

# Chemical Industries Exposition

Eleventh Annual Display Held in September Will Be International in Scope.

THE history of Chemistry and the Chemical Industries is replete with developments that have moved so swiftly that to the layman they seem to have come from nowhere. In the argot they Have Arrived. This is particularly so in Plastics, Lacquers and the metal sections. One of the outstanding features developed at the last meeting of the Electro-Chemical Society in Philadelphia was a controversy upon the gaseous processes of reduction of metals from their ores in which proponents from two important industries debated with keen interest what may eventually become a systematic procedure in the metallurgical industries. This discussion created wide interest and undoubtedly will lead to many interesting developments at the Eleventh Exposition of Chemical Industries to be held at the Grand Central Palace, New York City, from September 26th to October 1st, 1927.

For the first time Foreign Exhibitors will show the latest developments in foreign chemistry and already such interest is causing American industries to take notice of the competition from overseas.

The Students' Course under the direction of Professor W. T. Read, Head of the Chemistry Department at the Technological College, Lubbock, Texas, is already developing more interest than ever before. It is contemplated to gather together all lectures delivered during the Students' Course and to put them in book form after the exposition to be sold to anyone in-

terested. Such work if carried out will gather as a collection in a book for reference what some of the foremost authorities of the day will have contributed as their bit toward making the most intense and remarkable Students' Course of the Chemical Industries Exposition.

Among other important functions held during the exposition will be the meetings of the American Ceramic Society collaborating with the Student's Course program and the meeting of the American Salesmen's Association of the American Chemical Industry and some dozen or more organizations joining in the Chemical Industries Banquet to be held at the Hotel Roosevelt the evening of September 28th. The committee in charge is arranging details which will be announced later.

In addition a great deal of interest is being shown in new developments in Grinding Mills and in the improvements all along the line of Chemical Engineering that will be shown at the exposition.

Today the world recognizes the value of Chemistry and Chemical Engineering as never before, as the following quotation from Dr. Arthur D. Little's pamphlet to Chemists, Engineers and Managers, of April 1927, will show. Ernest Elmo Colkins says, "The manufacturer, whatever he may make, however basic and staple, however well entrenched in the homes of the country, can no longer settle down and let things take their course. He must now hold himself ready to act and act quickly, interpret the signs, anticipate

the new attitude of the public, analyze each new invention or discovery for its effects, immediate or ultimate, on his own business."

The brief paragraph quoted expresses more fully than many volumes why the Chemical Industries are again going ahead. The day is past when any industry can rest on its laurels of past performances. Unless a vision of the future is with us in the present, achievements are as water over the dam. The Chemical Industry has begun to visualize, with the result that the forward march is on again. Quoting John E. Teeple in "The Indicator" of November 26th, 1926: "One of the great sources of difficulty between nations in the past

has been the urge of some one nation to possess land because the land contained a specific raw material and that specific raw material was absolutely necessary to supply some need of the world. The farther the chemist progresses in his work the more fully will this source of friction be removed."

At no place in the world will there be such a gathering of industry. The authorities in Chemistry and Chemical Engineering will discuss problems and explain new developments both domestic and foreign at this year's exposition and with the interest that is already manifested by foreign manufacturers, American Industry must look to its laurels.

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## Sidebottom Joins Darco Staff

Well-known Chemical Engineer to Assist President of Carbon Sales Organization.

**T**HE Darco Sales Corporation announces the appointment of Mr. Herbert G. Sidebottom as Assistant to the President, Mr. George C. Lewis.

Mr. Sidebottom has had a wide experience in the Chemical Industry. Graduating with the 1913 Class of Chemical Engineers at Cornell University, his activities in the chemical field since that time have been numerous. For many years he was Secretary of the New York Section of The American Chemical Society, and also Secretary of the Chemists' Club. He is a member of The American Institute of Chemical Engineers.

The Company is to be congratulated on this addition to its staff of Engineering Specialists.



*Herbert G. Sidebottom*