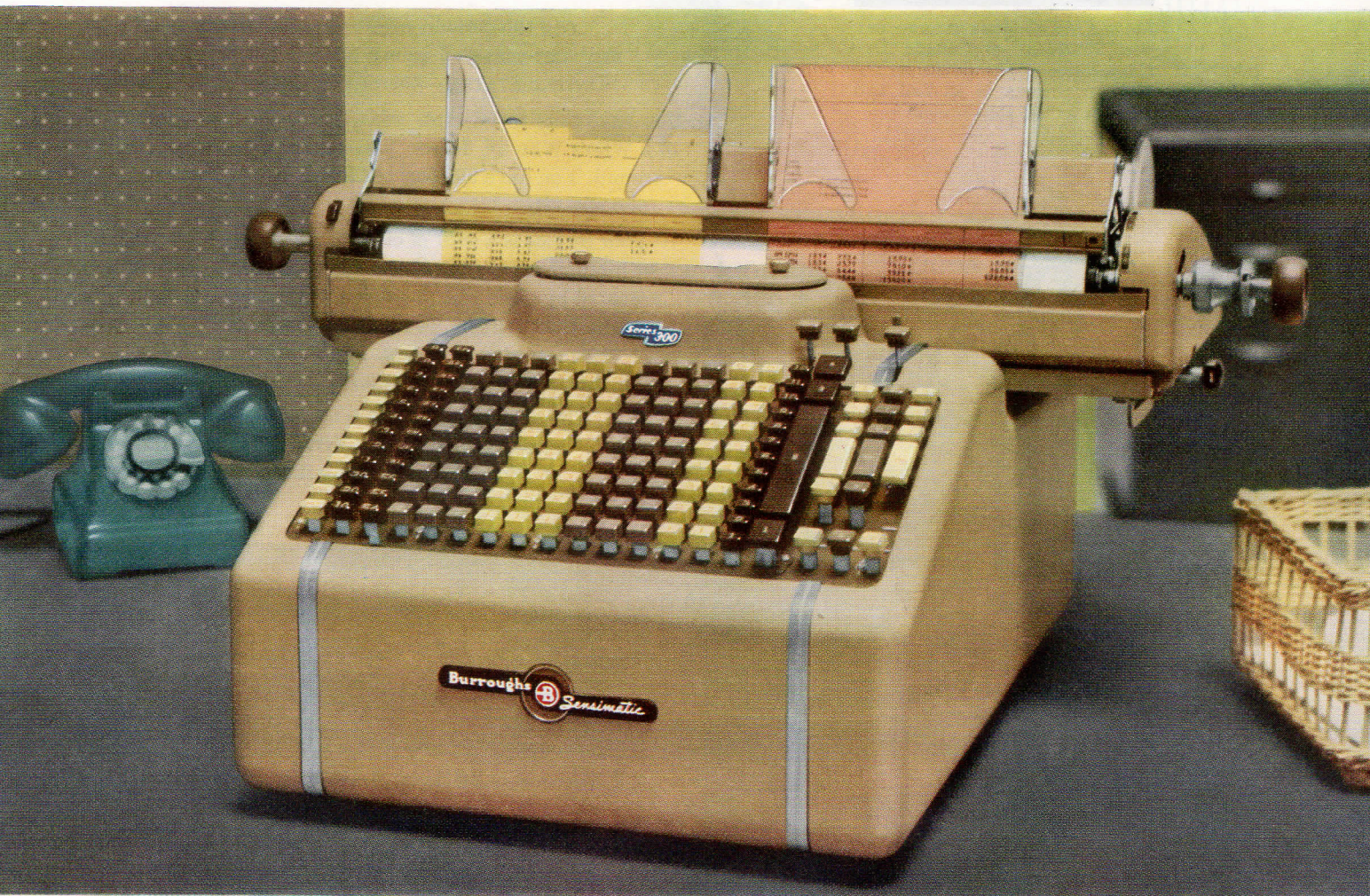


Big—like Dow

Or small—like La Belle's



Burroughs Sensimatic can cut your accounting costs

Because they're *faster*—do more work in less time—Burroughs Sensimatic Accounting Machines are the top choice of leading corporations . . . like The Dow Chemical Company.

But because they're also *four machines in one*—easily switched from job to job—Sensimatics make sense for the *small* business . . . such as La Belle's Gift Shop, Birmingham, Mich.

At La Belle's, "most complete gift shop in Michigan," a single job-shifting

Sensimatic and one bookkeeper can handle all accounting with ease. While at Dow, major producer of chemicals, plastics, and magnesium, Sensimatics function differently—as high-speed, highly automatic workhorses concentrated on special procedures.

To be all this—both the fastest and most versatile accounting machine you can buy—Sensimatics are built with a Burroughs exclusive: an interchangeable, four-job "sensing panel" that

guides each automatic movement. Any number of panels can be used with each Sensimatic, and as your needs change, you simply change panels to handle new jobs or systems.

For a demonstration (Sensimatics are made in six series, two to 19 totals) call your Burroughs man. Burroughs Corp., Detroit 32, Mich.

Wherever There's Business There's

