



“Timidity is Fatal to Great Action”

—Says Lloyd George

If there had ever been a hair's weight of timidity in the make-up of Lloyd George the fate of the Empire would have been sealed on more than one occasion during his magnificent leadership of the British Cabinet during the great war.

Timidity has no place in the make-up of any successful man. A fair argument, a sound proposition, always get a fair hearing from big men, and when once “sold” that a given course is right they go ahead—and they go ahead to success.

Dayton Automatic Scale

Every merchant wants prosperity—not only in the future but NOW. The way to get it is to preach it and practice it—and get ready for it. If your store equipment is antiquated, you cannot expect to keep up with the keen, competitive conditions that will undoubtedly obtain after the war. Above all you need a Dayton Automatic Scale to guarantee that you get every fraction of every cent for everything weighable that is sold from your store. Do not handicap yourself with your competitor. Let timidity have no place in your business. Get the best. It pays.

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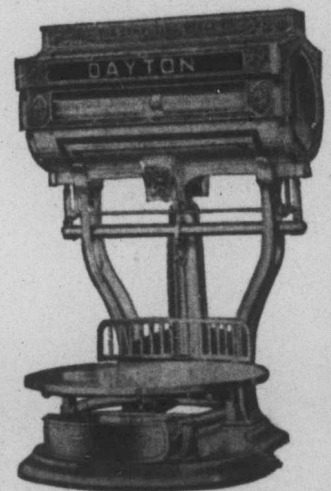
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