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"GOOD WILL"

JUST ANOTHER NAME FOR SATISFIED CUSTOMERS

Your biggest asset is "satisfied customers."

But you can never have many satisfied customers until you eliminate the petty mistakes which constantly occur in your store.

You can stop these mistakes, increase your profits, satisfy your customers, increase your good will with a

NATIONAL CASH REGISTER

People like to deal in stores where the National Cash Register is used. It gives an air of prosperity, stands for system, order, correct accounting, progressiveness, and is evidence of the desire to give a square deal to everybody concerned in every transaction.

Do as the most successful merchants in Canada are doing—bring your store system up to date—put a printed receipt in every parcel. It costs you nothing to investigate and learn. A National Cash Register is paid for out of the money it saves you.

*Write to-day for Free booklets and information about
the National Cash Register which suits your business.*

The National Cash Register Co.

Canadian Factory
TORONTO

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