

Elixir of Three Bromides should contain not less than 23.4 Gm. nor more than 24.6 Gm. of total bromide per 100 cc. of elixir. This allows a tolerance of 2.5% above and 2.5% below the amount specified in the formula.

Elixir of Five Bromides should contain not less than 24.52 Gm. or more than 25.78 Gm. of total bromide per 100 cc. of elixir. This allows a tolerance of 2.5% above and 2.5% below the amount of pure bromides specified in the formula.

Syrup of Five Bromides should contain not less than 23.19 Gm. nor more than 24.37 Gm. of total bromides per 100 cc. of elixir. This allows a tolerance of 2.5% above and 2.5% below the amount of pure bromides specified in the formula.

CONCLUSION.

Elixir of Potassium Bromide, Elixir of Sodium Bromide, Elixir of Ammonium Bromide, Elixir of Three Bromides, Elixir of Five Bromides and Syrup of Five Bromides can be accurately assayed by the U. S. P. X (Volhard) method for assay of bromides.

It is recommended that the assay methods as given above, with the suggested standards be adopted in the N. F. VI.

DETAILING THE DENTIST FOR HIS PRESCRIPTIONS.*

BY A. O. MICKELSEN.¹

Dentistry has made astounding advancements. It is now a recognized branch of the medical profession, requiring at the present time five years of college training—four years of which must be devoted to the study of subjects relating directly to the profession.

Such subjects as anatomy, histology, bacteriology, pathology, bio-chemistry, surgical anatomy, anesthesia, principles of surgery, clinical medicine, materia medica, pharmacology, physiology and physical diagnosis have given the dentist a good foundation for the diagnosis and treatment of most pathological conditions of the oral cavity. The disturbances of the oral cavity that lie within the province of the clinical practitioner are primarily of an infectious nature, requiring a more or less specific treatment for each individual case. Directed care is necessary as the mouth, throat and nose are the avenues through which pathogenic bacteria gain entrance into the body, causing serious diseases.

Instead of directed medication by the dentist, the patient is instructed to purchase some drug or patent preparation and treat himself. However, the dentist is not solely to blame for this condition; there are numerous preparations on the market prepared especially for the convenience of the dentist and the patient. These are the directions accompanying such a preparation, not mentioning the trade name: Quoting—“*Directions*—to relieve distress and discomfort due to simple headache, head colds, simple neuralgia and muscular aches and pains, also after tooth extraction, and for painful menstruation. In such conditions 1 and 2 tablets should be taken with a half glass of water and repeated 1 tablet in an hour if necessary.” Those are the directions accompanying this sample to aid the

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patient in the treatment of perhaps a most serious ailment. Right here community diagnosis and treatment have started. These samples are distributed gratuitously to dentists with a cloak of aiding the busy dentist. The real purpose back of such generosity by the manufacturer is to increase self medication by selling directly to the public without the direction of professional knowledge.

The advertising quoted from this package is both deceptive and misleading to the individual not having a knowledge of medicine and human physiology. To illustrate the confidence which the laity have in such preparations distributed through the dentist—a lady announced at an afternoon party that her dentist had given her a sample of this preparation, which she was using as a general home remedy. She wanted to spread the news to her friends that they too might take advantage of this new beneficial preparation. She relied on the statement following the directions on the same package: Quoting from the same container: "Each drug has a particular action of its own, and combined, they have a synergistic action which insures maximum relief. . . . is non-narcotic and non-habit forming. . . . is a febrifuge, which means that it should reduce fever. . . . is safe, does not harm the heart and will not upset the stomach." Medication of this sort is neither sound nor professional and is intended solely for a commercial transaction, disregarding the injury to public health.

Such advertising, as brought out by the survey on the Costs of Medical Care, is costing the people of the United States \$525,000,000.00 annually for self medication, in contrast to only \$190,000,000.00 annually spent for directed medication—only 27% of the total expenditure is directed medication.

