

Society; Ross V. Patterson, dean of the Jefferson Medical College; George H. Meeker, dean of the Post-Graduate School, University of Pennsylvania; Frank C. Hammond and John R. Minchart of Temple University; William A. Pearson, dean of Hahnemann Medical College. Aside from those already mentioned the city of Philadelphia was represented on this Committee by Mayor J. Hampton Moore

and Congressman George W. Edmonds; the latter is a graduate of pharmacy.

Henry Watters, member of the A. Ph. A., from Ottawa, Canada, has been elected treasurer of the Canada Retail Merchants' Association.

Joseph W. Noble was elected president of the Philadelphia Association of Retail Druggists' at the recent annual meeting.

OBITUARY.

WILLIAM PENDLETON DE FOREST.

William P. De Forest, of Springfield, Long Island, N. Y., died December 12. The deceased had been in poor health for a number of years, a condition that resulted from the strain of constant attention to the duties of his store during the prevalent influenza of a few years ago.

He was born in Brooklyn, N. Y., December 4, 1847, where he received his earlier education, which was completed in Plainfield, N. J. His first employment in the drug business was in 1863, with William Hegeman at Broadway and Walker Street. Devotion to duty and interest in the business of his employment won for him special recognition and consideration. In 1873 he opened up a store on his own account in Brooklyn, which he sold in 1887, to engage as chemist for a New York firm; however, pharmacy was his life-work, and two years later he purchased a store at Clason and Green Avenues; in 1906 he opened a store in Springfield, L. I., which business he continued until 1920, when failing health compelled him to dispose of it. During the years in the drug business he gained a well-earned and enviable reputation as pharmacist.

Mr. De Forest was one of the organizers of the Kings County Pharmaceutical Society and its third president, and active member of the New York State Pharmaceutical Association, and an honorary member of the New Jersey Association. He was member and president of the Kings County Board of Pharmacy for five years, when he declined re-nomination. He was a member of the New York College of Pharmacy, and started the movement in Brooklyn which resulted in the establishment of the new college, of which he was a charter member, and one of the first faculty, being elected Professor of Pharmacy.

He joined the American Pharmaceutical Association in 1879, and became a life member in 1916; was a member and vice-president of the New York and Brooklyn Formulary Committee, and when the continuation of the work was given over to the A. Ph. A. he became a member of the National Formulary Committee.

In 1875, Mr. De Forest married Miss Emma Eagleston, who, with their three children, Harriet M., Irene L., and Arthur E., survives him. The latter served in France during the war, and we are indebted to him for these data.

The deceased was an occasional contributor to pharmaceutical literature, and the brief references indicate his interest in pharmaceutical affairs. He was a Past Master of Kings County Masonic Lodge.

CHARLES WILLIAM BENFIELD.

Charles W. Benfield, head of the Benfield Drug Company, Cleveland, died November 11. He was born at Chichester, England, in 1864, and came to this country when seven years of age. He started his first drug store at Cleveland in 1886, and later opened several other stores. He was an ex-president of the Northern Ohio Druggists' Association. The deceased is survived by his wife and two daughters, Grace, and Mrs. Carl Schleicher.

Mr. Benfield joined the American Pharmaceutical Association in 1893.

W. D. WHITE.

The death of W. D. White, oldest member of the Luzerne County (Pa.) Druggists' Association, is reported. The esteem in which our fellow-member was held was evidenced by the closing of the drug stores in Wilkes-Barre and surrounding towns during the hour of his funeral, December 18. The deceased lived at Dorranceton, Pa.

SOCIETIES AND COLLEGES.

NATIONAL DRUG TRADE CONFERENCE.

The regular annual meeting of the National Drug Trade Conference was held at the Hotel Washington, Washington, D. C., on December 13, 1921, and was preceded December 12th by a meeting of the Executive Committee of the Conference.

