

### **Taking a Merchant Up the Line.**

No. 4.

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.

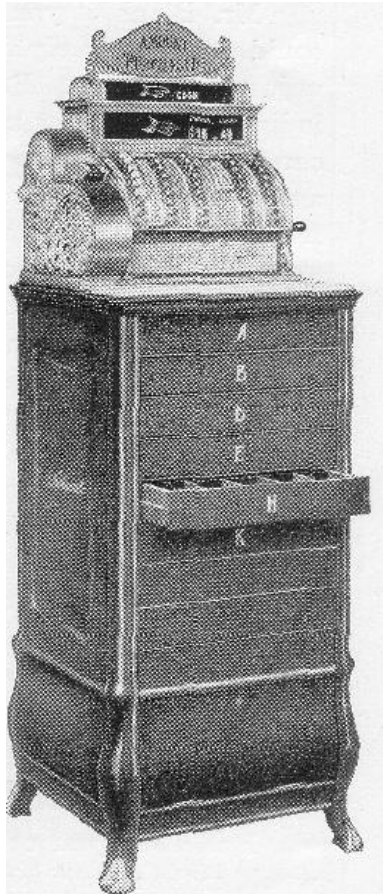
IN the preceding articles on this subject the merchant has been led up gradually from the No. 14 to the No. 95. He has admitted the relative values of the various registers, and is convinced that \$400 is a reasonable price for the No. 95. The object now is to interest him in the No. 79 principle multiple register, or perhaps in a multiple-counter, multiple-drawer register, with a view to closing the order.

### **Introduction to the No. 95 Six-Drawer Register.**

Mr. Blank, notwithstanding the many wonderful results accomplished by the No. 95, it may have occurred to you that there is yet one deficiency. I believe you will agree with me when I say that a perfect cash register must do two things:

1. It must enable the merchant to enforce the correct registration of every transaction between his clerks and his customers.
2. It must supply the information that will enable the merchant to place absolutely, beyond a doubt, the responsibility for every mistake or shortage.

Once the correct record is made, every mistake or shortage is sure to be revealed. The next thing is to locate the clerk who is responsible for the discrepancy. I have already explained how the No.



No. 95 Six-Drawer, Floor Cabinet.

95 will accomplish the first of these results. It goes a great way toward accomplishing the second. It furnishes a good check on your "Charge," "Received on Account" and "Paid Out" transactions, because by checking up the slips in the cash-drawer with the record on the detail-strip it is possible to ascertain the amounts of any missing slips,

and to identify the clerks connected with the transactions. But suppose the cash does not balance with the register, WHO IS TO BLAME?

#### **Who Made the Mistake?**

You have six clerks. They are all using one cash-drawer. They are all liable to make mistakes. They may register every transaction correctly, but make mistakes in giving out change. They may occasionally take in counterfeit money. Mr. Blank, sometime one of them might be tempted to take money out of the cash-drawer. You would always know when this occurred, but the question would invariably be, Who did it? Each clerk will disclaim any knowledge of the mistake or shortage.

#### **One for Each.**

Mr. Blank, if you had one of these registers for each clerk, you could then absolutely fix the blame for every discrepancy and avoid any unjust suspicions. Furthermore, as each clerk would know that his individual cash must balance with the register, he would be extremely careful, and therefore there would be very few mistakes made. Then again, such a system would remove a very great temptation that now confronts every clerk in your store. You think you could not afford such a system? Well, at \$4-00 each, six of these registers would Cost \$2,400. That is quite a considerable amount, but, Mr. Blank, you must not lose sight of the very great returns from such an investment. However, suppose that in consideration of your purchasing that number of registers I should make a reduction of 50 per cent. on the price, and put the six registers in your store for \$1,200, would you accept the proposition ? Mr. Blank, would it not be worth 51,200, not only to know whether or not your clerks had accounted for every cent taken in over your counter, but also to know beyond a doubt who is responsible for each discrepancy that occurs? That is only \$200 for each clerk. You have already admitted that you are losing at least twenty-five cents per clerk each day. I believe you are losing a much larger amount, but even at that very conservative rate, each register would pay for itself in two and onehalf years, and after that they would go on making a profit for you.

### **The Register Soon Pays for Itself.**

But when you consider the many other ways in which the register would make money for you, I believe it is safe to say it would pay for itself in about one year. Think of stopping the losses through failure to charge goods sold on credit, and through the failure to credit money paid on account. Think of increasing your profits by attracting new trade; by holding all of your old customers; by placing an advertisement in the hands of each customer; by reducing bookkeeping; by cutting out bad accounts; by placing your business more nearly on a cash basis; and by being in touch with every detail of your business. Mr. Blank, you cannot afford NOT to have such a system.

### **Ready for the Primer Demonstration.**

I have a little surprise for you, Mr. Blank-something that will appeal to you. If you will kindly step into this room, I shall take pleasure in explaining to you one of the greatest inventions that was ever conceived for the benefit of retail merchants.

