

SALE OF ACETYLSALICYLIC ACID TABLETS.

The Federal Trade Commission has issued an order to the Bayer Company, Inc., New York, to cease and desist from using unfair competitive practices in the sale of its acetylsalicylic acid tablets. The company is directed to cease using language in its printed advertising or radio broadcasting stating or giving the impression that "aspirin" is a trade-mark of the Bayer Company, however; this order does not apply to advertising on packages to be sold in foreign countries in which the word "aspirin" has been held to be the Bayer Company's valid trade-mark. A list of seventeen representations are given in the commission's order, which the company is not to use unless properly qualified, limited or explained.

Among them are such expressions as "It cannot harm the heart," "Bayer aspirin is always safe," "Take Bayer aspirin for any ache or pain, and take enough to end it. There is no harm in its free use," "Genuine Bayer Aspirin tablets promptly relieve headaches, neuritis, colds, toothache, neuralgia, sore throat, lumbago, rheumatism." The order is not to be construed as preventing the company from making proper therapeutic claims or recommendations based on reputable medical opinion or pharmaceutical literature, it was stated. The third prohibition in the order is one providing that the company shall not in any way represent that acetylsalicylic acid tablets manufactured by other firms are counterfeit or spurious. The company waived a hearing and did not contest the proceeding of the commission.—From *Jour. A. M. A.*, 10/13/34.

BOOK NOTICES AND REVIEWS.

Organic Chemistry or Chemistry of the Carbon Compounds. By VICTOR VON RICHTER. Volume 1: Third English Edition, 1934. 790 pages. Published by P. Blakiston's Sons & Company, Philadelphia, Pa.

This is the sixth edition in the English language, being the third American edition. The system of presentation followed in the previous German, English and American editions has been retained. The first volume of this series deals with the aliphatic series only. The order of presentation moves progressively from the hydrocarbons (1) to the halogen derivatives (2), the monohydric alcohols, aldehydes, ketones and carboxylic acids (3), the dihydric alcohols and their oxidation products, (4), to the trihydric, tetrahydric, pentahydric, hexa- and polyhydric alcohols, each group being considered with its oxidation product. Short chapters then follow, dealing with the carbohydrates, protein, chlorophyll, bile pigments, sterols and enzymes.

It has been interesting to compare this 1934 publication with the third American translation of the eighth German edition published in 1913. The same encyclopedic arrangement of products is observed. The same presentation of material believed to be more important in large print, and material believed to be of lesser importance in finer print has been followed. Many paragraphs of the 1913 publication have been reprinted without change in 1934. The information presented has been brought up to

1932 on some subjects, but on others most recent references are to publications in the nineteenth Century. Many references are to German or French articles which are not readily available. Some specific developments have been stressed, such as the electronic theory of valency, and the parachor.

The book will still prove useful in the orderly presentation of organic chemistry. However, it needs to be supplemented in many points in order to harmonize with teachings on polar molecules, etc. This book fills an intermediate rôle between the elementary texts and the encyclopedias, such as Beilstein.—JAMES C. MUNCH.

Bacteriology and Sanitary Science. By LOUIS GERSHENFELD, Ph.M., B.Sc., P.D., Professor of Bacteriology and Hygiene and Director of the Bacteriological and Clinical Chemistry Laboratories in the Philadelphia College of Pharmacy and Science, Philadelphia. Price, Limp Leather Binding, \$4.50. Publishers, Lea & Febiger.

Gershenfeld's second edition of Bacteriology and Sanitary Science is an interesting and authoritative treatise which covers both the technical and practical aspects of many of the important subjects on which the pharmacist has opportunity of offering sound advice. In addition it contains a concise statement of many techniques which are useful to the up-to-date pharmacist in his own work.