

This Is The Third
CALL FOR WORK-IN-PROGRESS PAPERS
For The 11th Annual Meeting, San Francisco at Berkeley
June 18, 19, 20, 1964

On April 1, 1964, the Program Committee will begin to select ten minute papers for the Work-In-Progress Sessions. Authors will be informed of acceptance or rejection on or before May 1, 1964.

To be considered, an original and one carbon of abstracts must be submitted with:

| | |
|----------------|--|
| Author's Name; | Underline the Author Presenting the Paper. |
| Title; | Maximum of 10 Words. |
| Abstract; | Maximum of 300 Words. |

Send Abstracts To:

The 1964 Program Committee—Society of Nuclear Medicine
Marshall Brucer, M.D., Chairman
Route 4, Box 203
Tucson, Arizona

This Is The Last
CALL FOR SCIENTIFIC EXHIBITS
For The 11th Annual Meeting, San Francisco at Berkeley

On February 22, 1964, the Program Committee will begin to select Scientific Exhibits for the 11th Annual Meeting. The Committee solicits both large and small exhibits from both members and organizations. To plan space, the Program Committee must have an abstract of each exhibit as follows:

| | |
|-------------------|--------------------------------------|
| Exhibitor's name; | Underline the Responsible Exhibitor. |
| Title of Exhibit; | Maximum of 10 Words. |
| Abstract; | Maximum of 100 Words. |

The abstracts will be edited by the Program Committee and published in the final program.

Send Abstracts To:

The 1964 Program Committee—Society of Nuclear Medicine
Harold Elrick, M.D.
V.A. Hospital, 1055 Clermont
Denver, Colorado 80220

SCIENTIFIC AND COMMERCIAL EXHIBITS

In both scientific and commercial exhibits, the author is trying to sell an idea. The only real difference is that whereas the scientific exhibitor need have nothing beyond an idea to offer, the commercial exhibitor must be prepared to vend his idea of a practical solution. The hard sell, at best, is only temporarily successful. Both kinds of exhibits are usually successful to the extent that they are instructive. This is the best kind of instruction—the easiest to absorb, but the most difficult to present.