

HERBERT & SONS, LTD. 6&7, WEST SMITHFIELD, LONDON, E.C.I.

ALL ABOUT "LIONS"

N these times of keen competition, economy and scientific trading, scales have become the most vital part of all Food Shop equipment. Your profits depend not only upon the price you ask for your goods, but upon ACCURATE weighing. Money is exchanged for goods, and goods for money; you want the exchange to be accurate and fair, pleasing to you, and satisfactory to your customers. Never before has their confidence been more necessary or more important.

The type of scale you instal will decide whether you sell your goods at a profit, give your customers entire satisfaction, and thus build goodwill, or lose what is yours by right and dissipate valuable goodwill.

"LION" Quick Action Scales are used by the leading food shops in this country and owe their great popularity to the fact that they are THE MOST ACCURATE COUNTER SCALES MADE, and are LIKED by the British public who have complete confidence in them.

Read through the following pages, and it will be apparent why the installation of "LION" Quick Action Scales will pay you.

HERBERT& SONS, LTD

MR. A. F. HERBERT



MANAGING DIRECTOR



MR. J. MACNAUGHTON SECRETARY

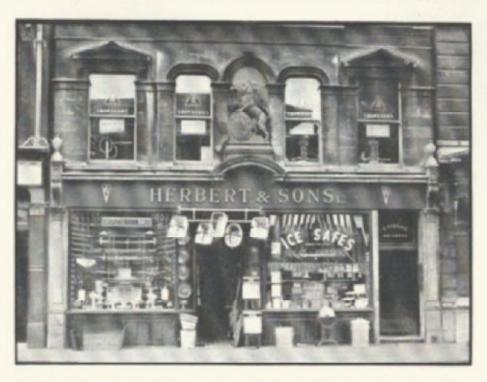


Mr. L. BAGRIT MANAGER

Established 1760

6 & 7, West Smithfield, - - - - London, E.C.I. Scale Showrooms & Works—204 & 206, Goswell Road, E.C.I. and Mulberry Place, E.C.I. 'Phone: Central 8827 - - - Private Exchange 5 lines, and Clerkenwell 5700 - - - Private Exchange 2 lines. Telegrams: - - - - - - Ryteweight, London.

SHOWROOMS



Head Offices at 6.7, West Smithfield, E.C.1, showing Sundries Department and Showrooms.

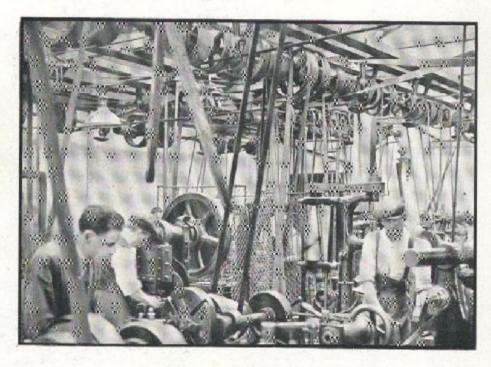


Branch Offices & Showrooms, 24/25 Cowcross St., London, E.C. I

HERBERT& SONS, LTD



Scale Department, 204/206, Goswell Road, London, E.C.I



A Corner of a Machine Shop at Mulberry Place, Goswell Road, London, E.C. I

WORKS



A part of the Forge at Mulberry Place, Goswell Road, E.C.I

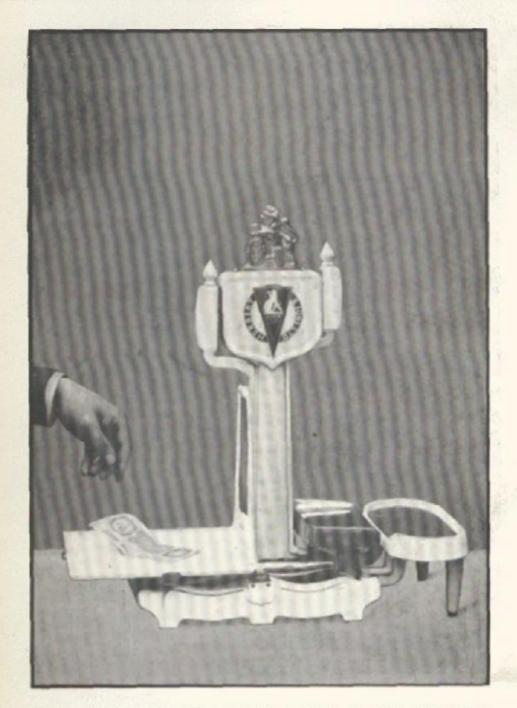


A part of one of the Assembly Bays at Goswell Road, E.C. I



Viewed from any angle the "LION" Quick Action Scale represents the apex of perfection in modern weighing instruments. Designed from the point of view of the up-to-date food shop it is famed for its Accuracy, Sensitiveness, Speed, Beauty and Cleanliness. It is a scale that will please you and satisfy your customers. THE SCALE OF THE FUTURE.

SENSITIVE



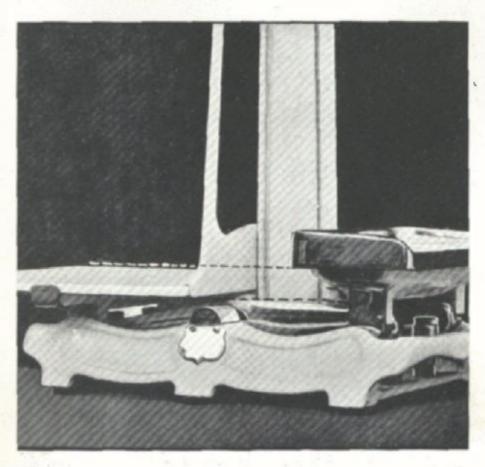
THE "LION" QUICK ACTION SCALE IS THE WORLD'S MOST ACCURATE AND SENSITIVE SCALE.

It is 3 times more sensitive, therefore 3 times more accurate, and 3 times more durable than any other scale made for shop use. This photograph shows a "LION" Scale of 20 lbs. capacity being taken right down with the insignificant weight of a pound note. This high degree of sensitiveness means accuracy absolute.



The "LION" Cub Scale shown here is made for fast weighing of comparatively small quantities. It is especially suitable for the Grocer in 7 and Io Ib. capacity; Dairyman, 4 and 7 Ib.; Provision Merchant, 7 and Io Ib.; and Baker, 7 and Io Ib. Highly sensitive, accurate, handsome, durable, and fast, it is a machine which will give lasting service, and satisfaction.

SAVES OVERWEIGHT



A unique feature of the "LION" Quick Action Scale is that it turns at Weight, NOT Over-weight. This photograph illustrates the normal position of a "LION" Quick Action Scale when in balance. Note the relative positions of the shock-absorbing buffer stops under plate and weight board. The plate is always on "the turn" ready to fall the moment balance is achieved.

The extreme sensitivity and fine balance of the "LION" Quick Action Scale will save the overweight, which is required in ordinary scales to send the plate right down. Only "LION" design and craftsmanship make this possible.

"LION" Quick Action Scales will show a definite saving against any other type of weighing machine.

This picture proves what "LION" Scales can save in YOUR business.



This famous model "LION" Quick Action Scale is finished in untarnishable Gold Bronze and is fitted with China Plate and Wood Weight-board. Highly sensitive, speedy and accurate, it is made in all sizes to suit all trades.

The following capacities are recommended :-

Butchers: 20 lb., 30 lb., 40 lb. Grocers: 7 lb., 10 lb., 20 lb. Provision Merchants: 7 lb., 10 lb., 20 lb. Bakers: 7 lb., 10 lb., 20 lb. Dairymen: 4 lb., 7 lb., 10 lb.