Problems arising out of the Prohibition Law constituted the main business of the Conference, the following resolutions, pertinent to the subject, being adopted:

Resolved, That the National Drug Trade Conference, in annual convention assembled, hereby assures the Prohibition Commissioner and other duly constituted officials of a continuance of its coöperation in limiting the sale and use of all forms of intoxicating liquor to strictly legitimate purposes;

That it urges upon the Prohibition Commissioner the necessity of employing to the utmost the powers of the Government to protect the drug trade against the invasions of those who seek to use it as a cloak for the conduct of the unlawful business of distributing intoxicating liquors for beverage purposes;

That it emphasizes the importance of intelligent discrimination on the part of the authorities in dealing with all forms of intoxicants to the end that their legitimate use shall not be prohibited or restricted especially with respect to the essential chemical material, ethyl alcohol; That it urges upon the Commissioner of Internal Revenue the desirability of divorcing as far as possible the divisions of the Prohibition Unit engaged in the enforcement of the laws against the beverage use of intoxicating liquors from those which have the supervision of the industrial or non-beverage use of alcohol; and finally

That the conference deems it a matter of paramount importance that the lay public as well as all officials charged with the enforcement of the National Prohibition Law or the Pure Food and Drugs Act should clearly understand the function of alcohol as an indispensable agent to chemistry and pharmacy for use in the processes of extraction, solution, and preservation in the manufacture of le-

gitimate medicines as distinguished from its effect as a stimulant; and thereby pledges its members to use their influence and all the resources at their command to the end that the general public shall be fully informed of the real object and results accomplished by medicine manufacturers and pharmacists in the use of alcohol in the production of medicines and shall not be misled by false propaganda based upon the condemnation by certain organizations in the medical profession of the use of potable intoxicating liquors as therapeutic agents, a condemnation which is not directed by these organizations against any of the legitimate uses of alcohol in the productions of medicinal preparations.

Resolved, That this Conference hereby enters a vigorous protest against any attempt to amend existing law so as to authorize the Commissioner of Internal Revenue to require the pre-medication in distillery or bonded warehouse, or elsewhere, of pure ethyl alcohol withdrawn for the manufacture of any articles embraced within the exemptions found in Section 4 of the Volstead Act.

WHEREAS, It is provided by Treasury Decision No. 3253, approved December 1, 1921, that the labels on the retail packages of all alcoholic preparations actually manufactured by parties other than those under whose names they are offered to the public shall bear the collection district by State and number and the permit number of the actual manufacturer, whether the goods be manufactured of pure non-beverage alcohol or of denatured alcohol; and

WHEREAS, such required labeling, conveying as it does to the trade and to the public the information that the goods in question are not actually made by the parties under whose names they are sold, would prove highly injurious to the parties marketing such goods and would impose a heavy financial burden upon wholesale and retail druggists and other merchants accustomed to purchasing in bulk goods which are afterwards packaged by them for retail sale; and

WHEREAS, It is a serious question whether there is authority in the law for the requirement referred to, Section 4 of the Volstead Act expressly providing that all alcoholic preparations which are unfit for beverage purposes shall be exempt from the provisions of the National Prohibition Law, and, therefore, from all regulations and supervision prescribed under that statute; therefore, be it *Resolved*, By the National Drug Trade Conference in annual convention assembled that the Conference hereby protests vigorously against the requirements of T. D. 3253 as unnecessary, burdensome, and possibly illegal; and be it further *Resolved*, That the President of the Conference is hereby directed to appoint a committee of three members of the Conference to wait upon the Prohibition Commissioner and to urge that for reasons herein set forth, the regulations referred to be immediately withdrawn or so modified as to relieve the drug trade of the hardships complained of.

The Conference also decided to recommend the adoption of the following amendment to the International Revenue Laws:

International Revenue Laws, 1920, Sec. 3244, Fourth paragraph—(Sec. 18, Act of February 8, 1875) (18 Stat., 309), as amended by Sec. 4, Act of March 1, 1879 (20 Stat., 327). That retail dealers in medicinal and industrial distilled spirits and wines shall pay \$35.00.

Every person who sells, or offers for sale, foreign or domestic medicinal and industrial distilled spirits and wines, pursuant to the provisions of National Prohibition Act, of October 28th, 1919, in less quantities than one wine gallon at the same time, shall be regarded as a retail dealer in medicinal and industrial distilled spirits and wines.

Wholesale dealers in medicinal and industrial distilled spirits and wines shall each pay \$100.00.

