

# The N C R Foreign Edition April 1905, Vol. 1 #12, Page 274

## Taking a Merchant Up the Line Article No. 2.

NOTE-The object of these articles is to show that by a proper comparison of the different registers a merchant will better appreciate their relative value and therefore will not make the objection that the price is too high. When he has been led up to the register best adapted to his business he should be given a complete Primer demonstration.

THE first article on this subject closed with the argument on a No. 8. The suggested comparative demonstration of detail adders will apply with necessary modifications to any of the registers of that principle.

The next step is to interest the customer in total-adding registers. The lowest type is the No. 135 line. The size to demonstrate will depend entirely upon whether the customer needs the color system and whether he requires a penny or a five-cent arrangement. However, for the purpose of covering the ground more completely these articles will treat mainly the full color system registers. The color system refers to the means provided for recording the indicating "Charge," "Received on Account" and "Paid Out" transactions. The demonstration proceeds as follows:

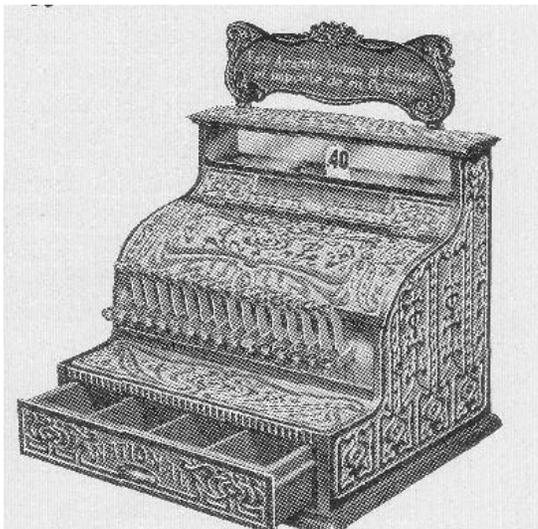
Mr. Blank, I have shown you the highest type of detail-adder. We have agreed that it is worth a great deal more than the price asked for it. I now want to show you another line that I think will interest you.

## The Adding Mechanism

You will recall the different improvements made in the adding mechanism of the detail-adder. First, the necessity of having to add up the number of registrations on each key was overcome, then the process of multiplying the value of each key by the number of operations, as shown by the adding-wheels, was eliminated by the improved adding-wheels which carry a running total for each key. Thus in the improved detail-adders the work of making up the statement and balancing the cash is greatly reduced. However, even now considerable time is required to do this work. Think of having to take off the amounts from perhaps fifty or sixty adding-wheels and then to foot up these amounts to ascertain the total cash receipts. Then suppose you should make a mistake and not strike a balance the first time. In that event you must check up the record from beginning to end to locate your error. This may take a half hour or perhaps longer. You must strike the balance before you leave at night so that the register can be reset ready for the next day's business. Remember this must be done at night after a hard day's work, when you are tired and want to get home.

Time Saved.

Mr. Blank, how much more would you be willing to pay for a register that will give you at a glance the grand total of your cash receipts? Think what that means, a half hour of your time saved at the close of the day's business, not one day, but every day in the week, every week in the year. A yearly saving of 156 hours over two solid weeks of working time. Mr. Blank, I do not know what value you place on your time, but no business man figures his time at less than \$2,000 to \$2,500 per year, usually much more; but at that low figure the time spent in balancing the cash is worth \$100 or more each year. I know it is worth that much to you, and if that No. 8 would do all of that adding for you, and not make any mistakes, thereby necessitating a second or perhaps a third checking, you would gladly pay \$100 more for it, would you not? Certainly.



\*The No. 135 Line.

