

matter, tannin, cream of tartar, and certain mineral substances, but the aromatic bodies which give character did not constitute a part of these residues, nor can they be reproduced by the working formulas furnished.

The great skill and experience essential to produce these European wines, coupled with the necessity for certain grapes grown in certain regions of known climatic conditions, makes impossible the regeneration of such wines from these dry concentrations.

It is a well-recognized fact that simply boiling wine materially changes its character, producing an article entirely different from the original wine except the alcoholic content.

Experiments show that by carefully distilling wine or whisky, preserving all of the distillates so as to avoid loss of aroma, then mixing the distillates with the undistilled portion, gives a product which differs entirely from the original article.

Fraud orders, which direct postmasters to stamp as fraudulent all mail addressed to parties against whom such orders are issued and return the letters so stamped to the original senders, have been issued in a number of cases against this method of obtaining money through the mails. Even with the fraud orders, however, the temptation for exchanging American dollars for the mixtures here described is very great and, according to reports, still profitable.

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## WINDOW DISPLAYS AND THEIR PRACTICAL APPLICATION IN SCHOOLS OF PHARMACY.\*

BY E. R. SERLES.

In writing upon such a subject it may be a bit presumptuous for a scientifically trained man to discuss such a problem. However, the common phrase "The windows are the eyes of the store" caused me to become interested in how one might give the passing public the correct impression of the store inside. The modern window seems to be the answer.

After making a survey of more than one hundred stores in about fifty towns of my own state,<sup>1</sup> I found that not more than ten per cent. were what we would call modern; that is to say, they were often only semblances of a real display window. Very few had a background of any kind, almost all of them were irregular in shape, the glass made to fit the openings where the door did not. No lights other than a plain bulb suspended from the ceiling was used to dully illuminate a more dull window. Faults of varying nature might be pointed out in each but you are all familiar with the old-time drug store window, with its highly colored show bottles hanging in one corner.<sup>2</sup>

Since we were pioneers in the new adventure we have doubtless made many mistakes and will no doubt make many more before we reach anything like perfection.

Our first attempt consisted of a home made affair nine feet high, twelve feet

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\* Section on Commercial Interests, A. Ph. A., Asheville meeting, 1923.

<sup>1</sup> South Dakota State College, Division of Pharmacy.

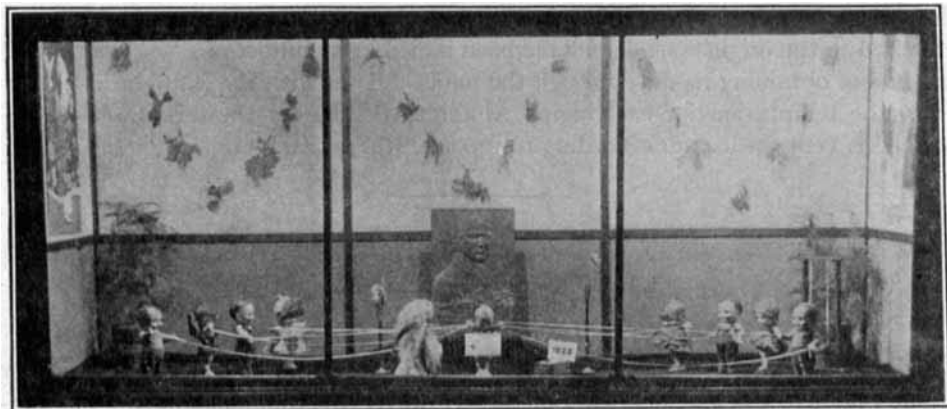
<sup>2</sup> Photographs of these were shown, but omitted here for reasons indicated.

long and three feet deep with three common window glass 52 in. x 48 in., a composition board background, paneled with narrow strips of wood. The window was completed during the Christmas vacation of 1921 and display work began January 1, 1922.

Our first problem was to determine the size of the classes and by experimentation we found that three students working on a single display obtains the best results. By this means you are able to give individual instruction. The students are also able to help each other and may work without confusion.

The groups of threes were rotated until each member of the entire class had put in a display. By constant rotation we were able to get in about one hundred windows that year.

Now window display is an art developed only by the application of artistic principles. The color of the background, the blends of color in the display, the



New Year Window

proper modification of lights, the placement of your display material, even the show card is the result of painstaking labor. We are, therefore, introducing through the art department at our school a course in design, sign writing and the study of color schemes.

In testimony of the popularity of the course I wish to say that while no credit was given for the work during the year 1922, not a single student in the School of Pharmacy failed to work out the assigned share of the displays and, in many instances, the students had to be held in check in order that someone might not be crowded out of his turn.

Materials for displays were liberally furnished by the many drug and sundry firms, who have been high in their praise of the work. The State Board of Pharmacy and the School of Pharmacy Committee count it a marked step in the training of the future clerks, since it teaches the students to be good housekeepers, and acquaints them with the merchandise which they must eventually handle. Likewise they will have a better knowledge of how to present their goods to the public.

Four years ago we advocated the teaching of this phase of the work on a much larger scale, namely—the modern store as a laboratory for the teaching of “Commercial Pharmacy.” Our intentions were misconstrued, the idea laughed at,

because for two thousand years we had been training our pharmacists by the apprenticeship method.

The past four years have told a different story: first, the Virginia Experiment; now the University of Iowa College of Pharmacy is coming out with a modern store; only a few days ago I mailed Dean Ziefele of the Oregon School of Pharmacy a blueprint of our modern windows and he writes me that they are to have a new building and in it a modern store.

So pleasing were our endeavors with the old window that we now have two modern windows each with a polished plate glass five feet high, and ten feet long, a fine oak floor thirty inches wide. The background is paneled, the panels being made of compboard, and decorated with tints of standard colors. The lights are placed above the window so that the X-ray reflectors throw a sheen of light over the interior.<sup>1</sup>



Lincoln Window.

Our course this year will consist of approximately one hundred displays with lectures on make-up, a one-hour credit course in sign writing making in all a two-credit course in window display. The fee will be \$10 per student and nearly all of the work will come on Saturdays and nights after 4:15 so that no class work will have to be given up to make room for the new work.

In conclusion let me say that we feel that we have added in a measure a type of training for our students in Pharmacy similar to the work of the Practice Cottage for the girls in Home Economics, the Butter Manufactory for the students in Dairying, the Machine Shop for the Engineer; in fact, we feel that a thorough course in the development of the front of the store is as ethical and essential as that of any department of the establishment.

<sup>1</sup> EDITOR'S NOTE.—Quite a number of windows were shown by photographs; from these two have been selected for publication. The first one is "window decoration No. 1" and presents New Year greetings of faculty members—E. R. Serles and Anton Hogstad, Jr. The Whitehead Memorial Tablet is the background and center of the window. The other display was made during the week of Lincoln's birthday and associates with this occasion a bit of history, locality and seasonal suggestion. This view also exhibits show cards; on the one side is an exhibit of preparations and the other side displays prescription department utensils, etc. The latter window was decorated by three students of the school of pharmacy.