SAVES MONEY

WEIGHINGS PER DAY

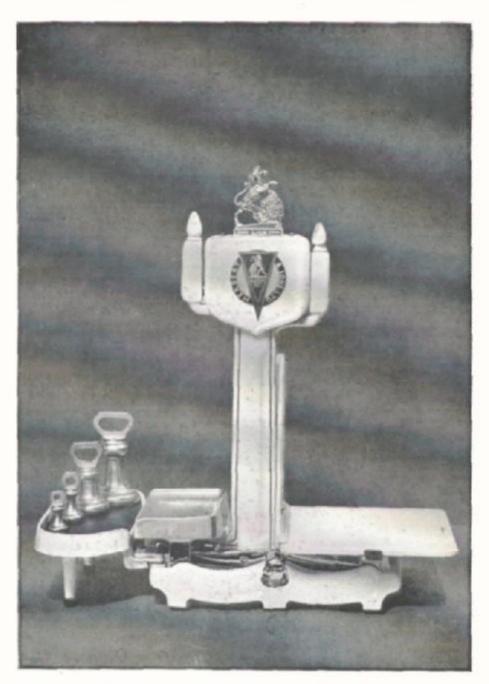
1		1	0	z.	w	ast	e	pe	rv	ve	igh	nin	g	1	0	z. 1	was	ste	P	er	we	eiş	ghi	ng	1
Cost	perlb.		1/-		1	/6		2	2/-			3/-			1/-			1/6		1	2/-		33	1/-	8
	30	3	s. 1	d. O	£ 4	s. 11	46	6	2	d. 0	9	3	d. 0	6	3.	d. 0	9	3	d. O	12	4	d. O	£ 18	s. 6	d. O
Day	50	5	1	8	7	12	6	10	3	4	15	5	0	10	3	4	15	5	0	20	6	8	30	10	0
Weighings per	100	10	3	4	15	5	0	20	6	8	30	10	0	20	6	8	30	10	0	40	13	4	61	0	0
ghing	200	20	6	8	30	10	0	40	13	4	61	0	0	40	13	4	61	0	0	81	6	8	122	0	0
Wei	300	30	10	0	45	15	0	61	0	0	91	10	0	61	0	0	91	10	0	12	2 0	0	183	0	0
	500	50	10	8	76	5	0	101	13	3 4	15	2 10	0 0	10	1 1	3 4	153	2 10	0 0	20	3 6	8	305	0	0

		1	0	z.	wa	ste	: 1	per	W	re	igh	in	3	1/2	0	٤.	wa	st	e	pe	rw	ei	ghi	ng	
Cost	p.lb.		1/-			1/6		1	2/-			3/-		1	1%		1	/6	i	1	2/-		3	1/-	
1	30	£ 12	4	d. 0	£ 18	6	d. 0	£ 24	8.8	d. 0	£ 36	12	6.0	£ 24	8.8	d. O	£ 36	12	d. O	£ 48	s. 16	d. 0	73	4	d. 0
Day	50	15	5	0	22	17	6	30	10	0	67	15	0	20	6	8	30	10	0	40	13	4	61	0	0
s per	100	30	10	0	45	15	0	61	0	0	138	5 10	0	40	13	4	61	0	0	81	6	8	122	0	
ghing	200	61	0	0	91	10	0	122	0 1	0	271	0	0	81	6	8	123	2 0	0	162	13	4	244	0	
Wes	300	91	10	0	131	7 5	0	183	0	0	406	3 10	0	122	0	0	183	3 0	0	244	0	6	366	0	
1	500	15	2 10	0	22	8 15	0	305	5 0	0	67	7 10	0	203	6	8	308	5 0	0	406	13	4	610	0	

This table shows what a "LION" Quick Action Scale saves over a Scale that requires overweight to send the plate down.

"LION" Scales 'Turn' at weight, and therefore will save that wastage which would otherwise take place. Look at the above table, test your scale, and see what a "LION" can do for YOU.

You know that a fraction of error in your scales will amount to a big cumulative loss day by day. Appreciate that your scales are the most vitally important part of your equipment—then weigh the facts and you will realise the value of a "LION" QUICK ACTION SCALE to you.



Finished in Gleaming White Porcelain Enamel of the very finest quality, with all exposed metal parts heavily Chromium-plated this "LION" Quick Action Scale represents the last word in weighing instruments. Made in 7 lb., Io lb., 20 lb. and 30 lb. capacities to suit all trades.

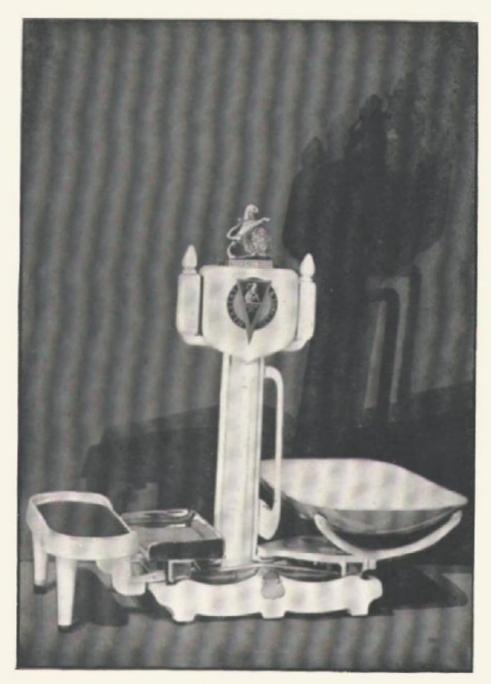
Sensitive, Accurate, Durable and Hygienic it will grace your counter as well as save money.

SAVES LOSS

SAVES LOSS OF NETT PROFIT

The White square in the centre represents the loss of $\frac{1}{8}$ oz. per weighing. The Black portion shows how this loss is multiplied at 50 weighings per day in the course of twelve months. Few traders realise how a fractional loss for every weighing accumulates. "LION" Quick Action Scales prevent that loss.

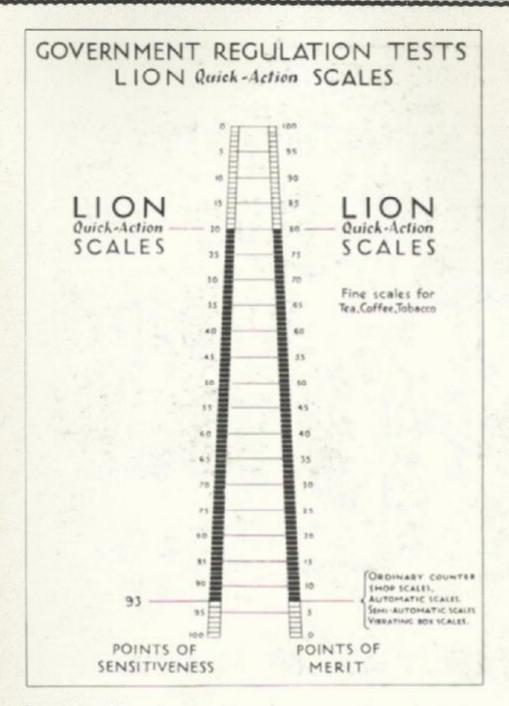
All loss on weighing is loss of NETT profit.



The Ideal Scale for the Fish Trade. Specially built to withstand rough usage, and fitted with shock absorbing buffer stops, it will remain sensitive and accurate under the most trying conditions. The bottomworks are designed to avoid the collection of Fish scales, dirt and moisture.

Finished in the finest White Porcelain Enamel with all exposed metal parts heavily Chromium-plated, it will retain its handsome appearance indefinitely.

DOVEDNMENT FOTO



This chart shows Points of Sensitiveness and Merit of a 20 lb. capacity "LION" Quick Action Scale.

Note that a "LION" is sensitive to 20 grains whereas counter or automatic scales require 93 grains to turn them. "LION" Scales are more accurate than fine Tea and Tobacco Scales. "Jeweller's" Scale sensitiveness with Weighbridge strength.



The "LION" Quick Action Fruit Scale is the most highly developed weighing instrument made for the fruiterer. Compact in design, and finished in Gold Bronze it is the most handsome, sensitive and accurate scale made. It is built to stand up to constant hard wear, is fitted with patent shock-absorbing buffer stops and will retain its high degree of accuracy for many years.

BUILDS GOODWILL



YOUR CUSTOMER LIKES TO SEE THE PLATE GO DOWN. This costs nothing on a "LION."

"LION" Quick Action Scales build Goodwill! That intangible something which means either success or failure.

The modern woman has not lost any of her native mistrust of things mechanical. She does not like charts or dials because she cannot understand them. The "LION" Quick Action Scale shows OBVIOUS weight, inspires confidence and creates satisfaction.

"LION" Quick Action Scales turn at weight not overweight, thus ensuring satisfied customers at no cost to yourself.

WHAT IS IT WORTH TO YOU TO HAVE THE COMPLETE CONFIDENCE OF YOUR CUSTOMERS?

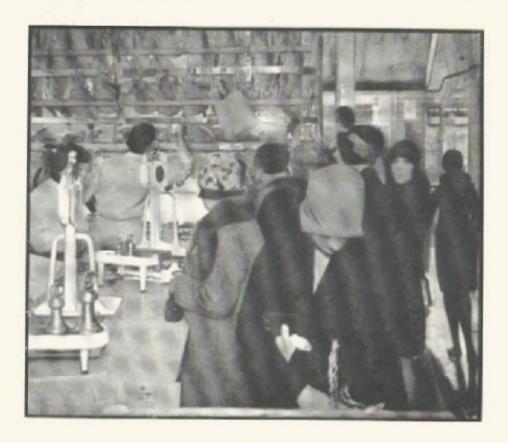


The "LION" Quick Action Chocolate Scale, 41b. capacity, is Fast, highly sensitive, accurate and handsome. It is fitted with shockabsorbing buffer stops, and will save that extra sweet or chocolate.

