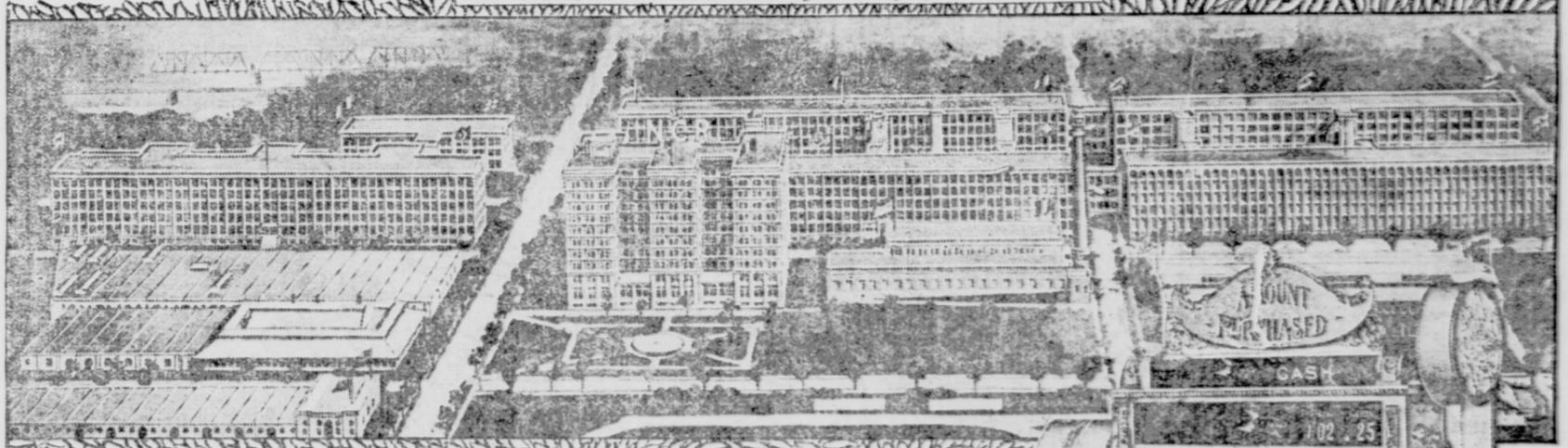


Main Factory of the National Cash Register Company, at Dayton, Ohio



The Growth of the National Cash Register Industry

TWENTY-FIVE years ago the cash register industry was confined in a small room and with only two men and a boy.

In this small workshop two or three very crude registers were made each week. These registers did nothing more than indicate the amount of the sale to the customer and punch a hole in a roll of paper ruled off into columns for the various keys. This roll of paper was not unlike the music roll of a modern piano-player. At night it was necessary for the merchant to count the number of holes in each column and multiply this by the amount of the sale represented by the column. This usually took an hour or more.

But in spite of the crudeness of these machines, they were welcomed by merchants, because they furnished a much-needed protection.

The present head of this great industry used two of these registers in his general store in Coalton, Ohio, for one year. Crude as these registers were, they put that business on a profit-paying basis. He realized the great need of a cash register, and said, "What is good for our store here in Coalton, Ohio, is also good for every store in the world."

With this idea he bought the small workshop and patents and started in with the determination of supplying this necessity to every storekeeper in the world.

Wonderful inventions and improvements have been made in perfecting the National Cash Register, until to-day 28,000 patent claims are covered in their 1,547 patents.

Although our machines are protected in all the larger countries of the world by many patents, no patented article is sold for such a small margin of profit as National Cash Registers.

The fact that we sell 10,000 machines per month makes it possible for us to sell our registers on such a small margin of profit.

Our common stock, owned only by a few shareholders, has never paid more than 2½ per cent. a year dividend.

Any profits made above 2½ per cent. have been applied in installing labor-saving machinery, thereby reducing the cost of manufacture and making it possible to sell our registers for less money.

A part of this profit has also been used in adding valuable features to our registers, thus making them of greater value to the merchant.

