



## The Illuminated Sign Advertises Your Goods

Every time you use this scale to make weight, an electric light flashes and a glass sign is illuminated, advertising your goods to your customers—when they are in your store.

The attractiveness of the scale, and the time it saves, advertises your store as up-to-date.

And, because it's a Dayton, known for its accuracy, it advertises your store as a "fair deal" store.

It guarantees full weight to your customers and protects your profits by preventing overweight, and it saves time every time anything has to be weighed.

A booklet that describes Dayton Computing Scales in detail—and complete information regarding prices—will be sent to you on request. Write for it.

## International Business Machines Co., Limited

F. E. MUTTON, Vice-President and General Manager

Head Office and Factory, 300-350 Campbell Avenue, Toronto

HALIFAX  
44 Granville St.

OTTAWA  
188 Queen St.

WALKERVILLE  
44 Lincoln Rd.

ST. JOHN  
18 Germain St.

TORONTO  
415½ Yonge St.

WINNIPEG  
227 McDermott Ave.

CALGARY  
127 Sixth Ave. W.

QUEBEC  
506 Merger Bldg.

HAMILTON  
228 King St. E.

SASKATOON  
254 3rd Ave. S.

EDMONTON  
10118 102nd Ave.

MONTREAL  
1 and 3 Notre Dame St. W.

LONDON  
489 Richmond St.

VANCOUVER  
110 Water St.