

SONGS
of
The I.B.M.



1931 EDITION

Fellowship Songs
of
International Business Machines Corporation

Divisions:

**The Tabulating Machine Company
International Time Recording Company
Dayton Scale Company
International Scale Company**

**Home Office: 270 Broadway
New York, N. Y.**



For thirty-one years, the gatherings and conventions of our IBM workers have expressed in happy songs the fine spirit of loyal cooperation and good fellowship which has promoted the signal success of our great IBM Corporation in its truly International Service for the betterment of business and benefit to mankind.

In appreciation of the able and inspiring leadership of our beloved President, Mr. Thos. J. Watson, and our unmatched staff of IBM executives, and in recognition of the noble aims and purposes of our International Service and Products, this 1931 edition of IBM songs solicits your vocal approval by hearty cooperation in our song-fests at our conventions and fellowship gatherings.

Yours in International Service,
HARRY S. EVANS.

"Progressive Men Employ Progressive Methods"

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1

AMERICA

1. My country, 'tis of thee,
 Sweet land of liberty
 Of thee I sing.
 Land where my fathers died,
 Land of the pilgrim's pride,
 From every mountain side,
 Let freedom ring.

GREAT BRITAIN AND CANADA

2. God save our gracious King,
 Long live our noble King,
 God save our King.
 Send him victorious,
 Happy and glorious,
 Long to reign over us,
 God save our King.

2

STAR-SPANGLED BANNER

Oh, say, can you see, by the dawn's early light,
 What so proudly we hailed at the twilight's last gleaming,
 Whose broad stripes and bright stars, thro' the perilous fight,
 O'er the ramparts we watched, were so gallantly streaming?
 And the rockets' red glare, the bombs bursting in air,
 Gave proof thro' the night that our flag was still there.

Chorus

Oh, say, does that star-spangled banner yet wave
 O'er the land of the free and the home of the brave?

3

TO THOS. J. WATSON, PRESIDENT, I. B. M.
OUR INSPIRATION

Tune : "Columbia, the Gem of the Ocean"

Thomas Watson is our inspiration,
 Head and soul of our splendid IBM.
 We are pledged to him throughout all nations,
 He's our President and most beloved man. His
 great wisdom has guided each division In such
 service to all humanity
 That we all unite to make this one decision, None
 can match him or our worldwide company.

Chorus

T. J. Watson, we all honor you,
 You're so big and so square and so true,
 We will follow and serve with you forever,
 All the world shall know what I. B. M. can do.

4

TO THOS. J. WATSON
YOU'RE OUR LEADER FINE

Tune: "Auld Lang Syne"

T. J. Watson—you're our leader fine, the greatest in the land,
 We sing your praises from our hearts—we're hereto shake your hand.
 You're IBM's bright guiding star—you're big and square and true.
 No matter what the future brings, we all will follow you.
 You've made our IBM so great in every land and clime
 Our service meets all needs of men on Weights, Accounts and Time.
 You've brought us through to victory, with leadership so fine,
 We'll always love and honor you for the sake of

Auld Lang Syne.

TO THOS. J. WATSON, PRESIDENT, I. B. M.

Tune: "Pack Up Your Troubles"

1. Pack up your troubles—Mr. Watson's here!
And smile, smile, smile.
He is the genius in our I. B. M.
He's the man worth while.
He's inspiring all the time,
On Wall Street—he's sublime! Fine.
He is our own, our matchless President!
His smile's worth while.
2. "He's a real father and a friend so true."
Say all we boys.
Ever he thinks of things to say and do,
To increase our joys.
He's a builder real and true.
His work will never die. That's
Why we love T. J. Watson all the while—
He's God's best style.

TO OTTO E. BRAITMAYER, VICE-PRESIDENT I. B. M.

Tune: "Tipperary"

1. We adore you, Otto Braitmayer
Our great pioneer,
You're a wise and able leader,
And you always are sincere.
You're our President's right bower—
Our Manufacturing Guiding Star,
I. B. M. will honor you forever
Vice-President Braitmayer.
2. Your great knowledge, efforts untiring
Guide us safely each day,
Every act is to us inspiring
We believe all that you say.
You're our noble elder brother,
Real pal in every way.
Help all of us to help each other.
God bless you always.

O. E. BRAITMAYER ANNIVERSARY SONG

(To the tune of "Marching Through Georgia")

I.

Who's the man with us today who forty years ago
Saw the birth of IBM and helped to make it grow,
Fed the first of hope and faith and fanned them to a glow?
It's our dear friend, Otto Braitmayer!

Chorus

We're here to cheer him on his victory;
Through all these years he's worked for you and me,
He's set us an example of true zeal and loyalty
That's why we all love Otto Braitmayer!

II.

Who, in pioneering days has helped to man the helm
And steer us safely through the shoals that sought to overwhelm
The good ship IBM that now is known throughout the realm?
It's our good friend, Otto Braitmayer!

2nd Chorus

Hooray! Hooray! for you we proudly cheer!
And well we may, beloved pioneer!
Your squareness and your fairness are the things we hold most dear,
That's why we love Otto Braitmayer !

III.

Modern days and modern ways have changed things by the score,
Business makes demands on men it never did before.
Ahead of the procession still, as in the days of yore
Is our old friend, Otto Braitmayer!

3rd Chorus

We sing his praise; his name we all revere,
On life's highways, you'll never meet his peer,
We greet this opportunity to pay him homage here,
That's how we feel, Otto Braitmayer !

8 TO CLEMENT EHRET, VICE-PRESIDENT, I. B. M.

Tune: "Tramp, Tramp, Tramp, the Boys Are Marching"

1. In the glorious I. B. M. we are blest with mighty men,
Whom we honor, serve, and manfully adore.
Clement Ehret's one of them, he inspires all our men
He will make the International Scale Division grow.
2. He's a high-speed dynamo—day and night he's on the go.
International his vision all the time.
Our big line he surely knows; we will study, work and grow;
Then, with Ehret, we'll be leaders in our line.

Chorus

We're all strong for Clement Ehret
In the cause of I. B. M.
He's a Business Engineer,
None can match his fine career.
Clement Ehret, guiding star of I. B. M.

TO F. W. NICHOL, ASSISTANT TO THE PRESIDENT, I. B. M.

9

Tune: "Where Do We Go From Here?"

1. With Nichol, our Assistant Chief, there's nothing we can't do.
In war he proved his worth to us, in peace he's shown it, too. We
know his great ability, his love for hard work, too, Some
Boy! Our Joy! We sing his praise anew.
2. In U. S. A. and Canada, he's made a record fine.
His leadership unmatched in our IBM line.
His sales-plan a real masterpiece—inspiring for all time.
Oh! boy—Great Boy! in IBM's great line.
3. He is a real Go-Getter! An organizer too!
That's why he's now our President's right hand—great leader, too
The IBM he's mobilized with men all tried and true,
Oh boy! Great Boy! We know what "Nick" can do.

