

# Don't Guess Yourself Into Bankruptcy



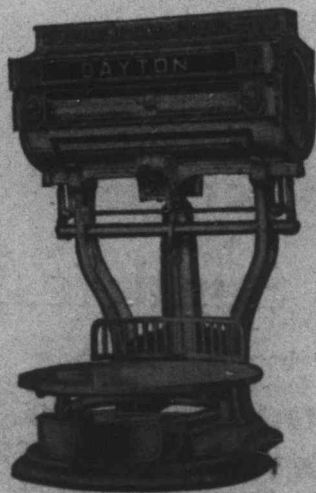
Too many merchants guess at the correct weight of their merchandise. A woman will come in for a half pound of cheese. They will slice it off and it will weigh perhaps  $8\frac{1}{2}$  ounces. That's near enough they think, so they wrap it up and the woman goes away with one or two cents' worth more cheese than she was entitled to.

Now if you multiply that one or two cents-a hundred times a day, you will find out why it is that your profits are not what you thought they should be. Hundreds of merchants guess themselves into bankruptcy by giving over-weight. There is absolutely no need for it. Let the customer *see* the weight for herself on a

## Dayton Automatic Scale

Then she'll cheerfully pay for every fraction of an ounce she gets.

In the eyes of customers to-day a Dayton Automatic Scale on your counter is evidence of your intention to give and charge only for correct weight.



**War time is no time to be generous with your stock. See that every ounce of it brings you in your proper revenue.**

*Let us send you our latest folders.*

## Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

LESLIE A. DAVIDSON, Sales Manager

*The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.*