

tail merchandizing will give a general idea of the nature of the course: Volume 1, The science of business; Volume 2, Store management and business organization; Volume 3, Financing; Volume 4, Merchandise control; Volume 5, Buying; Volume 6, Selling; Volume 7, Advertising; Volume 8, Credits, collections and correspondence; Volume 9, Accounting; Volume 10, Business law.

Volume 4, *Merchandise Control*, is the book under review. The theme of the book is the desirability of scientific purchase and stock control records.

If, in manufacturing plants, scientific purchasing and stock control can and have reduced inventories, decreased the risks of loss from depreciation and obsolescence, speeded turnover and increased profits, is it not reasonable to expect similar gains from the introduction of these methods into retail businesses?

The book describes, explains and analyses the successful experiences of various retail stores in the use of these methods. Practically all of the illustrations are from the successful experience of department stores. The book is, therefore, of special interest to those concerned in the management of department stores and other large stores in which department store management methods can be applied.

Frequent apologies are made throughout the book for its nearly exclusive consideration of only one kind of retail stores. It is explained that the methods which have been developed by intensive study and specialized research of department store executives can be applied with equal success to smaller businesses. For instance, while a large store might have ten girls keeping its perpetual inventory records up-to-date, a small store might need only one girl to do the same work. The principle would be the same; its application simply would be upon a smaller scale.

This is true within certain limits. The drug stores, are extremely few and far between, for instance, which are large enough to justify the employment of even one girl to take charge of stock and perpetual inventory records. What is a hard working man who is all alone in a small store to do? It would be perfectly possible of course, for him to devote a part of his time to maintaining perpetual inventory records. Then, however, the question becomes, is the value of the information obtained equal to the cost and effort required to get it? Many times it is not. There is a

point beyond which the plans and methods used in large businesses cannot be reduced to fit the very small business. Even in such an elemental thing as departmentalizing of sales and purchases, there are thousands upon thousands of drug stores in the United States in which the effort and cost required to obtain such facts would not be justified by the possibility of profits to be gained.

The retail drug store is in a peculiar position. Selling mostly convenience goods, its growth as a retail store is very definitely circumscribed after a certain point is reached because people will not go far out of their way to buy convenience goods. Many druggists have surmounted this obstacle by starting additional stores. Unfortunately for them the book contains but one short chapter on chain store methods and that chapter is devoted to lines with problems remote from those of the drug trade.

The book does contain some individual ideas and suggestions which are worth the consideration of retail druggists and therefore parts of the book should prove interesting and profitable reading to them. However, the most direct and immediate applications of the ideas and principles discussed in the book are in the department store field because that is the field with which the book deals to the exclusion of almost every other retail line.  
P. C. O.

*Manual of Chemistry* (with plates), W. Simon and Daniel Base. 13th ed., 1927. Enlarged and thoroughly revised by John C. Krantz, Professor of Pharmacy, University of Maryland. pp. xiv + 695. Lea & Febiger, Philadelphia. Price, \$5.00.

This well-known work while presenting its subject matter, essentially in the same order as in previous editions and including additional topics assumes the aspect of a reference volume rather than a textbook. Professor Simon's work was originally designed for beginners in Chemistry as well as students of Pharmacy, Medicine and Dentistry and has after all these years served its purpose of usefulness to high degree. The reviser has devoted himself to a work which originally and on through the subsequent revisions by Professor Base, has been overburdened with non-essentials, particularly from the standpoint of its anticipated scope. The volume in its new edition covers almost every conceivable topic incident to general chemistry, having been brought up-to-date with

the very recent and contemporary progress of chemical science. The contents of the volume are, as in preceding editions, divided into four sections, *i. e.*, fundamentals, general, analytical and organic, of which, the latter two have been revised in accord with the U. S. P. X. A new chapter treating of the solubility product principle has been added and the text dealing with Ionization, Colloids, Atomic Structure, Hydrogen-Ion Concentrations, Radio-Activity, etc., has been considerably enhanced by the reviser.

Among the newer topics included are items such as hexylresorcinol, insulin, etc., as well as the theoretical concepts of isotopes, and the electronic conception of valence as applied to organic molecules. The electron theory receives a comparatively adequate exposition, but this and so much related text is of no value to the class of students for whom the book is intended. This seems to be the great difficulty with the majority of chemistry texts for beginners; the authors introduce an excess of material which while superficial in most cases, should properly be defined under physical chemistry and which further, has a tendency to complicate rather than facilitate the student's conception of chemical principles.

The colorimetric determination of Hydrogen-Ion Concentrations is briefly but well treated; the mathematical interpretation of logarithms is inadequate; electrometric procedures are not mentioned in the text but are relegated to a footnote referring the student to works on Physical Chemistry. It is apparent that the principles of electrometric procedures are of greater value in the laboratory than a mere knowledge of molecular diameters, electrons, isotopes, etc. Consequently, the reviser if he wished to include some of the principles of theoretical chemistry could have better balanced the text by affording a more adequate presentation of the electrometric methods and only a bibliography to cover the electrical theories of the constitution of matter. Chapters on Spectroscopy and Optical Rotation are included in the appendix; the discussion treating of the arithmetical structure of the Specific Rotation formula in particular is exceptionally well presented. This is an important topic, yet one that invariably receives but scant description in the majority of textbooks of this and related types. The two important subjects that are thus merely appended to the work should properly have been included in the third section of the book.

The index of 22 pages is incomplete, *e. g.*, Van der Waal's principle is specifically mentioned under gases but is not listed in the index. More illustrations could be introduced with advantage, especially in the case of crystal types, melting-point determinations, etc.—yet these deficiencies are to a degree, fully compensated by the numerous colored plates representing 48 of the commoner chemical reactions. An impartial cursory examination of the text as a whole, impresses one that Professor Krantz has accomplished a good purpose on the basis of the material available, and the *Manual* will, as in the past, contribute its full share of usefulness to students of medical and allied sciences.

SIMON MENDELSON.

2300 W. 8th St., Cincinnati, Ohio.

*Book of Methods of Agricultural Chemists.*—The Association of Official Agricultural Chemists, holding their annual meeting in Washington, was addressed November 1st at the Raleigh Hotel by the Assistant Secretary of Agriculture, R. W. Dunlap.

Mr. Dunlap expressed the appreciation of the Department for the general services rendered the public by the Association, and more particularly, for the compilation of the book of methods for analysis.

"Glancing through the 32 chapters contained in the Book of Methods of the Association of Official Agricultural Chemists," Mr. Dunlap said, "one is really amazed at the tremendous amount of work which has been done in preparing this unusual and epoch-making publication in this particular field of chemistry. When we realize that all this work has been done voluntarily, without any thought of profit on the part of men and women engaged in public service, we are struck with the splendid service which has been rendered.

*Early Medicine in Maryland.*—The address of the President of the Medical and Surgical Faculty of Maryland, delivered at the Faculty-Building, Baltimore, April 26, 1927, has been published in the form of an illustrated booklet. The address gives interesting and valuable historical data and the binding adapts it for the library.

#### DEATH OF SAMUEL W. FAIRCHILD.

The sad news has just reached this office of Mr. Samuel W. Fairchild's death on November 13th. Sketch in next issue.