

Taking a Merchant Up the Line.

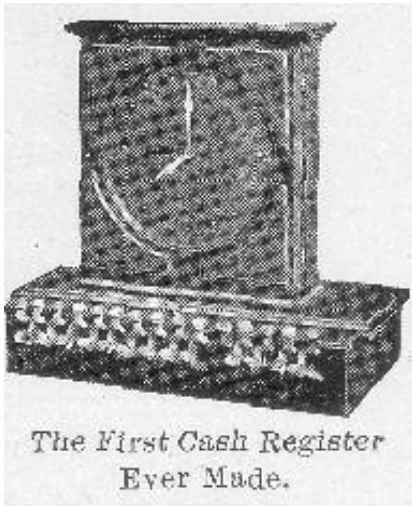
No. 1

HOW to sell a National is the first and most important lesson of a cash register salesman.

Which one to sell is a point scarcely less important and one that should be carefully considered.

To be able to sell something is the salesman's first accomplishment, but the ability to sell the proper register in each case is an acquirement that comes only with a thorough knowledge of the business. To oversell is as bad as to undersell a merchant, but the point is always to sell the very best register that a merchant can possibly use to advantage. Right there is where so man

salesmen flunk. They fail to lead their customer a little further tip the line. They fall because they lack courage. They lack courage because they lack knowledge of the business. They accept the customer's statement that he will only invest a small amount instead of convincing him that it means money in his pocket to invest probably twice or three times the amount.



Why Cash Registers Are Bought

In some territories quite a large number of low-priced detail-adders have been sold. There is scarcely a doubt that proper arguments would have raised many of these customers to higher priced registers. "Why does anyone buy a cash register? For protection and information. Information is protection. The more information furnished, the greater the protection. Every merchant wants all of the protection he can get. The cash register is the outgrowth of the merchants' desire for protection. It was the result of the outcry against the almost criminal carelessness of the open cash-drawer. Invented and manufactured first by a merchant in order that he might compel his clerks to register and indicate the amount of the purchase, it has been developed by another merchant who had lost thousands of dollars through the carelessness of clerks in a retail store. Under these circumstances, if any merchant does not buy the best register his requirements will justify, it is because he does not really understand the true value of the better registers. A comparison demonstration is the only way to teach him this difference in values. Nothing is superior except by comparison, and by a proper comparison of the different registers the merchant can form a better idea of their relative value. Furthermore, by showing him the low-priced register and leading him up the line, he is not surprised at the price of a No. 99 six-drawer machine.



The Comparison.

In making a comparison the salesman may proceed somewhat in the following manner: Suppose the customer is looking at a No. 14 which has just been explained.

The first cash register indicated to the customer the amount of his purchase and carried the amounts on a poor form of sectional adding counter. It had no cash-drawer. Later the register was improved by the substitution of a roll of paper in which holes were punctured in the proper columns at each registration. These holes furnished in crude form a permanent record of the day's business.

To arrive at the total amount of money that should be 11-1 the cash-drawer, the holes in each column had to be counted, the value represented by each column had to be multiplied by the number of holes punctured in it, and the respective results had then to be added. This work required considerable time.

Adding-Wheels Substituted.

To meet the merchants' demand for a quicker method of arriving at the total, consecutive adding-wheels were substituted for the paper rolls. These wheels recorded the number of registrations on each key, thus removing the necessity of having to count the number of the various registrations. To ascertain the total cash receipts, the value represented by each key had to be multiplied by the number of registrations on it as indicated by the adding-wheels and the sum of the various results made up the total.

In the No. 14 a still further advance is shown in that the various adding-wheels carry their own totals. No multiplying is necessary.