Finished in high grade Gold Bronze with nickel and aluminium goods fittings.

YOUR CUSTOMERS LIKE "LION" QUICK ACTION SCALES.

QUICK ACTION

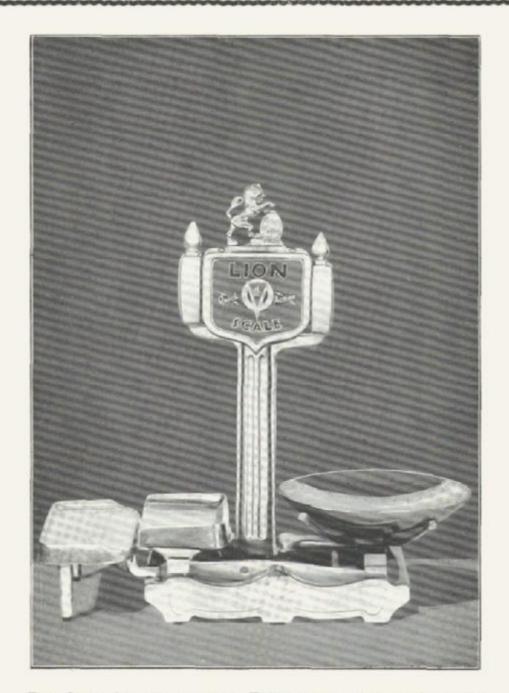


"LION" Scales are FAST. The patent shock-absorbing Buffer Stops give it a "liveliness" previously unknown in Scales. You can weigh faster on a "LION" Quick Action Scale than upon any other weighing machine.

Although the "LION" Quick Action Scale is highly sensitive, and precisely accurate, it is sturdily built, and there is no delicate mechanism to get out of order. As sensitive as a Jeweller's Balance, and as vigorous and robust as a Weighbridge the "LION" Quick Action Scale is especially made for shops where gentle treatment is not its lot. The Patent Shockabsorbing Buffer Stops, which are fitted to all "LION" Scales, absorb all shock and entirely relieve the knife edges from jar and strain.

"SPEEDY" SERVICE BREEDS SATISFACTION.

SERVE YOUR CUSTOMERS MORE QUICKLY ON A "LION" QUICK ACTION SCALE!



The Scale for the modern Tobacconist, this machine has replaced the now obsolete beam scale which is slow and requires much cleaning. The "LION" Quick Action Tobacco Scale is highly accurate, fast and requires no cleaning to keep a worthy place on your counter.

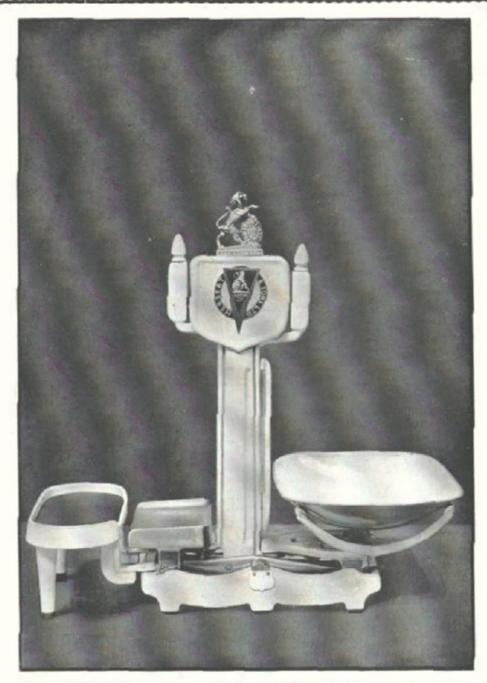
A MODERN SCALE FOR THE MODERN TRADER!

RELIABLE



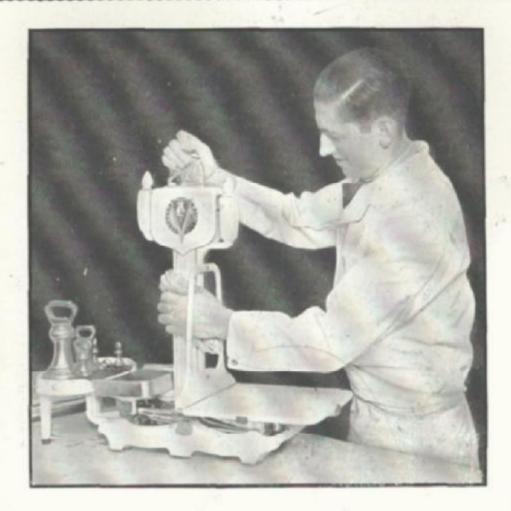
"LION" Quick Action Scales are reliable because they are scientifically constructed.

No "LION" Scale has ever been rejected or condemned by any Inspector of Weights and Measures for inaccurate adjustment. Reliability supreme. You can be SURE that your weighings are correct with a "LION" Scale.



This "LION" Scale is especially made for the Fish trade, and is the only scale that will satisfactorily perform the service required at a Fishmonger's shop. Finished in the finest quality White Porcelain Enamel with metal parts Chromium Plated, it is easily kept clean by simply wiping with a damp rag. The "LION" Quick Action Scale is the most sensitive scale made, as well as perfectly hygienic and sanitary, having no enclosed underworks to collect dirt and moisture. The capacities recommended for the Fish trade are:—7 lb., 10 lb., 20 lb. and 30 lb.

HYGIENIC



Finished in Gleaming White Porcelain Enamel of the highest grade with exposed metal parts heavily Chromium Plated, the "LION" Quick Action Scale can be kept clean by simply wiping with a damp rag. It will retain its imposing appearance and snow-white cleanliness practically for ever. It needs but little attention to keep it as handsome as it is when it reaches you.

The finish is the most hygienic, as well as the most beautiful and durable yet devised for weighing machines.

A clean scale enhances the value of the goods you sell over it. Your customers like to see their food handled hygienically. Goodwill and increased trade result.

STURDY



CONSTRUCTION

Double Beam. The design and construction of the Patent Double Beam is one of the secrets of "LION" sensitiveness. This beam which is made to a degree of accuracy never previously attained in Scale manufacture, is made of Steel, tested to 40 tons tensile strength per square inch. It represents a perfect parallelogram to a .250 of a thousandth of an inch. The Knife Edges are pressed into a broached hole in the beam and are not fixed with nuts as in ordinary scale practice, thus assuring perfect rigidity and everlasting service.

Knife Edges. The Knife Edges are made of "LIONITE" Steel which is the hardest Steel known to metallurgical science. They are made in a shape peculiar to "LION" Quick Action Scales, which ensure lasting sharpness to the edges as well as rigidity when mounted in the patent "LION" double Beam.

Bearings. The Bearings which are made of the finest "LIONITE" Steel, are the result of exhaustive tests made to determine which shape results in the most satisfactory service, and longest wear.

Buffer Stops. The Patent Buffer Stops absorb all shock and stress upon their rubber cores. As soon as the Beam strikes this Buffer the knife edges are lifted off the bearings which are thus relieved of all strain. These Buffer Stops give the "LION" Scale not only a length of life but a liveliness and quick action hitherto unknown.

The Side Caps are of special design, and are an example of the precision engineering work embodied in the "LION" Scale to its very smallest details. These Caps are fitted with hardened steel friction studs which prevent all side play.

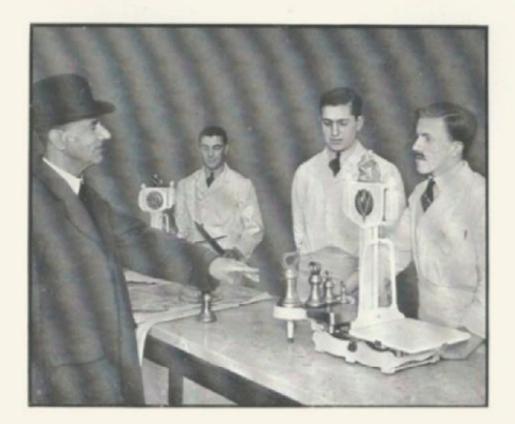
The Top Hooks are made of "LIONITE" Steel backed with best quality mild steel and are accurate to a -250 of a thousandth of an inch.



20 lb. capacity POTATO Scale. Made to stand the hard Wear to which this type of scale is usually subjected. It is Strong, Sturdy and Accurate, and is fitted with Patent Shock-absorbing Buffer Stops.

Thoroughly reliable, of imposing appearance it is fitted with Brass Scoop made to hold 14-lb. of Potatoes. Specially designed and built for the Potato trade.

