



National Formulary Exhibit at the American Medical Association Convention, Kansas City, Mo., May 11th-15th.

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THE NATIONAL FORMULARY EXHIBIT AT THE AMERICAN MEDICAL
ASSOCIATION CONVENTION, KANSAS CITY, MO.

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The National Formulary was exhibited with considerable success at the recent convention of the American Medical Association, May 11-15, 1936, this being the first actual exhibit of the sixth edition. It was highly gratifying to note the interest displayed in the new volume, not only by those who apparently have been thoroughly familiar with previous issues, but there were many who had only recently become acquainted with the National Formulary, and recognized its importance and value. This was gratifying for it shows that the book more and more is appealing to the prescriber. Very often, when mention was made of the fact that the N. F. had undergone a marked revision, that its admissions were based upon questionnaires which showed actual use by the medical profession, that more than three hundred old items were deleted and over two hundred new ones added, there would be responses indicating that they were familiar with the situation.

The exhibit proper displayed some of the newer products of the N. F. As the accompanying photograph indicates, the center section was used to display some of the new preparations of specific therapeutic value, including Elixir of Aminopyrine, Elixir of Barbital, Elixir of Phenobarbital, Elixir of Sodium Thiocyanate, Emulsion of Liquid Petrolatum with Phenolphthalein, Syrup of Potassium Guaiacolsulfonate, Compound Ointment of Benzoic Acid and Ointment of Coal Tar. The sides of the exhibit were devoted to the old stand-by of vehicles, elixirs being shown on one side and syrups on the other. In this group were included Aqueous Elixir, Iso-Alcoholic Elixir, Red Aromatic Elixir, Syrup of Cherry, Syrup of Cinnamon, Aromatic Syrup of Eriodictyon, Syrup of Glycyrrhiza and Syrup of Raspberry.

Experience with these annual exhibits has demonstrated that greatest interest is shown in the vehicles which are displayed, definitely indicating that physicians are desirous of writing their own prescriptions to suit their needs rather than prescribing those prepared for them.

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.