

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.

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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And now with concern so definitely centered about the advantage of giving this attention to the practice of pharmacy, might not the pharmacist advantageously adopt a slogan, such as the title, for animating, actuating and activating himself; some motivating motto which he can repeat to himself over and over until it becomes his 365-day plan of procedure.

But this suggestion to "turn time and talent into treasure" is more than a mere admonition; it is even more than a proposition to attain success through the practice of pharmacy; it is the expression of the formula for doing that very thing. It is also offered as the specific prescription—the panacea, for the growing pains of pharmacy (the cause of the pharmacist's uneasiness) and for saving and securing pharmacy to the pharmacist.

It is both plea and plan for purpose more than the simple swapping of meaningless merchandise for momentary money. It asks for the practice of the pharmacist's prerogative, for the selling of the pharmacist's special training at a profit, the serving of the practice of pharmacy to the public for sufficient wages, for such satisfactory compensation, that there shall be constant incentive to the pharmacist to keep his attention, his eyes and energies, on this avenue to success.

The application of this formula calls for the factors of fitness, faith and functioning in pharmacy, if treasure is to be had out of pharmaceutical practice.

It is asserted that the pharmacist having fitness who faithfully devotes his time and talent to the pursuit of pharmacy cannot escape success.

The claimed result is treasure, three-fold treasure; the monetary profit that is so conspicuously sought; merited prestige which is ready and profitable publicity and mercantile protection. He has a special privilege by grant of license; an opportunity through which to prove his indispensability and secure his investment.

Therefore, the pharmacist has all of the merchandizing rights of any other storekeeper and his additional license as a pharmacist for good measure. With this extra advantage, this special grant through which to demonstrate the value of his service, the pharmacist should be willing to take chances with, to try conclusions with, to compete with any other kind of storekeeper.

Now while it is said that the attainment of success is much an attitude of mind, this posture is properly presumed to be a persistent pushing toward the goal, not simply standing like statuary in covetous contemplation of it.

The pharmacist who is graduated to-day is trained to know and to do the things which constitute the theory and practice of pharmacy. While the world needs much new knowledge, it needs new knowledge less than it needs the actual application of the knowledge it already has; for it is the utilization of knowledge, the turning of it to advantage, not just the possession of it that proves its power. And assuredly, so far as the practice of pharmacy is concerned, that word "power" as it applies to knowledge calls for use, operation, application.

Indeed we will always do well to remember that pharmacy and the pharmacist are the counterparts of art and the artist; that neither fortune nor fame is to be attained through purposeless possession of the know-how, but only through the actual application of the knack; that mere musing will neither paint a picture nor pocket a profit.

Now what does all of this mean and point to but to the recognition of the

settled advisability to employ, to move, to exchange, the training of the pharmacist to some profitable effect; to sell the services of the pharmacist as well as his wares; to merchandize pharmacy itself. So we see there is another way of saying this thing; it is—that the pharmacist merchandise pharmacy as his surest way to profit, prestige and protection.

And, thus, we immediately note that turning time and talent into treasure implies the merchandizing of pharmacy or *vice versa*; while the reciprocal factors, values, effects and forms which this proposition involves become more and more impressive because imperative, as we try the formula on the many problems which come before the pharmacist for solution.

Turning time and talent into treasure calls for the hunting out of things which the pharmacist's training and license gives him special preparation and privilege to accomplish for profit. It is the policy and practice of knowing things, having things and doing things.

It soon stamps the pharmacist as headquarters of initiative, resourcefulness, energy and dependability in all matters pharmaceutical.

To sell his specific service in the substance of significant satisfaction is to prove his value to the public and secure his investment to himself; that's his mercantile protection.

So again we say that what the pharmacist needs to do for both his present prosperity and the security of his investment is to merchandize pharmacy, the service in which he is trained, to turn time and talent into treasure.

In considering such course, it will be found that there is no end to what may be said in favor of turning time and talent into treasure by merchandizing pharmacy; while there is nothing that can be said against either the propriety or the advantage of doing this. There is nothing more pressing to be said in its favor, nor anything that should be more persuasive, than that it is the pharmacist's obligation to himself to do this for himself, and for no one else. He needs no altruistic motive. Indeed, the everlasting practicality of both the proposition and the formula for the proving of the real value of his service resides in the fact that, though he uses these entirely in self-defense or for purely selfish reasons, the result is improvement of service to both public and pharmacy as well as benefit to himself.

When the pharmacist thinks that pharmacy has the stomachache it is almost invariably because he, himself, is the uneasy one; due to his having fed his business the wrong kind of food for its sustenance and growth; or because he has disturbed the digestion of his pharmaceutical training by competing with himself, more than with anybody else, in non-pharmaceutical commodities and concerns. In the essence, he has diminished his dependence and determination to turn time and talent into treasure, by dividing, by diverting, by diffusing his direction. It is he that must take the cure, by concentrating better on pharmacy.

