

## POPULARIZING U. S. P. AND N. F. PRODUCTS AMONG PHYSICIANS.

BY J. B. PILCHARD.

The Pennsylvania Pharmaceutical Association displayed at the annual meeting of the Medical Society of Pennsylvania in Scranton, Oct. 5th to 8th, U. S. P. and N. F. products, in an effort to more effectively acquaint the physicians with these products, to the end that they in turn would prescribe more of them.

The display was set up in a special booth in the scientific exhibitors' section, in the Masonic Temple Building, the headquarters of the meeting. President Henry Brown was in charge of the Exhibit and was assisted by Bernard Foote, Archbald; Frank P. Kelly, Carbondale; T. A. Shannon, Dickson City; Mrs. Lulu A. (Morgan) DeLuca, Thomas Evans and Louis Gardier of Scranton, and J. B. Pilchard of Harrisburg.

The display was attractively decorated in blue and white; a mortar and pestle that was over 100 years old was set high in one corner of the display; a beautiful show globe holding three different colored liquids was placed in each corner of the display. Twenty-eight official



The Pennsylvania U. S. P. and N. F. Exhibit.

liquids were displayed in eight-ounce paper-capped bottles, bearing a label giving the official name, together with the ingredients with their respective amounts, also designating whether U. S. P. or N. F.

There were also eight samples of crude drugs and ten samples of official ointments spread between two sheets of plate glass so that their smoothness could be easily seen. On the display counter, in full view, was a group of books over which was a card bearing the title "Pharmacists' Reference Books." These books consisted of the United States Pharmacopœia X, the National Formulary V, the United States Dispensatory XXI, the Pharmaceutical Recipe Book I, Merck's Index IV, New and Non-Official Remedies 1931, Useful Drugs and Technic of Medication—Fantus. On the table of the booth was displayed Pharmacopœias of the World in which collection was included one of the oldest Pharmacopœias of the United States. This collection was loaned by the Library of the Philadelphia College of Pharmacy and Science.

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