

# Don't Let Your Profits Leak Through Your Scales

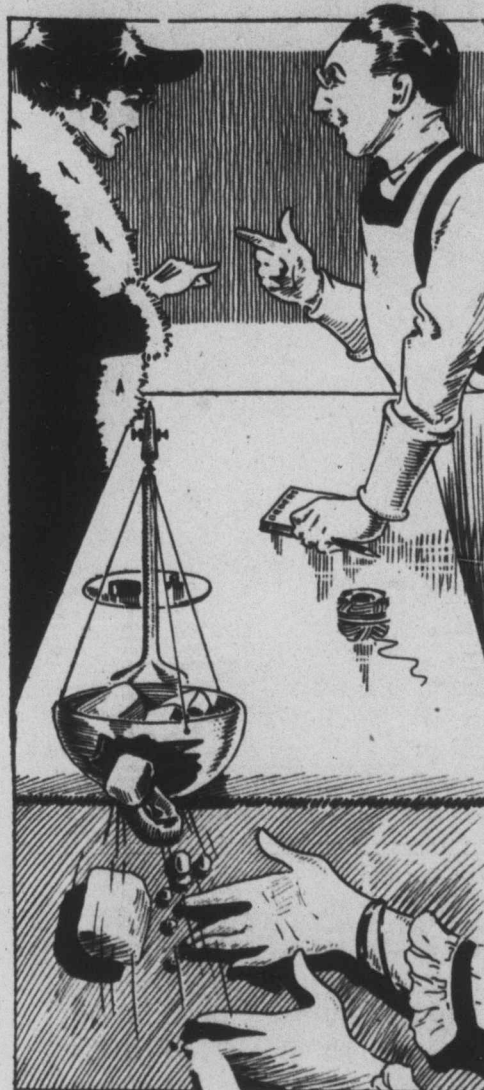
Weigh about one hundred items a day and give but a quarter of an ounce over weight each time and you will have wasted a pound and a half of merchandise.

Some may say "This doesn't matter." But it certainly does. In a year it will amount up to about 450 pounds of merchandise.

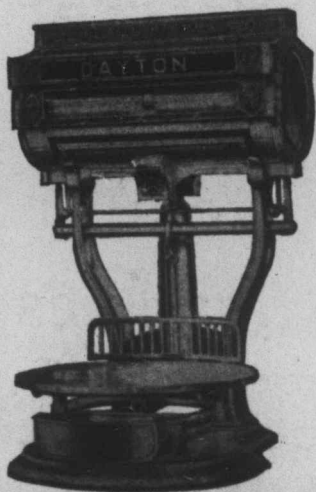
It has been shown after investigating countless failures in grocery stores that the average merchant is more prone to give overweight than he is to give underweight, and eventually the practice of "guessing the weight," so to speak, results in bankruptcy.

Large stores don't weigh groceries by guesswork. They use Dayton Automatic Scales, so that each customer receives and pays for accurate weight every time.

*Why not be influenced by successful merchants and use a*



## Dayton Automatic Scale



Away with antiquated scales! Start now to weigh and sell goods by the Dayton Automatic Scale method.

War time demands the utmost efficiency in store-management. Your stock represents more money now than it used to. See that every ounce brings its full value to your cash register.

*Let us send you our latest folders.*

## Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

*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.*