

the next calculation. A sense of numbers would have discovered the error. One operator turned in totals which another contestant challenged. Pulling the ribbons through his fingers, he said: "The first column is about 50,000 too little, the second 35,000—a page has been skipped."

Another point raised was that students do not grasp the value of percentages in actual practice. This was tried out in determining percentages of decrease and increase in crop reports, of two years, which were given to students for comparison.

The comment is made because of the importance of the application of figures in pharmaceutical manufacture and in dispensing prescriptions. Safe dispensing comprehends not only proper compounding but a determination of figures involved in formulas, prescriptions and dosage. The usual procedure as taught in schools of pharmacy instructs the coming pharmacist in all of these points, but mention is made because of the deficiencies cited in those engaged in other activities.

E. G. E.

THE COMING TRADE CONFLICT IN LATIN AMERICA.

THE American exporter cannot afford to regard his present success in overseas trade with complacency. Some of the advantages we have enjoyed through adequate working capital, superior technique and efficient labor are certain to be diminished in some degree as the stabilizing effects of recent European economic settlements are more fully realized. In great neutral markets like Latin America, the next few years will be critical years, not without discouragements and marked by competitive practices, many of which in our domestic markets we have outlawed by legislation, but the sales genius and staying power of the American exporter, his determination to cut out wasteful trade practices and to carry out a carefully planned, long-view policy will enable him to hold his own in the face of stiffening European competition."

This was the gist of an address delivered in Boston, December 28, at a meeting of the New England Export Club by Dr. Julius Klein, Director of the United States Bureau of Foreign and Domestic Commerce, Department of Commerce. On several occasions mention has been made in these columns and under "News Items" to ambassadors of European industrial and professional activities, who were strengthening the bonds of friendship in this country and Latin America. Relative thereto, Dr. Klein said in part:

"Let us review some of the more general evidence of the competitive intent of Europe in Latin America, passing on subsequently to actual cases and characteristic practices. There is admittedly an intended commercial significance to the recent visits of European royal globe-trotters to that part of the world. Such tours of titled 'trade ambassadors' materially assist the ground-work of international relationships, especially when supplemented by dexterous publicity; but there is naturally some mild curiosity as to the permanence of any trade gains thus spectacularly attained. In meeting such efforts, while we cannot exhibit the royal pageantry, we have both distinguished public men and advertising genius with which we might well make our country better known in the Republics of the South.

"The past year has witnessed the visits of both private and semi-official European trade missions to various countries in Latin America. These are being preceded and followed up by floods of propaganda literature, Spanish and Portuguese trade reviews, periodicals, pamphlets, etc., from England, Germany, and Italy. Canada is also contributing a Spanish trade review."

The Department of Commerce maintains 10 offices in Latin America whose function it is to keep American business currently advised of these and a multitude of other elements of change in international trade relationships. That the American business community appreciates in fuller degree the work of this service agency is disclosed in the 7000 trade inquiries handled each day through this Department, a ten-fold increase in the last four years. But even of greater significance is the obvious recognition on the part of our business men that current information is indispensable to export operations and that our foreign sales organizations to be practically effective must comprise mobile units capable of absorbing temporary set-backs, and equipped with tactical knowledge and power to push forward, retreat, or concentrate as competition or local conditions affect the area of our advance into the world's markets.

"Finally, the American exporter interested in the Latin American market has come to realize that there is no such thing as trade conquest, that is, all gains in the world's markets must be made on the basis of continuing service if they are to be held permanently. This is discouraging speculative enterprise and encouraging the entrance into this great Latin-American market of the best elements in our commerce and industry. And they are proceeding on the basis that trade with our Latin neighbors must advance on the basis of reciprocal advantages, that with every upward lift of American sales or investment there must be commensurate improvement in the economic well-being of the peoples of that great area."

Coöperating with all divisions of the drug trade the foregoing portions of Dr. Klein's address have a rightful place in these columns. Also, the U. S. Pharmacopœia is printed in Spanish and is coming into more general use; the publication of a Spanish edition of the NATIONAL FORMULARY might be considered. American pharmaceutical and chemical manufacturers enjoy the confidence and patronage of the South American drug trade.

E. G. E.

OFFICERS-ELECT OF THE AMERICAN PHARMACEUTICAL ASSOCIATION.

Chairman E. V. Howell and his associates, J. G. Beard and E. V. Kyser, on the Board of Canvassers have announced the result of the vote by mail for officers of the AMERICAN PHARMACEUTICAL ASSOCIATION, as follows:

President, Theodore J. Bradley, of Massachusetts; *First Vice-President*, George Judisch, of Iowa; *Second Vice-President*, Arthur G. Hulett, of Arizona; for *Members of the Council*: James H. Beal, Illinois; Charles H. LaWall, Pennsylvania; and William B. Day, Illinois.

The officers-elect will be installed at the meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION in Philadelphia, during the week of September 13th.