INSPECTORS LIKE



INSPECTORS LIKE "LION" QUICK ACTION SCALES because they never give trouble.

We are proud to say that no "LION" Quick Action Scale has ever been rejected or condemned by any Inspector of Weights and Measures for inaccurate adjustment.

Inspectors know that "LION" Quick Action Scales are 3 times more sensitive than is necessitated by the Board of Trade Regulations. A "LION" Quick Action Scale after many years of hard use is more sensitive than a new counter or automatic scale.

If you want accurate and trouble-free weighing you cannot do better than use "LION" Quick Action Scales.

7 YEARS' GUARANTEE



The
Gold Bronze
Model "LION"
Quick Action
Scale is
Fully Guaranteed
for Seven Years.



Herbert & Sons, Limited, guarantee for 7 years from the date hereof free of cost to replace any part of the "Lion" Quick Action Scale(s) mentioned below which shall be found to be defective from a cause other than fair wear and tear also to refit any such part to Scales and also when refitted to obtain official re-verification and stamping to conform to the Statutory Regulations provided that notice in writing is given, and that the Scales shall not have been destroyed or damaged by fire or carelessly or improperly used or tampered with or wilfully destroyed or damaged or dealt with or repaired by workmen other

than those employed by the guarantors.

This guarantee reads as follows:-

"LION" SCALES CARRY THE LONGEST GUARANTEES.

10 YEARS' GUARANTEE

The White Porcelain and Chromium-Plated Model "LION" Quick Action Scale is Fully Guaranteed for Ten Years.



This guarantee reads as follows :-

"Herbert & Sons, Limited, guarantee for 10 years from the date hereof to replace free of cost any part of the "LION" Quick Action Scale(s) mentioned below which shall be found to be defective from a cause other than fair wear and tear also to refit any such part to scales and also when refitted to obtain official re-verification and stamping to conform to the Statutory Regulations provided that notice in writing is given, and that the Scales shall not have been destroyed by fire or carelessly or improperly used or tampered with or wilfully destroyed or damaged or dealt with or repaired by workmen other than those employed by the guarantors."



"LION" SCALES CARRY THE LONGEST GUARANTEES.

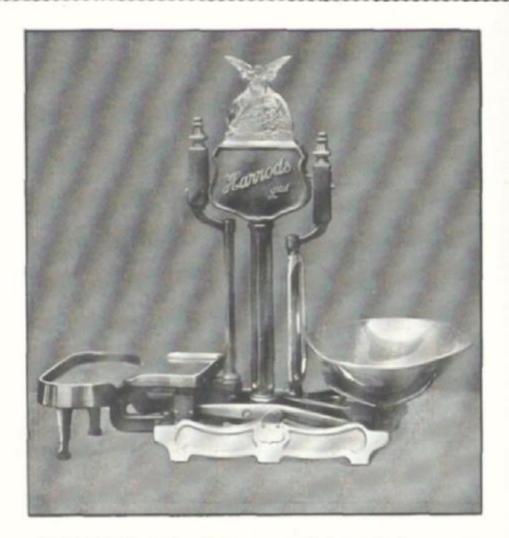


The "LION" White Porcelain Quick Action Scale adheres to MODERN tendencies in design. Clean in outline, sturdy and compact in construction, with its gleaming white hygienic porcelain coat, it represents the apex of perfection in modern weighing instruments. The "LION" White Porcelain Quick Action Scale is a thoroughbred, clean-limbed and capable of adding grace to any counter in the Kingdom.

ATTRACTIVE



The "LION" Quick Action Gold Bronze Scale fitted with china plate and wood weight-board is both attractive in appearance and workmanlike in construction. Its untarnishable Gold Bronze coating with its beautiful finish, reveals a charm displayed by no other weighing instrument, and its warm, comfortable sparkle attracts the attention of customers and lends an air of distinction to the counter.



"LION" Quick Action Scales as supplied to all departments of Messrs. Harrods' Stores, Ltd.

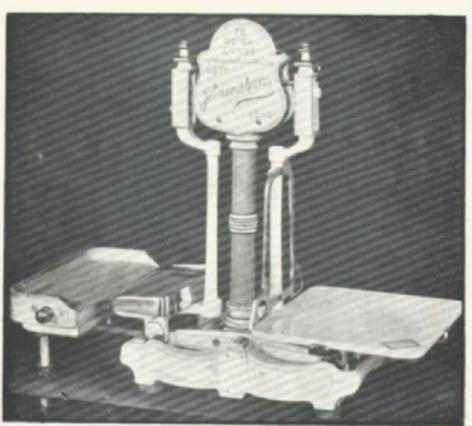
"LION" USERS

MESSES.	ARTHURS (Westbourne Grove) LTD	
10	JOHN BARKER & CO., LTD	
11	JOHN BEST LTD	
	J. CRIDLAN & SON, LTD.	
44	J. H. Dewrerst, Ltd.	
11	EASTMAN'S LTD.	,
10	S. Frost & Co., Ltd.	
-	Harrods, Ltd	
14	J. Hearn & Sons, Ltd.	
	IMPERIAL CASH STORES	
	Jones Bros. (Holloway) Ltd	
	JOHN QUALITY, LTD.	
	LONDON CENTRAL MEAT CO., I.TD.	
	RAYNERS, LTD	

USERS

"LION" USERS

MESSES.]		
	. Sainsbury	
. 8	ELFRIDGE, LTD.	
1	INITED KINGDOM TEA CO., LTD.	
\	VM. WHITELY, LTD., ETC.	
. 8	LATERS & BODEGA, LTD	
1	V. H. CULLEN, Finsbury and Branches	Grocers
	XON & Sons, Brentford and Romford	Butchers
. 1	YLETT Bros., Market Place, Romford	Butchers
. 1	BAILEY, High Street, Wealdstone	Fishmonger
1	BECKLEY & Sons, 167, Montreal Road, Tilbury	Grocers
	OHN BARNES, LTD., Finchley Road	Grocers
	Boswell & Sons, Burdett Road, Bow	
(LEMENTS DAIRIES, Canvey Island	Dairy
(LAPTON FRUIT STORES, Stamford Hill	Fruiterers
Мв. Отмо	xps. Finchley Road and Branches	Provisions
MESSES. I	DEACOCK & Sons, Holloway Road and Branches .	Provisions
	DUNCAN'S FRUIT STORES, High Road, Wembley	Fruiterers
. 1	DWARDS & Sons, Forest Row, Walthamstow	Butchers
. 1	ox & Sons, Queens Road, Walthamstow	. Fishmongers
MR. FREE	MAN, 176, High Street, Kilburn	Butcher
	Goodchilds, 102, Lincoln Road, Enfield	Butcher
MESSES. (inson & Son, High Street, Watford	Butchers
MR. HELL	IER, Holloway Road, Islington	Butcher
MESSES, 1	IART & Sons, Tilbury and Branches	Butchers
MR. HACK	SHALL, 23, Harking Road, East Ham	Fishmonger
MESSES. 1	JARRIS & Sons, High Street, Stoke Newington.	Butchers
	HORTON & Sons, 115, St. Albans Road, Watford	
MR. JONE	s, Upper Clapton Road, Clapton	Fishmonger
MESSES.	OHNSON & SONS, 313, Kentish Town Road	Provisions
	OLLYS, LTD., Hammersmith and Branches	Ham & Beef
	King & Sons, Pitsea	Butchers
	Aws & Co., Minories and Branches	
	LEE & Sons, Chingford and Ponders End	
MR. LEWI	rs, Old Street, E.C.1	Confectiones
MESSES.	JIDSTONE LTD., Park Street, Camden Town	Butchers
. 1	UCKIN SMITH, Chelmsford and Branches	Grocers, etc.
	EWIS'S FRUIT STORES, 618, Holloway Road	Fruiterer:
	MOORE & Sons, Grundy Street, Poplar	. Fishmongers
MR. MORE	us, Romford Road, Canning Town	Cosher Butcher
MESSES !	MARTIN & Son, 331, Lea Bridge Road, Leyton	. Fishmongers
. 1	MASH & AUSTIN, Covent Garden	Fruiterers
	MEDCALF & Sons, Tilbury and Branches	Grocers, etc.
	MABBOTS' STORES, Edmonton and Branches	Grocers, etc.
	PARAMOUNT FRUIT STORES, Kenton	
	PHILLIPS & Sons, St. John's Wood and Branches.	
	PALMER & Sons, Stainsby Street, Poplar	Grocers, etc.
	PENN STORES, Barking Road, Upton Park	Grocers, etc.
100	RAYNER'S STORES, LTD., Hampstead Rd. & Branc	
	RUMSEV & Sons, High St., Upminster, Essex	
	STAVELEY'S STORES, Edmonton and Branches	Grocers, etc.
	SMITH & Co., High Street, Grays, Essex	
	SMEETON'S STORES, Manor Road, West Ham	Provision
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	SEWARD & Sove 3 West Hill Higheste	- Frenchesen
-	SEWARD & Sons, 3, West Hill, Highgate	
Mr. Stop	FER, Hoe Street, Walthamstow	Fishmonger
Mr. Stor Messrs.		Fishmonger Butchers

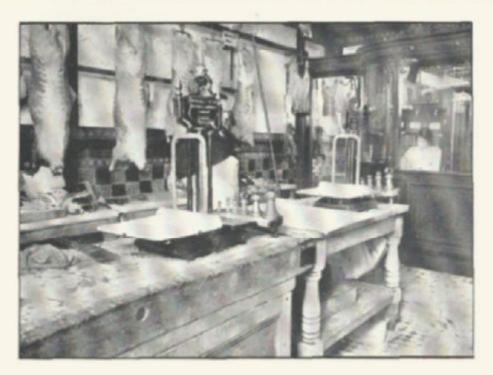


"LION" Quick Action Scales as supplied to Messrs. J. Sainsbury of Blackfriars, S.E., and Branches.