10 TO W. F. BATTIN, TREASURER AND
COMPTROLLER, I. B. M.

Tune: "Where Do We Go From Here"

1. The Watch-Dog of our Treasury commands our high esteem.
Of course he's William Battin, expert financier so keen.
He surely guards our millions well—he makes our lives serene.
Dear Battin is our safety-valve in I. B. M.'s regime.
2. At first he seems austere and cold, but those who know him best,
Will testify his sterling worth is ever manifest.
All I. B. M. is satisfied with our financial guide
Battin's our true blue friend. He is our joy and pride.

11 TO J. G. PHILLIPS, SECRETARY, I. B. M. CORP.

Tune: "When Johnny Comes Marching Home"

Behind the throne at 270 Broadway, there works a man,
Both day and night it's his delight to do and plan
A thousand things for you and me and all our splendid Companies.
It is J. G. Phillips, yes! our President's minute man.

A hundred eyes, ears, hands and feet, has George, you see!
They're all employed for I. B. M. efficiency.

What would our fine Conventions be without J. G.'s activity?
I. B. M. loves dear George, our Secretary.

12 TO SAMUEL M. HASTINGS,
CHAIRMAN SCALE FINANCE COMMITTEE

Tune: "My Old Kentucky Home"

We all honor you, Mr. Hastings, with your smile;
You're a Leader in our Dayton Line.
We have learned from you, all your work is well worth while,
You're our inspiration all the time.
You're a Prince of men, we'll cooperate with you
For success to our splendid I. B. M.
All our T. M. men and our I. T. R. men, too,
Are inspired by your fine Dayton men.

Chorus

Here's to you, Sam Hastings, we'll always follow you;
We are proud of you and your Dayton men true blur
In the glorious cause of I. B. M.

13 A. WARD FORD ANNIVERSARY SONG

By William MacLardy

Tune: "In the Gloaming"

Forty years ago it happened
That a man with vision broad
Saw the wonders of a Time Clock
And his name was A. Ward Ford.
Little did he think in those days
That an industry would rise
From a simple Key Recorder
To Time Systems synchronized.

We are all most grateful to you;
We are here to homage pay
To your forty years of service,
Still an IBM mainstay.
May you many years continue
To be with us—help us grow;
Health and happiness pursue you
Every day where'er you go.

14

CANBY ANNIVERSARY SONG

By William MacLardy

Tune: "Love's Old Sweet Song"

Way back in "Eighteen Ninety" was the time,
There was a man with vision most sublime,
Aided the world—made perfect its great art
Of building Scales—Computing as a part.
Courage and funds were needed in that fight,
So Edward Canby gave with all his might.

Chorus

Mister Edward Canby,
Dayton pioneer,
Forty years of service,
With a smile of cheer.
We are here to honor,
In our simple way,
I. B. M. is grateful
To you always,
Long may you with us stay.

15

TO EDWARD CANBY,
VICE-PRESIDENT, DAYTON SCALE COMPANY

Tune: "There Are Smiles That Make Us Happy"

He is loved by all who know him—
Edward Canby, fine and true,
His great wealth and fellowship bestowing,
To big enterprises old and new
Of our Dayton Scales he is the father—
Modest, meek and princely is his style,
Mr. Canby, we revere and honor,
His example is well worth while.

THE ANNIVERSARY SONG OF IBM

(Alternate—see 78)

(To the tune of "Tramp, Tramp, Tramp !")

I.

Back in eighteen eighty-eight, we began to tabulate,
Then came time clocks and our scales to join the throng.
Just one thing we needed then,
It was given to us when
Our beloved T. J. Watson came along.

Chorus

Since then we've been marching onward,
Forty years we've led, you see!
IBM can proudly scan,
For the universe we span,
Let the welkin ring this anniversary !

II.

We are proud to feel that we can join in this jubilee,
Of the greatest company upon this earth.
We've found our place in the sun,
And we haven't yet begun,
For we'll always lead in things of business worth.

2nd Chorus

We sell goods in many countries;
We have spanned the Seven Seas !
If they use machines in Mars,
We will sell them some of ours,
Just to prove our sales po-ten-tial-i-ties!

III.

Institutions never die, and that is the reason why
IBM will carry on forevermore.
And we all will do our bit,
Just to add success to it ;
To unprecedented heights we then will soar!

3rd Chorus

Forty years the march of progress
IBM is at its head;
T. J. Watson's vision rare
Is the reason we are there,
He's a world acknowledged leader, born and bred!

17 TO JAMES S. OGSBURY, PRESIDENT, DAYTON

SCALE DIVISION

Tune: "Oh, Mr. Gallagher"

Oh, men of Dayton ! Our Scale Division !
You have taken from us our dear Sunny Jim.
Since he left dear old Broadway,
New York town is sad, I'll say,
The Home Office positively misses him.
Oh, men of Dayton ! Scale Men of Dayton!
James S. Ogsbury, your able President, Is
beloved by all our men,
He's the bee in I. B. M.
We congratulate you, Dayton!
And our world wide I. B. M.

18 TO WALTER D. JONES—EUROPEAN GENERAL
MANAGER, I. B. M.

Tune: "There Are Smiles"

Walter Jones helps everybody
In the cause of I. B. M.
His good service for all our divisions
Wins the admiration of all men
He's our European General Manager,
Leader in promoting all our lines.
May we emulate our dear friend Walter—
In his I. B. M. Service fine.

TO A. R. JENNINGS, IBM, EUROPE

Tune: "Polly Wolly Doodle"

1. Old London claims him as her own,
The Strand is his White Way;
But Paris is A. R.'s real home
His heart is light and gay.
2. Berlin adores his vim and pep,
And Brussels loves his style,
Old Rome is doing the Jennings step,
All Europe wears his smile.
3. He's sold I. B. M. in every land,
For thirty years or more,
This pioneer of service grand,
Is loved on every shore.

Chorus

I. B. M.!—I. B. M.!
Everywhere you'll find today,
A. R. Jennings' has sold our products In
the European markets.
Here's to Jennings of the IBM! Hurray

TO FRANK C. VENNER, GENERAL WORKS MANAGER,

I. B. M.

Tune: "Smiles"

Frank C. Venner makes us happy
He's a live-wire through and through;
He's the head and heart of our big Factories,
Loved by every I. B. M. man, too.
All his promises we can depend on,
All divisions of our company know,
Frank's the soul of true cooperation—
His fine work makes our business grow.

TO JOSEPH T. WILSON, VICE PRESIDENT,
THE TABULATING MACHINE CO.

Tune: "Oh, Mr. Dooley"

1. Who's Quota King and everything denoting real success?
Who charts the world and maps our work that mankind we may
bless?
Who is the gang-punch, sorter true, directing all our acts?
Who tabulates and verifies statistics, figures, facts?
2. His quietness and modest ways—absorbing things worthwhile,
You think his mind is far away—when presently he smiles.
He speaks! You learn what you should know from Wilson's
wisdom file;
We know his power, we're glad he's ours. His pattern is our
style.