The pharmacist who is using his time in pursuit of his pharmaceutical training, who is turning his time and talent into treasure through the bestowal of this attention on the possibilities of his business, is not worrying about the stock and methods of the grocer and the cigar store; whether they have drugs for sale or what may be their prices. And the fact that concern about price has conclusively been shown to be the last feature of consideration in the public's appraisal

of service makes a golden opportunity both to give a proper service and to secure a price sufficient to assure satisfaction to dealer and customer alike.

Turning time and talent into treasure enhances pharmacy in the public's esteem; but mere trading on the fair name of pharmacy destroys respect for an essential service. And, as all will agree, only legal trafficking in any business will admit of self-respect.

Earnest engagement in such merchandizing of pharmacy better than all else will reveal one's attitude toward his special training and determine his right of claim as a pharmacist.

And it is plain to be seen that if half of the pharmacists of to-day will merchandize pharmacy as interestedly and intensively as the other half is willing to diligently divert attention from it, turning time and talent into treasure will answer the question of how many pharmacists there shall be and how the number of pharmacies shall be limited. Indeed, this proposition to turn time and talent into treasure is the way, the only economic way, whereby pharmacy can be saved and secured to those pharmacists who are ready to prove their worthiness of the trust; and as this result is in the interest of the pharmacist, naturally it must be brought about by him through the proper delivery of this essential service.

And let no one betray himself by opining that the public's interest, any more than sense of fairness, will long deny the privilege of practice to any who deserve it; be they corporate chain or individual link.

Now a prescription that claims to be specific should have a foundation of common sense securely beneath it; and when a panacea for economic ills is offered, it is not only logical but proper to challenge the claim from every angle of review as the means of discovering any actual value that it may have, of finding its enduring worth.

Accordingly, pharmacists are asked to check up on the potentialities with which this formula has been fraught by all human experience; to ponder it; to play it on pet problem, proverb and prophesy.

In comparing this formula with any present policy or pursuit its terms may be read in the plural as well as in the singular, for then each of these acquires added significance: time may be read as times, and talent as talents; treasure has already been shown to be three-fold.

Each pharmacist may tell himself whether he is looking for opportunity in pharmacy to turn time and talent into treasure, or whether he is directing his attention outside of pharmacy, whether his business is developing with the times; whether his talent and talents are invested in pharmacy, and whether the onward march of things is giving him a less or a more encouraging perspective of his future fortunes in pharmacy—for pharmacy is marching on!

When, not so long ago, this word "merchandizing" came into the vocabulary of the pharmacist, many earnest friends of pharmacy became alarmed lest pharmacy should be neglected. Their apprehension came chiefly of the mistaken assumption that merchandizing was only the supplying of questionable goods at a doubtful price; when in reality it is the making of opportunity to sell service, the very thing in which the pharmacist stands in constant need as the ideal occasion wherein to demonstrate his indispensability.

"Merchandizing," even then, was a friendly warning to turn from the vague and vacillating abstract of absorbing anxiety, which might lead to chance success in the practice of pharmacy, onto the specific and steady concrete of purpose, policy and pursuit that runs bee-line to sure success. "Merchandizing" was a sign of the trend of the times that said "this way to prosperity in pharmacy," "that way to elimination from pharmacy."

But our over-cautious friends took it to be the skull and cross-bones of danger and destruction; and they set up a bugaboo by claiming that merchandizing is contrary to ethics. Commercialism was decried as a loathsome disease which pharmacy might contract, instead of being recognized as the salutary shaking which pharmacy needed to awaken it from its lethargy of mood and mode that it should not be aggressive in seeking attention for its significant service.

Now what if merchandizing does imply intensive effort to bring about exchange of goods or service for money? There can't be anything inherent in that alone which is contrary to ethics. Besides, that very thing as an indisputable indication of individual industry is a world-widely well-known and welcome way to three square meals a day. And since every occupation, and that embraces the professions, demands primarily enough of the hard-headed sense of commercialism to at least grubstake itself, we scarcely need to mournfully meditate nor languishingly lachrymate, certainly we should not erroneously "ethicize" about there being too much commercialism put into pharmacy (unless we find it in the other fellow's place of business)! Instead, the fairest of mind and the faintest of heart among us may well crowd into the store such qualities and quantities of commercialism that we shall force out the treasure we desire and deserve from the pharmaceutical service rendered. Commercialism that thus turns time and talent into treasure is certainly completely compatible with conscience and consequently with ethics.

