

and analysis of glycerol. The index of authorities covers nine 3-column pages and the index of subjects forty-five 2-column pages.

The type, illustrations, paper and press work is good and the book is necessary for the technical library and for the industries in which glycerol is an important item.

*A Textbook of Physiology.* By William Zoethout, Ph.D. Second Edition. 616 pages, 5½ x 8½ inches, with 186 illustrations. Price, cloth, \$4.50. C. V. Mosby Company, St. Louis, Publishers.

The author states in the Preface that the book is intended to fill the gap between the larger texts and the brief treatises on physiology. References are made to the former books for those who seek a deeper knowledge of the subject and thus the author holds his treatise down to a comparatively small volume, which serves admirably as a text in dental and pharmacy schools. The author begins with the study of the characteristics of protoplasm and ferments and proceeds to tissues, cellular exchange, muscle-nerve physiology and the interrelationship of the organs.

The blood—general properties, composition—its circulation, etc., receives consideration in about 100 pages of text matter. This important subject is followed by chapters on Gas Exchange; Respiration; Foods, Digestion, Absorption, Movements of the Alimentary Canal, Metabolism, Animal Heat, Diet, Internal Secretions, the Kidneys, the Skin, the Receptors, or Sense Organs; the Central Nervous System; Reproduction.

Both the table of contents and index are well arranged for ready reference. The author has made the volume both interesting and instructive and succeeded well in presenting the fundamentals of physiology without overburdening the student with theories. It seems to the writer that the book is well suited for pharmacists and students of pharmacy.

The mechanical work is good—the type clear, most of the illustrations serve the purpose well and the paper and binding are good.

*Drug Store Business Methods*, a textbook on Commercial Pharmacy. By Charles W. Pearson, Associate Professor of Commercial Pharmacy at the Massachusetts College of Pharmacy. 300 pp. Price \$2.75. Lea & Febiger, Publishers, Philadelphia.

The author has been successful in the treatment of his subject by presenting principles

and practices that are applicable to everyday business activities. A definition of "commercialism" as the maxims and methods of commerce or of commercial men, and strict business principles is proper and acceptable; however, there is something about the term "commercial pharmacy" which is not pleasing to some; therefore "a textbook on Commercial Pharmacy" might have been omitted, for it may be questioned whether the definition is more specific than the title. This, however, is a small matter compared with the able manner in which the author has presented his subject. The book is divided into five parts and 45 chapters.

The first part of "Drug Store Business Methods" deals with sales and the customer, the second part with methods of bringing goods and service to the attention of the patron and prospect, the third part to proper recording of business transactions, the fourth division to the laws of business conduct and the fifth is given to more or less of a résumé and business management.

In the chapter on Salesmanship the author goes into the usual details. He might, perhaps, have written at greater length on health, neatness, cleanliness, address, as essentials in salesmanship—qualities that are differentiating marks of distinction. A natural, easy manner is more appreciated by the average patron than fulsome attention. These points are ably presented in the chapter on "Personality," in fact the part serves as an excellent introductory for this useful book.

The various means and methods of advertising are given due consideration; however, the author might have said more about wasteful and faulty advertising and objectionable methods of publicity. The illustrations of window displays could have been improved upon and it might have been well to include a professional window or two, especially now that there is a "Pharmacy Week" to be featured.

The part devoted to Accounting is good and gives the reader an opportunity to judge his own methods or improve on them.

While the part in which laws applying to the drug business are considered is brief, the essentials given are helpful and it also suggests their importance.

Part V, Store Management, includes more pages than other sections of the book. Herein the author discusses problems of store location, beginning and organizing the business, banking