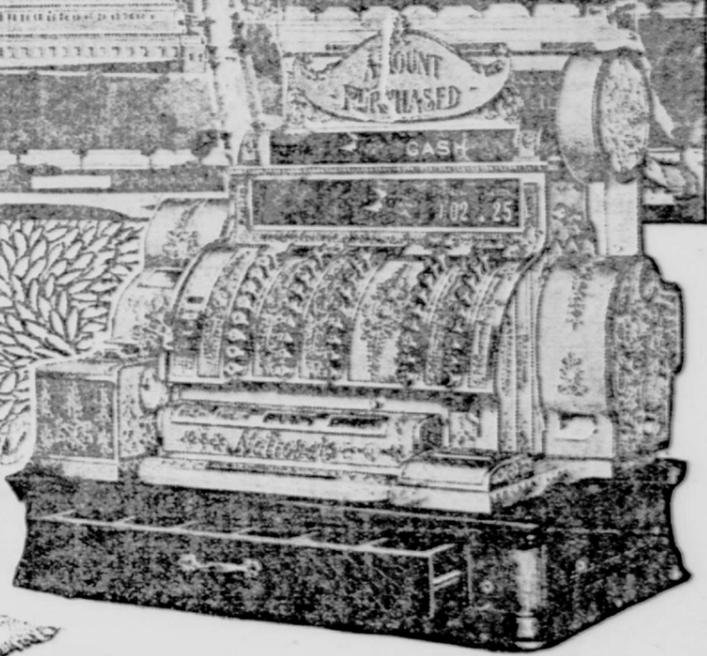
Most of these improvements have been suggested by merchants who felt the need of greater protection than the old-style registers afforded.

Over two hundred styles and sizes of National Cash Registers are made to-day, at prices as low as \$15.

The \$15 register to-day is a wonderful improvement over the highest type machine made twenty-five years ago, which sold at \$175.

Seven hundred and fifty thousand National Cash Registers have been sold to storekeepers.

Ten thousand National Cash Registers are being sold every



One of the Latest Improved Electrically Operated National Cash Registers Shows the Storekeeper at a Glance:

1. Each sale as it occurred during the day, the kind and amount of the transaction, and which clerk made it.
2. The time of day when special transactions occurred.
3. The separate total of—
Cash Sales
Charge Sales
Money Received on Account
Money Paid Out
4. A "secret total" of all cash receipts.
5. A daily audit of his entire business.
6. The number of cash customers.
7. The number of charge sales to be accounted for.
8. The total amount of outstanding credit business.
9. The number and total amount of the day's expenses.
10. The total amount of unpaid bills.

It insures the merchant that every transaction during the day was accurately recorded

month, because they insure for the merchant a *full dollar* in return for each dollar's worth of merchandise sold. Because they absolutely insure a merchant against loss through mistakes, carelessness or dishonesty.

A National Cash Register is as much of a necessity to the storekeeper as the telephone, telegraph and railroads are essential to the progress of this country.

National Cash Registers are made to meet every requirement from all classes of business, large or small, at prices as low as \$15.

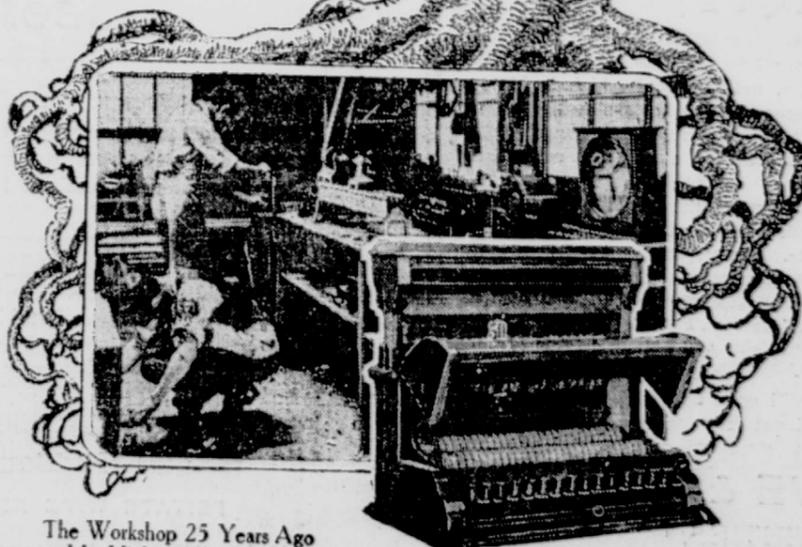
Visit our beautiful showrooms at 28th Street and Broadway, and have the evolution of the National Cash Register explained to you.

Catalogues, prices and other valuable information for the storekeeper sent on request.

The
National Cash Register Co.

Offices in all
principal cities

28th Street and Broadway
NEW YORK CITY



The Workshop 25 Years Ago
and Its Highest Class Product