

CANADIAN MINING JOURNAL

VOL. XL.

February 5th, 1919

No. 5

The keynote of Business for the next few years will be "SALES"

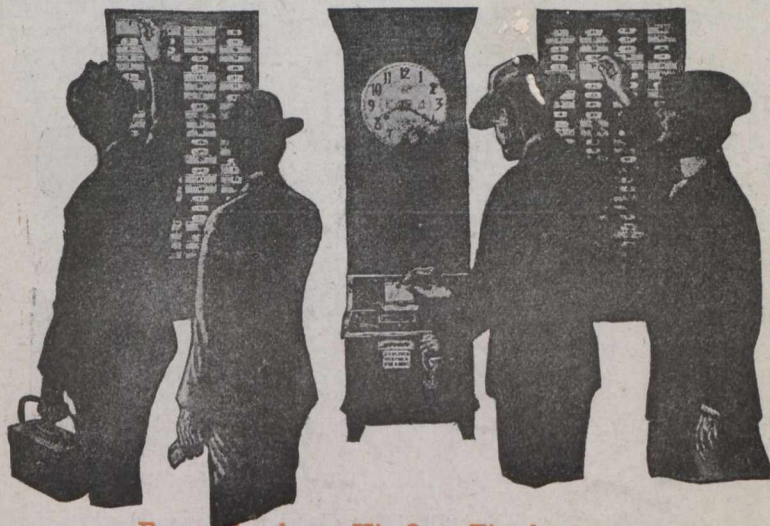
For the past three years it has been "PRODUCTION."

Every nerve was strained to turn out goods. No one had to really SELL them—they were simply BOUGHT, that's all.

Now, that is likely to be changed. **With release of materials and labor more goods are going to be made easier and quicker, and now the problem is going to be to SELL them.**

One of the basic conditions of being able to sell your goods is to be sure they're made as economically and as efficiently as possible.

In doing that you'll need to take very careful—very strict—but very fair account of the working time you buy from your employees. For that is probably by far the biggest "raw material" purchase you make.



Every Employee His Own Timekeeper

That means you'll need an International Time Recorder, for that is the only permanently satisfactory working-time meter you can use.

Absolutely satisfactory to the worker, because he makes his own time records. Absolutely satisfactory to the management because it ensures a quickly and easily made up payroll which will show credit only for actual working time.

Be sure you're right, then go ahead. Let us send you our latest Time Recorder folders. We make all styles to suit any business.

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