

ments just as I talked to people over my counter. There is nothing in the world more interesting than personal experience. People would rather hear you talk about yourself than anything else—if you tell the truth. They will read your advertisements about your business—your business—not the drug business in glittering generality—but your business—if you give it to them straight and tell the truth. From the time I began to really and truly “tell about my drug store” I could count results in cash. There are thousands of interesting things about the goods in a drug store, and the story of the druggist himself when told on the printed page or by word of mouth will be absorbed with avidity, provided always that it is the druggist’s own story.

There was a book published recently by Mary Antin called “The Promised Land.” The book contains no romance, no history, no tragedy. It is the simple story of Mary Antin and it is all true. You will read every line of it and read lots of it twice, simply because it is the true story of a human being. Put yourself into your ads. and they will bring results; the more you tell about yourself the more people will like you.

Every druggist can advertise. Not necessarily like some other fellow does it. He must do some experimental work and find out where he is strong. It may be window displays. There is surely room at the top in that field. It may be at the soda fountain. There are plenty of chances for improving soda fountain drinks and methods. It may be in the keeping of a neat store, and here, too, there is much chance for betterment.

It may be in the publishing of a small periodical, as in my own case. My paper never contained any article that will be quoted in the Encyclopedia; it was not a brilliant example of grammatical excellence; but it was a good advertisement for my drug store because it was ME from beginning to end, and I was a good druggist, that point, of course, was always kept to the fore. I was no better, understand, than many others right around me, but I got more business than they did because I kept telling the people what a good druggist I was.

Many druggists say they cannot write an ad. Any druggist can write a better ad. himself than any one else can write for him.

Put this in your pipe and smoke it—if you have a drug store that is worth patronizing you CAN tell the people around you about it if you want to—and want to hard enough.

CAPITALIZING INDIVIDUALITY.

HUGH CRAIG, NEW YORK.

Individuality, like the artistic temperament, manifests itself in a wondrous variety of forms. But, unlike the other, individuality is common to all of us. True, it has been subdued in many by that tendency toward unity, cooperation, mass plays, so marked in the social economy of the present day. On the other hand, it has been cultivated by those who have turned to specialization, recognizing that

while united effort increases the margin of safety, it lessens the margin of efficiency.

"In union there is strength." "Too many cooks spoil the broth." There is an ancient saw for any purpose: "You pays your money, and you takes your choice." Yes; in union there *is* strength, but it is strength most woefully wasted, without the direction of a leader strong in individuality. In union there is strength; in individuality there is power. The difference is that of the cog in the ponderous machine and the little motor that turns the wheels. The cog and its fellow-cogs, turning in their fixed circumference, perform the one task for which they are designed; the possibilities of the little motor are as numerous as those of Aladdin's lamp.

Remains then the recognition of the possibilities of individuality to the pharmacist. Let me point out a few. Suppose we start with externals.

About half a mile below town, just where the brier-edged lane touches the bend of the creek, stands a group of silver birches. Many of our customers have oft-times noticed them; not a few have paused in admiration. Have we ever thought how well adapted is that picture for use on the labels of a special line of toilet preparations; what a stamp of individuality it would give?

Down at the old Planters' Hotel there presides over the kitchen one of those rare super-chefs, a real ol' mammy cook. What an individual mark of superiority her photograph on package of spice or bottle of flavoring extract!

And that intimate mark of individuality, our signature, how many of us use it on our prescription labels? How many of the packages that leave our stores bear this mark of personal endorsement? It should be on bottle, box and label.

Each of us endeavors to get some distinctiveness in his prescription bottles. It is possible and profitable to get more. And in this we can learn from the French makers of high-grade perfumes and cosmetics. Instead of picking out a design from A, B, Co.'s sample book and having it blown in the bottle, let us select a neat, distinctive, unlettered container and have the porter or apprentice mark each with fluoride "ink," using a rubber-stamp facsimile of our personally written name and address.

Why should we continue to use mussy sealing wax or unhygienically to lick stickers for atop our corks? The boy in his spare moments can burn on each a facsimile monogram, the die for which costs but a trifle. Everybody is *not* doing this.

It is not enough that these marks of individuality be distinctive alone; they must be marks of superiority. The perfumes and toilet specialties must be as pleasing as is the picture of the birches on the label. The spices and flavorings must be as satisfactory as ol' mammy's jumbles. The contents of the signed prescription bottle must be as good as the check which bears the same signature.

Throughout the store personality should be everywhere manifest. Individuality, but not freakishness, should stamp fixtures, cases, placards and arrangement. Upon the regular customer and upon the casual visitor there should be but one impression: that of the personality of the proprietor, not that of the sole agent for green-label nostrums, not that of the distributor of any ready-made wares. The "tub" of the retail pharmacy should "stand on its own bottom."

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.*