

- (5) Broom and Clark, *J. Pharmacol. and Exp. Ther.*, 22 (1923), 59.
- (6) Burn and Ellis, *Pharm. J.*, 118 (1927), 384.
- (7) Pattee and Nelson, *J. Pharmacol. and Exp. Ther.*, 36 (1929), 85.
- (8) Swanson, *Jour. A. Ph. A.*, 18 (1929), 1127.
- (9) Thompson, *Ibid.*, 19 (1930), 113.
- (10) Thompson, *Ibid.*, 19 (1930), 718.
- (11) Wokes and Elphick, *Quart. J. Pharm. and Pharmacol.*, 3, No. 4 (1930), 599-625.
- (12) Thompson, *Jour. A. Ph. A.*, 19 (1930), 705.
- (13) Swanson, Powell, Stevens and Stuart, *Ibid.*, 21 (1932), 320.
- (14) Wokes and Elphick, *Quart. J. Pharm. and Pharmacol.*, 4, No. 1 (1931), 101.
- (15) Moir and Dale, *Brit. Med. J.* (June 18, 1932), 1119.

#### PHARMACOPŒIAL EXHIBIT AT THE A. M. A. CONVENTION.

Herewith is shown the United States Pharmacopœial exhibit, installed at the convention of the American Medical Association, Milwaukee, during the week of June 12th. The exhibit was arranged by courtesy of the College of Pharmacy of the University of Wisconsin, and Edward J. Ireland and Al Rheineck were responsible for the display.



U. S. P. Exhibit at Milwaukee A. M. A. Meeting.

On the left of the picture may be seen an illustrated history of the Military Pharmacopœia of 1778, known as the Lititz Pharmacopœia. In the picture is shown Dr. William A. Brown, military surgeon with George Washington's army during their stay at Lititz, Pennsylvania; the Moravian Brethren's house in which the Pharmacopœia was written; to the left of Dr. Brown's photograph is a copy of the early pharmacopœia. The pharmaceutical preparations in the foreground were made by the pharmacy students according to the original formulas.

Continuing from the left may be seen pictures of modern pharmacopœias, then a reproduction of the Ebers Papyrus, an Epitome of Claudius Galen written in 1571, a copy of Dioscorides'

Materia Medica, two volumes of Hippocrates Medical Works, six early medical writings from German and Italian cities; pharmacopœias from Italy, France, India, Germany, England, Ireland, Scotland, Japan. A complete set of the United States Pharmacopœia features the center of the exhibit; in the immediate center, there were living plants of *Lobelia syphilitica*. Along the right wall may be seen a display of Dover's Powder with its pharmacopœial history. The old wooden mortar was one obtained from Syria, and is reputed to be over three hundred years old. Photographs on the walls show prominent pharmacopœial workers; note also July JOURNAL A. PH. A., page 591.

#### THE NATIONAL FORMULARY EXHIBIT AT THE AMERICAN MEDICAL ASSOCIATION CONVENTION.

For the third successive year, the National Formulary occupied a booth in the Scientific Exhibit at the Convention of the American Medical Association, held this year at Milwaukee, during the week of June 12th.

Much that has been said concerning the previous N. F. exhibits (see JOUR. A. PH. A., August 1931, page 742, and June 1932, page 536) might be repeated here, for the physicians in attendance showed the same enthusiasm regarding the items shown, and the idea in general, as was indicated both in the Philadelphia and the New Orleans displays.

It will be recalled that at the Philadelphia meeting two years ago the exhibit consisted entirely of vehicles, and it is doubtful whether the N. F. can ever present anything of more general interest than this group of preparations so useful in prescription writing. At the New Orleans convention several of these more valuable vehicles were again shown together with an additional group of popular N. F. items. Again the vehicles received the greatest attention. Consequently



National Formulary Exhibit.

when it came time to determine what was to be included in the 1933 presentation, it was decided to again repeat some of these vehicles. So far as the physicians in attendance are concerned, this plan does not mean repetition, for one finds that the great majority of visitors are from local or nearby territory, this, in fact, being particularly true when meetings are held in such diversified sections of the country. The correctness of this statement was borne out by the fact that the vehicle section of the exhibit once more received the greatest attention.

