

placed at the bottom with a sign reading "Look! You get all of this fine stationery for 29¢." A soap display with a suitable card on the bill-board reading "5¢ a bar," and five bars of the soap each placed on a doily elevated a few inches from the floor, as if they were gems, will make an effective appeal. Boy Scout and First Aid kits, greeting and birthday cards, bridge prizes, rubber goods, sick-room supplies, vacation articles, prescription files and apparatus, special drugs and preparations and many other similar articles make attractive displays.

An invitation to the public to offer suggestions for displays for the window creates interest and brings out good ideas, and occasional invitations to physicians, dentists, nurses, public officials and groups of patrons to inspect certain displays will help build up interest in your pharmacy.

With some thought and effort and expense, that side window will become a hobby and a helper, and can be made to influence many in your community as well as transients every week.

Remember, that while the roof of your building is the sky-line, the show window is the eye-line. It pays to use 100% of your eye-line!

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#### RESEARCH—DR. CARREL.

According to the *New York Times Magazine*, Dr. Alexis Carrel has passed his sixty-fifth year, and in keeping with the ruling of the Rockefeller Institute should retire this year; but despite this rule he will continue another year. In recent work he has coöperated with Col. Charles A. Lindbergh, and after Dr. Carrel's retirement he will carry on his investigations in his private laboratory.

#### FUNDS OF THE COMMONWEALTH TO BE USED TO AID GRADUATE EDUCATION.

*Medical News* reports that a grant to be disbursed over a period of five years has been given to the University of Minnesota by the Commonwealth Fund, New York, to be used for medical education. The fund will provide a series of advanced courses in at least five branches of Medicine.—*Jour. A. M. A.*

#### PRIZES FOR THIRD- AND FOURTH-YEAR HIGH SCHOOL STUDENTS.

Incentives are offered by the American Association for the Advancement of Science, acting in collaboration with the Cinchona Products Institution of New York and Amsterdam, in the nature of an essay on "Quinine in History," to be participated in largely by High School students of the third and fourth years, of the Southern and Southwestern states.

One of the unequivocal blessings of a really good education is that it spurs the mind on to a sublime and enduring discontent with any particular stage of achievement and inspires men, contemptuous of the advancing years, to strive for ever wider vision, for continued victories over new territory.—JAMES ROWLAND ANGELL.

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