A batch of Scales ready for delivery to Messrs. J. Sainsbury.

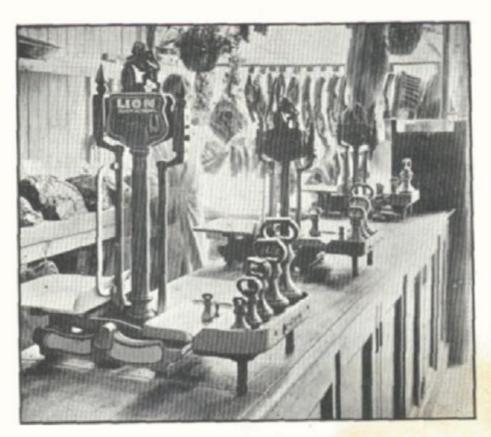
USERS



Mr. A. Masters, 142, High Street, Clapham, London, S.W.4.



Messrs. Parlons & Co., 283, Whitechapel Road, London, E.



Messrs Atkinhead & Co., Glasgow.



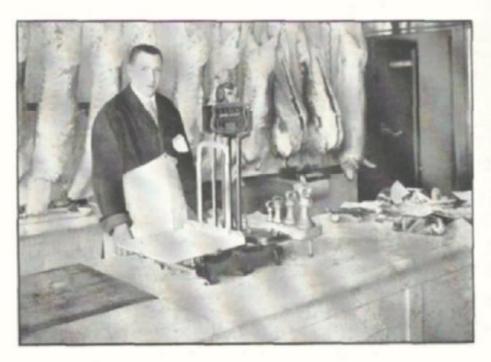
"LION" Scales are used in the many branches of Messrs. Hearn & Sons, Ltd., 19, Chestnut Grove, London, S.W.12.



Messrs. Ellis & Co., Tobacconists, 322; Caledonian Road, N.



Messrs. Reeves Bros., 49/51, Bellevue Road, Southampton.



Mr. Morgan, The Station Approach, Oxted, Surrey.

LION OSERS
MESSES. WORBOYS, Pinner and Branches
Widden, High Street, Highgate
Messrs. Williams Direct Supply Stores, Holloway Rd Grocers, etc., Wassam & Sons, 32, Chapel Street and Branches Bakers
Mr. A. Acock, 283, Kingston Road, Merton Park
" T. Aldridge, 34/6, Albion Street, RotherhitheGrocer, etc.
Messes. J. Bolton Ltd., 98c. High Street, Eltham Butchers
Mr. S. F. Bell, 118, Trafalgar Street, Greenwich
Messrs. Brigden & Co., 282, Sangley Road, Catford Grocers, etc.
Mr. S. J. Beadle, 88, Elm Road, New Malden Grocer
Messrs. Chalk & Cox, Forest Hill and Branches Bulchers
Mr. V. Clarke, 123, Stephendale Road, FulhamGrocer
Messrs, Durbin's Prov. Stores, East Sheen
Mr. A. J. Downs, 191, Rye Lane, PeckhamGrocer
" G. Dodd, 51, Brunel Road, Rotherhithe
Messrs. Dowling & Newcombe, Camberwell Rd. & Branches Oil
Mr. H. Elliott, 25, High Street, Tooting
A. R. Greengo, 7, Hawley Road, Dartford
Messes. Grant, 149, Masons Hill, BromleyFruiterers
H. HOLDRONS LTD., Rye Lane, Peckham Confectionery Dept.
" G. Hawes & Sons, Ltd. Stockwell & BranchesButchers
Mr. A. T. Hart, 2 London Kd., Kingston and BranchesButcher
H. Hartwell, Thornton Heath and Branches
" A. F. HOOKHAM, 25, Hartfield Road, WimbledonGrocers
" D. Gorston, 6, Deptford Market, S.E
S. Harvey, 14, Tulse Hill, S.W
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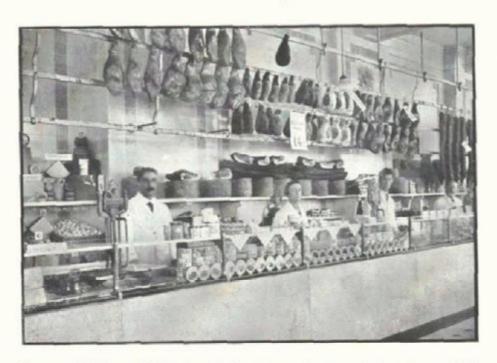


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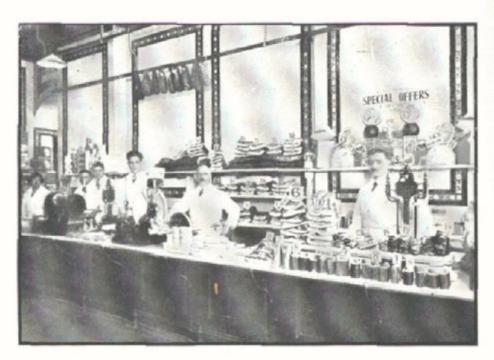
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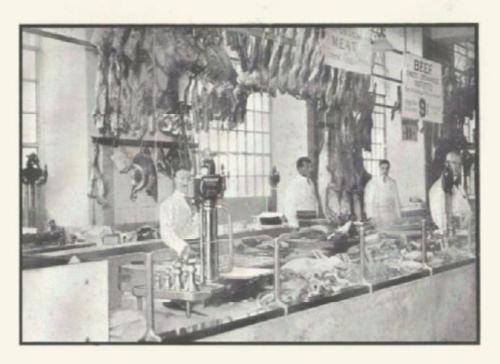
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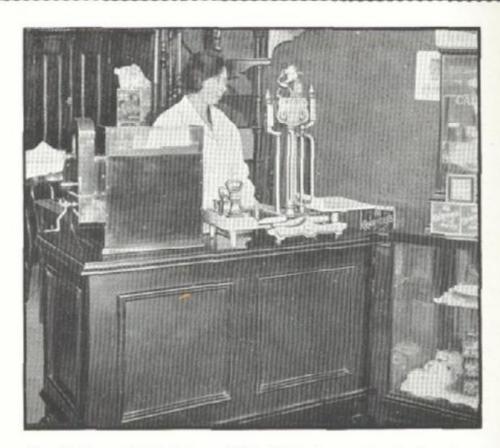
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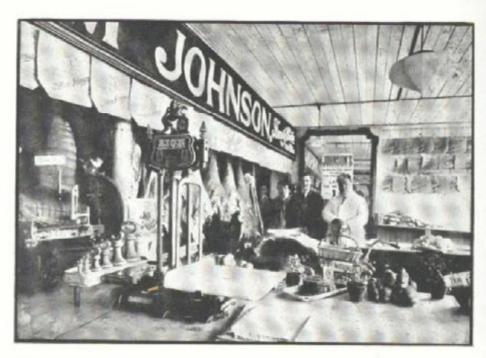
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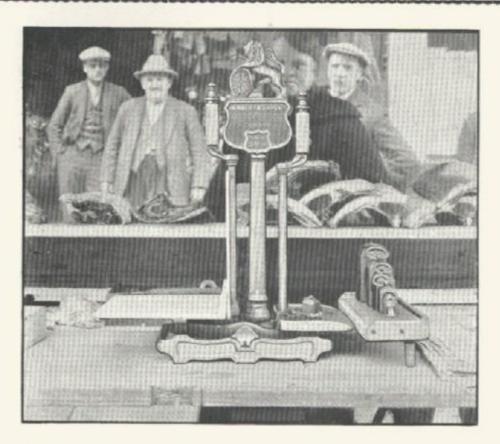
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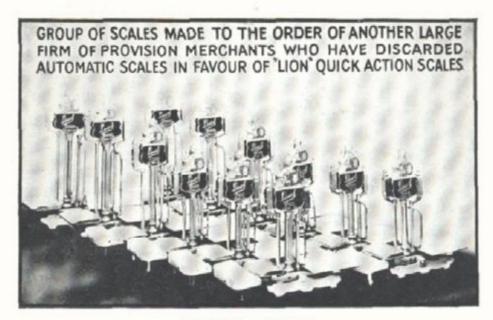
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Messrs. E. Booth & Co., Preston
" Marsden, Ltd., Nottingham
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., R. Booker, Butler Street, Manchester
, F. T. BOURNE, Tarton Street, Salford, Manchester Fishmonger
F. Bell. Rushford Street, Longsight, ManchesterGrocer
Barker's Meat Market, Ancoats, Manchester Butcher
I. Blook. Irlam O' th' Heights
" S. Blackburn, Lees Street, Nr. Openshaw
MESSRS. E. BOOTH & Co., Preston
Mr F Brewer Preston
" N. Bottomley, Ashton New Road, BeswickFruiterer
R. L. Brown, Stretford Road, Hulme
THE COLNE & DISTRICT CO-OPERATIVE SOCIETY, Colne
MR. C. COYLE, South Porter Street, Ancoats, Manchester Grocer
, Cliffe, Altrincham
MESSRS. COUPE & HILKIRK, Altrincham
Mr. J. A. Charlesworth, Rochdale Road, Manchester Butcher
"S. Dook, Regent Road, Salford
J. Daley, Ancoats, Manchester
J. DALEY, ABCORS, Mainchester
,, B. Forrest, Whitefield
,, Elliott, West Derby Road, Liverpool
, F. Freedman, Chorlton-on-Medlock, Manchester Fruiterer
,, J. Gregory, Upper Medlock Street, ManchesterGrocer
,, W. Goldberg, Con-M., ManchesterGrocer and Fruiterer
Miss Goodwin, Brunswick Street, Manchester
Messrs. J. H. Greenhalgh & Son, Market Hall, BoltonGrocers
Mr. V. Howe, Rosamund St., Man'ter Fishmonger and Fruiterer
The state of the s



