

product the physician and dentist may appear interested in or you may wish to interest them in or desire information about. But please, Mr. Pharmacist, be well informed yourself so that you may be able to answer intelligently any questions he may want to ask about a product. In this, as in all matters between physician and pharmacist, be tactful and diplomatic.

Colleges of pharmacy in general, and teachers of economics in particular, will find this topic a never-ending source of interest among students of pharmacy, owners of pharmacies and their assistants.

The colleges are doing their part in elevating pharmacy. It is up to the pharmaceutical organizations and their members to bend all their energies in creating among the medical, dental and legal professions, as well as the public, the professional aspect pharmacy deserves and have them recognize the responsibility placed upon the pharmacist in the community, from a professional angle.

NO ONE WISHES TO SEE A MORGUE.*

BY CHARLES E. ELY.¹

Most of the side windows of independent drug stores can be made interesting and attractive to the communities which they serve, with a little thought and effort. For instance, in a ten-foot window, construct a bill-board of celotex, four by eight feet, with a post at each end, a green lattice at the bottom, a green grass mat cut lengthwise, and if available an artificial shrub or evergreen in front of each post to complete the out-door effect. Effective bill-board lighting should be used and an azure-blue curtain at the back will help. This background arrangement can be changed from time to time.

A weekly display of material should be planned in advance and advantage should be taken of each holiday, particularly New Year's Day, Lincoln's Birthday, Washington's Birthday, Easter, Independence Day, St. Valentine's Day, Armistice Day, Thanksgiving and Christmas. A Fourth of July display, for instance, might have a copy of the Declaration of Independence prominently placed on the bill-board, a stock of picnic supplies arranged on the grass at one side and an American flag at the other side, with a small electric fan at the rear so placed as to keep the flag in motion. Appropriate show-cards will link the merchandise with the holiday and emphasize the importance of its celebration.

The opening of school, safe-driving campaigns, the prevalence of certain diseases, the importance of regular examinations by the physician and the dentist, the observance of public health measures, historical facts about the community, cartoon and other contests by children, prescription and other professional services offered by the drug store, Pharmacy and First Aid Weeks, the work of church, hospital, charitable and civic organizations and local matters and local points of interest can be made the theme of weekly displays.

Special merchandise can also be used for such displays. Each piece of stationery from a box may be pinned at random over the bill-board, the empty box

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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!

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.
