

The Show Window.

The store should be on one of the prominent thoroughfares. In such a location the show window has great value as an advertising medium. It should be as large as possible. One large window is far better than two small ones. It is desirable to have a single large glass panel. The framework should be well painted and the front of the store as well as the window should always be clean. Do not have any lettering on the glass that obstructs the view. The signs should be above and below the window. The one above will be seen across the street and the one below by those passing on the same side. The glass should be flush with the front of the store and should be within fifteen to twenty-four inches from the ground. The floor of the window should be flush with the lower edge of the glass. The display

space should be enclosed and the floor, back and blind sides should be covered with plain cloth of a soft shade, preferably maroon. This makes a good ground and background for the registers. The window should never have a crowded appearance and the display should be changed frequently. For night illumination the artificial lights should be hung from above and arranged to avoid shadows. They should be provided with powerful reflectors and concealed by drawing the curtain down in front of them.

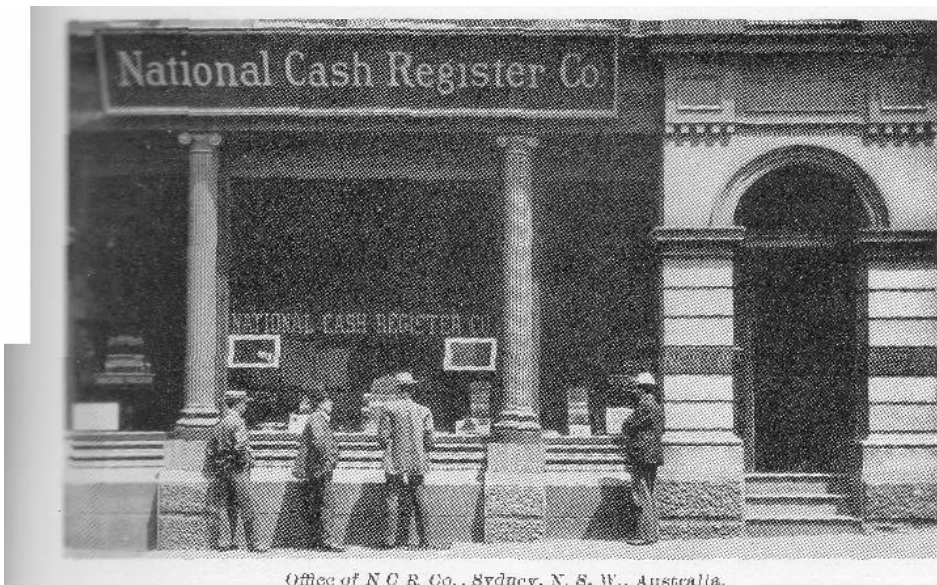


New York Office of N C R Co. Illustrating Large Show Windows. 28th Street and Broadway.

The Display Room.

It is very important that the display room should have a quiet, refined tone. Remember you are selling a high-class article and everything surrounding it should be high-class and artistic, not necessarily expensive. The walls and ceiling should be of a plain, subdued tint. Fancy pictures, advertisements and decorations foreign to the business should be eliminated. They serve only to detract attention from the registers. Everything about the store should be so arranged that a customer cannot help concentrating his whole mind on the registers you are showing him.

A shelf for the large line should be built along the side of the room. If closets are built below they should be set back about four inches so the feet will not be constantly striking the baseboard. This suggestion should also be observed if a double tier of shelves is used. For convenience in moving the registers a brass strip should be run the length of the shelf near the front and back edges, thus forming a track. The shelf and wall back of the registers for a height of



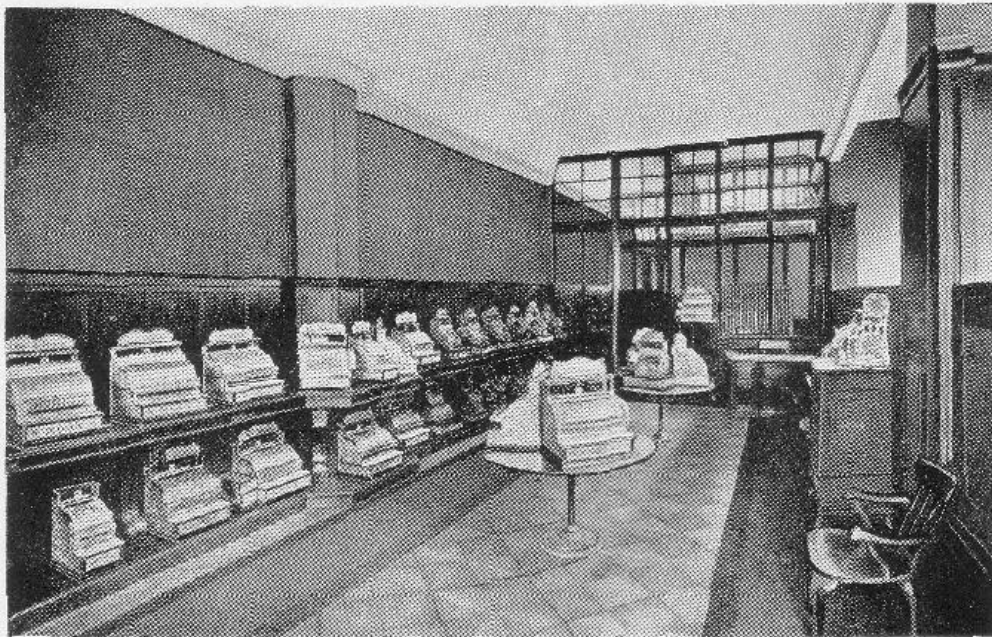
Office of N C R Co., Sydney, N. S. W., Australia.

about thirty-six inches should be covered with maroon-colored cloth, Lights equipped with reflectors should be hung slightly in front of the registers and just high enough to be out of the line of vision while explaining them.