Chorus

It's J. T. Wilson! Vice-President Wilson
The best Accounting Engineer—That's so!
Oh, J. T. Wilson! Our dear Joe Wilson!
We men of IBM know he's some beau.

22 TO EDWARD E. FORD, VICE-PRESIDENT,
I. T. R. COMPANY

Tune: "Glory, Glory, Hallelujah!"

1. We're proud of our Vice President because 'tis Edward Ford
The brilliant son of Pioneer in our I. T. R. Board.
He's won his laurels in the field by years of service fine
For I. B. M.'s big line.
2. He's loved by all who know him; Edward Ford is real and true.
We're satisfied when he decides what's best for us to do.
He's fair and square in everything—he is a guiding star
Of our glorious I. T. R.

Chorus

Edward Ford, we're glad to serve you
Edward Ford, we'll always help you
Edward Ford, we all adore you—
Our friend and Manager.

23

TO L. H. LaMOTTE, SALES MANAGER, T. M. CO.

Tune: "Marching Through Georgia"

We are proud of you LaMotte, and your work with all our men,
None has matched your record yet in all T. M.
With your guidance in the field, more customers we'll win,
Oh yes! LaMotte, you're a wonder.

Chorus

LaMotte, LaMotte, our hats are off to you!
Our I. B. M. has rightly honored you
You're an inspiration to our world-wide service crew
L. H. LaMotte, you're a wonder.

24 TO SAMUEL M. TEMPLETON, VICE-PRESIDENT
AND SALES MANAGER, DAYTON SCALE
COMPANY

Tune: "Sweet Peggy O'Neil"

We adore him, he's our style,
Sam Templeton.
Working, smiling all the while,
Sam Templeton.
Best Sales Manager we ever knew;
Always helping the whole Dayton crew;
Sweet personality, fine Scale authority;
Sam Templeton.

25

TO L. S. HARRISON, SALES MANAGER, I. T. R. CO.

Tune: "Oh, Mr. Dooley"

1. A live-wire in our I. T. R. is Larry Harrison,
His knowledge of Electric Time is marvelous—then some.
His genius as Engineer and Salesman, truly great.
Our field forces admire him—his deeds we emulate.

Chorus

Oh; Larry Harrison, Dear Larry Harrison,
Your "Hourly Supervision" makes us go.
Your inspiration and fine direction—
Will make our I. T. R. big business grow.

26

TO DANIEL J. MOYNIHAN VICE-PRESIDENT,
DAYTON SCALE COMPANY

Tune: "A Little Bit of Heaven"

Have you ever heard the story—how Dan Moynihan got his name?
His blarney gets the money and brings Dayton Scale great fame.
No wonder that we're proud of Dan, he's loved by you and me;
For here's the way that T. J. Watson told the tale to me.
SURE a brilliant Star from Ireland fell from out the sky one day,
And nestled in Old Boston in a house down near the Bay.
And when the angels found him, sure he looked so sweet and fair,
They said, we'll tell Sam Hastings, connoisseur of salesmen rare.
SURE, Computing Scale of Dayton knew just what and how to do—
With Moneyweight and Moynihan, great profits must accrue,
Then they made Dan our Vice-President, because his record's grand;
He is up to date, REAL MONEYWEIGHT—our DANIEL
MOYNIHAN.

27

TO G. F. MORRIS, VICE PRESIDENT, I. B. M. OF CANADA

Tune: "There Are Smiles"

Everyone joins in this chorus,
Everybody likes him too,
For we sing a song to George F. Morris,
And our stalwart Royal Canadian crew.
He's Vice President of IBM in Canada,
Wonderful his knowledge of our line.
He's an organizer and go-getter
That's why Canada is doing so fine.

28

TO JAMES C. MILNER, VICE PRESIDENT, IBM
OF CANADA

Tune: "Sweet Rosie O'Grady"

Jim Milner from Canada,
Most everyone knows.
He always beats quota
Wherever he goes.
Our Canadian Company's Vice President
And sales force all fine.
Watch him! his men will be leaders
In selling our I. B. M. line.

29 TO CHARLES BRUCE, TREASURER,
I. T. R. CO. AND T. M. CO.
Tune: "There Are Smiles That Make Us Happy"
Charlie Bruce makes us all happy,
He's our 'Treasurer, don't you see!
And besides, he's Prince of geniality.
Always hustling, serving you and me.
In the I. T. R. he keeps things going
In T. M. the boys all love him, too.
Here's to Charlie Bruce, our faithful Treasurer,
Loyal pal in I. B. M. crew.

30 TO PIERRE BONTECOU, TREASURER, DAYTON SCALE CO.
Tune: "I Want a Girl"

Pierre Bontecou, we all like you.
You modest, dear old Pal,
Faithful and true; everything you do
Is straight and practical.
In our T. M. for years you made big sales;
Now you're Treasurer of Dayton Scale—
We're strong for you—Pierre Bontecou
Of glorious I. B. M.

31 TO C. D. LAKE, CHIEF ENGINEER, ENDICOTT
Tune: "Sweet Peggy O'Neil"

When you want things done just right,
Tell C. D. Lake,
Always working, day and night,
That's C. D. Lake.
He invents new machines every day,
Speeding our factory production, his play;
Originality, fine personality,
That's our C. D. Lake.

32 TO JAMES W. BRYCE, DEVELOPMENT ENGINEER
Tune: "Where Do We Go From Here, Boys?"

Who solves our problems? Of course 'tis Mr. Bryce,
This International wizard great, does everything so nice.
Our I. B. M. is proud of him, none can match our brilliant Jim.
Engineering genius! Sure, that's Mr. Bryce.

His sparkling eye, electrical, his mind so bright and keen.
Converting all modern ideas into perfect machines.
The wonderful accomplishments of this live imp in improve-
ments.
Oh, Bryce! Jim Bryce! You've made our lives serene.

33 TO J. ROYDEN PEIRCE, HEAD OF INVENTION
DEPT. NO. 1
Tune: "My Bonnie Lies Over the Ocean"

His mind is a fine laboratory.
Our problems he solves with great ease,
Unmatched his creative ability,
All I. B. M. patrons to please.

This great Engineer and Inventor
Of marvelous Accounting Machines,
Is a real guarantee that forever
I. B. M.'s line shall be supreme.

Chorus

Patents! Patents! J. Royden Peirce has them by the score.
Inventions! Inventions! Each day he creates more and more.

34 TO F. M. CARROLL, HEAD OF INVENTION DEPT. NO. 2,
I. B. M.
Tune: "Eastside, Westside"

F. M. Carroll, we're all proud of you,
Engineering genius and a great inventor, too.
You solve every problem with devices new
I. B. M. shall always lead with Carroll and his crew.

35

TO E. A. FORD, HEAD OF INVENTION DEPT. NO. 3

Tune: "While We Were Marching Through Georgia"

1. I. B. M. leads all the world with wonderful machines.
Our great Corps of Engineers command the highest esteem.
Every problem wisely solved by these Inventors keen,
To meet the needs of all people.
- 2 E. A. Ford's new Horizontal Sorter pleases all.
Speedy, quiet, beautiful! It surely has the call.
Every demonstration brings in orders large and small;
To Mr. Ford we are grateful.