Every person who sells, or offers for sale foreign or domestic medicinal and industrial distilled spirits and wines, pursuant to the National Prohibition Act of October 28th, 1919, in quantities of not less than one wine gallon at the same time, shall be regarded as a wholesale dealer in medicinal and industrial distilled spirits and wines.

The two referendums submitted to its organization members by the Chamber of Commerce of United States were also discussed by the Conference. With regard to the first which would authorize an amendment of the by-laws of the Chamber, the Conference voted to approve; with respect to the Chamber's referendum on the tariff, it was the opinion of the Conference that the views among the different elements of the Drug Trade were likely to prove too controversial to permit the Conference to commit itself one way or the other, and the Secretary was instructed not to cast the Conference's ballot on the referendum at all.

For its other business the Conference authorized the Executive Committee to levy an assessment of \$50 on each of its constituent associations; voted to continue its affiliation with the Chamber of Commerce of United States; granted the President general power to name representatives to appear before Legislative or Departmental bodies in matters of emergency not controversial among its constituent members, and adopted a resolution asking Congress to amend the reclassification bill, H. R. 8928, so as to indicate the profession of pharmacy by the word "pharmacy" rather than "pharmacology;" a memorial on the death of the late Dr. Wallace C. Abbott of the Abbott Laboratories was also adopted.

The officers were reelected as follows: Samuel C. Henry, President; C. Mahlon Kline, Vice-President; W. J. Woodruff, Secretary-Treasurer.

Executive Committee: Samuel C. Henry, W. J. Woodruff, Charles Gibson, Harry B. Thompson, H. C. Christensen, John C. Wallace, Wortley F. Rudd.

The attendance was as follows:

American Pharmaceutical Association, J. H. Beal, John C. Wallace, A. R. L. Dohme; National Wholesale Druggists' Association, W. L. Crouse as alternate for Chas. Gibson; C. M. Kline, Chas. W. Whittlesey; National Association Retail Druggists, Samuel C. Henry, James F. Finneran, Ambrose Hunsberger, American Pharmaceutical Manufacturers' Association, Harry Noonan and J. H. Foy, alternate for B. L. Maltbie; American Drug Manufacturers' Association, J. C. Roberts, J. Fred Windolph, W. J. Woodruff; Proprietary Association, Harry B. Thompson, Philip I. Heuisler, Frank A. Blair; National Association Boards of Pharmacy, H. C. Christensen, W. B. Kerfoot, Jr.; American Conference Pharmaceutical Faculties, Wortley F. Rudd, E. Fullerton Cook.

COMPILATION OF RESEARCH CHEMICALS.

A compilation of research chemicals has been prepared by Dr. Clarence J. West for the Committee on Research Chemicals and the Research Information Service of the National Research Council. The American chemical industry has made a very marked advance during the past few years, and a surprisingly large number of high grade chemicals may now be purchased in America. It has seemed desirable to list these with the names of the manufacturers. The addresses of seventy-four firms are given in this compilation and the list of chemicals occupies eighteen pages, while six additional pages are given to biological stains and indicators.

The so-called "heavy chemicals" have been omitted because there are so many recognized manufacturers and dealers from whom they may be secured. For the same reason practically all inorganic salts are omitted. The question of whether or not to include dealers who are not manufacturers was decided in the negative because the number of firms which would have to be included would make the list too long for convenient use. It is recognized that the list has many shortcomings, but it is believed that it is well worth while to publish it, in order that with the cooperation of manufacturers and users of these chemicals it may be revised and made as nearly complete as possible.

The Committee on Research Chemicals is a committee of the Division of Chemistry and Chemical Technology of the National Research Council, and is composed of the following experts: Wm. A. Collins, Chief Chemist, Quality of Water Division, U. S. Geological Survey, Washington; Dr. Roger Adams, Professor of Organic Chemistry, University of Illinois, Urbana, Illinois; Capt. D. B. Bradner, Chief, Chemical Division, Chemical Warfare Service, Edgewood Arsenal, Edgewood, Md.; Dr. Hans T. Clarke, Research Chemist, Eastman Kodak Co., Rochester, N. Y.; Dr. W. F. Hillebrand, Chief Chemist, Bureau of Standards, Washington, D. C.; Dr. George D. Spencer, Organic Chemist, Analytical Reagent Investigations Laboratory, Bureau of Chemistry, Washington; Dr. Clarence J. West, National Research Council, Washington.