	"LION" USERS.
MR	J. Holland, Bradford Street, Ancosts, Manchester Grocer
	W. Hibbert, Ardwick, Manchester
	H. Jackson, Lees Road, Oldham
-	WM. JONES, Bridge Street, Chester
	A. A. King, Princess Road, Manchester
	Kershaw, Brook Street, Con-M., ManchesterButcher
**	J. LAYLAND, Ashton Old Rd., Manchester Fishmonger & Fruiterer
4.4	WM. LOMAX, Albion Street, Radcliffe
- 11	MEADOWCROFT, Con-M., Manchester Fishmonger & Fruiterer
**	C. Morgan, Ellor Street, Salford
**	WM. Mole, Walmer Street, Rusholme, Manchester Fruiterer
8.1	
11	G. Orme, Middleton, Manchester
**	H. Overend, Newton Heath, Manchester Fish and Fruiterer
	R. Parker, Butler St., Manchester Fishmonger and Fruiterer
4.9	E. ROURKE, Butler Street, Manchester
	J. G. Ross, Oldham Road, Manchester
11	J. READ, Fairfield Street, Ardwick, Manchester Tobacconist
11.6	J. S. Sherburne, Stretford Road, ManchesterFruiterer
100	C. J. Stanley, Regent Road, SalfordFruiterer
9.4	D. Swales, Ambush Street Manchester Fishmonger & Fruiterer
	D. Swales, Ashton Old Road. Manchester Fishmonger & Fruiterer
44	E. Saunders, Princess Street, Rusholme, Manchester Butcher
	R. Shore, Stephens Street, Salford
4.5	W. J. Stammers, Bradford Street, Manchester Butcher
	H. Smethurst, Butler Street, ManchesterTripe Dresser
4.1	J. T. Sedgwick, Embden Street, Hulme, Manchester Butcher
- 21	Travis, Moston, Manchester
MR	s. C. Taylor, Aston Old Road, Manchester Fruiterer
	C. Taylor, Butler Street, Ancoats, Manchester Butcher
	F. J. Whittingham, Butler Street, Manchester Butcher
	T. Willis, Chester Street, Hulme, Manchester Butcher
Mis	s D. M. Walsh, Mauldeth Rd., West M'ter Fishmonger & Fruiterer
	WINDERMERE CO-OPERATIVE SOCIETY
	Schofield, Bradshawgate, Bolton
	REDDINGTON, Butler Street, Ancoats, Manchester Butcher
	A THE PARTY OF THE

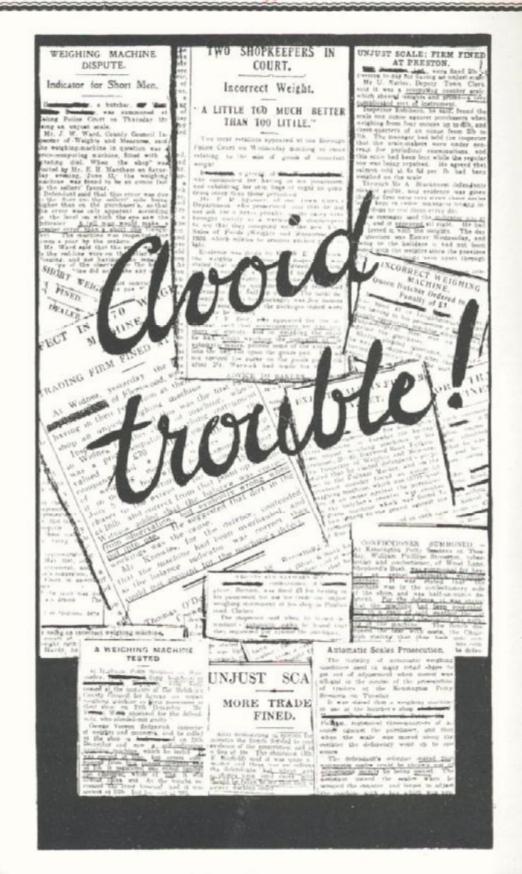
Some Traders who have replaced Auto's by "LION" Quick Action Scales

2	MR. ATKINS, 9 Thrale Rd., Mitcham Lane, Streatham Park Bulcher
9000	Messrs. Aldridge & Son, Albion St., Rotherhithe Butchers
	Mr. H. Axon, 8, High Street, Brentwood, Essex Butcher
	Messrs. Banks & Son, 109, Hampstead Road, N.W
	Mr. E. Brunning, 46, Mayes Road, Wood Green
	MESSRS. J. BOLTON, LTD., (all branches), West Smithfield Butchers
	Mr. J. Bishop, 17, Wembley Hill Parade, Wembley Fruiterer
	Property 2 Montrolley Plant of Colors Const.
	" C. Brown, 3, Monkville Parade, Golders GreenFruiterer
	" E. Chapman, 116, St. James Street, Brighton
	" CROUCH, 287, Crystal Palace Road, East DulwichBulcher
	" CORKE, 54, Red Lion Street, Holborn
	,, CHILDS, 149, High Street, Peckham S.E.15Butcher
	., A. W. Clark, 494, Kingston Road, Raynes Park Butcher
	., A. J. Connell, 48, Church Road, Acton
	" Cooper, 69, Lupus Street, Pimlico W
	., Coombes, 584, Barking Road, Plaistow
	., H. Churchill, 115, Wood Street, Walthamstow
	" F. E. Cork, 30, Canon Hill, Old Southgate Butcher
	" L. G. Chapman, White Hart Lane, TottenhamFruiterer
	., A. E. Clapson, 34, North Street, Islington
	" James Diack, 6, Short Loamings, Aberdeen
	" Dent, 304, Camberwell Road, S.E.5
	" Dodd, 110, High Street, New Southgate
	,, H. E. Downey, 505, High Road, LeytonstoneFishmonger
	., J. Edwards, 211, Seven Sisters Road, N Butcher
	,, D. Ellis, 9, West Derby Road, Liverpool
	,, Francis, 131, Barking Road
	The Folkestone Co-operative Society, Dover Road, Folkestone
	Mr. S. Fine 5, East Street, Walworth Butcher
	, F. Griffiths, 6, High Street, South Norwood, S.E Butcher, etc.
	,, Gibbs, 78, Askew Road, Shepherds Bush, W.12Butcher
	,, A. E. Good, 159, St. Albans Road, Watford
	,, W. Hunter, 235, Lower Road, Rotherhithe
	Messrs. Horfield Fish Market, 275, Glos. Rd., Bristol Fishmongers
	" Hawes & Son, 249, Clapham Road, Stockwell, S.W.9 Butchers
	Mr. H. Horrocks, 109, School Hill, Bolton
	" Hedges, 178, Bethnal Green Road, E
	Messrs. Hearn & Son, Northcote Rd., Clapham Junc Butchers
	Mr. R. Hammer, 46, Rodney Road, Walworth Butcher
	Messes. Horton Bros., 115, St. Albans Road, Watford Butchers
	Mr. U. Hubbard, 31, Charlton Street Market, Euston Butcher
	,, F. W. Hall, 36, Nile Street, Hoxton
	R. Harmer, 168, High Street, Leytonstone
	Leven 221 Vinashad Dad N
	" Joyce, 531, Kingsiand Road, N
	MESSRS. E. LAWES & Co., The Minories, E. and Branches Grocers
	Mr. V. Lintott, High St., Berkhampstead, Hertford, Herts Butcher
	" Luxton, 47, High Street, Poplar
	Manage 20 Communical Decad C W
	Managara 02 Crayon Doels Dand Unclouder Date
	H. W. Muyno, 30 Sidney Street Convoll Rend F.C.1. Details
	H. W. Munro, 30, Sidney Street, Goswell Road, E.C.1 Butcher
	, H. Mortemore, 8, Goldsmith Lane, Kingsbury, MddxGrocer