Chorus

Hurrah, hurrah, for E. A. Ford's machine.
His Sorter and our Printer—marvelous team;
Everyone acknowledges our products are supreme;
I. B. M. gives World Service.

36

TO EUGENE F. HARTLEY, MANAGER BUSINESS SERVICE DEPT., I. B. M.

Tune: "Auld Lang Syne"

Our I. B. M. selects the best of men from every line.
Our products and our Service must be first-class all the time.
That's why Eugene F. Hartley Statistician fine,
With vision large and knowledge rare, is serving our big line.

He knows where business can be found, he charts all Industries;
He is an expert Census man on world-wide businesses.
He guides our efforts with sales-plans for all emergencies.
We're glad he's ours, with all his powers and great capacities.

37

TO ARCH DAVIS, ADVERTISING MANAGER, I. B. M.

Tune: "There Are Smiles That Make Us Happy"

We are proud of our Arch Davis,
None can match him in his line,
With the advertising that he gives us,
We can see his work is truly fine.
All his thoughts are always on all branches,
Of our world-wide International tree,
His ideas promote the art of selling,
Through I. B. M.'s fine publicity.

38

TO LESTER HARKNESS, DIRECTOR, I. B. M. BUDGET

Tune: "In the Good Old Summer Time"

In the good old I. B. M.
We have many sterling men,
Lester Harkness helps us all no matter when we call
He's I. B. M.'s real Budget Man.
With service prompt to all.
He's fair to everybody.
That's why LES is loved by all.

39

TO GLEN H. ARMSTRONG, ASS'T SALES MANAGER, TABULATING MACHINE DIVISION

Tune: "Take me out to the ball-game"

In Pennsy and Ohio
He's made good for T. M.
Our Glen H. Armstrong's a crackerjack
He's going up and will never come back.
Glen's our Assistant Sales Manager—
The best in our TM game:
Come! give one, two, three cheers for Glen
And our I. B. M.

40

TO R. A. BUSH, ASSISTANT SALES MANAGER, I. T. R. CO.

Tune: "There Are Smiles"

Dick has always been a leader
As a salesman of our line.
ITR is proud of this good Manager,
Every year his record has been fine.
R. A. Bush a real field organizer,
He has trained a host of good salesmen.
That's why ITR's a real big factor—
In success of our IBM.

41 TO WILLIAM MacLARDY, MANAGER, EXHIBIT AND WINDOW DISPLAY DEPARTMENT, I. B. M.

Tune: "I Love a Lassie"

We all love MacLardy
Faithful Bill MacLardy
On the job every moment in the year.
He serves everybody
Throughout all of our country
His smile is I. B. M.'s best cheer.,

TO E. W. OGRAM, SERVICE MANAGER

42

Tune: "Good old Summer Time"

In the good old I. B. M., in the good old I. B. M.,
Ogram's fine accomplishments are known to all our men!
As head of our servicemen, he solved all problems again
That's why he's Service Manager of our big I. B. M.

43

TO E. C. SCHROEDEL, EXECUTIVE SECRETARY

Tune: "Brighten the Corner Where You Are"

Two Seventy Broadway, there he shines
Executive Secretary, always fine
Unexcelled his knowledge of I. B. M.'s lines
Service—that's Schroedel all the time.

44

TO G. J. REBSAMEN, ASSISTANT MANAGER, FOREIGN DIVISION, I. B. M.

Tune: "Where Do We Go From Here, Boys?"

He speaks "a dozen languages", he's Internationally known,
In Europe and the Americas he's very much at home.
He's Mr. Nichol's righthand man, our genial Rebsamen,
Efficient, faithful worker for worldwide IBM.

45

TO W. M. WILSON, HEAD OF PATENTS AND RESEARCH DEPT.

Tune: "Rings On My Fingers"

Who's Head of Patents and Research for great I. B. M.
Of course W. M. Wilson is that bright diadem
His knowledge and genius will meet every demand
For future business machines in every land.

46

TO W. L. LEWIS, ASSISTANT TO THE PRODUCTION SUPERINTENDENT

Tune: "What's the Matter With Father?"

Here's to W. L. Lewis, he's all right:
Always rendering service day and night.
He works with our crack engineering crew,
And with I. B. M.'s factory forces, too.
Here's to W. L. Lewis, he's all right.

47

TO E. C. KUSTERER, MANAGER, I. B. M. DISTRICT No. 6

Tune: "There Are Smiles"

He has always been a leader
As a salesman of our line
I. B. M.'s Pacific Coast Sales Manager,
E. C. Kusterer's record very fine.
All his men with him co-operating,
More big orders they are sending in,
Western business constantly increasing,
E. C. Kusterer—we're proud of him.

48

TO ROY STEPHENS, DISTRICT MANAGER, T. M. DIVISION

Tune: "In the Good Old Summer Time"

Roy's a leader all the time in our good old TM line,
In old New York and District One, his record truly fine.
That's why he's District Manager, advancing all the time.
Some day he may be President of the IBM's big line.

49

TO W. F. TITUS, DISTRICT MANAGER, T. M. DIVISION

Tune: "Yes! We Have No Bananas"

Yes! He's TM's live wire,
 Dear Titus a hustler, that's true.
 A fine demonstrator,
 Real salesman, none greater;
 Admired by our Tabulating crew.
 He's an IBM real leader
 Now TM District Manager.
 Oh, yes! We're proud of dear Titus
 And all of his salesmen true blue.

50

TO CHAS. R. OGSBURY, DISTRICT MANAGER,
T. M. DIVISION

Tune: "Glory, Glory, Hallelujah"

We're proud of Charlie Ogsbury, a live-wire in T. M.
 Always a Hundred Percenter in our glorious I. B. M.
 He's a Tabulating expert, well beloved by all our men
 In District Number Two.

Chorus

Charlie Ogsbury's a leader,
 We will follow him forever.
 He's an I. B. M. real builder
 In District Number Two.

51

TO E. F. GEIGER, DIVISION MANAGER, I. T. R.

Tune: "The Bells of St. Mary's"

Our Good friend Ed. Geiger is now Western
 Manager. He's loved by all salesmen in our I. T. R.
 He solves all time problems for prospects and users
 He'll put our Western men over the top this year.

52

TO R. O. CARDWELL, DIVISION MANAGER, I. T. R.

Tune: "Good Old Summer Time"

In the good old I. T. R., we have a shining star;
 R. O. Caldwell's record proud—always way above par.
 In the sunny south he's training men to sell I. B. M. line
 And sales in his Division fine are growing all the time.

53

TO F. J. BOUCHER, DISTRICT MANAGER,
SCALE DIVISION

Tune: "Way Down Upon the Suwanee River"

1. Here's to our able Dayton worker
 Happy always;
 Outstanding I. B. M. Go-Getter,
 Our old friend Fred Boucher.
2. He is an able organizer,
 Trainer of men,
 In Europe and in North America
 He's builded I. B. M.

