

SOCIETIES AND COLLEGES.

THE FOURTH GENERAL ASSEMBLY OF
THE INTERNATIONAL PHARMACEUTI-
CAL FEDERATION.

The International Pharmaceutical Federation held its annual meeting in London, July 23. Editorial comment has been made relative to the transactions reported. Professor van Itallie, Dean of the University of Leyden and President of the Federation, was in the chair, supported by Mr. E. T. Neathercoat, Dr. J. J. Hofman (Secretary), and Dr. A. Schamelhout (Belgium). Among other delegates and members of the Conference present were: Sir Wm. Glyn-Jones, Messrs. Edmund White, J. Loisel (France), Cav. F. Pratta (Italy), J. Cofman-Nicoresti (Roumania), Dr. Angel Morales (Spain), C. Rousseau (France), Prof. E. Emanuel (Greece), E. Collard, A. Bouville (France), C. L. Butchers (Australia), A. J. Jones, C. T. Bennett, Prof. Greenish, E. Saville Peck, H. B. Stevens, H. Lucas, J. P. Ellerington, W. A. Jones (Liverpool), R. Marloum (Egypt), H. Finnemore, and Misses Elsie Hooper, S. M. Snellus, and Marie Shaw.

LIST OF DELEGATES.

Bennett, R. R., London
 Bouville, A., Association Générale des Syndicats Pharmaceutiques de France
 Butchers, C. L., Secretary, Pharmaceutical Society of Victoria
 Butchers, Mrs., Victoria
 Chambers, Miss, Victoria
 Cliffe, W. L., American Pharmaceutical Association, Philadelphia
 Cofman, Jules, London
 Cofman, Victor, London
 Collard, E., Association Générale des Syndicats Pharmaceutiques de France
 Daminet, F., La Nationale Pharm., Bruxelles
 Daminet, Mlle., Bruxelles
 Dries, A. F. M. van den, Nederlandsche Maatschappij ter Bevordering der Pharmacie
 Emmanuel, Prof. Dr. E., Société Panhelleniques des Pharmaciens
 Gamble, F. W., London
 Greenish, Prof. Dr. H. G., London
 Glyn-Jones, Sir W. S., London
 Grimbert, Prof. Dr., Association Générale des Syndicats Pharmaceutiques de France
 Hofman, Dr. J. J., Secretary General, La Haye
 Itallie, Dr. L. van, President, Leyden
 Itallie, V. van, Nederlandsche Maatschappij ter Bevordering der Pharmacie

Janzon, Hilding, —
 Lacroix, —, du Syndicat Général des Pharm. de France, Paris
 Langrand, A., Paris
 Langrand, Marg. Mlle., Paris
 Loisel, J., Vice-President, Beauvais
 Masloum, Renalto V., Cairo
 Morales de las Pozas, Dr. Angels, Union Pharmaceutica Nacional, Madrid
 Neathercoat, E. T., Weybridge
 Pattou, B., La Nationale Pharm. Bruxelles
 Peck, E. Saville, Cambridge
 Pratta, Cav. Francesco, Secretary General, Pharmaceutical Societies of Italy
 Rousseau, Célestin, Levallois Perret, Sec. "Internacia Scienza Ascio"
 Rudd, Dr. W. F., American Pharmaceutical Association, Richmond, Va.
 Sargeant, F. Pilkinton, Leeds
 Schamelhout, Dr. A., Secretary, Bruxelles
 Schamelhout, Mme., Bruxelles
 Voadlo, Dr. M. P., Czecho-Slovakia
 White, E., London

THE NATIONAL WHOLESALE DRUG-
GISTS' ASSOCIATION MEETING IN
CLEVELAND.

The Committee on Rates and Routes of the National Wholesale Druggists' Association in a recent bulletin announces that transportation arrangements have been made for members and families who will attend the Forty-ninth Annual Meeting to be held at the Hotel Cleveland, Cleveland, Ohio, October 8-12, 1923.

The Passenger Associations have granted a rate, a fare and one-half of the current one way fare on the convention certificate plan contingent upon an attendance of 250 or more members and delegates. Members are strongly urged in purchasing tickets to Cleveland who do not expect to return at once or by the same route, to ask for a convention certificate. Unless this is done the committee will not be able to secure the half fare for members on return trip.

