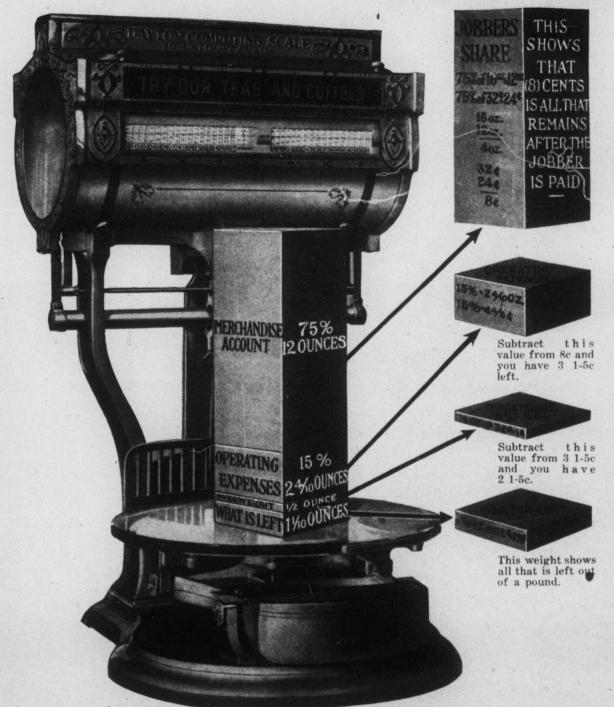
You get all your profits with Dayton Computing Scales for overweight is eliminated



One pound at 32 cents

Take this pound of merchandise and see what becomes of it.

The weight shown on the scale weighs one pound.

We have divided it into four parts.

It shows how a pound of merchandise is divided to meet its cost.

We have given this weight a value of 32 cents per pound (the average cost of merchandise).

Each item of expense and loss is represented by a weight.

Note carefully that you have but 21-5 cents remaining out of a pound of merchandise after yov have accounted for the many charges against it. Ten per cent. of the pound is rightfully yours.

10% of 32 cents

3 20-100 or 1-5 cents.

International Business Machines Co. Limited

FRANK E. MUTTON, Vice-President and General Manager
Head Office and Factory, 300 to 350 Campbell Avenue, Toronto

Offices at

HALIFAX, 44 Granville St.; QUEBEC, 506 Merger Building; Montreal, 1 and 3 Notre Dame St. W.; OTTAWA, 188 Queen St.; TORONTO, 415% Yonge St.; HAMILTON, 225 King St. E.; WALKERVILLE, ONT., 44 Lincoln Rd.; WINNIPEG, 227 McDermott Ave.; SASKATOON, 254 3rd Ave.; CALGARY, 127 6th Ave.; EDMONTON, 10118 102nd St.; VANCOUVER, 110 Water St. (Also manufacturers of International Time Recorders and Hollerith Electric Tabulators)