Chorus

All of us are proud of Freddie
 And his fine Scale men.
 Their sales are growing strong and steady
 For glorious I. B. M.

54

TO M. D. TRECSCOTT, DISTRICT MANAGER,
SCALE DIVISION

Tune: "Let Me Call You Sweetheart"

M. D. Trescott leads our Western Scale men fine.
 His Chicago record matchless all the time.
 He's an organizer in I. B. M.'s line.
 Every salesman loves him—Dayton calls him "Mine."

55

TO C. W. GREEN, DISTRICT MANAGER, SCALE DIVISION

Chorus of : "Away Down South in Dixie"

Away down South in Dixie—C. W. Green,
 Is training men for I. B. M.
 Their sales are growing steadily.
 Hurray, hurray, Green's work shows real quality.
 Dayton is gay—we're proud of grand old Dixie

56

TO E. J. OLDROYD, SUPERINTENDENT, ENDICOTT
FACTORY

Tune: "Since you were sweet sixteen"

In Endicott, he's loved by all our men
 Our Factory Superintendent—excellent
 He well deserves the praise of I. B. M.
 So, here's to you, dear Oldroyd, and all your men
 In glorious I. B. M.

57

TO W. H. FRYER, SUPERINTENDENT, DAYTON WORKS

Tune: "I've Been Working on the Railroad"

Fryer makes our Dayton Products,
 Everything so fine,
 Scales and Coffee Mills, Meat Slicers,
 Wonderful store line!
 His good staff has solved our problems—
 Meeting business needs with best machines.
 We're all proud of W. H. Fryer—
 And Dayton line supreme.

58TO FRED W. MOESER,
WORKS MANAGER, TORONTO PLANT

Tune: "I've Been Working on the Railroad"

I. B. M. is proud of Moeser.
 He makes our three lines.
 Our Canadian plant and workers,
 Product superfine.
 All Fred Moeser's men adore him,
 Like him they all serve faithfully.
 I. B. M.'s great cause promoting—
 Internationally.

59TO JOSEPH BRAITMAYER,
SUPERINTENDENT, WASHINGTON, D. C., WORKS

Tune: "I've Been Working On the Railroad"

Tabulating Cards his product
 Millions every day.
 His organization perfect
 For delivery right away.
 That's why our T. M. is prosperous
 Joe keeps us happy all the time.
 He's the live-wire in our Service;
 Joe Braitmayer is fine.

60TO H. KLECKLER, MAINTENANCE ENGINEER,
ENDICOTT FACTORY

Tune: "The Bells of St. Mary's "

Our Endicott Factory gives Kleckler the glory—
 In every department his work has been fine.
 Our products proclaim him a genius most worthy—
 In perfecting machines for IBM's big line.

61

TO HARRY S. EVANS, WASHINGTON MANAGER I. B. M.

By F. W. Nichol

Tune: "Tipperary"

1. Harry Evans, you're a wonder,
 You're a man we adore;
 When you lead us in joyful singing,
 Then the whole world cries for more.
 With your cheery disposition,
 And happy, snappy style,
 You're a true friend, dear Harry Evans,
 You make life worth while.
2. Washington knows you're a winner,
 You have won great renown;
 And when it comes to great big orders,
 Uncle Sam ne'er turns you down.
 You're the life of every party,
 And to us you bring great joy;
 We'd go a long, long way to find your equal,
 Our own "Honey Boy."

62

TO A. C. HEWITT, PURCHASING AGENT, I. B. M. CORP.

Tune: "Oh, Mr. Dooley"

1. Now A. C. Hewitt has some job—he buys a million things
 And every land beneath the sun, its product to him brings.
 His office staff, well-organized to serve our factories
 And everything he does just right for all our companies.

Chorus

Oh, A. C. Hewitt! How do you do it?
 You keep our factories always on the go,
 With best materials from world-wide markets
 To make our International business grow.

63

TO J. L. BARTON, HEAD OF THE EMPLOYMENT AND
FACTORY SERVICE DEPTS.

Tune: "Sweet Rosie O'Grady"

Faithful J. L. Barton, so loyal and true
He and all his good workers—fine Endicott crew!
Guarantee our production; fill our orders on time.
That's why we all are so happy in selling our IBM line.

64

TO C. B. HASKINS, CHIEF ENGINEER, INTERNATIONAL
SCALE DIVISION

Tune: "Where Do We Go From Here, Boys?"

We welcome C. B. Haskins into grand old IBM
This widely-known scale engineer is helping all our men.
He's building our Industrial Line—all marvelous improvements.
To meet the modern business needs for weights and measurement

65

TO C. E. BREADEN, ENGINEER, SCALE DIVISION

Tune: "The Bells of St. Mary's"

We're all proud of Dayton and Engineer Breaden,
He's ever enlarging I. B. M.'s good line
That's why we're excelling, our sales always growing
Merchants demand more Dayton products all the time.

66

TO E. J. VON PEIN, ENGINEER, SCALE DIVISION

Yale Tune: "My Name Is Solomon Levi"

In research and engineering work we're foremost all the time
Thanks to our staff of learned men, led by Edward J. Von Pein
His laboratory is our guarantee that I. B. M. shall ever be
In truest service to the business world—the leading company.

67

THE I. B. M. FAMILY

Tune: "Yip-I-Addy-I-Aye"

1. We're the men of The I. B. M. We're all happy you see.
International Business Machines, that is what I. B. M. always means.
Tabulating, ITR, Dayton and International Scales,
Our products are best; all mankind they have blest ; I. B. M. men are we.
2. We're co-workers in I. B. M.—all one big family.
We save materials, time, and men; increasing profits to all business when
Accurate figures and weights and time—our machines guarantee.
Oh, joy! Oh, what bliss! We are members of this I. B. M. Company.

68

THE I. B. M. SERVICE

Tune: "Over There"

1. I. B. M. Sing again. Give a cheer for our great I. B. M.
We make Time Recorders and Tabulators
All kinds of Scales for business men
I. B. M. Watson men! We're the boys of world-known I. B. M.
We're T. M. men and I. T. R. men,
And we're Scale men of the good old I. B. M.
2. I. B. M. Happy men. Our machines benefit business men.
Yes, the world now knows us; all men adore us,
Because our products profit them.
I. B. M. Watson men! Scale Divisions, I. T. R. and T. M.
Oh, it's glorious! We are victorious!
In the World-Wide Service of our I. B. M.

69

I. B. M. ONE HUNDRED PER CENT. CLUB

—Number One—

Tune: "I've Been Working On the Railroad"

We're the I. B. M. Go-Getters,
 All the live-long-day.
 We are all Hundred Percenters
 And will strive to be alway.
 We have learned from Mr. Watson,
 Loyally we'll serve him all the time;
 And we'll help all of our salesmen
 To sell our whole big line.