Here is our No. 135. It has a penny arrangement from one cent to \$9, and special keys for "Charge," "Received on Account" and "Paid Out" transactions; also a "No Sale" key for opening the drawer to make change. This is a total-adding register. Instead of having fifty to sixty adding-wheels with as many separate totals, the grand total is recorded on one counter. (Raise the lid and show him.) Glance at the counter and you know how much cash should be in the drawer. (Register a few

The No. 135 Register

\*Note, -The No. 135 line has never been supplied for English currency, but the tool work is progressing and at an early date this line will be ready for the English trade. Due notice will be given when these registers can be supplied.

amounts which he has set down on a piece of paper and footed, then show him the counter to prove that the addition is correct.) What do you think of that? Certainly it is worth \$100 more than the No. 8; but, Mr. Blank, instead of charging \$225 for that register I will quote it to you at \$150, only \$25 more than the No. 8. I want you to know that we sell all of our registers far below what they are actually worth to the merchant. In this case the \$25 extra is charged not alone for the improved adding mechanism, but also because the No. 135 is larger than the No. 8; that is, it has thirty keys, whereas the No. 8 has but twenty-five.

It was while President Patterson was a retail merchant at Coalton, Ohio, that he purchased two of the first cash registers ever made. They had no cash-drawer and were very crude. For them he paid \$100 each. In spite of their deficiencies they stopped many of the losses that had occurred in transactions between his clerks and customers, and actually increased his profits. He was at once impressed with their value as money-savers, and said, "What is a good thing for this little store is a good thing for every retail store in the world."

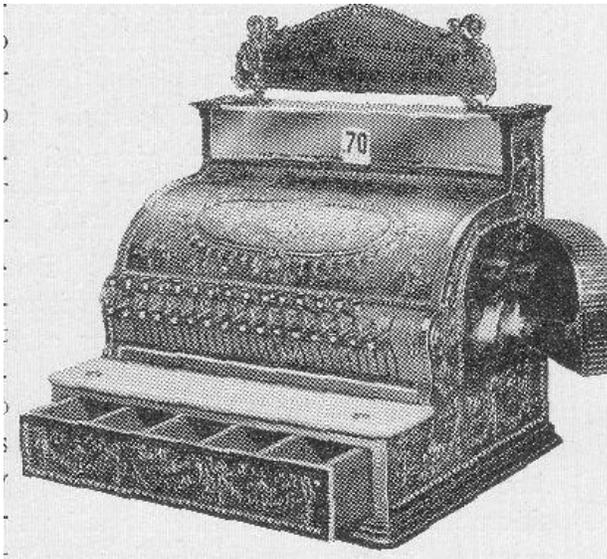
### **The No. 35 Line**

I have still another proposition to put to you, Mr. Blank. The No. 135, although it sells at only \$150 is actually worth, as you agreed, \$225 as compared with the No. 8. This is because of the extra time and worry it will save you. However, there is one important thing lacking in the No. 135. It will tell when the cash does not balance, but if there should be a discrepancy it would be difficult to locate the mistake because there is no detailed record of the day's business. What would you think of a combination of the No. 135 and the No. 8? That would be getting pretty close to an ideal register, and you would naturally expect the price of such a register to be as much as that of the Nos. 8 and 135 combined, or \$275.

### **Greater Protection.**

We have such a combination in this register, known as the No. 35%. Mr. Blank, I want you first to notice the general appearance of that register as compared with the No. 135. Like the No. 8, it has a solid bronze cabinet, glass top and marble slab, besides all the late improvements of a key total-adding register. Many of these features you will notice are not embodied in the No. 135, which has an iron cabinet-in itself much cheaper than the bronze-although, of course, very substantial and durable, but it is not susceptible of as fine a finish nor is it as artistic. (Raise the lid.) You will also notice wheel lid-counter running to 99,999, whereas the lid-counter on the No. 135 only runs to 9,999, a capacity of 90,000 less. It has therefore a much greater value as a guardian on your cash-counter. Then the No. 135 has no customer-counter. Further, you will notice that the resetting device on the No. 135 is permanently attached to the register, so that if the lid is raised the counters can easily be reset. The No. 35 1/4 requires a special key to be inserted into the barrel of the resetting device. Only this key will fit, as the device is made on the order of a high-grade safety lock. This key you keep in your possession. The counter is therefore protected in three ways: 1. By the lid lock. 2. By the five-wheel lid-counter. 3. By the special detachable resetting key. Mr. Blank, this extra protection is worth \$25 if it is worth a cent. I am pointing out these various improvements, Mr. Blank, so that you will appreciate their value and know what they will do for you. I know that you want the register best adapted to your business and the one that will give you the greatest protection by furnishing the most information.

