

operators of chain and independent drug stores as well as students of pharmacy will find it a practical guide to scientific merchandising in the drug field.

The first half of the book deals with the merchandising problems of manufacturers and wholesaler dealers. Here the author goes into the classes of merchandise distributed through the drug trade, and the agencies used in their distribution. In the second half of the book the problems of retail druggists are dealt with.

The author's aim has been to analyze the outstanding causes of success and failure in the present-day merchandising of drug products. Constant development in the field of biology, pathology, psychology and economics vitally affect the merchandising of drug products and consideration must be given to these factors as important in busy study. Competition is becoming keener and is making the maintenance of net profits more difficult; gross profits must be considered, but along with these the expenses which are equally important for assuring net profit.

The chapters of Part I deal with profits and merchandising in various divisions and connections, classes of merchandise distributed through the drug trade and in that connection the merchandise handled in different classes of drug stores. The chapter deals with agencies, in the distribution of drug products, advertising through the press, etc. Price problems and policies are discussed from various angles, also the problems of packaging and promotion methods.

As stated, Part II deals with problems of retail distribution and in the various chapters devoted to this subject the methods of both the chain stores and of the independent stores are freely discussed, including the stock, advertising and salesmanship.

The book will serve a useful purpose in developing ideas for business conduct.

Annual Survey of American Chemistry, Volume V (1930), edited by CLARENCE J. WEST, Director of Research Information Service, National Research Council, published by The Chemical Catalog Company, of New York, for the National Research Council. As stated at the beginning, this survey is for the year 1930. The price of the book is \$5.00.

Reviews have heretofore been published in the JOURNAL and the value of the survey is quite generally known to the reader. The volume under consideration has nearly 100

more pages than the preceding volume. There are 40 chapters and the matter is presented by those who are authorities on the subjects assigned them.

The chapter on Solutions has been prepared by Victor K. LaMer; the one on Pharmaceuticals by Ernest H. Volweiler; the one on Biochemistry by D. Wright Wilson; on Vitamins by H. C. Sherman; and the one on Insecticides and Fungicides by R. C. Roark. The other chapters are of equal value although, perhaps, not of the same interest to pharmacists as those named.

The book has an Authors' Index of nearly twenty pages and the Index of Subjects of about half that number. The work has become generally known and has a distinct value in the libraries of schools and manufacturing establishments and as a reference for pharmacists.

DONATIONS.

The AMERICAN PHARMACEUTICAL ASSOCIATION is indebted to the following for books and pamphlets and these are gratefully acknowledged:

"Reminiscences of Early Chicago," by E. O. Gale, presented by Abram Gale of Chicago. Quotations were embodied in an article on Samuel Guthrie in the November JOURNAL.

"Answers to Questions Prescribed by Pharmaceutical State Boards;" "One Hundred Window Trims;" "Window Displays for Druggists;" "Essentials of Pharmacy"—donated by Mrs. Edward Swallow.

"Annual Report of the Smithsonian Institution;" twelve bulletins from the Proceedings of the United States National Museum—from the Smithsonian Institution.

DRUG AND PHARMACEUTICAL SUPPLY SALES.

While sales in the drug line have, along with sales in other divisions, been somewhat reduced, the special survey prepared by the Research Department of R. G. Dun & Co., reveals that drug and pharmaceutical supply sales are well maintained. The comment is that, because of the numerous essential items produced in the drug and pharmaceutical supply trade, output has been less disturbed by unsettled conditions than many other lines of activity.

The same report states that "the demand for supplies has been well maintained, but the decline in the sales of merchandise other than drugs has brought the total unit sales for the industry below the figures of 1930."