

The *Philadelphia Bulletin* has daily advertising messages; from one of these the following paragraphs are re-printed:

Advertisements have established standards of quality for nearly everything. You insist

on that quality when you buy—perhaps unconscious of the fact that advertising has implanted that standard of quality in your mind.

Your local merchants deserve your support and patronage. Read their advertisements.

OBITUARY.

PAUL G. SCHUH.

On November 30th, at 5.35 P. M., Paul G. Schuh, president of the Schuh Drug Company, Cairo, Illinois, up to December 1919, and president emeritus since that time, died of the infirmities of old age. He was born on January 9, 1838, in Leidringen, Württemberg, Germany, and came to this country as a boy of fifteen. He learned the drug business in the store of his brother Herman, in St. Louis, Mo., and in 1863 started for himself in the retail drug business at Cairo, Illinois. In 1893 he incorporated the Schuh Drug Company as a wholesale establishment and was active in its management until a few years ago, when ill health forced him to relinquish active duties.

Mr. Schuh was well and favorably known to the entire drug trade of the United States,

and, prior to ten years ago, was a regular attendant at the meetings of the American Pharmaceutical Association. He affiliated in 1894.

FREDERICK W. SCHULTE.

F. W. Schulte died November 15, 1920, at the residence of his daughter in Mannheim, Germany, in his seventy-ninth year. He left New York for Germany on October 1, 1920, to visit his children and relatives. He had been connected with the New York offices of Fritzsche Brothers since April 4, 1904.

LOUIS E. FEINDT.

We are also advised of the death of Louis E. Feindt, of South Orange, N. J. At this writing we have no particulars from which to prepare a more extended notice. Mr. Feindt joined the Association in 1906.

SOCIETIES AND COLLEGES.

DETROIT A. PH. A. BRANCH.

METHOD FOR STIMULATING ATTENDANCE.

Most local organizations find that social features stimulate attendance. The Detroit A. Ph. A. Branch has promoted the plan by selling season tickets for informal dinners preceding its sessions. In this way a nucleus for attendance has been practically assured, as twenty-five season tickets were at once disposed of. Those who do not desire to participate in the dinner are not compelled to do so, but many members who attend prefer to remain down town and enjoy the sociability provided in this way.

NATIONAL DRUG TRADE CONFERENCE.

MEETING OF DECEMBER 7, 1920.

The eighth annual convention of the National Drug Trade Conference was held December 7 at the New Willard Hotel in Washington, D. C., the member organizations of the body being represented as follows:

American Pharmaceutical Association, John C. Wallace, S. L. Hilton and J. H. Beal; National Wholesale Druggists' Association, C. Mahlon Kline, C. W. Whittlesey and Frank

Holliday for Charles W. Gibson; National Association of Retail Druggists, Samuel C. Henry, James F. Finneran and Eugene C. Brokmeyer; American Association of Pharmaceutical Chemists, Dr. A. S. Burdick for Dr. W. C. Abbott, and J. H. Foy for B. L. Maltbie; American Drug Manufacturers' Association, W. A. Sailer, Charles M. Woodruff for C. J. Lynn, and W. J. Woodruff; The Proprietary Association of America, Frank A. Blair for H. K. Fernald, Joseph H. Hinds for Philip Heuisler, and H. B. Thompson; National Association of Boards of Pharmacy, H. C. Christensen, and W. T. Kerfoot, Jr.; American Conference of Pharmaceutical Faculties, Wortley F. Rudd, E. Fullerton Cook, and Theodore J. Bradley.

The privileges of the floor were extended to W. L. Crouse and other representatives of pharmaceutical associations and members of government bureaus.

President Samuel C. Henry occupied the chair, and Secretary-Treasurer W. J. Woodruff was at his post.

It was moved and seconded and carried that the minutes of the previous meeting be approved as published.