### **The Sales-Strip.**



I might speak more at length regarding the various improvements in this No. 35 1/4, as compared with those in the No. 135, but many of these I have covered in explaining the No. 8, and I now want simply to call your attention to the one great advantage in this register over the No. 135. Inside of this hood at the side is a printing attachment. Every time you make a registration the

### **The 35 1/4 Register**

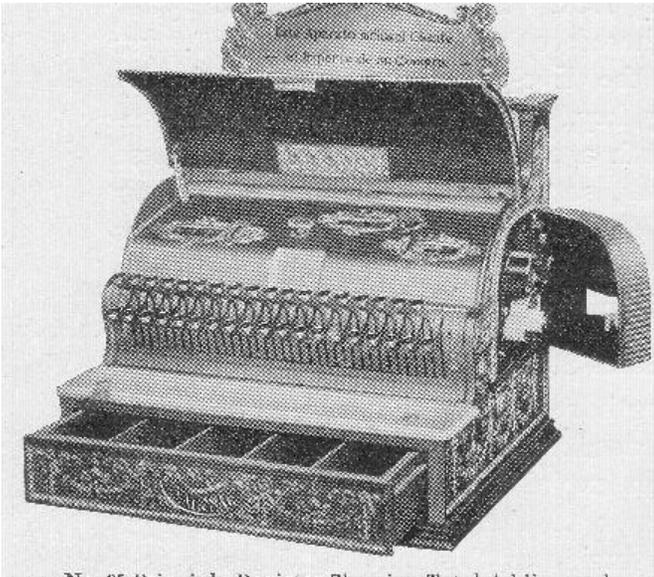
amount not only is added into the grand total, but is printed on a continuous strip of paper locked under this hood. You therefore not only have a grand total of your sales, but a detailed record of every transaction just as it occurs. Thus you can locate any particular sale and ascertain whether or not your clerk registered it correctly.

## More Information Wanted

Now, as this machine gives all of the information furnished by both the No. 8 and the No. 135 we agreed the price should be \$275, and counting in \$25 for the extra protection of the resetting lock, the price really should be \$300. But again, Mr. Blank, I ask you much less. The price of this register is only \$225. However, this sales-strip record is not quite as complete as you want, as it only gives the amounts of cash sales.

Here is the No.35 3/4. Would you like to have a printed record not only of every cash sale, but of every "Charge, Received on Account" and "Paid Out" transaction? It would be worth considerable to you to be able to tell from this sales-strip not only the amount, but also the kind of every transaction.

## The Throw-Out Feature



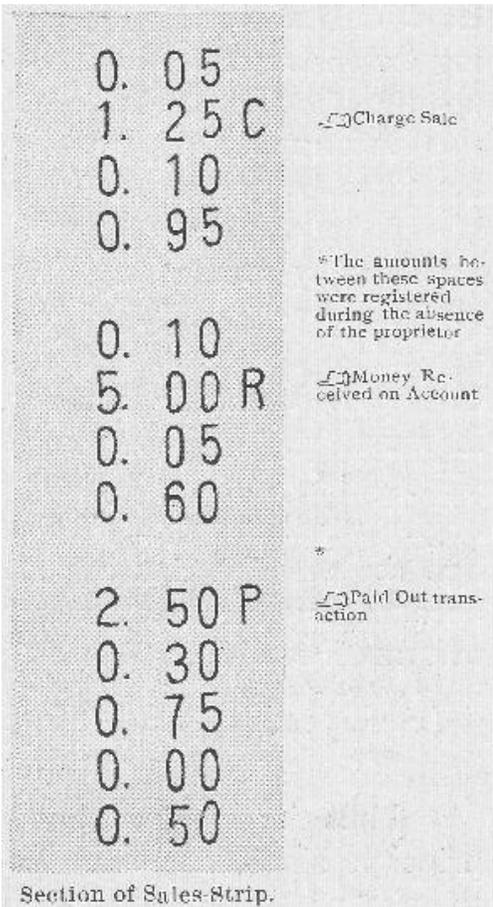
This No. 35 3/4 is so constructed that you can register the amount keys in connection with the color system without interfering with the cash-counter. The amounts of these transactions can therefore be printed on the sales-strip, together with a special designating character so that you can identify each kind of transaction. Notice the ease with which these transactions are registered. The special key is started; you then press the amount keys and the special key completes its stroke automatically. This construction makes it impossible to indicate a special transaction without indicating the amounts to the customer, as you cannot complete the stroke of the special key without pressing one or more amount keys, and the register is locked until the special key returns to its normal position. You are therefore assured that the proper amounts are printed on the sales-strip.