70

THE I. B. M. ONE HUNDRED PER CENT. CLUB

RALLY SONG

College Tune: "Round Her Neck She Wears a Yeller Ribbon"

- 1 We are The I. B. M. Hundred Percenters,
 Our President, Mr. Watson, has brought us here today;
 We're proud to be his loyal, faithful followers,
 Because he is the finest man in all the U. S. A.

Chorus

I. B. M.—I. B. M.
 Prize Winners gathered here to celebrate;
 T. M.—and Scale—and I. T. R. fine products,
 We sell to all good business men in every land and state.

- 2 We are the men who sell I. B. M. products—
 Tabulators, Time Recorders, Dayton and Industrial Scales.
 In every land and clime we are successful,
 Because our International Service never fails.

Chorus (Repeat)

- 3 We're proud to be all I. B. M. Star Salesmen,
 The records prove conclusively—our Quotas we have made,
 We all enjoy that grand and glorious feeling,
 Expressed in Mr. Watson's Smile—Oh, Boys! It's truly great!

Chorus (Repeat)

- 4 We're going home to help our fellow-salesmen,
 So every man will join us in this Winner's Club this year,
 And then we'll have a rousing celebration
 With I. B. M.'s great President again right here.

Chorus (Repeat—ad libitum)

71

THE IBM ONE HUNDRED PER CENT. CLUB —

Number Two

Special Tune

1. O—h! It's great to belong to this best of Clubs
 In our glorious I. B. M.
 We're all one hundred per cent. men in President Watson's band
 We sell International products in every clime and land.
 O—h! It's great to belong to this live-wire gang
 In our world-famed I. B. M.
2. O—h! We've all had a wonderful time this year
 Selling the I. B. M.
 We've won Mr. Watson's prizes, that's why we smile and cheer
 You see we're very happy—we've won! That's why we're here
 O—h! It's great to belong to this live-wire gang
 In our glorious I. B. M.

72

TO THE I. B. M. ONE HUNDRED PERCENT CLUB

—Number Three

Tune: "It's a Long Way to Tipperary"

1. Our Star Salesmen—I. B. M. men
 See their records so fine.
 President Watson's honor salesman,
 They're our matchless winning line.
 They have blazed their trail with glory,
 To the end of earthly time
 When Saint Peter hears their wondrous story—
 Oh! Welcome Divine!
2. Make a big noise, for you are our boys,
 I. B. M.'s proud of you.
 T. J. Watson boys—you're our real joys;
 Our success to you is due.
 Splendidly you've made your quotas,
 For our world-famed four big lines ;
 T. M.—Scales—and I. T. R. victorious
 By your records so fine.

73

OUR FOUR BIG LINES

Tune: "Mademoiselle from Armentieres"

1. What do we do for Business Men? **Tabulate!**
What do we do for Office Men? **Tabulate!**
The Railroad Man, Insurance man?
Our Uncle Sam and Every Man? We tell them all to tabulate!
2. What do we sell the Factory Man? **I. T. R.'s.**
What do we sell the Office Man? **I. T. R.'s.** The
Wholesale Man, the Retail Man,
The Schools, the Banks, the Railroad Man?
We sell them all OUR I. T. R.'s.
3. What do we sell the Butcherman? **Dayton Scales.**
What do we sell the Grocerman? **Dayton Scales.**
The Candyman, the Hardwareman, the Factory and the
Laundryman.
All are using Dayton Scales.
4. What do we sell the Factories? **Industrial Scales.**
What do we sell all Industries? **Industrial Scales.**
We sell them to all Governments,
And service great establishments— **Industrial Scales.**
5. What do we sell the Industrial Men? **I. B. M.**
What do we sell the Wholesale Men? **I. B. M.**
The Schools, the Banks, and Retail Men?
All o'er the World we service them. We sell them all our I. B. M.!

Chorus

And we sell the bloomin' lot
Whether it's cold or whether it's hot. I. B. M.

74

OUR I. B. M. SALESMEN

Tune: "Jingle Bells"

1. I. B. M., Happy men, smiling all the way.
Oh what fun it is to sell our products night and day.
I. B. M., Watson men, partners of T. J.
In his service to mankind—that's why we are so gay.
2. I. B. M., Watson men, International line:
Proud T. M.—Dayton Scale—and I. T. R. so fine
I. B. M. goods and men, leaders all the time.
Saving money, time and men. in every land and clime.

75

THE I. B. M. WORKERS AND SERVICE

Tune: "Where Do We Go From Here, Boys"

1. We're all proud co-workers in glorious I. B. M.
It is the greatest Corporation serving business men.
We make machines most wonderful, performing business
miracles,
All Nations use them and praise our I. B. M.
2. We tabulate statistics the new electric way.
Accounting tasks we do so fast, our customers all say
That our T. M. is saving them, materials, time, money and men.
Oh, boy! Oh, joy! I. B. M. Hurray!
3. We regulate the World's time in true electric style.
Our I. T. R. Recorders are the best, both Card and Dial.
Half a million Industries in America and overseas
Glorify and testify that I. B. M.'s worth while.
4. The World's progressive merchants now use I. B. M. Scales.
Our Slicers, Choppers, Coffee Mills, increase the dealers' sales.
We're profit-makers for mankind; in every line of trade you'll
find
I. B. M. machines and men. Our Service never fails.

76

THE I. B. M. SLOGAN

Who are we? Who are we?
The International Family.
We are T. J. Watson men--
We represent the I. B. M.
Are we right? Well, I should smile!
We've been right for a very long while.

77

THE I. B. M. FOREVER

Tune: "Hurrah for the Flag of the Free"

All hurrah for our great I. B. M.
We'll serve every nation forever.
Our Scales, I. T. R., and T. M.
Blessing all humanity.
International Business Machines
Shall ennoble all human endeavor--
Promoting world-wide honesty
With T. J. Watson's International right standards.

78

THE ANNIVERSARY SONG OF I. B. M.

Tune: "Marching through Georgia"

I. B. M. is marching on to world-wide victory
 Born in 1888, and now full-grown, you see.
 T. M., Scales, and I. T. R.—one fine big family
 The I. B. M. Corporation.

Forty years we've served mankind with marvelous machines,
 In every modern business place our products are supreme.
 Man-power, time, and money saved for commerce kings and
 queens—thru
 The I. B. M. Corporation.

International is our name and it well befits our line;
 Serving in all nations—we're known in every clime.
 Just watch us grow from year to year until the end of time,
 Our I. B. M. Corporation.

Chorus

Hurrah! Hurrah! for glorious I. B. M.
 Hurrah! Hurrah! we're T. J. Watson men.
 Fortieth Anniversary of great accomplishment
 By I. B. M. Corporation.

79

WE ARE THE I. B. M.

Tune: "Iowa—That's Where the Tall Corn Grows"

We're the I. B. M.—I. B. M.
 T. J. Watson men
 International men
 We're the I. B. M.—I. B. M.
 Serving the whole wide world.

