

charged with the responsibility of developing a plan for voluntary advertising control, to eradicate such evils as exaggerated claims and bad taste. An organization meeting in New York City during the week was attended by William Y. Preyer, chairman; Lee H. Bristol, chairman of the executive committee of the Association of National Advertisers; William S. Groom, James F. Hoge, legal expert, and Frank A. Blair, president of the association.

#### NEW JERSEY CODE MARK-UP SUSPENDED.

The fifteen per cent mark-up provision contained in Article 12 of the code of fair competition for the retail trade in the State of New Jersey was suspended by the State Industrial Recovery Administrator, effective May 24th, pending a study of distributive costs in the state. The suspension was considered as only temporary, however, and the provision may be either reaffirmed or revised within the next few weeks, depending on the results of the cost study.

The action came as a surprise to retailers, inasmuch as the mark-up had been granted for a trial period of sixty days and no change was expected before that time. Since the code was approved by Governor A. Harry Moore a few weeks ago the druggists had set up a code authority, opened offices in the Industrial Office Building, Newark, and had circulated lists of prices, including the mark-up, for many nationally advertised products.

#### BOOK NOTICES AND REVIEWS.

*Volumetric Analysis.* By H. P. STARCK, M.A., Head of the Science Department, The Technical College, Kingston-on-Thames, published by William Wood and Company, Baltimore, 1934; VIII + 228 + 31 pages. Price \$3.00.

This text was originated in connection with the author's teaching of volumetric analysis to students reading for School certificate, University Scholarship, National Certificate, and Pharmaceutical, Medical and General examinations in chemistry in Great Britain. Portions of the work are designated for certain classes of students by definite headings, such as, "Inter. and Final B.Sc. Students" "For Degree Students," "Estimations for All Advanced Students." The articles and preparations which should be estimated by pharmaceutical students have their Latin Titles mentioned in

parentheses and exceptions are indicated by an asterisk.

The subject matter includes a brief consideration of a large number of well-known analytical processes. Concise procedures are given and emphasis is placed on the explanation of equivalent weights. The book is divided into five sections treating of: I—Introduction, II—Acidimetry and Alkalimetry, III—Oxidation and Reduction, IV—Precipitation Methods, and V—Application Methods, appendices, index and qualitative analysis tables. A number of well-selected problems are included in each section.

The book is well suited to the purposes for which it is intended no doubt. Since we in this country do not have a type of examination similar to that which obtains in Great Britain, it is not likely that a text covering so wide a variety of materials will find extensive use here. The many pharmaceutical items treated of make the book of value and interest, however, to all who are engaged in the analysis of pharmaceutical chemicals—GLENN L. JENKINS.

The JOURNAL OF THE A. PH. A. is indebted to Dr. Edward Kremers, of the University of Wisconsin, for *Bulletin*, Series No. 1919, General Series No. 1703, "Phytochemistry," by Edward Kremers and collaborators, being No. III of the "Methane Series of Hydrocarbons."

#### NRA HANDBOOK.

The National Recovery Administration has compiled an authoritative guide in the form of a 30-page document, entitled, "What Is the NRA?" Descriptions are given of the various steps taken in formulating codes and suggestions are advanced to show why no two codes of fair competition are alike. They all must contain certain specified features.

#### INTERNATIONAL RED CROSS SOCIETY.

The International Red Cross Society will meet in Tokyo, October 19th to 29th. Elaborate preparations are being made by the Japanese Red Cross Society for the annual meeting of the Red Cross Society in Tokyo, which is to be held in the Japan Red Cross Society Building in Shiba Park.

*Reports of Local Branches had to be deferred to a succeeding issue of the Journal.*