CHEMICAL STUDY COURSE A FEATURE
OF THE NINTH NATIONAL EXPOSITION
OF CHEMICAL INDUSTRIES.

The Ninth National Exposition of Chemical Industries will be held at Grand Central Palace, New York City, September 17 to 22. An added feature of the Exposition is the course offered in the fundamentals of chemical engineering and industrial practice. The course will be under the direction of Prof. W. T.

Read, of Yale University, a member of the Exposition Advisory Committee. The topics to be dealt with will include plant equipment, materials of construction, and the distribution of chemicals in commerce. The speakers will include well-known chemical engineers, among them Galen H. Clevenger; W. H. McAdams, of M. I. T.; A. E. Marshall, Baltimore; Harry Carlson; S. G. Ketterer; G. L. Montgomery; W. S. Calcott, du Pont; Ross C.

Purdy; O. I. Charmann; and Homer Hendricks.

There will be no charge made to the students attending this course, and already through their instructors, through whom registration cards may be secured, over 150 students have applied for admission. In view of the wide interest, Columbia University has offered the use of its dormitories to those attending during the week of the exposition, making a charge of \$1.50 per night for rooms.

THE PHARMACIST AND THE LAW.

THE BRAND'S THE THING.

Liberty is taken in reprinting the following editorial under above caption which appeared in the *New York Commercial* of July 23:

"More and more the brand is becoming a solid factor in business. Francis A. Adams is rendering a real service to American industry by emphasizing the importance of the brand as an asset in continuous advertising.

"Ancient is the story, the honor and the service of the brand. It had become a notable element in trade advertising long before the Asiatic or European discovery of any sort of printing process. It was a factor in the seeking, gaining and holding of trade many centuries before Ibn. Batutu or Marco Polo wrote their first overseas and overland trade reports. How old the brand actually is would be difficult even to guess.

"That it was a multacentenarian long before David or Solomon was born is an established fact of history. After the collapse of the Roman empire, while Europe was giving birth to modern western civilization, trade in that part of the world fell into the hands of the sharper and 'long-shotter.' The chief industries and finer crafts were appendages of the feudal barons. Both the iron trade and the linen trade were born in the castle—the iron trade at the forge of the armorer, the linen trade (and, therefore, the cotton trade) at the spinning wheel of the chatelaine and her bodywomen. By his own skill and his own will the armorer won his economic freedom. His 'mark' or brand on sword or spear or helm was the advertisement that brought him trade. One can readily imagine what wonderful publicity stunts might have been pulled in those brave old days if only the knight and the armorer could have been blessed with newspapers. How Mark Twain would have relished the chance of doing justice to the stout

blade that enabled Sir Hagen of Trony to skiver and skewer Gunther's enemies? Yet, from what we can learn (taking their cue from the motto of Abraham Lincoln), those armorers of old 'did the best they could with the instruments at hand.' So, too, did the guilds. They gave us the hall-mark, parent of the trade-mark, and they paved the way for the patent laws and the brands of today. Quality had become a valuable consideration, a protection against the unscrupulous trader.

"Now the brand possesses a relative value undreamed of by the traders of Tyre, of Damascus, of Novgorod, of Kiao-chau. The brand, plus advertising under the brand, assures honest industry a market that has no limit or lurking menace. The British pioneers in brand advertising drew their inspiration from practical experience in the East Indies. They harnessed this Oriental habit to modern western inventiveness. Pears, Goodal, Backhouse & Co. and others taught British business how to advertise. They said, in effect, 'the brand's the thing, mounted on the flying horse of advertising.' It is. The brand, plus capable advertising, wins and holds the trade."

COÖPERATION WITH NEWSPAPERS A MOST POWERFUL AGENCY IN POPULARIZING FOOD AND DRUG CONTROL.

A. M. G. Soule, in an address before the twenty-seventh annual convention of the Association of Dairy, Food and Drug Officials, in Duluth last month, expressed himself as indicated by the title and he contended that it should be the duty of an official to work with representatives of the press in a co-operative way. He stated that every food and drug official will readily understand, in order to successfully enforce a food and drug law, even if the laws charged for him to en-