

EDITORIAL

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DIRECT AND INDIRECT EFFECTS OF PROPAGANDA.

PROPAGANDA in some of its phases has become offensive and of serious moment in national and state legislation. The lobbyists of former days are included among the modern propagandists, and propaganda comprehends, besides many promotions for good, the misguided zeal of the professionally good and the schemes of more or less questionable importance of the purposely selfish. An indiscriminate attack on measures and policies, before they have been studied and understood, or the foisting of undesirable or unnecessary legislation, does not help affairs of Government and society.

Congress and State legislatures complain of the conditions which added unnecessary but unavoidable expenditures during the years of the war and left a heritage of numerous offices and officials, a stimulated passion for office and office-seeking, a craving for reform and legislation, responsive to which a much-governed and dependent citizenship is developing. Great matters cannot be decided nor the affairs of Government and states kept in motion by legislators unless they are informed relative to needs, but the system of espionage and propaganda that brings much of the pressure of constituents to bear whereby the judgment of legislators is influenced is not for the greatest good to the greatest number. For the purpose of affecting legislative measures for "anti" this and "pro" that; for influencing the creation of this and the destruction of that, reservoirs of information are filled and at psychological times they are loosed on the unsuspecting (?) legislators, and, for still greater effect, the coöperative energy of telegraph, telephone and mail are called into action.

While legislators regret the selfish promptings of their constituents, they themselves make very free use of propaganda; much of the Government printing, free distribution, etc., is nothing more, and for this the citizen also pays. We do not know whether a particularly striking reference is made in repeating the statement that for the reprinting of a speech, as a Senate document, nearly fifty tons of white paper was required, and thereafter the mails carried the message, the high cost of paper and transportation of course being borne by the public. The voter who has joy in the measure of his importance does so with perfect right, for he shares in the campaign expenses of legislators. The expenses of propagandists in and out of the legislative halls are contributing largely to the high cost of living and creating disturbing factors in all lines of activity and mis-shaping legislation, and these conditions must be met.

Complicated legislation has seriously affected the drug industries and, notwithstanding the responsibilities with which pharmacists are charged, very little

consideration has been shown them by the Government. For more than fifty years they have endeavored in vain to rid themselves of the designation, Retail Liquor Dealers, certainly a flagrant injustice under present legislation. Co-operation of the drug trade is desired by the U. S. Revenue Department; let it be so, and Congress importuned by the latter as well as by the former to remove the title which is not applicable to pharmacists, in conformity with law and justice.

E. G. E.

EMPLOYER AND EMPLOYEE IN THE PRESENT CRISIS.

“THE proper study of mankind is man.” The lack of understanding gives rise to trouble no less than does selfish propaganda. Human nature is at the bottom of our humanity and our inhumanity; when there is sincerity, when the facts are known, then there will be an understanding of actions, wishes and expectations among fellowmen.

“Look out, not in,” was a famous saying of Edward Everett Hale. Self-consciousness and suspicion destroy confidence. The individuals or organizations who seek to find their own weaknesses are not only usually successful in their search but create new ones; the same applies to character—you cannot see yourself by looking within yourself—you are revealed by your works. “A false balance is an abomination” applies not only to ourselves with ourselves but in our relation to others. In the present social, industrial and economic unrest throughout the world this estimate enters, and it matters not how we seek to answer the question. Covetousness impels men to disregard justice, equity and right in their efforts to possess what either should be shared with others or belongs rightly to the latter. Selfishness and greed cause envy and jealousy, which engender indifference and may lead on to hate. Further applications may be made from the relations of employer and employee. There can be no coöperation where there is a desire of one to seek unjust advantage over the other; there must be right pay for right service and right service for right pay. There never was a time when there was greater need for larger production; for quality of work that will uphold confidence in goods that are manufactured in the United States. It is unfortunately true that unsatisfactory conditions obtain in all countries, and out of the confronting problems men must learn the lessons of equity and justice.

E. G. E.

THE APPLICATION OF SCIENCE IN INDUSTRY.

IN the *New York Commercial* for March 1, 1920, is an extended abstract of the report of the British Mission of the British and Canadian drug and chemical industries, that visited the occupied region of the German Rhineland about a year ago. The document covers 162 printed pages and not only constitutes a detailed report but presents the impressions of the members relative to these important industries; we are citing some of these:

"In the larger works success has been achieved through the complete and efficient combination of the services of a number of experts, each representing one of the main branches of activity. The Germans, in fact, have learned how to use their leaders with the utmost effect. Moreover, in Germany the whole community takes interest in chemical industry, and as a consequence the industry is assigned a position of honor similar to that accorded in Britain to ship-building. The status of the chemist is such, too, that chemistry, being at least equal to any other profession, can claim the service of the best brains in the country. The progress of chemical industry has involved the development not only of the chemist, but also of the engineer, the electrician, and other specialists, each in his sphere as well trained as the chemist. While the chemist has known how to select his materials, the engineer has known how to make use of them; there has not only been the closest possible coöperation between the two branches, but full sympathy in aims and mutual understanding of the object to be gained."

Nothing appears to have struck the mission more than the apparently unstinted outlay of money on laboratories, libraries and technical staff, especially in the larger works, as indicated by the following:

"At Leverkusen, in addition to the numerous control laboratories attached to the various manufacturing departments, the operations of the scientific staff are conducted in a separate palatial building which will compare favorably with any of our academic institutions. The main library contains between 50,000 and 60,000 volumes, and 60,000 to 70,000 dissertations. The basis of this library is that which belonged to Kekulé, and which was purchased at his death. It now contains complete sets of every journal dealing with pure, applied, textile, and pharmaceutical chemistry in all languages. Current journals on these subjects are obtained from every country of the world; these are all abstracted and the abstracts filed for reference. Arrangements exist with booksellers all over the world to send in to the library all books dealing with chemical subjects. The patent section is quite separate and contains copies of all the published chemical, dyestuffs and pharmaceutical patents, which are regularly filed and indexed."

The mission recognized that in the German works the laws of chemical science are applied to manufacturing processes, but what is far more important, scientific method is found to underlie all that appertains to industry, and the whole atmosphere of the works is scientific.

The British Mission concludes that German success in chemical industry has been obtained through honest labor and is deserved—that it is in no way dependent upon any special ability which the Germans alone possess. On the contrary, where it has been possible to make comparisons, in several cases it has been clear that greater intelligence has been exhibited in English works, the processes in use having been carried to a level of efficiency higher than that reached in Germany.

As so ably pointed out by Major Frank L. McCartney, President of the New York Branch, A. Ph. A., to build up a large chemical industry in the United States there must remain no unutilized waste products in the manufacture; a coöperative system of the related industries must be built up which will bring pharmaceutical and chemical manufacturers into closer relation. Science must be applied not only in the laboratory and the factory proper, but also in every division of business activity, and its links attached to buying and selling, even to the management of labor.

E. G. E.