Unless the physicians, dentists and pharmacists cooperate in a professional way, the practice of internal medicine is going to retrograde from a profession to any man's business, resulting in a public health menace. Figures in dollars cannot be obtained with reference to the cost of self medication breaking down the health of our nation, but it is conceded by those who are in a position to know, that self medication is neither economically sound nor the logical method to restore or retain your health.

Medicine to be of value to the individual must be more or less specific in its action. The amount to be taken must be determined by the dentist directing its use. This can only be controlled by the writing of a prescription. Referring to the quoted statement, namely, that "It is safe, does not harm the heart and will not upset the stomach." This is true of no drug having a marked physiological action. A drug with a marked physiological action is not free from injury to the health if repeated often and further, in doing so, a habit is formed which may result in a loss of health beyond the power of medicine to restore. Medicine to serve its purpose must be directed by the professional man and this can be brought about only by an original prescription written by the doctor. The prescription will not take on the cloak of a trade name which can be memorized by the patient and his friends. Lay diagnosis and medication are thus discouraged, nor will such prescriptions find their way into the magazines or radio programs. The chance for self-medication is minimized, because professional knowledge is required to write, interpret and fill prescriptions.

Medication by prescriptions is an advantage to the patient, doctor, pharmacist and pharmaceutical manufacturer. To the patient it may seem more costly at

the time, but he is taking no chance of injuring the most precious thing possessed—Health. Directed medication carries with it a professional interest in behalf of the patient, from both the dentist and the pharmacist. When beneficial effects of the prescription have been exhausted, there is a professional knowledge to advise discontinuing further use. To the dentist who prescribes for his patients and safeguards their health, there is an added professional pride, professional duty and self-confidence. Directed medication requires repeated returns by the patient for treatment and direction. This enables the pharmacist to practice his profession—coöperating with the doctor and his patient. The pharmaceutical manufacturer is insured continued ethical business. Preparations intended solely for commercial transactions can only have a short duration in the treatment of human ailments.

Those who do the world's work must be able to determine the work to be done. This is perhaps more true of the professions than it is of the trades, as so much depends upon ethical practice. As professional pharmacists, it is our duty to coöperate with the dental profession. Detail the dentists in your respective location and ask them to coöperate in a professional way by treating their patients by directed medication—through prescriptions. Furnish the dentist with efficient and correct information concerning the action of drugs they wish to use. Invite the dentists into your prescription department, become better acquainted. Dental preparations are new and varied, and it may require several visits for a mutual understanding. Furnish the dentist with several prescriptions, completely written out for his guidance or better still filing cards containing prescription detail information. Teach the dentist prescription writing in a tactful manner.

A great deal of prescription writing by the dentist is imperative in the future because he is holding a higher professional position than before, and has much more advanced professional training. Do not hesitate to detail the dentists. I know them to be receptive and willing to coöperate for the advancement of the dental profession. I believe it is fundamentally sound that the dentist should treat cases by direct medication—prescriptions—which are at the present time receiving little or no professional attention.

It was my pleasure to present this subject before the Oregon State Pharmaceutical Association, with the result that the Association pledged its support in furtherance of this movement. Since the convention, I have received letters from pharmacists, stating that their results were most gratifying in detailing dentists.

North Pacific College of Oregon, School of Dentistry, is supporting this movement by requiring prescription writing by their junior and senior students.

I earnestly recommend that the colleges of pharmacy include dental prescriptions and preparations in their pharmacy laboratory courses that they may become better acquainted with the needs of the dental practitioner.

1934 MEETING OF INTERNATIONAL
RED CROSS SOCIETY.

The 15th conference of the International Red Cross Society will be held in Tokyo, Japan, next year. This decision was reached

by the Executive Committee of the International Red Cross Society which met in Brussels, Belgium, on March 31st. According to the decision of the committee, the proposed conference at Tokyo will meet October 20, 1934.