

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.

Sidebottom Joins Darco Staff

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

THE 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