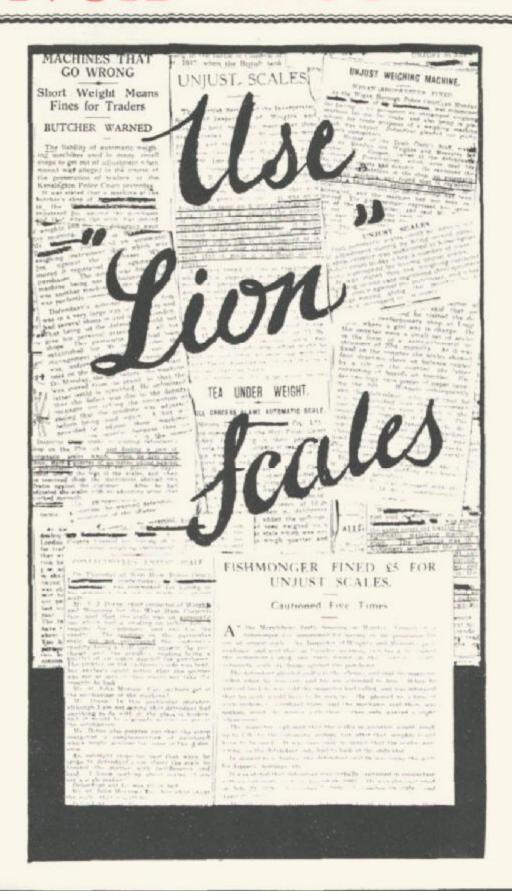
REPLACE AUTO'S



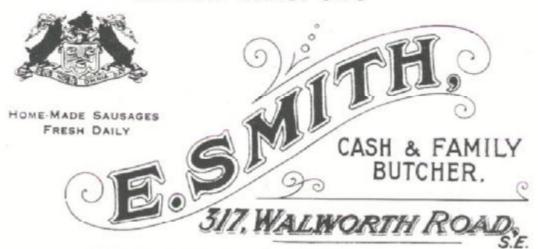
Mr. A. Peacock, 104, Princess Avenue, Watford W. G. Partridge, 22a, Sun Street, Waltham Abbey J. M. Pratt, 23, Trinity Road, Tooting	Butcher
MESSES J. PARSONS, Bude Supply Stores, Princess Street, Bude Mr. W. I. Pocock, 401, Mare St., Hackney, & Branches Field	Grocers
J. N. Parminter, 3, Goswell Road, Aldersgate, E.C.1	Butcher
A ROYLE, 16, High Road, Lee, Lewisham	
G. Read, 136, Albany Road, Camberwell	
A. E. Rolff, 102, Weston Park, Crouch End	
H. A. Spencer, 24, High Street, Hornsey, N	Butcher
Stewart, 200, George Street, Aberdeen	
Southorne, 44, Abbeyville Road, Clapham	
Senior, Mill Lanc. Battey Carr, Yorks	
Skinner, Princes Risborough, Bucks	
E. R. Snow, I, Myrtle Road, East Ham Market	
C. E. Short, 17, West Street, Prittlewell Southend.	
., E. C. Thomas, 3, Bedford Hill, Balham, S.W	
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,, Wright, 212a, Hotwell Road, Bristel	Butcher
, A. G. Wright, 96, Wick Street, Homerton, E.9 Park	Estatemen
MESSRS, WEBBER BROS., 186, Gt. College St., Camden Town F	uteners.
Mr. Wright, 177. Southampton Street, Camberwell	
MESSRS, FRED, WRIGHT (Butchers) LTD, WC 1 and Branches.	Estate men
WHERLER, High Street, Watford	actioner
A seminary till cities and the seminary	CT CHINESE.



AVOID TROUBLE



TELEPHONE RODNEY 3176



ENGLISH, SCOTCH AND SELECTED CHILLED BEEF
CHOICE DEVONSHIRE PORK, SCOTCH MUTTON AND CANTERBURY LAMB

Messrs. Herbert & Sons Ltd., 6 & 7, West Smithfield. London. E. C. 1.

Dear Mr. Bagrit.

I am sure you will be interested to hear how delighted I am with the three White Porcelain "LION" Scales you installed here some time ago.

Not only do my customers remark about the cleanliness of these scales, their imposing appearance, and how nice it is to see they are getting fair weight, but owing to the sensitivity of these machines, I can say that I am saving a good deal of money.

Please have no hesitation in referring any prospective buyer to me, as I can testify that the installation of these "LION" Scales has resulted in increased business as well as additional profit for me.

Yours very truly,

& Olmith

E. Cullen, Grocery and Provision Stores. 9, Ashcroft Road. Bow, E.

"I have used your 'LION' Scales for 12 months, and I am very happy I have purchased them. They have given me every satisfaction and my customers."

Charles Lee,
Fruiterer and Greengrocer,
Ioo, Chingford Mount Road,
Walthamstow, E.17.

"I have much pleasure in recommending your 'LION' Fruit and Potato Scales. I find them of great value to me as a Fruiterer and Greengrocer. They give me the greatest satisfaction."

M. Foster, 105. West Road, West Ham. E.

"I have used others but find there is none to beat the 'LION'."

J. A. Smith, Grocer and Confectioner, 77, London Road, Plaistow, E

"I have been using a 'LION' To Ib. Scale for about a year and am fully satisfied with my purchase."

S. J. Jackson, General Stores, 28. Baxter Road, Essex Road, N. I.

"I have used your "LION" Scale for the last 2 years: this scale pays for itself."

R. Garraway. 72. Victoria Dock Road. Canning Town, E.16.

"I am using the 'LION' Quick Action Scale, which I find is an improvement on any other scale, and I have used several previously. May I add that the people feel satisfied with the balance scales, whereas with the no-spring scales, most people don't understand them and leave the shop dissatisfied. I think the "LION" is a wonder of modern science."

H. J. Smith, 136, Katherine Road, E.6.

"Having used your 'LION' Scales for over two years, I would like to state that this scale has given entire satisfaction, and at no time have I had cause to doubt. I consider they are one of the best working propositions on the market."

Wells & Son, Butchers, I, Bell Street, Romsey, Hants.

"I am a strong advocate of your scale, and always have been, and have had many arguments over same."

S. Barrell, 30, Winmarleigh Gardens, Leigh, Lancs.

"With reference to my successes in the Tea and Coffee Weighing Competitions at the Grocers' Exhibition I have never previously used a 'LION' Scale, but I found the 'LION' Scales on which I won my prizes very easy to handle and for quick and accurate weighing, I think they are perfect. If I can have my choice in future it will always be a 'LION.'"

W. H. Lunn, 30, Commerce Road, Wood Green, N.22.

"With regard to the 'LION' Scale used by me in the Tea Weighing Competition at the recent Grocers' Exhibition, it was the first time I had seen a Tea Scale of this description, and I found it very easy to weigh with, owing to its very quick action."

E. Eade, 18, Holden Park Road, Southbrough, Tunbridge Wells.

"I was very pleased with your scale which I used in the Competitions, I think it the best I have ever used for quick turning and accuracy."

