



## The Dayton Scale in your Store looks good to your Banker

It inspires confidence. The appearance of a Dayton Scale in your store has farther reaching effects than you'd believe. It ensures correct weight and absolutely accurate price calculations, of course. But, every one who sees a Dayton Scale in your store thinks more of you and your establishment because it is there. It is the sign of progressive ness. It is the sign of the square deal. It makes your clerks take just a little more pride in the man they work for. It shows your customers not only that you are prosperous, but that you are a sensible, modern, progressive merchant.

The scale shown above flashes your advertisement every time it is used. Your store is well advertised. Send for our new illustrated catalog.

## DAYTON COMPUTING SCALES

*(Made in Canada)*

**Frank E. Mutton**  
Vice-Pres. and Gen'l Mgr.

**Royce and Campbell Avenues, Toronto**  
Also at Montreal, Winnipeg, Vancouver

Division International Business Machines Co. Also Makers of International Time Recorders and Hollerith Electric Tabulators