

**Abbey's
Effervescent
Salt
Reaches
the
Consumer
Through
the
Retail
Druggist
Only**

THE BUYER'S

MOTTO:

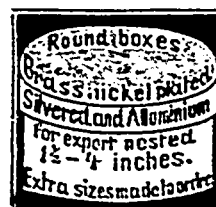
**"The most, of the best,
for the least money."**

This motto is mentally adopted by every good buyer but it is rarely adopted by the seller. With but a trifling change, however, it has been the guiding motto of The Toronto Pharmacal Company, Limited. "The most, of the best, for the least we can afford," has been the selling basis upon which our business has been built up to its present position. We do not claim we give better bargains in everything we sell than anybody else, but we give as good bargains as we can afford to give whilst paying our honest debts.

We are not building up a big bank account it is true, but we are doing our utmost to build a business and to give such satisfaction that when a customer once buys from us he will buy again. We are working for a reputation just now, and when we get that to our satisfaction we hope to have enough business to enable us to continue to give the most, of the best, for the least money, and reap a fair reward for doing so.

**THE TORONTO PHARMACAL CO.,
LIMITED**

TORONTO and MONTREAL



**Herm. Weissenburger & Co.
Stampers, Piercers, Spinners
Platers and Japanners
Cannstatt (Germany)**