



System or Guess Work?

The grocer shown above is guessing, and the scale he has will keep him guessing, too.

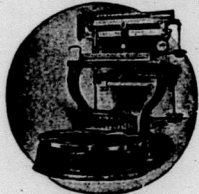
He's an honest fellow, so he sees that his scale goes down on the customer's side every time, and he always gives full weight.

People buy so queerly nowadays: 10c. worth of 60c. tea; 25c. worth of 1lb. dry fruit; 50c. worth of sugar at 54c. per lb.

They know they can get more for their money this way. Can't blame them either.

You've noticed this, haven't you? Then you need our Dayton Money-weight Scale as badly as he does.

Send for our 1903 catalogue. It tells how to stop this and how to



Do it to-day.

Ask Dept. "M" for catalogue.

Save three Pennies

THE COMPUTING SCALE CO. OF CANADA, LIMITED.
164 King St. West, Toronto, Canada.

An extremely pleasant drink is a most acceptable thing in the hot weather. Our

Lime Fruit Juice Lime Juice Cordial Raspberry Vinegar

give the grocer a chance to please his customers. Pleased customers are a store's best asset—so be well stocked with these drinks.

The **T. A. LYTLE COMPANY, Limited**

124-128 Richmond St. West, TORONTO.

The beautiful golden green color of

Sovereign Lime Juice



A Shipment of "Sovereign Lime Juice" waiting to be carried by boat from shore to steamer.

suggests a tropical richness and flavour which a drink of it confirms. It is the pure juice of the ripe, sound Lime Fruit. The Dominion Government Analyst reports it to be absolutely pure, and without coloring matter, and this we guarantee, as we control the juice from the tree to the bottle. Only two teaspoonfuls of "Sovereign Lime Juice" are required to make a glass of the most delicious, refreshing and economical summer drink.

All Grocers.

Refined and bottled by _____

Simson Bros. Co. Limited

Wholesale Druggists,

HALIFAX, NOVA SCOTIA.