80

TO OUR I. B. M. BOARD OF DIRECTORS

Tune: "Glory, Glory, Hallelujah"

1. Our I. B. M. Directors are all great commercial men;
 They're U. S. A.'s financial kings of learned acumen.
 They give us their experience and untiring efforts when
 They're serving the I. B. M.
2. Their wisdom in directing this world service Company Is
 yielding benefits to all and our prosperity.
 Our I. B. M. promotes good-will and sterling honesty
 For all Humanity.

Chorus

Here's to I. B. M.'s Directors,
 And our many fine Stockholders.
 International Peace Promoters,
 Now known as I. B. M.

81

OUR FACTORIES AND PRODUCTS

Tune: "Glory, Glory, Hallelujah!"

Manned by loyal workers are the Plants of I. B. M.
 All equipment up-to-date, and managed by big men.
 Endicott and Dayton works, Toronto, Washington, France,
 England, Germany.

Overseas we also make our marvelous machines,
 Round the globe in every land, our Service is supreme.
 I. B. M.'s fine products are the joy of Kings and Queens
 We serve Humanity.

Chorus

Glory, Glory, Hallelujah!
 All the Nations are our users.
 Every business man a Booster
 Of I. B. M. machines.

82

TO THE FAITHFUL WORKERS IN OUR

FACTORIES Tune: "Till We Meet Again"

We salesmen are glad to be with you,
 You have made our product good and true.
 Our success is guaranteed
 Because your work is fine indeed—
 None can match the men of I. B. M.,
 Product made by honest, faithful men,
 All the world gives praise to you,
 Loyal workers true.

83 THE FOREMEN IN I.B.M. FACTORIES

Tune: "Tramp, the Boys Are Marching"

1. Foremen of our I. B. M., none can match these able men;
In our factories they're producers all the time.
Our success depends on them and their faithful fine workmen;
They build quality in I. B. M.'s big line.
- 2 All our Foremen, splendid crew, fine Executives, true blue,
By our President are rightly recognized.
He selects good men and true for the great work we must do,
In the noble cause of I. B. M. world-wide.

Chorus

Here's to you, our Factory Foremen,
Builders of our four great lines.
Promptly meeting each demand of our trade in every land,
With our I. B. M. fine products all the time.

84 ENDICOTT FACTORIES AND WORKERS Tune:

"Carry Me Back to Old Virginny"

Gladly we meet at our fine Factories
Where Scales and Time Clocks and our T. M. lines are made;
Today we see how most careful attention
To every detail of producing them is paid.
Vain would we spend weary hours with our prospects;
Vain would our best selling talks and efforts be—
Did not the product fulfill most completely
All the requirements of our contract's Guarantee.

Chorus

Gladly we meet here in our Factories
Home of our Clocks and Scales, T. M. lines as well;
Grasp by the hand all our men who so grandly
Keep up the standard of the products which we sell.

85 DAYTON FACTORIES AND WORKERS

Tune : "That's Why I Need You"

We are proud of Dayton factories,
And our foremen faithful, true;
All our workers strong and steady—
Our Dayton loyal crew.
Yes, you make the finest product,
Everybody knows it, too;
To I. B. M. great fame you've brought.
That's why we need you!

86

CANADIAN I. B. M. ORGANIZATION

Tune: "The Maple Leaf Forever"

You've earned your wreath of Maple Leaf !
Men of Canada you are game!
You've shown us all what you can do,
And won a glorious name.
From Vancouver to Nova Sco'
With real vim, push and vigor,
We're proud of our Canadian beaux.
In I. B. M. forever.

Chorus

The Maple Leaf your emblem dear,
With Stars and Stripes together;
God bless you kingly gentlemen,
In I. B. M. forever.

87

OVERSEA I. B. M. ORGANIZATIONS

Tune: "Why Don't You Sing 'Too-ra-lee, Too-ra-lee-ay' "

1. Our I. B. M. products are used in all lands.
Each year brings increasing International demands.
Our Overseas Salesmen are making big sales
Of Tabulators, Time Systems, Dayton and Industrial Scales.
2. In Europe we own several big companies,
With excellent sales-forces, fine factories;
And Latin-America is well organized, With
I. B. M. Service, they're all satisfied.

Chorus

Too-ra-lee! Tooralee! Too-ra-lay! Tooralay!
With I. B. M. Service, they're all satisfied.

TO OUR IBM HOME OFFICE STAFF

270 Broadway, New York

Tune: "Polly Wolly Doodle"

In Old New York, at 270 Broadway,
They're working night and day.

Our I. B. M. fine girls and men—
All tasks to them, mere play.
Our President Watson's loyal band,
Well-serving our Four Lines.
All faithful workers, heart and hand,
Two hundred brilliant minds.

Chorus

IBM IBM IBM's Home Office Staff.

Tabulating, Time Recording, and our Scales, they're all promoting—
Our I. B. M. Home Office Staff.

89

TO OUR I. B. M. GIRLS

Tune: "They're Style All the While"

The office girls surely are always in style,
They greet you with smiles, their welcome's worth while.
The best in the world are our girls, rank and file,
They're style all the while—all the while.

They've made our I. B. M. complete and worth while,
They work and they smile—so sweetly they smile;
Tall, short, thin and stout girls—they win by a mile—
With heavenly styles all the while.

90

OUR SALESMEN

Tune: "Oh! How I Hate to Get Up in the Morning"

Oh! how I love to get up in the morning,
Oh! how I love to get out and work;
But the thing I can't make out
Is to hear a prospect shout:
"You gotta come back, you gotta come back,
You gotta come back tomorrow."
Some day I'm going to get that order,
I know they need I. B. M. Machines,
But that doesn't help my quota, so
Next day I'll put it over,
That's why I love to get out and work.

91

TO THE I. B. M. QUARTER CENTURY CLUB

Yale Tune: "Solomon Levi"

1. We hail The Quarter Century Club of our good I. B. M.
Whose members are all pioneers—all honor be to them.
They've served our cause continuously for twenty-five full years.
They've made I. B. M. what it is—to them we give our cheers.
2. Their loyalty and faithfulness command our high regards
Mr. Watson, our fine President, has blessed them with rewards.
In due time we will join this Club of I. B. M.'s elite,
Then, we'll enjoy true happiness—our lives will be complete.

Chorus

Happy Quarter Century Club, pride of I. B. M.
Faithful men of Scale forces, I. T. R. and T. M.

We'll join you all as soon as we can; then, happy we will be,
With you in Quarter Century Club—best I. B. M. Family.

92

WHY THEY CALL US I. B. M.

Tune: "A Little Bit of Heaven"

Have you ever heard the story—how the I. B. M. was named?
I'll tell you so you'll understand from whence this Big Four came.
No wonder we are proud of this successful Company,
For here's the way Old Father Time revealed the tale to me.
Samuel Hastings came from Dayton with Computing Scale one day
Met Geo. Fairchild and financiers of old Wall Street and Broadway,
They owned the Hollerith Tabulating Systems—wondrous line
And International modern methods of recording time.
Sure, immediately they recognized that Moneyweight meant
"dough,"

With Hollerith and Bundy-this triumvirate would go.
Then they found a genius, Watson, greatest leader of all men;
Now this great and prosperous Company is known as I. B. M.

