

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-

force are in advance of the general public knowledge, they must not be far in advance of public sentiment. Accordingly, in order to popularize food and drug control, it should be the aim of every food official to mold public sentiment to such a degree that he may have the endorsement and help of this powerful factor to assist him in his work.

#### MEXICO RESTRICTS IMPORTATION ON NARCOTIC DRUGS.

The importation into Mexico of all narcotics, except by the Public Health Department of the Government, has been prohibited by a Mexican decree which became effective July 28, 1923.

Responsible pharmacies legally established were previously allowed to import these narcotics after securing a permit from the Department of Health.

#### A FALLING OFF IN THE NUMBER OF NARCOTIC ADDICTS IN NEW YORK STATE REFORMATORY FOR WOMEN.

Superintendent Amos T. Baker of the New York State Reformatory for Women has announced that there has been a steady falling off in the number of narcotic addicts at Bedford. There are now only nine left. These are being treated by scientific methods, and the officials hope to turn them out cured.

Two years ago, when the institution first started to receive drug addicts, Bedford had sixty and the care and treatment of them was the institution's hardest problem. Reformatory officials attribute the decline in the number of women narcotic users partly to the educational and publicity campaign conducted to warn people of the danger and ravages of the narcotic habit.

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#### BOOK NOTICES AND REVIEWS.

*The Therapeutic Use of Digitalis.* By G. Canby Robinson, Professor of Medicine, Vanderbilt University. Published by Williams and Wilkins Company, Baltimore. Price, \$2.50.

A cardiologist recently remarked to the reviewer that probably more than half of the physicians of the United States use digitalis today with less success than Withering used it a century and a half ago, despite the fact that digitalis has been studied more intensively than any other drug with the possible exception of mercury. This fact is worth remembering when discussing a review of the subject, for it is manifestly impossible for one man to analyze every paper that has been written on the subject of digitalis and its use in cardiac disease.

The advances that have been made in the treatment of cardiac disease with digitalis, mainly within the past fifteen years, are comparable to those that have been made in the treatment of syphilis following the introduction of arsphenamine (salvarsan), or that of diabetes with the introduction of insulin. This may appear as a contradiction of the statement of the cardiologist just cited, but, in fact, it indicates the wide differences between the best methods and those which are all too common because of lack of adequate training. The treatment of cardiac disease often calls for the greatest skill, such as only the trained specialist can acquire.

Robinson wisely endeavored to select for

review only those papers which have contributed to our permanent knowledge of the subject. This can be done only by one who is able and willing to analyze the studies of research workers and not merely summarize the reports of those who have attained more or less prominence in the subject under consideration, for the best men often make serious mistakes, and obscure men sometimes discover truths of the first importance (if it may be conceded that truth varies in importance).

The table of contents gives fourteen subjects and their subdivisions under which the matter is treated. The monograph embraces 137 pages with some 170 references to the literature, and since it is itself an epitome of our knowledge of the subject, it is manifestly impossible for the reviewer to give more than a glimpse of the subject in the space at his disposal.

The author devotes about ten pages to a discussion of the historical data and the different members of the group, and about as many to a consideration of the potency of these substances. It will astonish the reader to see in the table of contents that only two pages are devoted to the subject of "Animal experimentation," while some twenty pages are required for the discussion of "The toxic effects of digitalis." As a matter of fact animal experimentation is the basis for much of the review, and the reader will perceive the impossibility of separating animal experimentation from the