

# Lime Juice

that's All Lime Juice.

**It  
Holds  
Trade.**

Quality, not quantity, wins trade and **holds** it—a new article sold on the basis of “more for your money” may catch the temporary customer, but do you want a man or a woman to buy once and then stop?

Stower's Concentrated Lime Juice is the pure Juice of West Indian Limes that are cultivated especially for “Stower.” It is **all Lime Juice** down to the last drop in the bottle. Years and years ago it was distinguished from all other Lime Juice because—no musty flavor—no free acid taste—its perfect keeping qualities after the cork is drawn—its great strength, because concentrated. “It holds trade”—it maintains its reputation of the past steadfastly.

**Stower's  
Lime Juice.**

**These  
Hold Trade  
Also.**

**Maypole  
Soap Dyes.**

A woman dyes and **wins** with that quick, clean, brilliant, fadeless English Home Dye—Maypole Soap. Ask her if she always wins with **Powder Dyes.**

Every cake you sell sells another—hence business grows and quickly too with Maypole Soap Dyes. **All Colors.**

**“Thistle”  
Brand.**

This is the **new** pack from St. Mary's Bay, N.F.—the brand folks know so well and trust. Clean—delicately flavored—**real** Finnan Haddies. Better than ever and ever the best.

**The new Finnan  
pack is in. Haddies.**

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