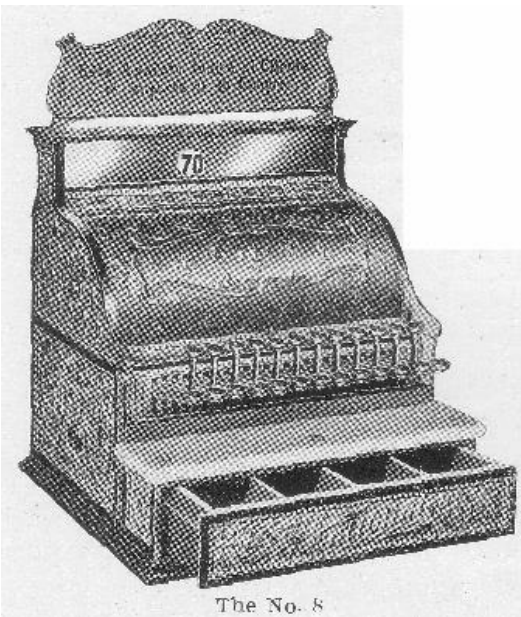
There are many other improvements embodied in this register, and notwithstanding the expense of devising and adding all of these improvements this register is today offered at about one-half the price of the old paper machine of the same size. From this it is evident that the No. 14 is a good machine, and the price is very low. But why does the merchant want the register? For protection and information. The No. 14 will give him some protection, in fact a great deal considering the price. The amount of the purchase is indicated to the customer, and the amount is recorded on the adding-wheels which are locked under the metal lid. The cash drawer cannot be opened without making a record.

Pounding in the Argument.

Mr. Blank, you like this register and think it will answer your purpose. I want to ask you one question. You know that by raising the lid the wheels can be set to zero or to any amount desired. If no one else has access to the adding-wheels but yourself, that register will protect your cash to a very large extent. But suppose that sometime you forgot to lock the lid or suppose that some day you might unknowingly hire a clerk inclined to dishonesty, and in some -way he would obtain a key to the lid. In either case, if the lid is opened the adding-wheels can be reset and any amount desired can be registered up, making it possible for the clerk to take money from the cash-drawer and still have the cash balance with the register. Of course the clerk is taking chances. He would have to do this when you are away, and no other clerks are about, unless the others are in the scheme. Then there is the chance of being caught by a customer coming in unexpectedly, but you will admit that the possibility exists. Now, what would it be worth to you to know that a detective would be sure to tell you if such a thing ever happened? You would gladly pay for this information.



Again, suppose that this register would tell you every time anyone attempted to tamper with it. How much more would it be worth to you? Think what it will do for you Just as it stands, and then consider the value of this additional information. How much ? Twice the price. Yes, or even more. But let it stand at twice the amount. The No. 14 will not give this information.



The No. 8.

Here is what we call the No. 8. A beautiful register. It is constructed on the same principle as the No. 14 and operated much the same way. The beautiful Fleur-de-lis solid bronze cabinet is one of the most artistic designs the Company ever adopted. The glass top permits more light to reach the indicators, thereby improving the indication. The marble slab not only adds to the appearance, but furnishes a convenient place for testing coins. The polished nickel keys and celluloid (or glass) key-checks also greatly improve the appearance of the register, and the plainer figures make it possible to locate the proper register keys more readily. The cash drawer is of oil-finished hard wood, therefore very durable; a quality to be desired in a cash-drawer. In fact the register throughout has a strictly high-grade finish, which, of course, adds to its value and attractiveness as a fixture.

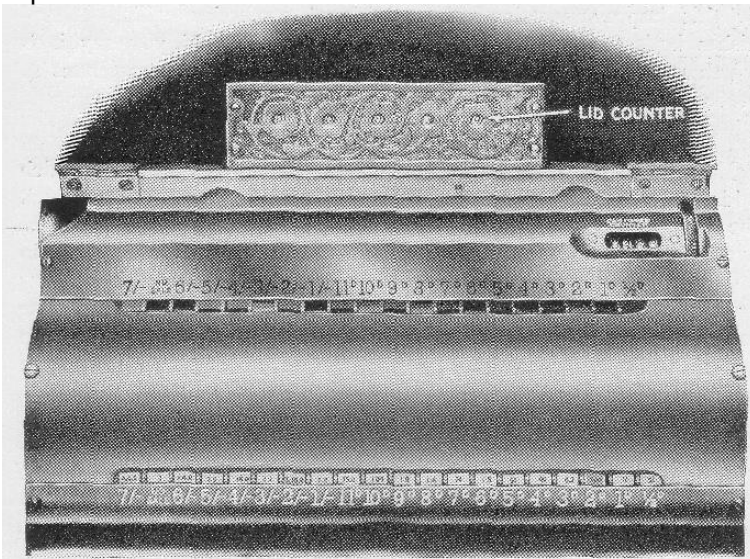
But aside from the fact that these features contribute to appearance, they add a practical value to the register of at least \$10.

The Lid-Counter.