Those interested in this booklet should address the Research Information Service, National Research Council, Washington, D. C.

AMERICAN METRIC ASSOCIATION.

The Annual Meeting of the American Metric Association was held in Toronto on December 29, 1921.

Dr. George F. Kunz of New York presided. The members were officially welcomed by Controller Russell Nesbit of the Toronto Board of Control and W. H. Alderson, President of the Toronto Board of Trade.

W. M. Crocker, who represents the American Metric Association in Washington, spoke on "The Legal Status of the Metric System and Pending Legislation." The Canadian members present were unanimous in the opinion that the passage of an effective metric bill by the United States Congress would soon be followed by similar action in the Canadian Parliament. The Association continues to present to Congress additional endorsements from national and State organizations of the Britten-Ladd metric bill now receiving the consideration of the Senate Manufacturers' Committee.

Professor Henry G. Bayer of New York University concluded the morning session by speaking on "The Evolution of Metric Weights and Measures." He cited the speech of Talleyrand in April 1790 on a "new system" of weights and measures advocating that "other nations should be invited to make it international." Mr. Bayer showed that even then this desire for the advantages of international weights and measures was stirring in America. He quoted as follows from the message of George Washington to Congress on October 25, 1791: "A uniformity in the weights and measures of the country is among the important measures submitted to you by the Constitution; and if it can be devised from a standard at once invariable and universal, must be no less honorable to the public councils than conducive to the public convenience."

Theodore H. Miller, Works Manager of the De Laval Separator Company said, in part, "About 1910 we changed to the general use of the metric system throughout our plant. The advantages gained by the use of so simple a system as the metric have been worth to us more than ten times the slight initial cost required to make the change. By placing on our drawings the expression 'All dimensions in millimeters,' we follow the practice recommended by the American Metric Association, and avoid the necessity of placing even the familiar abbreviation mm after figures."

Chairman E. C. Bingham of the Committee on Local Sections has coöperated with the American Chemical Society and other organizations in having 300 of the universities and colleges order their chemical supplies in metric units. Manufacturers and dealers have been found very willing to fill orders in this manner.

Edward Richards and other members present from the Society of American Foresters spoke on "The Application of the Metric System to Forestry."

W. W. Pearse of Toronto, well known as a construction engineer, spoke on coöperation in the metric campaign.

THE NATIONAL HEALTH EXPOSITION.

The National Health Exposition, occupying 60,000 square feet of floor space, will be held in the Jefferson County Armory at Louisville, February 1-9, 1922. This is under the auspices of the United States Public Health Service, State Board of Health of Ky., Jefferson County Board of Health and the Health Department of the City of Louisville. It will include exhibits in hospitalization, nursing, dentistry, medicine and pharmacy. The University of Louisville, the public school system, and various local, State and national health organizations will participate.

The annual conference of the city and county health officers, the annual convention of the Kentucky State Public Health Association and other health meetings are already scheduled in connection with the Exposition.

An institute will be conducted by the United States Public Health Service and its program will include persons of prominence in this important field of work.

AMERICAN SOCIETY OF BACTERIOLOGISTS.

The American Society of Bacteriologists held a three-day convention in Philadelphia

during the last week of December. The sessions were held at the University of Pennsylvania, under the auspices of the Bureau of Health.

FRENCH DRUG COLLEGE.

The Paris Wholesale Druggists' Association is promoting a druggists' school for employees of drug firms. Recently, Prof. M. E. Perrot, of the Paris Faculty of Pharmacy, gave a lecture on his recent visit to Morocco, illustrating his remarks with lantern slides. Much of the work in this school is given over to a study of drug sources.

FREE PUBLIC LECTURES AT THE PHILADELPHIA COLLEGE OF PHARMACY AND SCIENCE.