The registers should be arranged on the shelf with the lowest priced machines toward the front of the store and leading up the line toward the rear where the demonstrating room usually is located. Avoid an array of registers in the center of the store. In most cases two or three samples of floor cabinet multiple registers, probably one single and one multiple-counter register will be all that will look well. Extra stock should, if possible, be kept in another room.

The Demonstrating Room.

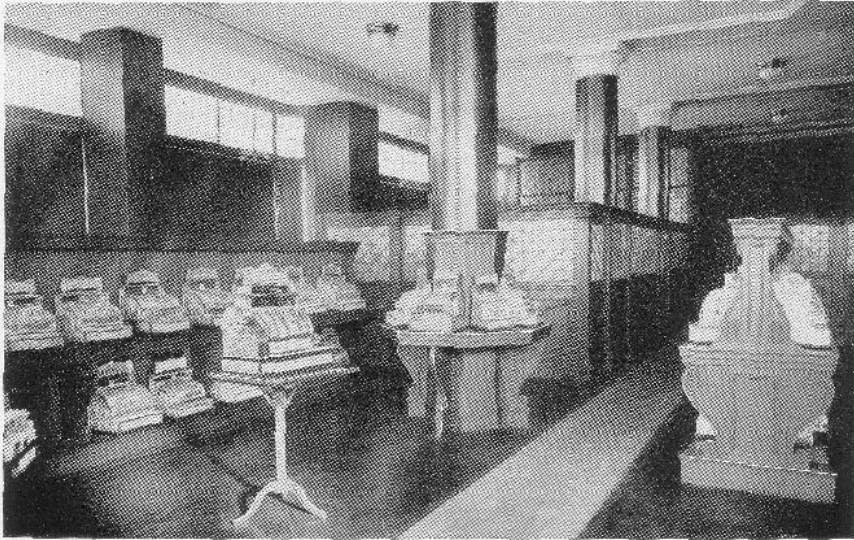
In the demonstrating room is where the hard work must be done. It is here you expect to get the order signed. This room should be arranged with great care. One advantage in having it in the rear is that it is further removed from the noise on the street, and quietness is very desirable while you are demonstrating. Here, even more than in the display room, you want to force concentration on the register



Interior of Berlin Office—Showing Arrangement of "The Large Line."

you are demonstrating and retain close attention to every word you say; therefore the rules regarding decorations, as outlined for the display room, should be applied here.

If your store is equipped with electric lights you should have a switch just outside the demonstrating room, so that you can turn on the light before entering. It should hang so it will shine directly on the register. The room should be well ventilated and if the weather is very warm, an electric fan should be run, but it should be placed so that the air will not be forced directly against the customer. In most places the demonstrating rooms are partitioned off of the main room, the partitions running only about eight feet high; thus there is plenty of ventilation over the top. The room should be supplied with a rotating demonstrating table, two chairs and a small stand for the demonstrating supplies. If possible, have two rooms,



Interior of New York Office—Demonstrating Rooms in the Background.

one for demonstrating store, and the other cafe or different principles of registers.

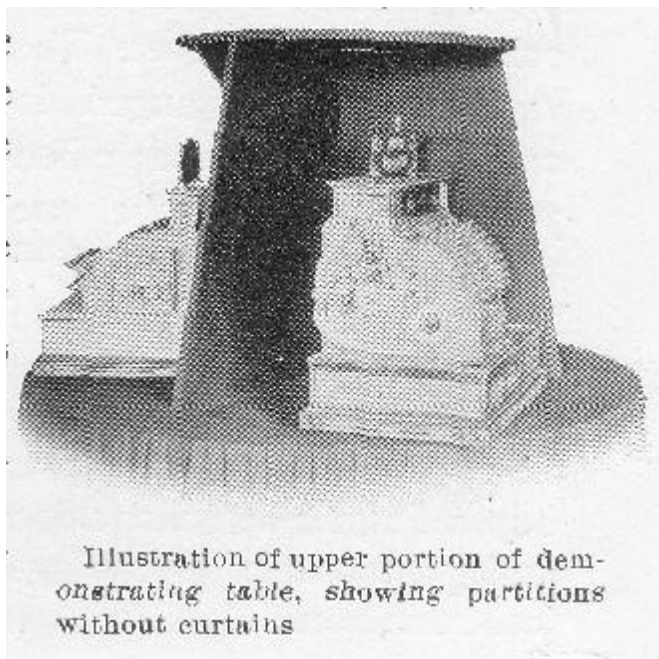


Illustration of upper portion of demonstrating table, showing partitions without curtains

The Demonstrating Table.

The demonstrating table should be divided into three sections by partitions, as shown in the illustration. Each section is for a different style of register, sav a No. 8 or 9, -No. 36 3/4, and a No. 95. All of the registers should be concealed by curtains, draped from the top over the partitions.

These demonstrating tables can be obtained from the Supply Department fully draped and equipped with revolving pedestals for each register, at the actual cost to the Company of \$40.

Upon entering the room throw back the curtains covering the register you intend to demonstrate. The sizes of registers in the demonstrating room should be those best adapted to the majority of merchants.

Your customer must always be comfortable during the demonstration. The chair provided for him should be restful, but not of a style to induce lounging, as he must be kept constantly attentive during the argument.

The Advantages.

By following these suggestions, everyone will receive a good impression of your store f r o in the outside. Customers upon entering the store will see only the lower priced registers at first. The registers are arranged in order by price and when you have reached the one the merchant should buy you can take him into the demonstrating room where you are free from interruption; there you can give him a Primer demonstration tinder favorable psychological conditions.

In the Demonstrating Room.

