

When we come to advertising, we enter individuality's most fertile field. But we must be careful of the tillage, for individuality of expression, unrestrained, sometimes works havoc immeasurable. Not all of us are advertising experts—for which we should be most grateful—but all of us know our wares well enough to tell their merits in our own way to those who are prospective purchasers—and the high-sounding phrases of the ad-writer are no weightier argument. So let us put the same personality into our advertisements that characterize our conversation with a customer, or our letters. And let us sign each advertisement in facsimile in attestation of the verity of the statements made therein.

Into a thousand other ramifications might I trace the beneficent influence of individualized pharmacy, custom pharmacy, we might say. But on the violet-scented cream and powder for milady who affects the violet atmosphere, on the rose-odored specialties for the rose lover, on the personal interest in the researches of Doctor Studious, on the gentle introduction of the subject of their hobbies into the routine conversations with customers, and on the hundreds of other ways in which the personality of the pharmacist may be manifested in his practice, I shall but thus lightly touch. My message is this: Cultivate individuality, and capitalize it; stamp your personality upon every thing that pertains to your practice of pharmacy, and charge for it; meet the cut prices of the ready-made article with a custom-made, individualized article, a better article, at an advanced price; in your chosen vocation, as in your personal conduct, ape not the multitude, be yourself.

ANALYSIS BY MEANS OF CRYSTALLOGRAPHY.

Dr. A. E. H. Tutton, writing in the "Daily Mail" for September 13, states that the researches of Professor E. S. von Fedorow, of St. Petersburg, have extended the periodic law to crystallography, the slight differences of the interfacial angles of crystals following the order of progression of the atomic weights of the interchangeable elements in insomorphous series. Barlow in England and Fedorow in Russia conceived the internal structure of crystals as of a space lattice character, and have received "most marvelous confirmation" from the work of Professors Roentgen and von Groth in Munich, who have utilized the exceedingly short wave length of the Roentgen rays to provide definite evidence by diffraction photographs of the cubic lattice in crystals of zinc blende. This means that the molecules in the crystal and their arrangement have been visible. Professor von Fedorow has experimentally determined the "form symbols" of 10,000 substances. This enables a few measurements with a goniometer, followed by some simple calculations, to enable identity of an unknown crystal to be established, and it is claimed, thus rendering chemical analysis "superfluous."—*The Chemist and Druggist.*