



WHEN THE WAITING LINE
GROWS TIRED OF WAITING

Why delay, Mr. Grocer, until vexed
and irritated customers complain?

STRENGTHEN YOUR SERVICE CHAIN; ADD THE MISSING LINK—

THAT OTHER DAYTON

*It's a simple problem with three
sides — solve it yourself before
rush hour overtakes you.*

Why wait for dissatisfied customers to spur you?
Study this easy proposition from all three sides
and when rush hour comes you'll BE READY!

THE CLERK'S SIDE: Why am I helpless and losing
time while time is most precious? Just
another case of trying to make one Dayton do
the work of two.

THE BUYER'S SIDE: Mr. Grocer may waste his
own time—his clerks' time—but not mine.
Good-bye!

YOUR SIDE: Can I afford to keep clerks waiting,
customers waiting, lose trade and proclaim my
inefficiency—or shall I buy "That Other
Dayton?"

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 Bldg.; MONTREAL, 1 and 3 Notre Dame St. W.; OTTAWA, 188 Queen St.;
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(Also manufacturers of International Time Recorders and Hollerith Electric Tabulators)