The general lay-out followed that of past exhibits, and the overhead cards were the same as those used last year to such good effect. The center or rear section displayed the following ve-

hicles: Syrup of Cinnamon, Aromatic Syrup of Eriodictyon, Syrup of Glycyrrhiza, Syrup of Raspberry, Compound Elixir of Taraxacum, Compound Elixir of Vanillin.

In each case actual prescriptions were prepared showing the particular masking ability of the vehicle in question and physicians were quite delighted in tasting many of these prescriptions, to find that the mask was nearly perfect. The Syrup of Cinnamon was again used for Salicylates, the Glycyrrhiza and Raspberry for Bromides or salty preparations, while the Eriodictyon was shown with Quinine, attention being called to the recent work of Fantus which explains the value of this product with bitter alkaloids. The Compound Elixir of Taraxacum was again shown with Phenobarbital, a combination giving a compound prescription which has its advantages in cases of this type.

On the left side were again exhibited solid petroxolin and Compound Menthol Nebula together with Solution of Aluminum Acetate and Zinc Paste, all of which received considerable attention. The right side was taken up with Aromatic Castor Oil, Emulsion of Castor Oil, Emulsion of Cod Liver Oil and Egg and Solution of Iron Peptonate.

It is rather difficult to imagine it, but the Aromatic Castor Oil received as much attention as the best vehicle. Few physicians as well as few pharmacists realize how thoroughly the disagreeable oily taste of Castor Oil is covered in this product. The aromatics not only completely cover the taste but also seem to destroy the heavy oily feeling so characteristic of the plain oil. One physician, an obstetrician, declared that becoming acquainted with this one preparation made attendance at the convention worth while. A number of physicians noted the Latin title and were quite pleased when they realized they could prescribe this old "stand-by" in Latin, as that, together with the masked taste, would never give it away as "Castor Oil."

In the Cod Liver Oil Emulsion particular attention was called to the use of Tincture of Sweet Orange Peel as a preservative and flavor. This replaced the alcohol in the regular formula while simple syrup was used in place of syrup of tolu, no additional flavoring agent being required. The result is splendid, the orange taste remaining long after the Cod Liver Oil taste has disappeared. This revised formula will probably be accepted for the new N. F.

Nearly a thousand booklets were distributed during the Convention and the demands for samples of prescriptions were so numerous that it was necessary to obtain an additional supply of the paper spoons used for sampling.

It is unfortunate that more pharmacists do not realize the great desire on the part of physicians for information such as was given here. There is no question in the mind of the writer that one of the greatest opportunities for development of professional work and a spirit of confidence in the pharmacist, lies in just such a program as the N. F. has barely touched in these presentations. The physicians realize their need of this information and are more than anxious to obtain it. Why should pharmacists neglect such an opportunity to serve?—ADLEY B. NICHOLS.

---

#### PLANT SCIENCE SEMINAR.

The following letter has been mailed to members of the Plant Science Seminar:

The Seminar will hold its annual meeting at Madison, Wisconsin, August 21st to August 25th. Headquarters will be at 115 Langdon Street, the Chi Omega Sorority House. Arrangements for rooms have been made as follows: One dollar each for the first night and fifty cents for each following night. The rooms may be retained for the Seminar and A. PH. A. Convention if desired. The House is conveniently located near the lake and not far from the Headquarters Hotel of the A. PH. A. Convention. The rooms are excellently furnished with twin beds. A few large rooms have three beds which will be reserved for parties of three. The entire house will be at our disposal and the large rooms on the first floor will be available for our meetings. The house maintains a private pier in the lake and the committee suggests that you bring your bathing suits.

It is very important that we have your reservation as soon as possible in order that we may make final arrangements. Please send your reservation to F. J. Bacon, Sunset Drive, Shorewood Hills, Madison, Wisconsin.

We are enclosing a program and maps of Madison and the scheduled collecting trip. Bring your hiking clothes and collecting equipment.

Please bring the enclosed circular to the meeting with you, since no further program will be printed.