



—and when the rush hour came  
**THE GROCER WAS READY  
WITH "THAT OTHER DAYTON"**

That's why he counts the Dayton Salesman among his best friends. Rush hours cannot be left to take care of themselves. Congestion in service resulting from out-of-date equipment or lack of equipment means:

1. Clerks waiting and helpless; time lost when time is most precious.
2. A business tie-up which stamps the management as inefficient, in view of onlooking patrons.
3. A waiting-line of vexed and dissatisfied customers, many of whom will not return.
4. Loss of trade; and worse still, loss of the confidence which brings you new trade.

**LOOK AFTER YOUR RUSH HOURS**

"Nothing succeeds like success"—and what better demonstration of a healthy, flourishing business than the rush-hour.

Show your business capacity by providing in advance adequate equipment. Daytons placed at convenient points in your store mean quicker service, a large turnover and increased profits.

**MADE IN CANADA**

**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.; TORONTO, 416 Yonge St.; HAMILTON, 175 James St. N.; WALKERVILLE, ONT., 44 Lincoln Rd.; WINNIPEG, 227 McDermott Ave.; SASKATOON, 254 Third Ave.; CALGARY, 127 Sixth Ave.; EDMONTON, 10118, 102nd St.; VANCOUVER, 410 Water St.

(Also manufacturers of International Time Recorders and Hollerith Electric Tabulators)