

It was surprising to note the attention given to the new Iso-Elixir and to Syrup of Cherry, many visitors coming to the booth and asking specifically to see these preparations. This situation brings one thing very definitely to mind, this pre-interest was developed largely through the articles of Dr. Fantus in current medical journals and through a talk he had given recently in the vicinity of Kansas City. It shows, therefore, that where these valuable articles are brought directly to physicians, they are readily and largely accepted. If the pharmacists will realize this situation and acquaint the physicians with these items, greater possibilities will be developed.

With each stock bottle of material displayed there was also included a four-ounce prescription, showing specifically the application of the article in actual practice; in the case of the Iso-Elixir, several prescriptions were thus illustrated. Tincture of nux vomica and aromatic spirit of ammonia were diluted with Aromatic Elixir and with Iso-Elixir, the results presenting a striking contrast. Iso-Elixir was used also as a solvent for one-half grain of phenobarbital per teaspoonful and again for a therapeutic dose of four grains of terpin hydrate. Bromides, chlorides and acids were dispensed with the syrups to demonstrate the masking properties of the latter.

A new eight-page booklet was prepared and distributed to those interested; it covered the salient features of the vehicles with specific applications under each. Another section was given to new preparations of a therapeutic nature similar to those on display. The back cover was used to illustrate actual prescriptions for some of the typical products.

An additional supply of booklets has been printed, available for use with similar exhibits throughout the country or for direct distribution to physicians. A number of the state associations have taken advantage of the material for state, county and local organizations.

The National Formulary has been improved; it contains many preparations in which physicians are greatly interested, as the exhibits at the meeting of the American Medical Association have shown conclusively.

The book is the property of American pharmacy, which means that pharmacists should be thoroughly familiar with it and constantly strive to bring it to the attention of the medical profession.

---

#### PRELIMINARY NOTICE FROM THE TRANSPORTATION COMMITTEE.

Transportation arrangements for the Dallas meeting have been delayed by the confusion due to the government ruling establishing lower railroad fares throughout the country, which went into effect on June 2nd. Reduced rate excursion fares to Dallas, because of the Texas Centennial Exposition will be in effect, and it is expected that a schedule of these special rates will be published in the July number of the JOURNAL.

Arrangements are being made for an optional post-convention tour through southern Texas and Mexico to Mexico City, and further information about this will also be given in the July number of the JOURNAL.

THEODORE J. BRADLEY, *Chairman*,  
Transportation Committee.