I believe that all present are familiar with The National Drug Store Survey now being conducted by The National Drug Store Survey Committee, with the United States Department of Commerce coöperating. Your trade journals and the house organs of the chemical and pharmaceutical houses have since last fall endeavored to keep you informed regarding the objective and operation of the Survey and believing, as I do, that the most successful druggists read their trade journals and attend their state and national conventions, it seems that there is very little else for me to relate other than to point out how some of these facts may be applied in such manner as to be practical and direct benefit to the retailer and other branches of the drug industry.

I was serious in the remark I made regarding the value of trade journals, and in connection with our preliminary work in St. Louis we had it brought home rather forcibly. We were about ninety miles south of St. Louis looking for a typical country store and found an extraordinarily attractive one. It actually excelled many of the drug stores encountered in St. Louis, or for that matter, any large city. It was well lighted and the window displays, as well as the store interior were faultless. The proprietor was crippled and seated in a wheel chair. When we expressed surprise at encountering such a modern and beautiful store at such a distance from a large city, he informed us that a great deal of the credit was due the trade journals which he read most assiduously while confined to his wheel chair and that when he read an exceptionally good article about any department of the drug business that he thought could be applied to his own store, he gave it a trial. The moral of this anecdote is obvious.

Before discussing the application of the Survey, I would like to quote Mr. C. C. Concannon, Chief of the Chemical Division of the Department of Commerce, who in a recent address remarked "During the conduct of the National Drug Store Survey, no phase of drug store operation will receive more detailed and careful attention than its professional side."

I do not believe that any one doubts the value of facts and as I previously remarked, I desire to discuss the application of the facts that we are discovering in the 14 stores that are being surveyed in St. Louis, but before doing so, I want you to bear in mind that each of these drug stores is a prototype of thousands of others throughout the country. Facts developed from each of the Survey stores are adoptable to every store of its type in the country.

About the first thing I want to tell you about the National Drug Store Survey is that if it accomplishes nothing else, its undertaking will be justified by the fact that preliminary figures decidedly indicate that the average drug store has not turned into a mere lunch counter or small department store and that drugs, chemicals, proprietary medicines and hospital supplies account for 46 per cent by value and 63 per cent by number of items of the 11 usual commercial type of drug stores now being surveyed in St. Louis. The percentages mentioned are, of course, only preliminary, as the Survey only got under way last April; likewise any other figures that I may quote are not to be considered final, as they will be based upon preliminary findings.

* Section on Commercial Interests, A. P. H. A., Miami meeting, 1931.