

Successful Advertising.

GENEROUS advertising is one of the secrets of the N. C. R. Company's success. The President has always considered this feature of the business of such importance that he has given it a great deal of his personal attention.

No time nor expense has been spared to make the N. C. R. advertising matter the most attractive of any that reaches the retailer. The Company not only has studied to adopt the best ideas of other great advertisers, but has in the main originated ideas that have made N. C. R. advertisements distinctive.

The item of advertising is one of the greatest expenses of any enterprising concern; therefore it should receive the most careful study that it may bring the greatest possible returns.

Only the Best Pays

In these days when merchants are flooded with advertising from all sources, it is quite a problem to get out matter that will attract their attention and make an impression. For this reason vast sums of money are spent in the employment of high-class writers, artists and designers. The ordinary black and white sheets that formerly answered the purpose are now supplanted by expensive pamphlets or folders highly illustrated and illuminated in colors. Merchants are too busy usually to wade through much reading matter, so the wording must be brief and well displayed, and, so far as possible, pictures should tell the story.

Successful advertising is the kind that makes people talk about your product, your Company or yourself. That kind not only reaches the merchant who receives it directly, but by interesting and enthusing him, it reaches every one of his friends and all with whom he comes in contact. The contrast is the kind that is perhaps glanced at, thrown in the wastebasket and forgotten. The latter represents money wasted.

Backed by a Good Article.

Good advertising must be backed by a good article. In this respect N. C. R. salesmen are especially fortunate, as the Company has always maintained the quality of its registers by the most rigid inspection of every piece that enters into their construction, beginning with the raw material as it enters the factory and following it through every manufacturing department until in the completed register the mechanism as a whole is thoroughly tested before the register is allowed to leave the factory. The Company's guaranty is therefore substantial, and N. C. R. agents are justified in having implicit confidence in the registers they represent and should feel free to advertise their merits.

Users Must Be Satisfied.

There is no better advertisement than a satisfied user. The Company has always done everything in its power to make a satisfied user of every purchaser of a National. If in any case a purchaser is not satisfied it is because he was not properly sold or he did not thoroughly understand his register. No salesman can afford to have a dissatisfied user.

On the opposite page is illustrated an advertisement which was mailed to the people of Ashburton, New Zealand, by Mr. H. C. Barrett, a merchant of that town. It is evident that Mr. Barrett is an

enthusiastic user, and while he is advertising his own business he is indirectly advertising Nationals. This sheet is bound to receive attention because it has a value. It reaches the very homes of other merchants and they will hear about it through their wives, if in no other way. Thus the agent indirectly benefits by this advertisement and at no cost to himself.

Every agent should advertise persistently. Spasmodic advertising accomplishes little good. It is only the systematic advertising that gets results. Take advantage of every sale. Get your merchants to advertise their register system as Mr. Barrett did. It will pay them.

Advertising Must Be Attractive.

Make your advertising as attractive as possible. The Company will supply at actual cost almost anything you want in this line.

Do not overlook the personal letter to your P. P. There is nothing more effective than a personal letter got tip in proper style. The Company is constantly sending out samples that should offer good suggestions. The letters printed by the Neidich process have every appearance of originals. The address should be filled in to match the color of ribbon used in the body of the letter and the signature should be written. These letters should be followed by appropriate printed matter.

The Salesman's Part

The salesman who stays in his office and expects orders to arrive simply because he has sent out a batch of advertising matter, more than likely will be grievously disappointed. This may work in some lines, but the cash register line was never much of a success as a mail order business. The salesman that rounds up the month with a good number of points is the one who follows up his advertising with his presence, accompanied with samples, and prepared to give the merchant a complete Primer demonstration.

End of article

Additional note:

A NEW RECORD

During April, 1,889 foreign orders, were received at the factory representing 16,762 POINTS, The highest record ever reached for one month.

An increase of 96.76 per cent. over April, 1904, when 949 orders, amounting to 8,519 points were received. The best previous record was made in January 1905, when 14,657 points were secured.