



When Customers Say Goodbye, Clerks
Helpless, Service at a Standstill

BUY "THAT OTHER DAYTON" NOW

Can you afford, Mr. Merchant, to give the public such a picture of your shortsightedness? Can your business withstand the inroads of such economic waste?

Consider what it means: Wasted outlay for clerks, wasted opportunity to satisfy old customers and gain new ones—in short, the difference between dwindling sales and growing trade.

Meet the rush hour needs with more Dayton.

MADE
IN
CANADA

ELIMINATE THE WAITING LINE

DAYTONS PLACED AT CONVENIENT POINTS IN YOUR STORE
HELP YOU TO SATISFY CUSTOMERS, SAVE TIME AND LABOR.

IF IT'S
A DAYTON
IT'S RIGHT

THE VITAL QUESTION IS NOT: "WHAT DOES IT COST?" BUT "WHAT
DOES IT COST TO BE WITHOUT IT?"

Catalogue and data on request

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, 415½ 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, 110 Water St.

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