

space is needed for the quick turnover of some line of goods in large and urgent demand. And, on the subject of standard prices as a regular course of trade, it can be expected that chain drug stores will not oppose any fair law, should its passage be secured without the process of heaping abuse on their heads. That will naturally be opposed and resented.

For every one of the evils I have cataloged hoping to find a remedy, there could be named, on the bright side of the picture, a feature of Pharmacy to make us happy and bring content. All who have its true interests at heart and have spent their lives worthily in the profession know that its lofty character makes it bring to its devotee the common pleasures of life, if worthily pursued with good judgment, energy and high intentions. And it can be made the foundation for competence and even wealth.

### A COLLEGE COURSE IN DRUG STORE DISPLAY.\*

BY EDWARD H. NILES.

This will relate an experience, rather than set forth a course for others to follow.

When we received word that the National Research Bureau intended to determine the sales value of windows, we began to wonder just how our graduates could cooperate. We began a study in stores, and soon learned that few owners or managers had any technical knowledge of window dressing, but at least ninety per cent considered it a useful knowledge. A very frequent query was, "Why don't you teach something practical about display at the college?" We were fortunate in having available a room about twenty feet by thirty-five feet; a corner room well lighted and located. We decided to devote this to display work.

Our first step was to provide two store windows. We could find little information as to size in literature, but calling to our aid some practical decorators, we learned that a window should be at least six feet high to give head room. The width is best when it will conveniently allow the back to be trimmed with standard crepe paper which is twenty inches wide; a little allowance should be made for lapping the edges. The back should accommodate an odd number of strips for symmetry of design. Evidently the proper widths for an ideal window would be 57, 95, 133, 171 inches, etc. We selected eight feet (96 inches) as our width and six feet six inches as our height; this latter figure allowed room for ceiling lights.

Having completed our windows, we wrote to a selected list of prominent manufacturers for displays, which of course were cordially presented. Our working equipment naturally included hammers, tacks, scissors and a good variety of crepe paper and some cloth.

Fortunately, we were able to obtain a qualified instructor, a man who had attended several Display Schools, and who had devoted two years entirely to drug store merchandise.

The most interesting thing was the reaction of the students. The course was offered without cost to the seniors as an elective for one semester and without credit hours. Every class member enrolled.

From the beginning the course included lectures and actual work with decorating materials. The manipulation of crepe paper in tubes, pleats, strands and

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designs was mastered in two periods, and then actual work in the windows began. At first the instructor trimmed a window in view of the class which copied the design. The work was then torn out, and during the next two days each student was required to replace the decorations. A little later the students submitted original designs to the instructor and, if approved, a time was arranged when they were to be placed in the windows.

During the course each student trimmed about twenty windows; all had the same types such as tobacco, candy, rubber goods, shaving needs, stationery, etc; yet of the hundreds of windows put in, no two had the same background nor the same arrangement.

After a few weeks, students were given an opportunity to trim windows for merchants in various parts of the city. Such work was strictly graded by the instructor. The week before Mother's Day, the students trimmed windows for twenty-two stores, with satisfaction in every case. Finally, all entered into a contest wherein prizes were awarded for the two best windows.

We summarize our results as follows: The students eagerly accepted the course, and there were no withdrawals. So much interest was shown that boys were willing to work nights or Saturday afternoons to put in their displays, though they got no college credit for their time; they sincerely believed that such knowledge would be very valuable to them as clerks and owners in the work of a retail drug store.

The course will be repeated during the coming college year.

INDIANAPOLIS COLLEGE OF PHARMACY.

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## TURN TIME AND TALENT INTO TREASURE.\*

BY JOSIAH C. PEACOCK.

After all the definitions of the practice of pharmacy are exhaustively examined it is found to be the proper delivery of an essential service.

But pharmacy, like every other service that would survive, must perpetuate itself through practice as the appreciable way by which to demonstrate its essentiality. In other words, but far from facetiously, the pharmacist must make himself indispensable as such. His immediate prosperity as well as the future security of his investment depends upon the spirit and the service which are put into the conduct of his business, for these must always be accepted as the expression of the store's concern and capability in the practice of pharmacy.

He has made a good start by adopting slogans with which to attract the notice of the public to the drug store, and by setting apart one week of the fifty-two in which to emphasize the importance of the practice of pharmacy—his special training and service.

But while the sign placed on the window brings people into the store, the pharmacist still has something to do if he is to make full use of his prerogative and possibilities to "turn time and talent into treasure," since getting attention is but the first step toward success, and all the balance of the way the delivery of a self-securing service through the sale of satisfaction.

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