

EDITORIAL NOTES

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Note.—This month, on account of more pages in foregoing departments, and the pages in memory of Dr. Whelpley, it was found necessary to hold over considerable matter of this Section for next issue.

OMISSIONS FROM THE INDEX OF NATIONAL FORMULARY V.

Through a mishap, part of the preparations, the names beginning with "P" and "Q," were omitted from the Index of National Formulary V. The names of the powders will be found under the respective English names, but for reference the official names that were omitted follow:

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The alcoholic strength of *Liquor Ferri Albuminati* should be given as 20% instead of 11%.

* Deceased.

INTERNATIONAL CONGRESS OF PLANT SCIENCES.

Mention has been made in a previous issue of the fourth international botanical congress to be held in Ithaca August 16-23. As has been stated before Dr. Heber W. Youngken is secretary of the Section on Pharmacognosy and Pharmaceutical Botany. Among the distinguished visitors will be Prof. Dr. Carl Mez, who will present a paper on serum inoculations into plants.

BULLETINS OF THE DRUG TRADE BUREAU OF PUBLIC INFORMATION.

Director Robert P. Fischelis has issued Bulletins D-31 and D-32, of the Drug Trade Bureau of Public Information.

D-31 reports the census of pharmaceutical research workers. This is published in this number of the JOURNAL. The number of research workers exceeds that of last year by 58.

Bulletin D-32 relates to General Mercer as physician and apothecary; an account is printed in the June number of the JOURNAL, pp. 423-426. The wide publicity given by newspapers to this Bulletin by the foremost newspapers of the country speaks well for the Bureau and commends it to the participating organizations.

PUBLICITY, INFORMATION, PRODUCTION, DISTRIBUTION AND CONSUMPTION FORM AN ENDLESS CHAIN.

The value of publicity was reflected at the Philadelphia meeting of the Associated Advertising Clubs of the World. The commercial advertiser has discovered that he must do

more than merely describe what he has to sell; he must know something of psychology so as to interest the buyers by his messages. The literary man gets a hearing when his writings appeal to the reader, and the research workers become known through outstanding results and also through their introduction to the public by a publicity expert. The AMERICAN PHARMACEUTICAL ASSOCIATION is known through the great work accomplished by its members, by the achievements for and devotedness to the cause of pharmacy, because of its service and the benefits derived therefrom by the public. The Headquarters' publicity has been a real value to pharmacy and the drug trade in general; the Headquarters, when it is established, will be not only a service institution but will convey a better understanding of pharmacy to the public. It is an outstanding project which will be greater according to the support given to it and the promptness with which the establishment becomes a reality.

PERSONAL AND NEWS ITEMS.

Dr. E. A. Ruddiman, for a number of years chief chemist of John T. Milliken & Co. is now research chemist in the Ford Hospital at Detroit and will do work in biological chemistry. He is succeeded by **Charles W. Lanwer-meyer** as chief chemist. Both members are well and favorably known in the AMERICAN PHARMACEUTICAL ASSOCIATION.

T. A. Cheatham, State Drug Inspector for Georgia, graduated in Pharmacy in 1875, and was the first president of Georgia Pharmaceutical Association after it became a chartered body.

E. Fullerton Cook, Chairman of the U. S. P. Revision Committee, attended the meeting of the British Pharmaceutical Society during the first week of this month at Leicester, as delegate of the AMERICAN PHARMACEUTICAL ASSOCIATION.

The JOURNAL has received several cards from **Prof. Otto Raubenheimer**, who, with his family, is touring sections of Europe.

A bronze tablet, celebrating the 50th anniversary of his association with Eli Lilly & Co., was presented to President **J. K. Lilly**, of the latter organization, by employees.

R. R. Ellis, Memphis, Tenn., has contributed a series of "to the point" messages on price standardization and against price demoralization. These have been published in convenient pocket folders by *The Druggist Magazine* of Memphis.

Prof. E. E. Stanford, for a number of years of the faculty of Western Reserve University School of Pharmacy, has accepted the professorship of Botany and Zoölogy, at the College of the Pacific, Stockton, Calif.

Ex-President and Mrs. John G. Godding report a most enjoyable motor trip through New Hampshire and Vermont, stopping at Northfield, Plymouth and Woodstock, and also at Hanover, the home of Dartmouth College, where Dr. Lyman Spalding, the "Father of the U. S. Pharmacopœia," taught chemistry for a time.

President-Elect Theodore J. Bradley and **Prof. Elie H. La Pierre** attended Vermont Pharmaceutical Association meeting. The former spoke on A. PH. A. Headquarters and other subjects of pharmaceutical interest.

Prof. Charles O. Lee, who prior to his work in China was member of the Faculty of Purdue University School of Pharmacy, and more recently located at the University of Wisconsin, has accepted the professorship of Pharmacy at Purdue University.

Dr. K. K. Chen, for some time at the University of Wisconsin, whose study of *Ephedra vulgaris* and the alkaloid *ephedrine* has gained merited recognition for him, will enter Johns Hopkins Medical School as a fourth year student in medicine, and will spend part of the year under Professor Abel.

Dr. Robert P. Fischelis has been elected Secretary of New Jersey Board of Pharmacy. See further reference in Department N. A. B. P.

Secretary H. C. Christensen states that the late **Dr. H. M. Whelpley** was one of the pioneers, if not the pioneer, in the organization of the National Association of Boards of Pharmacy. (See A. PH. A. PROCEEDINGS for 1903, p. 487; also President F. E. Mortenson's address in Proceedings of the National Association of Boards of Pharmacy for 1924.)

Secretary Henry G. Ruenzel, of the Wisconsin Board of Pharmacy, has recovered from a recent illness and has resumed his duties.

The *Virginia Pharmacist* for July contains a most excellent article by Roy Childrey on "Leaks." There are 26 subjects that are deserving of attention and some of these embody other suggestions.

The *Red Cross Messenger* is promoting "Pharmacy Week" by directing attention to what has been done in the way of making displays and bringing out some new thoughts that may develop pharmacy's message to the people.