



The Big Thing in the Store

The easiest idea in the world that the boss has to "sell" to his clerks is the use of the Dayton Automatic Scale. The biggest hit he can make with his customers is to put them in—and enough of them.

It's the up-to-date "square deal" store that gets the business. Nothing stands firmer for the square deal than the Dayton Automatic Scale. Square to the owner. Square to the customer. Stopping the ruinous down weights. Satisfying the customer because it is visibly just.

Dayton Computing Scales

Made in Canada--"If it's a Dayton, It's Right"

Makes calculations of fractional weights and values for you instantly and absolutely correct. The longest lasting and most sensitive commercial scale in the world. Our sales this year show an increase of 70% over same period last year—our deliveries have increased over 200%. Shows that hundreds of successful merchants are buying them. How about you?

We have a Time Recorder for Retail Stores—thousands are in use. It tells you the exact time of the coming and going of each employee, and the exact time of the opening and closing of your business. Many a customer has been lost because your store wasn't opened on time.

Let us send you our latest catalogue.

Dayton Computing Scales

Royce and Campbell Avenues, Toronto

FRANK E. MUTTON, Vice-Pres. and Gen. Mgr. Also at Montreal, Winnipeg, Vancouver