However, as the synthesis of chemicals grew in number, the chemical names attached to the new compounds became unwieldy; hence a consequent introduction of a peculiar pharmaceutical nomenclature became necessary to overcome this particular problem. The chemical name still remains the standard of reference for the particular identity of the drug but, because of the difficulties involved in expressing the true chemical name in a manner understandable by those less informed than organic chemists, a system of "recognized names" was developed. This new recognized name of a drug is selected when it is introduced by an official organization, or is designated as such in an official drug publication such as the British Pharmacopoeia, the United States Pharmacopoeia, etc. In Canada, the new name becomes the "proper" name or, in other jurisdictions, the "approved name" or even, inded, the "international non-proprietary name". In any event and regardless of whether the newly-named drug is referred to by any of the above designations, or such name is generally quoted as a "generic name" (in fact, a misnomer) it becomes the abbreviated scientific name to be used prescribing or identifying those particular drugs which have unwieldy chemical names.

It is the Committee's understanding that in most Schools of Pharmacy and Medicine the generic name of a drug is taught to students as the "recognized" or "proper" name of the particular drug. Certainly drugs ordered by hospitals or through government purchasing agencies are ordered by their generic names.

The Committee recommends

> That all medical and pharmacy students be instructed during their studies in the generic nomenclature for drugs.

However, it became clear at an early date to drug manufacturers that considerable advantage might be attained if a still more simplified designation for drugs could be found; and accordingly a system developed whereby a manufacturer designated a particular drug under "a brand name" or a "proprietary name" which was registered as a trade mark in that country or countries where the drug was sold. The "brand name" designated the particular manufacturer, and the manufacturer through strenuous promotional activity was thereby able to introduce a system of marketing where drugs would be, and usually were, ordered by their "brand name" as a particular product of an identifiable manufacturer. The "brand name" chosen was, of course, one which generally had an euphonious sound usually involving few syllables and a name more easily retained in the physician's mind because of its simplicity. Each "brand name" continued to have, of course, its corresponding "generic name"; and it is still the "generic name" that is published in pharmacopoeia and formularies. Regardless of the wide use of the "brand name" by manufacturers, we find that the use of the generic name of a drug should by no means be disparaged.

We quote from the study relating to the Provision, Distribution, and Costs of Drugs in Canada prepared by the Research and Statistics Division of the Department of National Health and Welfare as follows:

> "In Canada every effort is made to follow the nomenclature of the Expert Committee of the International Pharmacopoeia of the World Health Organization. Excellent co-operation exists between this organization and the official bodies in the United States and the United Kingdom to maintain uniformity throughout the world in pharmaceutical nomenclature. For practical purposes the names "proper name", "approved