A. Higgs, 42, Brook Road, N.16.

"I was again successful in the weighing contest at the London Grocers' Exhibition. The 'LION' Machine I used was without doubt the finest Weighing Machine I have ever seen. Although I hold eleven diplomas for weighing contests on all kinds of machines, including Automatic, the action of your scales was by far the most perfect I have ever used. It was sensitive enough for a Jeweller."

L. D. Balment, 46, Woodville Road, Cathays, Cardiff.

"I have nothing to say except to voice my whole-hearted admiration for such a weighing instrument. I knew it could be relied upon implicitly—my confidence in them not being misplaced as proved by the fact that I won the First Prize.

Nothing that I can add can make my admiration for the 'LION' Scale—'The King of Scales' I might term it—more impressive, and I shall always recommend them to my friends."

F. Atkinson, Pharmacist, 116, Denmark Hill, S.E.5.

"I procured a set of your 'LION' Scales a few months ago, and I should like to say that I find them more accurate than any other that I use."

H. Adams & Son, Family Butchers, 129, High Street, Hornchurch.

"Since installing your 'LION' Quick Action Scale, I am convinced I have increased my trade and saved money.

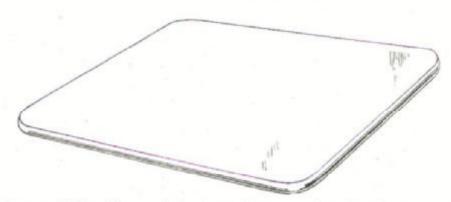
I can thoroughly recommend them."

A. Hiscock,
Fruiterer, Greengrocer and Nurseryman,
37 and 39, Palmerston Road,
Boscombe.

Dear Sir.

The Scales have arrived and are proving very satisfactory, in fact the Inspector happened to look in and thinks there is nothing like it on the market.

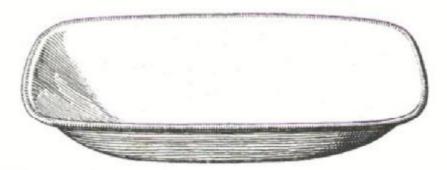
Please find enclosed cheque for same.



Square Tuffo Glass. A hygienic fitting. Suitable for Butcher, Grocer, Dairy, Provisions, Cooked Meat, Baker.

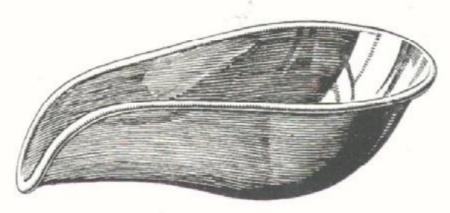


China Plate turned up at one end. Made also in Brass, Copper or Iron. Suitable for Butcher, Grocer, Dairy, Provisions, Cooked Meat, Baker.



Oblong Pan. Made in Tin, Enamel, White Metal, Galvanised Steel or Stainless Steel. Suitable for Fishmonger, Fruiterer, Corn Chandler.

ODS FITTINGS



Galvanised Steel.

Pear-shaped Scoop. Made in White Metal, Brass, Copper or Suitable for Confectioner and Grocer.



Made in White Metal or Brass. Round Concave Pan. Suitable for Tea, Rice and Tobacco Weighing.



Double-lip Scoop. Made in White Metal, Brass, Copper and Galvanised Steel. Suitable for Fruiterer, Grocer, Corn Chandler



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HERBERT & SONS, LTD.
Weighing Machine
- - Manufacturers, - Sole Makers of the famous
'Lion' Quick Action Scales.
6 & 7, West Smithfield,
- - London, E.C. I. - Scale Showrooms & Works
204 & 206, Goswell Road,
- - - E. C. I. - 'Phone: Central 8827
Private Exchange 5 lines.
and Clerkenwell 5700
Private Exchange 2 lines.
Telegrams: Ryteweight,
London



Dimensions of "LION" Quick Action Scales Gold Bronze Models

		4 lb.	7 lb.	10 lb.
		inches	inches	ft. ins.
Height Overall		172	20	1 101
Overall Length		17	20	1 11½ inches
Overall Width		84	101	101
Height of Plate from Counter		84 34	4	42
Size of Goods Plate		7 ×8	8 × 9	9 × 10
Size of Weights Plate		54×34	6±×4±	7½× 4
Size of Weights Board Overall Length without		81×4	10 × 4	10½× 4
Weight Bo	pard	13	154	19
Weight		204 lbs.	304 lbs.	40 lbs.

				20	lb.	30 lb.	40 lb.
Height Overall	200			ft.	ins.	ft. ins.	ft. ins.
Height Overall	4.4	4.4		- 0		2 5	2 8
Overall Length		4.4		in	2½ ches	inches	inches
Overall Width					111	131	15
Height of Plate	from	Counter			4	4	4
Size of Goods Pla				10	×11	12 × 13	13×14
Size of Weights	Plate			9	× 51	10 × 61	11× 6
Size of Weights I	Board			131	× 51	131× 51	15× 5
Overall Length v				1.5	-		
- retail trengen		eight Boa	rd		204	231	261
Weight					lbs.	67 lbs.	73 lbs.

Return Empties: -4 lb., 7 lb., 10 lb. and 20 lb. Cases are under \(\frac{1}{2} \) cwt. 30 lb., 40 lb. and 60 lb. Cases are under \(\frac{3}{4} \) cwt.

Dimensions of "LION" Quick Action Scales White Porcelain Models

		= 3		7	lb.	10	lb.
Height Overall				ft.	ins. 81	ft.	ins.
Overall Length					7‡ ches		10½
Overall Width Height of Plate fro	m Co	unter	- ::		9± 3±		101
Size of Goods Plat				8			$\times 10$
Size of Weights Pla Size of Weights Bo					× 44 × 44		× 41
Overall Length wit	thout		* *	102	× 48	101	× 4½
		ght Bo	pard		15		171
Weight			**	36	lbs.	47	lbs.

				20	lb.	30	lb.
				ft.	ins.	ft.	ins.
Height Overall				2	14	2	3
Overall Length				2 2	04	2	34
Overall Width					hes.		hes
Height of Plate f	rom Co	ounter			4		4
Size of Goods Pla	ate			10	× 11	12	$\times 13$
Size of Weights I	Plate	* *		9	× 5	10	$\times 6$
Size of Weights 1	Board			124	× 54		$\times 51$
Overall Length w	vithout						
		ght Bo	ard		181		211
Weight					lbs.		lbs.

Return Empties:—4 lb., 7 lb., 10 lb. and 20 lb. Cases are under \(\frac{1}{2} \) cwt. 30 lb., 40 lb. and 60 lb. Cases are under \(\frac{3}{4} \) cwt.

Table of Scoop Capacities

PEAR SHAPED SCOOP

Goods weighed Loose of :—	4 lb. "LION" Scale, 6"×9½" will hold:—	7 lb. "LION" Scale, 8"×11" will hold:—	10 lb. " LION " Scale, 9" × 13" will hold:—	20 lb. "LION" Scale, 12"×16" will hold:—
Tea Coffee Dried Fruits	8 lb. 1 lb.	2 lbs. 2¼ lbs.	3 lbs. 3½ lbs.	=
(Raisins, Currants, etc.) Biscuits Potatoes	1½ lbs. ½ lb.	4 lbs. 1½ lbs.	5½ lbs. 2½ lbs.	8 lbs. 3½ lbs. 14 lbs.
Chocolates	1 lb.	=	=	=

DOUBLE LIPPED SCOOP

Goods weighed Loose of :—	4 lb. " LION " Scale, 7½"×12½" will hold:—	7 lb. " LION " Scale, 8"×13½" will hold:—	10 lb. "LION" Scale, 9"×14" will hold:—	20 lb. "LION" Scale, 10"×15" will hold:—
Tea Coffee Dried Fruits (Raisins, Cur-	1 lb. 2 ozs. 11 lbs.	1	2 lbs. 2½ lbs.	4 lbs. 3½ lbs.
rants etc.) Biscuits Potatoes	21 lbs. 1 lb.	3 lbs. 1½ lbs.	4 lbs. 2½ lbs. 9 lbs.	6½ lbs. 3 lbs. 14 lbs.
Chocolates	11 lbs. 12 lbs. half qutn.	3½ lbs.	7 lbs.	14 lbs.

CONCAVE PAN

Goods Weig Loose of :	ghed	 4 lb. "LION" Scale, 7" dia. will hold:—	7 lb. "LION" Scale, 9" dia. will hold:—
Tea		 ⅓ lb.	2 1b
Coffee		 i lb.	Î lb.
Dried Fruits			
(Raisins, Currants etc.		 1 lb.	14 lbs.
Biscuits		 ₹ lb.	1 lb.
Chocolates		 _	
Flour		 _	-