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Toronto, May, 1868.

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guide the pharmacist in the regulation of his charges is, that remuneration should increase in proportion as the class of article makes greater demand on the knowledge obtained by his professional education. If he sells articles dealt in by other classes of tradesmen, he must submit to the same ratio of profit. In drugs proper, which require an educated judgment, power of testing and the like, he is entitled to a higher rate; whilst in all matters of dispensing his charges should be professional in their character, and not calculated on the cost of employed materials at all. We cannot materially increase the quantity of medicine sold by reducing the price; hence any of us endeavoring by low charges to increase his business, must recollect that he does it to the direct injury of the body, in reducing by so much the amount of money that might accrue from its legitimate practice. In cities or large towns the responsibility of prices charged rests with two or three leading men, and if they are true to their professional instincts, the calling can scarcely fail to prosper." I think none present will dissent from this theory; it is true, certain locations and other circumstances may demand its modification, but with its details I fully agree.

Our regard to self-respect in connection with trade interest, suggests a third ethical observance, viz: to supply the public with the precise article for which they ask. The rule of every well regulated establishment is to supply faithfully and implicitly whatever a customer may require; to obtain it, if not in stock, and to spare no pains that it shall be the identical thing desired. To do otherwise, Mr. Ince remarks, would warrant so fine a phase as a trade error, but a pure shop mistake. Does the customer want Brown's Chlorodyen, he receives that made by Mr. Davenport; if quinine be ordered, salicine must not be substituted, and so with the whole list of similar preparations, whether demanded as a retail order, or as forming an ingredient in a physician's recipe. This course of action is due, not to any keen sense of honor, but to trade expediency, and any house in city or country adopting such a principle, must gain a reputation which infinitely counterbalances the small extra remuneration to be made out of fictitious articles; confidence reestablishes trade, the aim of all engaged in its pursuit.

Arising out of the preceding remark, and on which the success of the pharmacist depends, is a major ethical consideration that can only be treated in a minor key—that is perfect civility to, and careful attention to the smallest wants of the poorest customer—a civility that on all occasions should be expressed by words and manner. Before dismissing this section I beg to offer

a remark on the relation between the employer and the employed. What I have said applies specially to the employer; but let not the assistant think he stands aloof from the responsibility of his master. It is quite obvious that the ethics of the trade concern the one as well as the other; let the assistant feel that he has a part to play, just as difficult, and just as important as his employer's; that on his side he must exercise consideration, and adopt the high tone of feeling which characterizes the gentleman, and he will do more to render pharmacy enduring, and to promote its social welfare, than whole reams of essays that could be written on the subject. We are free to confess, that the mutualities between masters and apprentices have often been very imperfectly performed, perhaps on both sides, but in very many instances this has arisen from the defective education of the latter, disqualifying him to appreciate his condition, or the attainment of his true position; while masters in taking apprentices, have looked too little to the preliminary education, necessary for entering on a scientific business, they have been unable to impart that special instruction which it is their duty as teachers to inculcate.

But we trust matters are now improving on these points, and that whilst the master is no longer content to lag behind in the general progress of society, the assistant and apprentice, stimulated by the course the Governments are taking for the general advancement of our body, and the duties consequently imposed upon them, will rise above that lax indifference which has so long characterized them. On glancing over the druggist's circular for last month, I met with the following, which exhibited a condition in pharmacy that should be the aim of our society to prevent. The correspondent says: "A brother druggist, a graduate from the Philadelphia College of pharmacy, sent to him a prescription in order to have it explained to him. It ran—Dec. Rad. Althæ 3 oz., with five or six other ingredients. Though written in a plain legible hand, said individual was unable to make out the first line. Another came to him with the following for explanation—Brandy, 3 oz., Vitelli Ovi. ½ oz. Brandy he knew, but the next thing was a something he supposed the doctor ordered 7 pints of, mistaking the Ovi. (not knowing what preceded it) for a term of measure. I trust our Society will see the necessity for imposing such restrictions as will elevate its members to its true position.

This introduces us to another section, embraced in the term *medical ethics*,—a section of the subject that demands our most careful consideration. Owing to the educational pressure from without, and the sense of personal responsibility, the Pharmacist is