No 35 Principle Register Showing Total-Adding and Special Counters, Lid-Counter and Resetting Key.

## Information is Protection

Let us see now how much information can be obtained from this strip :

1. If the total number of "Charge, Received on Account" and "Paid Out" slips, as shown by the respective special counters, are not in the cash-drawer, you can, by checking up the slips on hand with the salesstrip, tell the amount of the missing slip, and in this way no doubt some one will recall the transaction and be able to supply the required information.
2. It is impossible to open the cash-drawer without making a printed record on the strip showing why the drawer was opened.
3. It is a positive record in case of a dispute with a customer, which will settle the controversy on the spot, to the satisfaction of all concerned.
4. It gives you the same information you would get if you personally watched the indication of every transaction recorded during the day.
5. It will show the business done during certain hours, such as meal times, during absence from the store early in the morning and during the evening. (This is done by spacing the tape before and after the period in question.)
6. It may be mailed to you when out of town, thus putting you in close touch with your business while away.
7. It will verify a statement in regard to the volume of business in case you should want to sell out.
8. It is a valuable record to rise with an insurance company in adjusting a fire, loss.
9. It is a protection to a clerk, as it proves his carefulness or honesty in case of an error or dispute.
10. It adds to the convenience of knowing the total of all sales., the satisfaction and protection of information in detail.



**Ed- The text on this graphic are from top down:**

Charge Sale

The amounts between these spaces were registered during the absence of the proprietor.

Money received on Account

Paid out transaction.

Section of sales strip.

**Information Worth How Much?**

Mr. Blank, I will not ask you to place a value on the additional special mechanism required to obtain these results, nor upon the experimental work in developing the idea, nor upon the cost of making expensive tools to turn out the additional parts. These costs run up into the thousands of dollars. I simply want to ask how much this information is worth to you. Your success and profits are bound to be greater or less in proportion to the amount of absolute knowledge you have of your business. The price of the No. 35 1/4, with simply a cash sales-strip as stated, is \$225. This you admitted to be very reasonable. How much more is it worth to have the additional information and protection which the strip of the No. 35 3/4 will furnish? You would be willing to pay \$50 more for this information. It is worth that much more. That would make the price \$275. In fact, you remember we figured that the No. 35 1/4 ought to sell at \$300. We do not ask that much. Only a short time ago the price of this register was \$265, but true to its policy of encouraging the merchants to buy the registers that give the most information and consequently the greatest protection, the Company now offers this register for only \$250.

**Raised to No. 35**

Thus the merchant has been raised to the highest type of No. 35 principle single counter. It is hardly necessary in these arguments to take up the two-counter and two-drawer register of the No. 35, principle, as they involve simply the matter of convincing the customer that he needs two registers, either for himself and one assistant or one for each of two assistants or one for each of two departments, etc., and then comparing the price of the two registers in one with the price of two separate registers. The difference is so great that if he needs two registers and cannot be sold two, he will gladly pay the lower price of the two-counter, two-drawer register. The advantages of the multiple-drawer registers will be taken tip in the No. 79 line.

Bear in mind that the comparative demonstration is supposed to take place in the display room. The Primer demonstration is reserved for the demonstrating room; therefore the explanation of how to use and balance the register must be withheld for the complete Primer demonstration.