The public has become interested in the lectures at the Philadelphia College of Pharmacy and Science. The last lecture of December was given by Prof. Louis Gershenfeld on "Our Bacterial Friends and Enemies;" Dr. R. P. Fischelis' subject on January 5th was on "Chemistry in Peace and War," and the next will be by Prof. E. Fullerton Cook on "A Thousand and One Odors." The February subjects are "Standardized Remedies" by Dr. Paul S. Pittenger, and "How Chemistry Develops the Industries" by Prof. Frank X. Moerk. The last one listed is for March 2nd on "One Drop of Blood" by Dr. Ivor Griffith.

MINNESOTA STATE PHARMACEUTICAL ASSOCIATION.

The program for the annual convention of Minnesota Pharmaceutical Association is being prepared. The meeting is to be held in Minneapolis, February 15 to 17; among the speakers will be the Governor of the State, the President of the University of Minnesota, President S. L. Hilton of the A. Ph. A., Secretary S. C. Henry of the N. A. R. D., Prof. Henry Kraemer, and others.

THE PHARMACIST AND THE LAW.

THE ATTORNEY GENERAL'S WAR ON RETAILERS.

Announcements have appeared to the effect that the Attorney General proposes a sweeping investigation into retail prices. There is danger in such prosecution of over-zealousness by prosecuting officers. In very few lines can it be shown that the retailer develops into a millionaire; in many instances profit is not considered by the public in connection with sales; an excessive profit in one line is an es-

sential margin in others for the conduct of business. The thing for the Government to do is to work with the trade and industries; coöperation is far better than prosecution.

THE BEECHNUT PRICE MAINTENANCE DECISION.

The U. S. Supreme Court was divided five to four in the case of the Beechnut Packing Company. Justice Day delivered the opinion of the Court and Justice Holmes delivered

a dissenting opinion in which Justices Brandeis and McKenna concurred. Justice McReynolds delivered a separate dissenting opinion.

In explaining the decision Counsel Charles Wesley Dunn states:

"The entire court sustains the fight of the Beech-Nut Packing Co. to decline to sell its products to dealers who do not observe the fair resale prices suggested by it, holding that such refusals to sell, per se, effected by a private manufacturer in pursuance of his own independent discretion and without any purpose to create or maintain a monopoly are not violative of Section 5 of the Federal Trade Commission Act. The court directs that the order of the Federal Trade Commission be modified, whereby the prohibition of such refusal-to-sell conduct, per se, set forth therein, is wholly stricken out.

"The principal issue involved in this case, from the beginning, was whether the commission had the power, under the act creating it, to forbid the Beech-Nut Packing Co., or any other manufacturer from refusing to sell its goods to dealers who fail to observe suggested prices, where such refusal is made in pursuance of the manufacturer's independent discretion, without any purpose to create or maintain a monopoly. The entire court upholds this right of refusal and denies the power of the commission to limit it. The four dissenting members of the court hold that the order of the commission should have been wholly set aside and not modified even to the extent indicated in the light of the record in issue."

The main point of the decision, evidently, is the affirmance of the refusal to sell policy, per se, under the Federal Trade Commission Act, just as it was affirmed in the Colgate case under the Sherman Act.

FEWER FLAGRANT VIOLATIONS OF FOOD AND DRUGS LAW.

The manufacturer who violates the Federal Food and Drugs law to-day is an artist compared with the violator of a few years ago. He does not offend so frequently or so flagrantly but he is harder to catch. The gross and crude violations so frequently found during the early days of the law's enforcement have given place to more subtle forms that, to be detected, require more careful investigation, says the chief of the Bureau of Chemistry, United States Department of Agriculture, in his annual report. On the whole, violations are

much less frequent. Only a small portion of the food and drugs in interstate or foreign commerce is either adulterated or misbranded.

In the enforcement of the Food and Drugs Act during the last year, the Bureau of Chemistry recommended the seizure of 1677 shipments and criminal prosecutions in 608 cases. The seizures and prosecutions recommended were based most frequently upon shipments of patent medicines including stock remedies, stock feeds, beverages, eggs, food colors, fish and shellfish, salad oils, vinegars, artificial sweeteners and tomato products, but included a considerable number of other foodstuffs.

The activities of the year on patent medicines included 866 actions directed mainly toward the elimination of false and fraudulent claims on the labels regarding curative powers for a great variety of diseases. The stock feed cases, 152 in number, were based on products deficient in protein or otherwise failing to conform to the claims made upon the labels.

