

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

and insurance, purchasing, the importance of stockkeeping and taking, and concludes with further consideration of sales methods, increases and general business policies.

The book outlines methods for teaching business management and a number of the divisions end with a general question or two on the subject which has received consideration in the preceding chapter. It is also a useful guide for the pharmacist. The author has been successful in his effort and the publishers have shown skill and care in the production of the book.

Annual Reports of The American Medical Association Chemical Laboratory. 199 pages, illustrated. Press of the American Medical Association, 535 N. Dearborn St., Chicago. Paper \$1.25.

Information of value and interest is contained in the annual reports of the Chemical Laboratory, A. M. A. The text of the booklet has three divisions. Part I opens with an address by Dr. Paul Nicholas Leech, Director of the Laboratory, delivered before the American Pharmaceutical Manufacturers' Association, on "Chemistry in the Service of Pharmaceutical Medicine."

This is followed by contributions from the Laboratory; among these is an article by L. E. Warren on complex bismuth tartrates, published in the *JOURNAL A. PH. A.* for June 1925.

Other articles deal with examination of brands of cinchophen and of some liquid petrolatum agar emulsions, etc. Part II is largely made up of reprints of reports which have appeared in the *Journal A. M. A.* This part is of interest because of the investigations made of market preparations advertised to the public. The first article of Part III relates to the new quarters of the A. M. A. Chemical Laboratory, with two full-page illustrations of the interior. Investigations of tribasic calcium and magnesium phosphates are reported on, including specifications of their properties, tests for their identity and purity. Other reports are concerned with carbohydrate in certain "Diabetic" flours. A type cleaner is stated to consist of a suspension of paraffin in a saturated solution of paraffin in benzene.

The foregoing Book Notices and Reviews by E. G. E.

As customary, the well known publisher Julius Springer, Berlin, W. G. brought out his annual Pharmaceutical and also Chemical Almanac.

Pharmazeutischer Kalender 1927, Herausgegeben von Ernst Urban, 56 Jahrgang Mk 9.

As early as 1860 the Master of Pharmacy, Dr. Hermann Hager, published the first edition of the *Pharmazeutischer Kalender für Norddeutschland*, therefore the present edition is actually the 67th issue. It consists of three handy volumes: Part I. Diary. Part II. Handbook. Part III. Directory. The Handbook of 536 pages contains a mine of valuable information for both prescription counter as well as laboratory, as can readily be seen from the following headings: Prescription Abbreviations, Rules for Dispensing, Berlin Formulary, Maximum Doses, Tables for Alcohol, Acids, Alkalies, etc., Alkaloid Content of Drugs, Fluidextracts, Extracts and Tinctures, Poisons and Antidotes, etc.

The American pharmacist could profit greatly by getting acquainted with this Pharmaceutical Calendar.

Chemiker-Kalender 1927; founded by Dr. Rudolf Biedermann; revised by Prof. Dr. Walther Roth. 48th year. Price Mk 16.50.

The Chemiker-Kalender is similar in make-up to his older brother the *Pharmazeutischer Kalender* and also consists of three parts: Diary and the most important Laboratory Tables, Specific Gravities, Solubilities and Analysis. In this volume I beg to call special attention to the excellent chapter on Physiological Chemistry, including practical methods for the analysis of urine, blood, stomach contents, ferments, etc.

The Theoretical Part, contains chapters on Minerals, Crystals, Physics and Physical Chemistry, including Optics, Radioactivity, Electrochemistry, Colloidchemistry, etc. This volume also contains a complete Index for the three parts. It is, however, to be regretted that the chapter on "Historical Dates" has been omitted, as no doubt it is not only interesting but valuable to some of the users of the *Kalender*.

The Chemiker-Kalender is full of valuable information and, as can be expected, the accuracy of the tables and other data given can be vouched for. In spite of the imitations which have been published of late, Biedermann's Chemiker-Kalender will remain the standard work.