

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 Manufacturers must observe the decision as to all goods withdrawn from factory for sale after December 15.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.