93

I. B. M. WORKERS

Tune: "Oh, Boy! Oh, Joy! Where Do We Go From Here?"

Oh, boy! Oh, joy! Where do we go from here?
Back to our home town to work
Without a bit of fear.
We've got the pep, so you can bet
On us this coming year.
Oh, boy! Oh, joy! Where do we go from here?

94

OUR PRESIDENT'S MOTTO: "THINK"

Tune: "Yankee Doodle"

1. T-H-I-N-K spells THINK
Our President Watson's motto.
It saves mistakes, lost time and ink.
You'll then do what you ought to.
2. T-H-I-N-K is THINK
'Tis good for brain and body,
Then dark blue visions change to pink.
And you'll please everybody.

Chorus

T-H-I-N-K that's THINK
Get ideas big and wholesome;
And you'll not be the missing link,
You'll learn from Mr. Watson.

95

INTERNATIONAL ELECTRIC ACCOUNTING MACHINES

Tune: "Where Do We Go From Here, Boys?"

1. Up-to-date Accounting is done the Electric way.
With I. B. M. machines all drudgery is done away.
In America and Overseas we serve all kinds of businesses,
A thousand leading industries now testify, "It pays."
2. We punch the cards and sort them by our electric machines,
Which then compute and print results—so marvelous it seems—
This International System saves you time and money every day,
Investigate and verify the truth of all we say.
3. We tabulate the Census for our good Uncle Sam,
Many Government Bureaus now are served by I. B. M.
Correct results and utmost speed by our machines are guaranteed.
All users say so—they praise the I. B. M.

96

I. B. M. TABULATING MACHINES

Tune: "Till We Meet Again"

Punch a card for every sale that's made.
There's a record which will never fade.
Sort them out by man and state—
Speedily we tabulate.
All such tasks we accurately do—
Payrolls, costs, and inventories true.
Thousands use and praise them too.
I. B. M. machines.

97

OUR TABULATING SALES AND SERVICE MEN

Tune: "Tipperary"

Facts and figures, all statistics
We correctly compile.
Rapid system—yes, electric—
The most modern business style.
Tabulating Sales and Service,
Marvelous the work we do.
We put live-wire brains in every business
With T. M. machines and crew.

98

USE INTERNATIONAL TIME RECORDERS

Tune: "It's a Long Way to Tipperary"

By F. W. Nichol

1. It's a wrong way to use a long way,
There's but one way we know,
Oh, you bosses, check your losses,
If your business is to grow.
Good-bye to "antique" systems,
Time clocks lessen care;
Put The Internationals in your business,
They treat all men square.
2. It's a wrong way to pull a brass check,
It's a long way, you know;
To write the name down in some old pass book
Is also very slow.
Our International Time Recorder
Is the best way that we know.
And we never fail to sell "live wires."
Wherever we go.

99

INTERNATIONAL TIME RECORDERS

Tune: "There Are Smiles That Make Us Happy"

1. There are clocks with chimes and music
Clocks where cuckoo shows its head;
Also clocks that wake you in the morning,
When you much prefer to stay in bed;
But the clocks which solve the payroll problems—
Give employers all the time they buy,
Are our International fine products—
Which we're all here to advertise.

(Continued on next page)

INTERNATIONAL TIME RECORDERS

(Continued)

2. Card and Dial and Job-Recorders,
Autograph and Time-Stamps, too;
They are all real time-saving devices,
Doing better work than humans do.
In red ink they show all tardy records,
Printing all the early ones in blue;
Thus eliminating labor disputes—
And increasing production, too.

OUR TIME RECORDER DIVISION

Tune: "In My Harem"

By F. W. Nichol

Oh, this business—this business!
This Time Recorder business;
There never was a minute
That another one was in it.
Sales for breakfast, sales for dinner,
Sales for supper-time.
Orders, orders, orders, for machines that record *time*.
Oh, this business, this business!
You're big—we'll make you bigger.
And the things we do
Will surely make of you
The finest business in all the land.

DAYTON SCALES Tune:
"Yankee Doodle"

Moneyweight Computing Scales,
All made right in Dayton,
Correctly weigh and value sales
And satisfy all nations.

Chorus

Dayton Scales are always right,
Save your goods and money;
Never heavy nor too light
They value just exactly.

TO THE INTERNATIONAL SCALE DIVISION

Tune: "Glory, Glory, Hallelujah"

1. The products of our I. B. M., are always in the lead.
They're welcomed by all business men, they meet their greatest needs.
Our latest line—Industrial Scales—world markets gladly greet,
And make our joy complete.
2. Industrial Scales in many styles, of light and heavy type;
We make for shops and factories, each unit always right.
Approved by leading Engineers—all users they delight—
That's why we know they're right.

Chorus

All hail! Industrial Scale Division!
Of I. B. M.'s great organization!
Here's to our Industrial Scale Division.
In I. B. M.'s big line.

TO OUR I. B. M. ENGINEERS

Tune: "Mademoiselle from Armentieres"

We're proud of all our Engineers in I. B. M.
No problem is insolvable to these great men.
Their mastery of the technical—mechanical—electrical
Behold in their accomplishments.

Each year they perfect new machines for I. B. M.
Superior products all the time for business men.
We thank and praise our Engineers, the whole wide world
unites in cheers
To the Engineers of I. B. M.

104

WE'RE HUNDRED PERCENTERS

Tune: "Heigh Ho! Everybody"

(Composed by V. O. Sturtevant and J. P. Saxton—Endicott Factory)

We're Hundred Percenters!
 We can't be lamenters!
 HEIGH HO! Mr. Watson, HEIGH HO!
 Up early each morning,
 When daylight is dawning
 And out after orders we go!
 Our business grows in every land
 We'll let the whole world know!
 We're proud to be in Watson's band
 Of quota busters—SO!
 There's no time for grumbling
 When records we're tumbling,
 We're Hundred Percenters! HEIGH HO!

105

SELLING IBM

Tune: "Singing in the Rain"

(By J. P. Saxton, Endicott Factory)

Selling I. B. M., we're selling I. B. M.,
 What a glorious feeling, the world is our friend,
 We're Watson's great crew, we're loyal and true;
 We're proud of our job and we never feel blue.
 We sell our whole line, we're there every time,
 To chase away gloom with our products so fine,
 We're always in trim, we work with a vim,
 We're selling, just selling, I. B. M.

106

PAINTING THE CLOUDS WITH SUNSHINE

Tune: "Painting the Clouds With Sunshine"

(By J. P. Saxton, Endicott Factory)

We don't pretend we're gay,
 We always feel that way,
 Because we're filling the world with sunshine.
 With I. B. M. machines,
 We've got the finest means,
 For brightly painting the clouds with sunshine.
 Records we make, only to break,
 Teaching the whole world to know
 I. B. M.'s line, will all the time,
 Help it to grow.
 When things do not look bright,
 Our products make them right,
 And keep on painting the clouds with sunshine.