Merchandizing is a function applicable to all business and businesses, young or old, big or little, any time, any where, by anybody. It is just another name for the old game of pursuing one's business with attention and determination; that is turning time and talent into treasure; which is to say that a storekeeper knows what business he wants to engage in, what he wants to feature and sell, that he has the goods with which to do this, how he wants to do it, what the doing calls for and what will be the result.

He has something definite in his mind to do, to turn time and talent into treasure; he knows that unceasing attention is demanded to carry out his plan and enable him to take the profit he has in view as the result of his effort; and he provides the necessary attention and attendance through himself or others.

Merchandizing also implies full knowledge of what one has to sell; the relation of supply and demand, the market; how to buy as well as how to sell; cost price and selling price of service as well as of substance; and many other considerations which mean that the merchant or merchandizer is keenly alive to his objects and opportunities.

There is a fascination of double reality in the word "merchandizing," for it implies both matter and motion. The word is surcharged with order, resplendent with enthusiasm and vibrant with determined effort. No other word has compressed into it more of that essential vigilance demanded by all the things with which pharmacy is concerned; and it surely has the ring of reward to it.

Within more recent years, "merchandizing" has taken on the significance of intense attention and activity, symbolizing modern store-keeping as transacted by trained and trusted heads, hearts and hands.

And since successful merchandizing calls for specific knowledge, focused purpose, understood method, keen insight, constant circumspection, everlasting enthusiasm and persistent effort, as well as good goods, could pharmacy ask for a better opening through which to prove its worth than through turning time and talent into treasure?

The commercial courses in schools of pharmacy like the sections on commercial interests in associations may well be aimed at showing the pharmacist how to merchandize the practice of pharmacy; otherwise his attention, aim and application, if not his ambition, are divided, misdirected, and the intended major object of his commercial training is defeated.

Turning time and talent into treasure is the primary principle of common sense use of special training; or, scientifically and financially, the economic exercise of this investment.

Merchandizing tells us to display and advertise, not only in window and in print but in the very service which we give, by putting into it a recognizable quality of competence and completeness that begets an unforgettable satisfaction which brings them back and sends their friends.

Whether intended or not, every business has a policy under which it operates—whether conscious of this fact or not.

This proposition to turn time and talent into treasure will satisfactorily answer every question in the list of topics for papers before National, State and local associations in which pharmacists ask the way to protection and prosperity. It is the answer to any fault that anyone can find with pharmacy.

Invariably this formula prepares the way to slide a dollar off of the expense side onto the side of profit. It will speed up the turnover and double the profit without increasing those fixed charges generally called overhead. It will make a credit of every clerk, for by it each of them will make a credit of himself.

For the proprietor, turning time and talent into treasure is post-graduate work; for the clerk, it will be an inspiration through which he will be glad to learn and earn his right and rank of proprietorship.

Through the attention that turning time and talent into treasure enlists the problems of simplified yet sufficient stock, of stock-keeping and of reordering are brought to almost automatic functioning.

Turning time and talent into treasure reveals the wonderful prevalence of opportunities and examines them for potentialities in profit, prestige and protection. It finds and makes unheard-of opportunities, interprets opportunities, enlarges opportunities, improves opportunities, in every instance embracing opportunity.

Turning time and talent into treasure makes the calendar an ever-recurring succession of occasions on which to practice this advantageous formula. By making the calendar an unending cycle of golden opportunities, turning time and talent into treasure will lengthen pharmacy week into pharmacy year.

It not only finds the way to get the trade, it gets the trade into the way of finding it; and the drugless drug store drops over the horizon of notice and concern

forever. As a generator of good will, no circumstance could be more ideal than the merchandizing of pharmacy through turning time and talent into treasure.

If the prevalent disposition to be healthy, or the easy assumption that there is but a set amount of business, seems in any way to limit the opportunity for pharmaceutical service, then it becomes all the more necessary to improve both the survey and the service, which turning time and talent into treasure will do. Merchandizing pharmacy, therefore, means the recognition of the need to be worthy of and to try for patronage, whether much or little of it is in sight. This formula points the way to crystallizing and capitalizing every possibility for business that may be had through both health protection and treatment of disease.

Merchandizing pharmacy gives every opportunity wanted or needed to benefit better from such side-lines as the pharmacist may elect to carry. Merchandizing pharmacy will add more pharmacy to what one already has as readily and as advantageously as the addition of still more side-lines. Let the pharmacist add all the side-lines he wants from auto accessories to zingiber zuzus, but let him not overlook the necessity of turning his pharmaceutical training into treasure, if he is to survive as a pharmacist.