Imitation fruit beverages sold under labels implying the presence of substantial quantities of fruit juice were encountered, but an increasing number of manufacturers have revised their labels to accord with the true composition of their products, or have actually incorporated fruit juice as an essential ingredient of the article.

So-called lithia waters containing only the merest traces of lithium, but alleged to be of the greatest therapeutic value because of their lithium content, have been virtually eliminated from the market. Interstate commerce in mineral waters and other drugs alleged to contain radium, effecting wonderful cures, threatened to develop to large proportions, but was stopped before it attained much momentum.

PROBE OF NARCOTIC DRUG EVIL BY CONGRESS.

Representative Lester D. Volk, of New York, has introduced two resolutions dealing with narcotic drug addiction in the United States.

One resolution directs the Secretary of the Treasury to furnish facts concerning a recent ruling of the Internal Revenue Department which would deprive addicts of the treatment and advice of their physicians and compel them to enter penal institutions and private sanitariums for treatment.

The other calls for an investigation of the "entire subject of drug addiction, the method of handling these unfortunates, the medical

addenda available regarding methods of treatment by private physicians, institutions and sanitariums, the effectiveness of the present laws, rules and regulations to control smuggling, trafficking and abuse of narcotic drugs, and for the purpose of drafting legislation for the control of narcotic drug addiction."

Representative Volk is a physician as well as a lawyer. For many years he has taken a keen interest in the subject of narcotic drug addiction.

VICTIMS OF THE DRUG HABIT RARELY ALCOHOLIC ADDICTS.

The Federal Narcotic Division has announced that during the five months ending November 30, 1921, there were 1,900 arrests and 844 convictions for violation of the Harrison Law. In making the figures public, Dr. Forrer, administrative chief of the division, said:

"I have come to the conclusion that victims of the drug habit are rarely alcoholics. Many are young men and women, rarely out of their teens. Prohibition is not responsible for the increase in drug addicts. I ascribe it to reaction from the strain of the world war, which threw humanity into abnormal paths and environments. It may require a full generation to fully attain pre-war normalcy in that respect."

ALCOHOL RULES REGARDING CONTAINERS AND LABELS AMENDED. BATHING ALCOHOL TO BE PUT UP IN PINT PACKAGES ONLY. (T. D. 3253).

A recent Treasury decision amends Regulation 60 with respect to containers and labels for alcoholic solutions as indicated below, the amendments to be effective December 15:

Section 67 of Article XI, pertaining to the use of intoxicating liquor in the manufacture of alcoholic medicinal preparations and other alcoholic compounds, shall read:

Sec. 67. (a) Preparations manufactured under authority of this article may not be sold or used as beverages or for intoxicating beverage purposes, or under circumstances from which the seller might reasonably deduce the intention of the purchaser to use them for such purposes.

(b) Any product manufactured with specially denatured alcohol under a permit issued by a collector of internal revenue pursuant to Regulations 61, and held out as rubbing alcohol, bathing alcohol, or as similarly adapted to external uses, must be put up and

sold by the manufacturer thereof, in the containers or packages in which it is to be delivered to the ultimate consumer. Such a container or package shall not exceed one pint in capacity.

Three new paragraphs to be known as paragraphs (d), (e), and (f) shall be added to section 95, article XVIII, which pertains to the labeling of liquor as follows:

(d) By Title II, Section 4, of the National Prohibition Act, certain articles after having been manufactured and prepared for the market are exempt from the provisions of the Act. When such products are manufactured under permit for marketing under labels and advertising of a person other than the manufacturer, whether such person holds a permit or not, the manufacturer must place on each container a label bearing the symbol and serial number of the permit, as for example, "Mass. H-17." If the person by whom the product is marketed transfers it to other containers for sale, he must likewise affix to each container a label similarly showing the symbol and serial number of the permit of the actual manufacturer. When a preparation is manufactured under a permit issued by a Collector of Internal Revenue pursuant to Regulations 61, any bulk or other container thereof must bear a label showing the Collection District by State and number and the permit number as, for instance, "2 N. Y.-17." It is not necessary that a separate label be used to show the information required by this paragraph, if such information is clearly shown on any label containing any other information or statement.