However, these are not the vital points to which I wish to call your attention. You said that the No. 14 would be worth twice its price if it had some sort of a detective arrangement by which you could tell whether anyone tampered with it. I am prepared to show you such a device on this register. (Raise the lid and show the lid-counter.) Every time you take off the statement you make a record of the number on this lid-counter. When you open the lid the next time the next higher number must show. If one or more numbers are skipped you know beyond a doubt that someone has tampered with your register, and you can set about to catch the guilty person. This counter cannot be reset so that once anyone has raised the lid without authority, the act is recorded against him. This No. 8 is therefore worth at least twice as much as the No. 14, because after the amount of the purchase is recorded it cannot be altered without your knowledge.

The Indication.

There is another thing. The indication is one of the most important features of a cash register. It is because the customer can see what amount is registered that lends value to the register in the first place. I have mentioned the glass top, which improves the



No. 8. Raise the Lid and Show the Lid-Counter. Customer-Counter at Upper Right-Hand Corner.

indication on this No. 8, but I want you also to notice that no matter what combinations are registered on the No. 8, the indication is plainly seen. This is not true with all combinations on the No. 14. (Register \$1.95.) A clear indication avoids giving a clerk an opportunity to deceive the customer, and it likewise prevents casting an unjust suspicion on an honest clerk. A perfect indication is worth how much? Say \$25. Without a satisfactory indication the register would not be worth much.

Another thing, on a No. 14 it is possible to press accidentally two keys side by side if the finger should

overlap. This might happen at a busy time, causing a wrong registration and throwing the cash out of balance. This would make explanations necessary. Such explanations would open an avenue for dishonesty, for a clerk might offer this excuse when he had actually taken money from the cash drawer. The No. 8 is equipped with key-stops which make this impossible. (Show him.) Considering the disputes avoided by this improvement and the additional protection which it furnishes both to yourself and the clerks, what would you say it is worth to you? \$25? It is worth at least \$25 to any merchant to prevent mistakes which cause disputes and arouse suspicions.

The Customer-Counter.

The No. 8 has another attachment-the customer-counter-which adds at least \$10 to its value. It is worth \$10 because it will tell the number of customers that deal at your store each day; the average amount of their purchases; whether your advertisement in a certain paper is paying you; whether your customers are increasing or decreasing; how they compare one week with another, one month with another, one year with another; whether you have a number of customers making small purchases or fewer customers making larger purchases.

Now there are some other improvements such as the drawer locking device, which makes it necessary, if you so desire, to close the drawer after each registration. This prevents clerks from carelessly leaving the cash-drawer open, and places it absolutely under supervision even when you are away. This feature is worth \$10. Then there is the bell-muffler, improved resetting device, plainer figures on the guards, etc. These are easily worth \$5.

Now let us see what the No. 8 is worth, Mr. Blank, according to your own estimates, the price of the No. 14 is \$65.

Double this for the lid-counter is -----	\$130.00
Add for glass top, marble slab, glass checks, better cash-drawer-	10.00
Clear indication -----	25.00
Key stops -----	25.00
Customer- counter -----	10.00

Drawer locking device -----	10.00
Bell muffler, improved resetting device, plain guard figures -----	5.00

	\$215 00

This makes a total of \$215-a difference between the two registers of \$150 for improvements that cost the Company thousands of dollars. As a matter of fact, fifteen years ago when this register (No. 8) did not have as many improvements as the No. 14 at \$65 has today, merchants were glad to pay \$175 for it. But, Mr. Blank, such progress has been made in the cash register business during the last ten or twelve years, and the Company has so greatly improved its facilities for manufacturing its product, and effected so many economies that today they are able to offer you in this No. 8 a register ten times better than could have been bought or manufactured fifteen years ago, and without any advance in price. On the contrary they actually offer it to you at a greatly reduced price. I am not going to ask you \$215, the price which you fixed, but will ask you only \$125, or only \$60 more than the price of the No. 14.

The foregoing is the general idea of making a comparison between a No. 8 and a No. 14. If the various improvements are properly presented, the salesman will have no difficulty in getting the customer to admit their values at each step, and the price can be built tip accordingly. After the improvements on the No. 8 are thoroughly tinderstood there are not very many who would hesitate to buy it in preference to the No. 14.

Other comparisons will be taken tip in subsequent issues of this magazine.