The agent now takes the merchant into the demonstrating room and gives a Primer demonstration of the No. 95-6. The customer will, beyond doubt, acknowledge the utility of the register. He knows it will save him money. He will see that the No. 95-6 is practically six No. 95 registers in one. When told that the price'Is not \$2,400, nor even \$1,200, but only \$520 for counter, or \$540 for floor cabinet, he will be fully satisfied with the price, and being satisfied that the register will save him money, he will sign the order.

### **The No. 106-6.**

After the demonstration of the No. 95-6, the No. 106-6 might be introduced, or, if deemed best, the demonstration might be made on the No. 106-6; but the latter will be better appreciated after the merchant understands the method of balancing from the detail-strip. In most cases, a merchant to whom a No. 95-6 can be sold will not object to paying the advance in price for the convenience of the separate totaladding counters.

In the No. 106-6 tape and check printing register, the merchant not only has a separate cash-drawer for each clerk, but also a separate total-adding counter as well as a special counter for each clerk; therefore he has in every sense "six cash registers in one," and the price is \$665, or \$125 more than the No. 95-6. The register is worth this difference, because, in addition to accomplishing all that the other registers do, it accomplishes the following:

### **Superior Qualities Are Many.**

By means of the total-adding counters, it gives a history of the day's business more quickly, and in greater detail than any other system.

The total-adding counters enable the proprietor to balance the cash in a moment at any time during the day. Disputes can be adjusted without delay.

The separate counters make it a complete register for each clerk.

The total-adding counters relieve the proprietor of much fatiguing detail work.

By keeping a separate total of each clerk's sales, it enables the proprietor to ascertain the true worth of each of his clerks.

It protects honest salesmen. It enforces exact dealings on careless clerks.

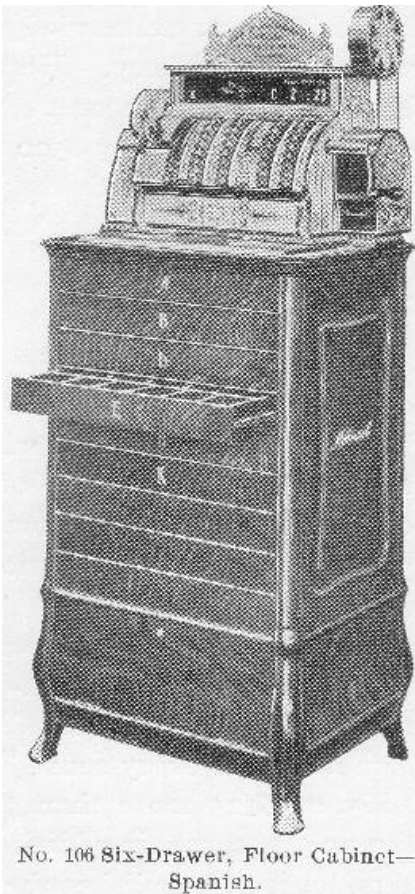
It reduces temptation and opportunities of fraud to a minimum.

It settles beyond appeal all vexing questions about sales.

The total counters save the adding of the amounts on the detail-strip to balance the cash.

Clerks prefer registers that will relieve them of unjust blame for mistakes made by others.

There are many other arguments to overcome any objection to the price. For example, the No. 106 has seven total-adding counters; the No. 95 has but one. The extra cost for each counter, therefore, is only about \$20. That is not all. The No. 95 has but one customer-counter; the No. 106 has seven-one for each clerk and a grand total. To obtain these results a great deal of expensive mechanism is required, but for these twelve extra counters the customer pays but a little more than \$10 each.



### **Five Things to Remember.**

This closes the series of articles on "Taking a Merchant Up the Line." As already stated, the purpose of this series has been to give a general comparative demonstration of the relative value of the various registers. It is hoped these articles will serve to assist foreign agents and salesmen in leading their customers from the cheaper registers up to the higher priced machines.

Remember these five things; they will help you.

1. Show the full line if possible.
2. Always sell the very best register that your customer can use to advantage.
3. After you have sold a register, set it up yourself if possible and see that the customer understands thoroughly how to use it.
4. Call -upon users and keep them satisfied. They are your best advertisement.
5. Keep a scrap book of testimonials from your best users. Show also a copy of the original order, and, where possible, photographs of the users' stores with the register in use.

## **Improvements and Changes in Registers.**

HEREAFTER all No. 79 and No. 172 principle registers for countries -using the decimal monetary system, will be built to print a dash for the home position of the highest amount type segment or printer wheel.

To improve the indication on No. 79 principle registers, a round, white period will appear on the side frame, instead of the square boss on the rough side frame casting, to represent a period between the dollars and cents indicators.

The factory has ordered bolts for till-cover locks made 1-32 of an inch longer to improve the operation of these locks.

In order that the detail-strip on No. 100 principle registers may be seen without removing the hood, it has been decided to make a glass covered opening near the top of the hood.