(e) No other matter may be substituted for any statement or showing required by these regulations. A statement that no Government tax is required for sale; that the product conforms to the requirements of the National Prohibition Act, etc., is not sufficient and will not be accepted in lieu thereof. No statement without qualification that a formula has been approved by the Government may be made. If any statement relative to the approval of the formula appears, it must be made entirely clear that the approval relates solely to the fitness of the preparation for beverage purposes.

According to Bulletin 44, of the National Wholesale Druggists' Association, issued under date of December 9, alcohol "rubs" of the sort above referred to, in the hands of wholesalers or retailers on December 15, may be sold

without reference to the foregoing decision. Manufacturers must observe the decision as to all goods withdrawn from factory for sale after December 15. The decision makes no

provision for the bulk goods now on the shelves of wholesalers and retailers. The matter was adjusted by W. L. Crouse, Washington representative for the N. W. D. A.

BOOK NOTICES AND REVIEWS.

A Course of Qualitative Chemical Analysis of Inorganic Substances. By Olin Freeman Tower Ph.D. Published by P. Blakiston's Son and Co., Philadelphia.

A very concise, ultra-modern class-book on qualitative analysis, based strictly on the ionic theory. For more extended descriptive matter, the student is referred to Edwin Lee's or Alexander Smith's or McPherson and Henderson's General Chemistry.

While no one questions for a moment the excellence of these textbooks, why should the beginner be given the impression that these are the *only* ones?

The author is to be commended for classifying the groups according to elemental types rather than the conventional numbers. This will serve as great aid in the future work of the student especially in solving various problems that arise in Industrial Chemistry.

We miss tables or skeleton outlines which have been intentionally omitted by the author on the ground that the student following them too closely, fails to secure delicacy of reaction. We do not agree with this as far as this textbook is concerned since the text is very explicit in this direction. We believe, however, that tabular arrangements of schemes are of great aid to the beginner in memorizing separation-groups—far better than wading through a mass of instruction notes.

Qualitative analysis is a hard task for the beginner in chemistry, hence any aid afforded will be doubly paid in progress.

On page 15 under "Precautions," the author shows the results of extensive experience in the masterly manner in which he presents five fundamental axioms, so essential in qualitative analysis. If these can be sufficiently impressed on the minds of students and even graduate chemists, many difficulties will be overcome.

The book is free from errors, well edited and a credit to the publishers. V. COBLENTZ.

Common Sense Drug Store Advertising by Bert Kahnweiler, a 61 page cardboard covered book 10 inches by 6³/₄ inches and published by the author is based, as stated on the title page, "On a condensation and vaporization of

experience gained from twenty-two years of pharmacy and department store publicity."

The first chapter is devoted to a strong plea to the druggist to boost his business by advertising. The author here states "What we will endeavor to do is to get you all 'riled up,' full of 'pep' for *your own good and store and community.*" The chapters following them take up the various methods of advertising such as newspapers, letters, window displays, sign boards, movie slides, telephones, special sales, stunt ideas and premiums. The various advantages and disadvantages of these methods are discussed together with interesting anecdotes of the experiences of very many druggists who devised new variations and adaptations of some of the above-mentioned methods of advertising. Many illustrations of successful advertising copy and cuts are reproduced. Then follow chapters on general salesmanship and methods of getting trade. Typical subjects discussed here are "Getting the Clerks Interested," "Handling Customers for Results," "Getting the Doctor with You," etc., etc. As might be expected in a booklet of this kind the business side of pharmacy is allowed free swing and the professional phases are in the background. So, for instance, the author in one paragraph describes a window display intended to boost prescription business. A part of this display consisted of signs which "told of the accuracy of the compounding and prices of three and four ounce prescriptions." Just how a druggist could possibly estimate such prices in advance is not explained and yet this would certainly be valuable information to every pharmacist.

The book, however, makes very interesting reading, written as it is, in colloquial style in a "snappy" forceful manner.

It abounds with stories of successful and original sales stunts which are very readable and many of which can no doubt be successfully repeated by other druggists irrespective of kind of store or location. But in addition to this the author's story brings home the conviction that the druggist should be more progressive, more aggressive in getting business and that he *must* advertise.

HUGO H. SCHAEFER.