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This motto is mentally adopted by every good buyer, but is rarely adopted by the seller. With but a trifling change, however, it has been the guiding motto of the Toronto Pharmaceutical Co., Ltd.

"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 to 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.

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