Since progress to be real must be built on favorable fact, and not on factional favor, turning time and talent into treasure will better unite the deserving pharmacists in competent coöperative community, and do more for legislative benefits for both the public and the pharmacist than any effort which to the public looks like help for the pharmacist only. It will find the fundamental economics of every situation, great and small; of the host of little details that are forever marching through the mind. It will find the golden rule in trade restrictions and classification of dealers with regard to the merchandize they may handle. It will answer the drug-store ownership question with satisfactory service to the public and serviceable satisfaction to the pharmacist.

The thesis to turn time and talent into treasure is an inalienable right to self-help and self-security—a tripartite plan of self-organization for personal and professional preferment, that all anti-trust acts approvingly admit.

It will find the way to place the services of the pharmacist above that lethal level where only package and price compete. Turning time and talent into treasure will completely change the competition complex; to take the trade, our contemporaries (call them competitors if we wish) shall need to give a bountifully better service than we do, instead of merely being a cent cheaper than we are.

Turning time and talent into treasure will show the pharmacist how to make his working hours reasonable in length as well as productive of gain. It is the way out of calamitous calm or swamping storm; it will find the failings in a business and fix them; it will stabilize strength into sober sufficiency.

Take the specified ingredients, fitness, faith and functioning ad libitum, use them secundum artem on every problem. The effort of the other fellow to survive, commonly called competition, seems to be accepted by many pharmacists as the gravest of all concerns. But put that "hard nut to crack" between the powerful jaws of this formula and see if the kernel of a satisfactory solution is not at once forthcoming. Take an illustration: Two pharmacies across the street from one another, or side by side, their windows touching; both succeeding. Why? For the simplest of reasons, yet surest! Because the respective proprietors give

attention—alert, aggressive, accomplishing attendance, to the needs of their trade and to the needs of the store. Because they are “up and doing,” they are turning time and talent into treasure. Quarrel or no quarrel with one another, each knows that he must work out through the way which he elects to pursue the success that he would attain; just as surely as he must feed himself to get his own nourishment. If, through the allurements of other forms of business, one of them be lead out of his prerogative to practice pharmacy (a mindful man will blame himself not pharmacy), the outcome does not disprove, but instead, confirms the fateful formula. If, on the other hand, the attention of the other has been devoted to the practice of his special training, he becomes all the more securely entrenched in his mercantile situation; and again the formula shows its certainty of deserved result.

Turning time and talent into treasure is the way of salvation for pharmacy to-day as well as to-morrow; its practice to-day improves the knack for to-morrow; its practice to-day improves the profit for to-morrow; and, very properly, it is the preservation of the practice of pharmacy through pursuit thereof for profit.

The mathematical exactness of the formula to turn time and talent into treasure is definitely demonstrated by the fact that the amount of result expressed in terms of substantial success is always directly proportionate to the values of the operating factors and the extended use of them.

Such then is the formula for attaining success in the practice of pharmacy by merchandizing the pharmacist's prerogative and possibilities, as here offered in the slogan “turn time and talent into treasure.” Such is the means for regulating the practice of pharmacy and for saving pharmacy to the pharmacist; such the panacea for cut prices, the way to stabilize prices, for making the drug store the local Red Cross, the center of gravity in the community, by inducing the public to try the drug store first, and by a significant service rendered show the customer that the pharmacist is “more than a merchant.”

To complete the slogan, “turn time and talent into treasure” by merchandizing pharmacy, to-day, to-morrow, everyday.

DEATH OF M. CAVENTOU IN 1877.

From Chemist & Druggist, 1877.

“Science has lost a great man by the death of Joseph Bienaimè Caventou. In 1820, together with Pelletier, he discovered quinine, one of the most valuable remedies that has been contributed to the repertory of pharmacy. The bark from which the alkaloid is obtained had already become famous, whether under the name of Countess's Powder (the Lady Ana d'Osorio, Countess of Chinchon) or as Jesuit's Bark, so-called from its introduction at Rome by the ecclesiastics who belonged to the Society of Jesus. The story of cinchona bark has been invested with many romantic incidents, most of which had more foundation in fact than similar legends. One thing is beyond a doubt, that the bark having

been lauded in terms of extravagance, fell into general neglect, until its use was revived by Sir Robert Talbor, who is said to have sold his secret to Louis XIV. Manifestly it was a grand step to have isolated the active principle of cinchona, and imperishable honor must attach to the name of one who either himself discovered, or actively shared in the discovery of quinine. Two years previously Caventou had isolated veratria; subsequently strychnine, brucine and caffeine were added to the list, and he demonstrated the nature of chlorophyll, the green coloring matter in plants. This last substance is undergoing further important investigation, the nature of which may be learnt from the June number of the *'Microscopical Journal,'* and its references to former work.”